

# Entrepreneurship in Moulay Ismaïl University of Meknes (UMI): a testimonial

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# What is the vision and mission of P6 (IUC-UMI)?

Focus on local Medicinal and Aromatic Plants (MAP's), particularly on endemic plants

Focus on conservation, domestication and valorisation of MAP's

3 components:

- Research
- Education
- Community service

# Community service: why?

## Why is this necessary? What are the constraints for local cooperatives?

- Weak organizational skills;
- Weak administrative and financial management capacity;
- Weak management capacity of the processing units;
- Lack of good production practices;
- Low number of products derived from MAP;
- Lack of approval and authorization from state quality control agencies;

# Community service: how?

Based on specific workshops for and with local cooperatives

## Technical support

- Elaboration of cultivation plans and plant sheets (Planning of MAP cultivation; Choice of plants according to climatic conditions; Characteristics of several MAP species and conditions of their cultivation...)
- Setting up of MAP nurseries (Choice of the nursery site; equipment necessary for the creation of a nursery; techniques and procedures for the setting up of a nursery; management methods of a nursery)
- Setting up and follow-up of the cultures (Creation and development of the MAP culture areas; MAP planting; Monitoring of MAP cultures: irrigation, phytosanitary; MAP harvesting...)
- ...

## Administrative/Theoretical support

- Elaboration of the documents of certification (procedure ONSSA, market authorization, phytosanitary attestation etc...)
- Elaboration of a business plan
- Elaboration of production documents (formulation, product sheets, production, packaging and labelling design, marketing plan... )
- Enhance visibility
- ....

# Step 1: Listen to the needs

- Welcome in the « centre d'Innovation et Transfert de Technologie (CITT) » = plateforme within UMI
- Participatory diagnosis of the cooperatives;
- SWOT analysis
- Preparation of work plan for each cooperative according to their needs



## Step 2: Theoretical and hands-on workshops

Theoretical training: knowledge sharing and documents/guides on

- chain development;
- crop cards;
- good practice guides;
- product data sheets;
- business planning;
- unit management;
- marketing ....





## Step 2: Theoretical and hands-on workshops

### Practical training

- At the level of the MAP crops;
- At the laboratory level;
- At the level of the production lines;

### Duration

2-3 days for each cooperative



## Step 3: Administrative support

- Project set-up;
- Preparation of authorization files;
- Preparation of approval and certification files
  
- Duration of 2-3 days for each cooperative



## Step 4: Personnalized technical support

- Start-up of units and equipment;
- Diversification of MAP's products;
- Formulation and elaboration of (new) products;





# Step 5: Follow-up on site

1 à 2 times / year



# Pilot study: very promising results obtained in Phase I

## Facts and figures

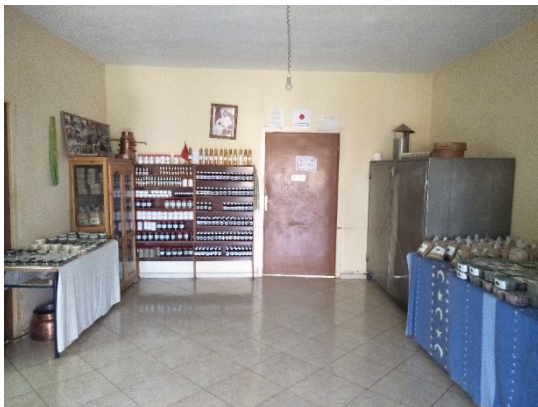
- Number of cooperatives supported : # 13 (11/13 were women cooperatives!)
- All of them developed units of MAP's valorisation
- 9/13 obtained an official agreement from « l'Office Nationale Sécurité Sanitaire des produits Alimentaires (ONSSA)- still ongoing for the others
- 3/13 obtained marketing authorization from the ministry of health
- 1/13 obtained BIO certification
- Network of cooperatives developed - shared knowlegde - snowball effect



# What's next?

Showroom of all P6-derived products to be organised (delay due to pandemics)

To be extended in Phase II and be further consolidated through BioMedinaMeknes platform of valorisation of MAP's = incubator for cooperative supported by UMI and P6



## For whom the credits of these fantastic results?

- To VLIR-UOS
- To UMI
- To P6 members (Flemish and Moroccan partners)

But essentially to....



Pr. Abdelhamid ZAID



Pr. Lhoussaine El Rhaffari