

COMMUNITY e-LINK

“Inna di community”

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The Official Community News!

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Canadian International
Development Agency



JAPAN
Official Development Assistance

JSIF's Community Link Revised

The JSIF Community Link has been revised as a monthly e-newsletter. It will continue to provide timely information about key developments and activities occurring in the Fund. This month's focus is the **Rural Economic Development Initiative (REDI)** project.



The Rural Economic Development Initiative (REDI) is a project geared towards executing small-scale agriculture and tourism community based projects in rural communities. Its main objective is to improve the earning potential of groups engaged in the business of agriculture and tourism.

To achieve this goal, small grants of up to US\$50,000.00 are available to implement projects of a business nature; while larger grants of up to US\$200,000.00 can be accessed for community projects in agriculture and tourism.

REDI is financed by a loan of US\$15m from the World Bank is slated for completion in 2016.

Community-based Tourism Policy coming!



The agreement for developing the Community-based Tourism Policy was signed at the Ministry of Tourism!

A new **Community-based Tourism Policy** aimed at creating a framework to enhance the policy and institutional capacity of community-based tourism will soon be a reality. The Government of Jamaica through the Ministry of Tourism signed the agreement with the Jamaica Social Investment Fund (JSIF) in early January to officially start the process.

Through the policy, local people will be empowered to utilize their rich talents and resources to transform their communities and enhance their livelihoods. It is envisioned that as a result of the implementation of this policy, Jamaica's natural and cultural heritage will be better promoted and protected thereby increasing the island's appeal to the discerning traveler.

More specifically, the Community-based Tourism Policy and Strategy is expected to support and encourage the development of community-based tourism enterprises (CBTEs) in the small and informal sectors; address the disadvantaged position of communities in the tourism marketplace; and involve local people in the planning of tourism activities.



Touring the Black River.

As it relates to the policy itself, is expected that through its implementation, communities will have the capacity to play a greater role in the development of Jamaica's tourism industry

by taking ownership of the industry and providing high quality visitor experiences, in fulfillment of the Strategic Objectives of the Master Plan for Sustainable Tourism. Further, the institutional and legal capacity of the Government of Jamaica will be strengthened and appropriate modes of engagement for CBTEs detailed.

As a result, it is envisioned that the development of the Community-based Tourism policy will bring improved cooperation and collaboration across responsible ministries, departments and agencies (MDAs) of government, where each understands clearly their roles, in support of CBT.



Craft items for sale.

In developing the Community-based Tourism policy, broad based stakeholder input through national consultations will take place islandwide after which Parliamentary approval will be sought to convert the policy into law. The development of the Community-based Tourism policy is being funded under the JSIF implemented and World Bank financed REDI project to the tune of \$8.568-million.

Photo Gallery Captions

From Page 1 ...

1. **Dr. Pamela Cox**, World Bank Regional Vice President for Latin America and the Caribbean a “knock fists” with Andrews Lane Young Farmer during a World Bank Tour of the IC BSP Central Village sub-project.
2. **Minister of Tourism**, the Hon. Edmund Bartlett along with his Permanent Secretary, Jennifer Grey signing the agreement for the development of the Community-based Tourism policy. Looking on (seated) is Dr. Badrul Haque, World Bank Special Representative, Jamaica.
3. A resident of West Kingston using the newly constructed bathroom facility which was completed under the Mid-Town Sanitation Project which saw 13 much needed new sanitation facilities built.
4. And also in Mid-Town, Prime Minister of Jamaica, the Hon. Bruce Golding shakes hands with Scarlett Gillings, Managing Director, JSIF while Amb. Marco Marzoucci Alemanni looks on.
5. Little Tashanna McFarlane from the Our Lady of Mercy Basic School, Little Lane has the complete attention of US Ambassador Pamela Bridgewater and Marisa Lago, US Assistant Treasury Secretary as they toured the World Bank funded Inner City Basic Services Project Central Village sub-project
6. A Shrimp Vender in Middle Quarters St. Elizabeth selling shrimp to her customers.

Keeping it Sweet



Grace Foster-Reid, President of the Middlesex Beekeepers Cooperative explaining the sweeter points of honey production to Dr. Badrul Haque, World Bank Special Representative to Jamaica.

In keeping with the Ministry of Agriculture & Fisheries' Strategy to stimulate rural economic growth and increase Jamaica's overall competitiveness, the Rural

Economic Development Initiative project has begun funding two honey production projects. These projects are being undertaken by the Middlesex Beekeepers Cooperative in St. Elizabeth and the Porus Entrepreneurial Group in Manchester. Under the projects, the groups' objective is the expansion of product offerings via the production of value added goods such as pollen, honey wine, cosmetics and wax-based products, subsequently creating economic and employment opportunities in the parishes.

This venture represents the first two Type A sub-projects to be implemented by the REDI project valuing J\$8.804-m. Both the local and international markets' demand for honey is quite significant with neither market able to meet this need.



Both Beekeeping Groups Presidents with their signed contracts.

Farmers Get Training!

Farmers' groups in the parishes of Manchester and St. Elizabeth are being provided with business training and capacity building to strengthen their ability to manage projects and improve the business aspect of their activities. This necessary training is being provided under the REDI project in conjunction with the Jamaica Exporters' Association's parent body the Export Centre/Business Information Point.

More specifically, the project's objective is to increase the income earning potential of



JSIF and JEA making the Farmers Training project official!

these targeted farmers by improving their access to various markets, including but not limited to; exporters, regional and international importers and local middlemen. This will be achieved by improving the business management and marketing capacity of the farmers.

Overall, 150 farmers are being given Capacity Building Training which includes Marketing, Small Business Management, Negotiations, Fresh Produce Grading and Packaging, Customer Relationship, and, Selecting the right market and Growing for it!



St. Elizabeth farmers in JEA training session.

Read more...



Information Corner

What is practical completion?

The Contractor requests 'practical completion' when all the construction/rehabilitation work has been completed. The Certificate of Completion of Works is issued by the Supervising Consultant after the walk-through of the site and the determination by the Supervising Consultant that the work is complete. The Defects Liability Period specified in the Contractor's contract begins after the Certificate of Completion of Works is issued.



Did you know that honey is 80% sugars and 20% water? To make one pound of honey, the bees in the colony must visit 2 million flowers,

fly over 55,000 miles and will be the lifetime work of approximately 300 bees. A single honeybee will only produce approximately 1/12 teaspoon of honey in its lifetime.

A single honey bee will visit 50-100 flowers on a single trip out of the hive.

JSIF Project Report Card

December 2010

Approved	1350
Completed	958
Disbursed	J\$9.1B

Update: REDI Call for Proposals

In the last Call for Proposals issued on October 10, 2010 by the REDI project, of the 243 applications received 61 were Tourism requests with the remaining 182 seeking Agriculture support. The team is currently in the process of sending out letters of acknowledgement as well as evaluating the project proposals. Field Appraisals for these projects will begin in February.

Upcoming Events for the Month of February

- REDI Business Plan Development Consultants Training in collaboration with FAO February 21 –25, 2011 .

Next Project Feature! The Basic Needs Trust Fund



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