

## Meet Jane

Jane, a brewer and convenience store owner, used loans that were funded by WorldWide Microfinance to launch an agricultural product business, generating additional income for her family.

## Jane's Story

To make ends meet, and to afford to send her three children to school, Jane runs two small businesses from her home. She operates a convenience shop, and she also runs a pito bar. Pito is a beloved drink in Northern Ghana, and Jane has mastered the intensive three day brewing process. Jane's husband also contributes to the household's income by farming, but the family struggles during the dry season, when farming stalls for half the year.

Worldwise's partner in Northern Ghana, Green Impact, not only administers a loan program but also introduces microentrepreneurs to new venture ideas and teaches them practical skills. Green Impact showed Jane how she could transform the waste products from the brewing process into organic fertilizer, biopesticides, and biochar. Jane used her first small loan to invest in the packaging materials she needed to start selling these agricultural products to farmers. This enterprise has since blossomed into her third small business. Now that Jane's family has an additional source of income to rely on, she feels more secure in her ability to cover education and healthcare costs and save a small amount of money for her family.

