

## Detail report of stalls and events of Olive Products from January to March 2024

**Report to** Maam Sameena Nazir, Executive Director PODA

**Report by** Maryam Fatima and Miss Gulnaz

**Date** 23<sup>rd</sup> May, 2024

### List of events:

S.No	Date	Place	Event
1	7 <sup>th</sup> January, 2024	Mohra Mureda, Khanpur, Taxila	Gandhara Citrus Festival
2	18 <sup>th</sup> , 19 <sup>th</sup> , 20 <sup>th</sup> January, 2024	Sargodha	Citrus Mela
3	23 <sup>rd</sup> January, 2024	Haripur	Citrus Festival at University of Haripur
4	4 <sup>th</sup> February, 2024	Thathal	Kitchen Gardening Festival
5	14 <sup>th</sup> , 15 <sup>th</sup> February, 2024	Nara Mughlan	Follow-up Training session by experts from Olive Culture
6	4 <sup>th</sup> March, 2024	Chakwal	Display at University of Chakwal
7	6 <sup>th</sup> March, 2024	Islamabad	Stall Display at Sustainability Expo at Allama Iqbal Open University
8	7 <sup>th</sup> March, 2024	Nara Mughlan	Businesses Visit by students of Sociology Department of University of Chakwal

### Details:

#### Gandhara Citrus Festival:

Gandhara Citrus Festival took place at Mohra Mureda, Khanpur, Taxila at 7<sup>th</sup> January, 2024. Miss Farzana along with Mr. Baber and Mr. Ibrahim participated in this festival. This stall was functional from 9:00 am to 5:00 pm. 146 people including men, women and youth visited this stall. There were testers of Olive Cosmetics including Face serum, moisturizers, lip balms, hair growth oil, body scrub and face mask. Moreover, there were also the Olive Soaps and Olive pickle. People really appreciated the organic products and the sale record is given below:

Products	Quantity	Price
Face Serum	2	1200
Lip balm	4	2000
Hair growth oil	1	800
Moisturizers	6	3000
Face mask	2	1000
Olive Soap	1	500

Olive pickle (250 g)	2	1500
Olive pickle (250 g)	9	6300
		<b>16300=Total income</b>



### **Citrus Mala:**

This event was conducted at Sargodha Art Council on 18<sup>th</sup> January, 2024 to 20<sup>th</sup> January, 2024. This was a Citrus Mela for promoting the varieties of oranges. Miss Farzana, Miss Bushra, Miss Zainab, Miss Anna Bibi, Miss Saher and Miss Gulnaz participated in this festival from Field Office, Nara Mughlan. They displayed stall of Olive Value Addition Products. This stall was functional from 9:00am to 5:00pm on three days. On daily basis, 300 people including students, teachers, community, police staff and visitors visited the stall on three days. On this occasion, we gifted the Olive Soap and Moisturizers to Executive Director Lok Virsa, Mr. Muhammad Uzair Khan, Folk Singer Awais Niazi and organizer of the event. After the trail of the products, Director of Lok Virsa gave orders of Olive Soap and moisturizer.

Moreover, for the advertisement of the Olive Value Addition Products, there were testers of all the products. As it was a Citrus Mela, therefore we used the dry orange peel in our soaps, lip balms, moisturizers and serums for giving the orange color. That was our first successful experiment for using the natural additives. People acknowledged the new things. The sale record of this event is given below:

<b>Products</b>	<b>Quantity</b>	<b>Price</b>
Face serum	3	1800
Lip balm	3	1000
Hair growth oil	4	3200
Moisturizers	4	3500
Face mask	1	500
Sugar scrub	1	800
		<b>10800= Total sale</b>



### Citrus Festival at University of Haripur:

A Citrus Festival was conducted at University of Haripur on 23<sup>rd</sup> January, 2024. This stall was functional from 9:00 am to 5:00 pm evening. Miss Fouzia and Miss Aneesa participated in this festival. This was a Citrus Festival therefore there were Citrus based Soaps, moisturizers, lip balm and face serums. Students and teachers found all the products very interesting but there was zero sale because the rates were high according to students.



### Thathal Kitchen Gardening Festival:

A Kitchen Gardening Festival was held at Thathal Organic Farm, Rawalpindi. The timing for this stall was 10:00am to 5:00pm. Miss Bushra, Miss Amna Bibi, Mr. Baber and Mr. Ibrahim participated in this event for the promotion of Olive Value Addition Products. The organizer of this event also having the organic farm therefore he really appreciated the efforts towards the organic products. The sale record of this event is given below:

Products	Quantity	Price
Face serum	2	1100
Lip balm	2	1000
Hair growth oil	2	1600
Moisturizers	4	2000

Face mask	1	500
Olive pickle	3	3750
Olive soap	3	800
		<b>10,750= Total sale</b>

### **Fellow-up session on Olive Soap and Olive Cosmetic:**

Two days fellow up sessions were held at PODA Olive Value Addition Center, Nara Mughlan by the Experts from Olive Culture.

**Date/time: 14-02-2024(11:00 am to 4:00pm)**

**Location: PODA Olive Value Addition Center**

**Trainers: Mr. Noshewan and Maam Saher**

**Participants:** Maryam Fatima, Gulnaz, Amna Arshad, Abida Bibi, Noreen Hayat, Farhan Waqar

### **Introduction:**

This report provides an overview of the follow-up training session on soap making conducted by experts from olive culture. The training aimed to enhance participants, knowledge and skills in crafting soap using techniques. The session included theoretical discussions and practical demonstrations.

### **Training Objectives:**

- 1) To learn advanced techniques and best practices in formulating olive oil-based soap recipes.
- 2) To troubleshoot common issues encountered in soap making and learn effective solution.

### **Questions asked by the group:**

- 1) What is the white material/ particles on the soap?
- 2) How can we remove these white particles?
- 3) How we can limit the presence of white particles (soda ash) on soap?
- 4) Why there are cracks on the soap?
- 5) Why soap is not drying after 24 hours?
- 6) Is it necessary to put the soap in refrigerator before removing from molds?

### **Solutions to the problems:**

- 1) Rapping the molds with plastic rapping after transferring the solution into molds.
- 2) Dip the soap in water to remove soda ash and to give shine.
- 3) Must place in refrigerator before removing the soap from molds.

- 4) Proper mixing required.
- 5) Remove the soaps from molds after 3 to 4 days.

### **Outcomes and Recommendations:**

The follow-up training session provided valuable insights and practical skills for participants interested in olive oil-based soap making. Participants expressed appreciation for the expertise shared by the trainer and found the hands-on activities particularly beneficial. Moving forward, it is recommended to organize regular follow-up sessions or workshops to further deepen participants, knowledge and skills in this niche area of soap making.

### **Recommendations by Experts:**

- 1) PH paper is not correctly printed so buy another tester.
- 2) Gave information about the suppliers of oils and fragrances.
- 3) Make sample general ledger register for stock maintaining.
- 4) Use the improved recipe and technique for better results.

### **Mistakes in the tags:**

- 1) Weight is not mentioned
- 2) Proper ingredients are not mentioned
- 3) Should mention the natural handmade soap
- 4) Body soap should be mentioned
- 5) Tag should have manufacturing and expiry date
- 6) Should having precautions like:
  - 7) Patch test before use.
  - 8) Stored in cool and dry place.
  - 9) Should keep away from direct sunlight.

### **Packaging:**

- 1) Packaging should be according to the exact size of soap to protect them from damage.
- 2) Packaging should be cheap and not so fancy.

### **Improved recipe by Experts:**

Distilled water 144g

Lye (caustic soda) 59g

Coconut oil 200g

Olive oil 200g

Fragrance 9g

### **What can we use for natural color in the soap?**

Answer: Dry beetroot for natural pink color, Habouskis flowers for different flowers, Alkanet root for red color, Henna for brown color, Turmeric for yellow color and Wasma for light purple color.

### **Ways forward:**

- 1) Will shift the business to the online business.
- 2) Try to improve the quality of soap and will try different experiments.
- 3) Will remain in contact with the experts.

### **Conclusion:**

The follow-up training on soap making by an expert from olive culture proved to be a valuable learning experience for participants. By integrating principles into soap making practices, participants gained a deeper understanding of the craft, learnt about mistakes and improved their expertise.



### **Follow –Up Training Report on Cosmetic making by expert from Olive Culture**

**Date/Time:** 14-02-2024(10:00 am to 4:00 pm)

**Location:** PODA Olive Value Addition Center

**Trainers:** Mr.Nosherwan and Saher Parveez

**Participants:** Amna Bibi, Bushra Ibrar, Mehmoona Saher, Zainab Bibi, Iqra Bibi ,Muhammad Ibrahim

### **Introduction:**

This report provides an overview of the follow-up training session on cosmetic making conducted by an expert from Olive culture. The objective of this training was to gain knowledge about the difficulties faced while making cosmetic products .In this one day session we solved our problems through discussion and theory.

**Questions to be asked by the group:**

- 1-Can we change the color of balms?
- 2-Why moisturizer and lip balm is hard in winter?
- 3-Can we use oil based face serum on oily skin?
- 4-Why oil does not mix in face mask?
- 5-What are the benefits of hair oil?
- 6-Can we add food color in cosmetic products?

**Answers of the following questions/Solutions:**

1) Balms are hard because of beeswax so, we have to lessen its quantity. The improved recipe is given below.

1-30g Olive oil

2-10g coconut oil

3-10g beeswax

2) Yes we can use face serum on oily skin even on all types of skin .Olive oil based face serum can helped moisturize and improve the elasticity of your skin .It can also reduce the appearance of fine lines , wrinkles and giving you a more glowing complexion.

3) As it is oil based face mask .Therefore, it is not mixed properly so keep the dry ingredients separate and the separate.

4) Olive oil is known to strengthen hair follicles and stimulate hair growth. Using a hair growth oil with olive oil can help nourish your scalp, reduce hair breakage, and promote healthier and thicker hair growth.

5) We can used infused oil, and double boiling method for changing the colors of cosmetic products.

6) We cannot use food color in natural cosmetics.

**Recommendations:**

- 1) Used improved recipe for the better results
- 2) Correct the name of moisturizer (it is moisturizer balm not a cream)
- 3) Mention all the ingredients on tags, day of manufacturing and expire date
- 4) Patch test before use
- 5) Store all the products in cool and dry place
- 6) Use eco-friendly packing

## **Marketing and advertising**

- 1) Create a business whats' app and share products photos, benefits and price. Also create website to showcase your products online.
- 2) Participate in a community stalls



### **Display at University of Chakwal:**

On 4<sup>th</sup> March, 2024, displayed a stall of PODA Olive Value Addition Products in a seminar at the University of Chakwal. Miss Maryam Fatima, Miss Gulnaz, Miss Farzana, Miss Bushra, Miss Zainab, Miss Amna, Mr. Ibrahim and Mr. Baber participated in this event. This event was about the collaboration between PODA and University of Chakwal to empower the girls. 50 people participated in this event including teachers and students. That was only the stall display for promotion of PODA Olive Value Addition Products.



### **Sustainability Expo at Allama Iqbal Open University, Islamabad:**

Sustainability Expo held at Allama Iqbal Open University, Islamabad on 6<sup>th</sup> March, 2024. Miss Amna Bibi, Miss Bushra and Miss Fouzia displayed a stall of PODA Olive Value Addition Products from 9:00am to 5:00pm for advertisement of the products. Olive Culture team including Miss Aiman, Miss Adnana and Mr. Marco visited the stall. That was only the display stall of organic products therefore there was no sale.





### **Visit of Students of University of Chakwal to PODA field office:**

On 7<sup>th</sup> March, 2024 a group of 15 female students of Sociology department of University of Chakwal along with head of department and faculty visited the PODA Olive Value Addition Center, Nara Mughlan. That was the step towards the Business Training of Olive Value Addition Products by PODA to empower the young rural girls for their sustainable future.



