



Takitaki

THE GRAND OPENING

And it was indeed a grand opening as friends of FRIEND community members, partner non government organizations, government representatives and corporate supporters gathered in numbers to witness the official opening of the new FRIEND headquarters in Tuvu. CEO Motibhai Group, Mahendra Motibhai Patel launched the redesigned FRIEND website before the Acting Australian High Commissioner H. E. Ms Judith Robinson officially declared the new office open. She also handed over keys to two new vehicles to assist the organization in its service delivery to the marginalised and rural communities. A number of beneficiaries also presented some moving testimonies on the impact on their lives and that of

their families, after associating with FRIEND. The official part of the ceremony was concluded with cake cutting to mark the occasion of FRIEND's 8th anniversary of opening its first office in Lautoka.

"FRIEND has had a commendable journey, from humble beginnings to being a household name, and the Australian Government is glad to be part of FRIEND's journey. Our participation in this event reflects Australia's commitment to rural development and poverty alleviation." -H.E. Ms Judith Robinson

Actg Aust High Commissioner

"FRIEND started with a dream to alleviate poverty in this country of plentiful. But our work sounds so abstract and intangible. The assumption is that we are selling chutneys and expanding all over the country so we must be rich! We have just been trying to maximize resources and been able to prove that we are having an impact on poverty situation in Fiji".

- Sashi Kiran

Founder/Director, FRIEND

"This latest initiative by FRIEND to launch their website must be applauded. It shows the foresight and vigilance of people involved in this organisation. In the fast moving world of commerce we cannot just sit back and be complacent. The website will enable FRIEND, its products and its home to reach out to the world instantaneously." - Mr Mahendra Motibhai Patel

CEO Motibhai Group of Companies

"I moved to my current home about 15 years ago. I had land around me but before FRIEND came I never really thought about gardening. Today, I have 17 large plots with cabbage, reddish, garlic, cucumber, lettuce, pumpkin, onions, long beans and even potatoes. I am able to make an average of 30 dollars from my

garden every week to supplement my husband's income. And it is a good feeling to be able to feed my family fresh food. I want all women to have that feeling."

- 42 year old Laisa Balekasavu

"The money I get through my cards, I use it to pay my children's school fares. And at the end of the week I am left with some change too."

- Apimeleki Vakarau, Artiste, black/white Friend's Fiji Style® Sketch cards

"Everyone in the village is now practicing healthy living—controlling diets, exercising, taking medicines on time..."

- Josaia Rakoto, Turaga-ni-koro





The FRIEND stall at Hibiscus provided yet another opportunity to create awareness on the diverse activities of the organization. Programs Officer

Vive Liutaki says she was amazed at the number of people who turned up at the stall with an idea that FRIEND was only about making and selling pickles and chutneys. FRIEND marked its presence at this year's Hibiscus Festival with its garden display at the Agriculture Show along with its usual showcase of Friend's Fiji Style Products on the table. Our hanging and square foot gardens were hailed as one of the highlights of the week with FRIEND Programs representatives and volunteers at hand to explain to the interested the finer details of how to put up healthy gardens when faced with lack of space.

The programmers had been working hard at putting together their display garden, juggling with their field work and the shifting of offices weeks prior to the event. Vive Liutaki says on two occasions, FRIEND was invited to the Agriculture Arena stage to talk about its products, their prices and a relay of the steps involved in making a square foot garden and its advantages. Liutaki says soon after the interview on stage, people flocked in to the stall to enquire and see the gardens. Some even sat down to write down steps of how to make the gardens and composts.



Mail That Tickles!!!



Dear Sashi Kiran and the Team at FRIENDS,
Greetings!

Just returned to my office and I want to thank you for extending such a warm welcome and for the singular honour to launch your new website. Hearty congratulations for establishing the new permanent home for FRIENDS and its diverse operations. You have done something exceptionally wonderful and beautiful for the less fortunate in our community. The presence of such diverse groups is indicative of the love, affection and high regard they all have of you. May you continue to achieve success in everything you do and you can count on our support.

Mahendra M Patel, CEO Motibhai Group
(After the official opening in Tuvu on 29/8)

I'm glad to hear that the move seems to be going so well. Best wishes with everything :-). Our thoughts are frequently with you and FRIEND.

Lynn Zelmor, Rockhampton, Aust

New place looks AWESOME!!! Well done to all of you... you guys have come so far and doing so much for a great course!

D Kumar, Auckland, Nz

I recently visited Fiji with my family, and bought a bottle of your chilli pickle at the airport on my way out. This turned out to be the BEST chilli pickle I have ever eaten, and we have treated it like gold, sharing it with only very special friends! Please let me know if you are exporting to Australia or how I can procure your products here. Keep up the great work your team is doing!

Kind regards,

Tara (Brisbane, Australia)

From USA to FRIEND

FRIEND has been enjoying a steady stream of visitors at its new headquarters over the last few weeks.

While many have been driving out to just stock up on their favorite items of Friend's Fiji Style® jams, pickles, chutneys and assorted handmade cards, some are coming just to look around and enjoy the fantastic view of the sea and the mountains.

The visitors have also included a four member team from University of Indiana in USA.

The team had been meeting a number of actors in Fiji for their research on micro financing in Fiji.

Jacob Hiatt says they were told about FRIEND and its work with the marginalised and underserved communities before coming to Fiji, and were keen to meet with FRIEND.

The team agreed with the FRIEND view that a socially empowered community is an essential feature of any successful microfinance scheme, failing which micro credit schemes will only make the poor poorer with their high interest rates.



Sashi with Melanie Hiatt, Jacob Hiatt, Rocio Ortiz and Mathew Hutchens of Indiana University

Leaves, Feathers and Kava Paper

The new designs emerging from the card workshop continue to dazzle the staffers as the card making team work on numerous special requests by those looking for "made to order cards".

This particular card depicting the shores and the sun of Fiji was made using kava paper for the beach, coloured peepal leaves for coconuts, the sun and the sea as well as peacock feathers for the flying birds.

Friend's Fiji Style cards are individually handmade to carry your special message across to your loved ones.

Contact our team today for your special order cards.



Do you have an outlet in Australia where your Chilli Chutney can be purchased?

I did purchase a bottle from a Chinese emporium in Brisbane QLD, but they don't stock it anymore. Perhaps they imported a case themselves but don't have any more left. Please advise when you have a regular outlet so I can purchase some more as we love the taste and its great in recipes. Would also love to try some of your other products as well.
Cheers, Grahamm, Brisbane, Aust

Adobe Stove Making @ FRIEND

As the news of the smokeless stoves spread, more communities called for sessions on how to make these stoves. And with the term quickly running out in the country for HELP facilitators, it was deemed best to hold a central workshop for all the interested people. The choice of location was obvious, since we now had enough space at Tuvu to 'spread our wings'. On the fine afternoon of 20th August, around 30 people from five different communities gathered at the new FRIEND Headquarters for the first practical workshop on the location. There was much fun in mixing the dough as the participants got into molding clay. With the number of hands at work, the stove was completed in less than four hours. The mould will now be removed in six weeks. And the stove will be ready for use thereafter. A number of participants are now reportedly eager to build adobe stoves in their own homes. These stoves are known for the fuel efficiency, using 1/3 amount of wood used in normal stoves, and cooks food faster. Smoke is ventilated out of homes, decreasing respiratory illnesses and vision problems.



Jone leads the mud dance



Molding clay balls with smiles



Labor of love—final pats

Wii Apple (Amda) Kuchla

Time and again in the short existence of FRIEND we have had numerous people asking us for kuchla, a traditional favorite of minced pickle. This time around we are trialling on wii apple kuchla. Raw wii are grated, dried, spiced and preserved in mustard oil. Kuchla is used as an accompaniment to meals and also tastes great in a spicy sandwich or wrap spread.

The wii apple fruits are a rich source of vitamin C. It helps to lower the risks of mouth, throat, stomach and cervical cancers. Also it boosts the immune power of our body. It reduces our body heat and weight naturally. Amda is powerful hair and skin rejuvenator. It is used in many ayurvedic medicines and it has many more health benefits. Kuchla lovers can get their bottles of the well loved delicacy from our shop in Garden City, Raiwai, Suva.



*Arti & fellow participants
Take time out to pose in
front of the Ministry of
Gender Equality in Korea*

e-Biz Training for Women 2010-Seoul, Korea

Earlier this month I had a chance to go to Korea and participate in a 3 week workshop organised by Asia Pacific Women's Information Network center (APWINC) and the Ministry of Gender Equality and Family of Korea, involving 29 women from 9 countries, including Fiji. The training provided exposure on ways to develop and foster women's concept of digital economy, encourage more women in e-business and to empower women by providing technical skills and strategies of e-business. Personally it was a great experience and a good opportunity to relook at the steps that could be taken to empower women who are oppressed. I am now also confident that I can assist my organization to better promote Friend's Fiji Style products with the use of e-technology with its increasing popularity amongst those who have access to it.

Improved Recipe for Mango Pickle

It's fleshier! And tastier! Our improved recipe is aimed to address concerns by our valued clients that while they love the taste of Friend's Fiji Style Mango Pickle, they would really appreciate it if they could also



have more flesh on the pickle to chew on.

So, after many more months of trials and testing, Friend's Fiji Style is now ready to present to you its improved Mango Pickle. A perfect accompaniment to your meals. Get one today!



Recipe Corner

Grilled Cheese/Sweet Mango/Chilli Chutney Sandwich

One may not have much time to cook the delicious meals one craves all the time. But Friend's Fiji Style Chutneys, Pickles and Jams are there to add zest to your simplest of the meals.

For this heavenly tasting grilled sandwich:

1 Bottle Friend's Fiji Style Sweet Mango Chutney

1 Bottle Friend's Fiji Style

Chilli Chutney

Butter to spread on the sandwich

Sliced or grated cheese

Wholemeal/White sliced

bread

Method:

Spread butter on your bread slices. Add good dollops of Sweet Mango and Chilli Chutney and Cheese. Grill through & enjoy it hot.



HELP International rounds up their work in Fiji for 2010

Dear FRIEND,

We wanted to express our sincere gratitude and appreciation for the work you are doing in Fiji. We are so thankful for the opportunity to partner with you and we are thankful for all of your assistance. We look forward to successful future relationships! Sincerely,
HELP International

A u g u s t Birthday's

One may see it as any excuse to eat, but with the FRIEND family we always find time to celebrate the lives of people who make up FRIEND. Happy Bday to Jyoti and Rita.



Rita

Jyoti

POSITIONS VACANT

Foundation for Rural Integrated Enterprises N Development (FRIEND) a dynamic NGO working towards poverty alleviation in partnership with the reputed PRISM Health Initiative, is looking for skilled and motivated candidates to fill the Nursing Managerial position at a competitive salary.

NURSES

Formal Qualifications Required

Diploma in Nursing with managerial experience

Essential Knowledge Required:

Knowledge of non-communicable diseases, public health and women's health issues

The ability and motivation to develop, implement and evaluate strategies and programs to achieve the optimal health outcomes for the community

Be able to work well with people from a wide range of backgrounds and cultures. Be motivated by the idea of service and working in the most underserved communities of Fiji

Serious, skilled applicants should send a detailed CV, 3 references, and a cover letter to The Director, FRIEND, PO Box D623, Lautoka by 20th September

Aunty Mere Retires

"You have been with us for a little more than a year, but, it seems you were here much longer," said Sashi while

Sashi & Aunty Mere at the farewell tea

farewelling Aunty Mere. FRIEND staff hosted a morning tea on the occasion to say thank you to the mother figure who had been looking after the place and cleaning up as the team rushed off in different directions for their daily activities.

Mereani joins Team Labasa

One of the initial volunteers of FRIEND, Mereani Lomavere has been posted to Labasa office to spearhead the social empowerment programs at our northern office. While the new office has been in place for about a year now, the main challenge remains relationship building with various stakeholders. Having been with FRIEND from the beginning Mereani fully realizes that this is a slow process and needs continued perseverance and commitment. She says she has no doubt that FRIEND will be able to thrive in the North as it has been able to do in its communities in Western Viti Levu.



Paula in the garden

Meanwhile the Labasa Team acknowledges the support of MH Labasa for donating a shovel to assist in demonstrations while promoting the backyard gardening project.



Mereani, Ansoo and Sunita

PRISM provides for Student Practical's

Working towards building sustainable health care in the underserved communities, Dr Animesh Sinha (Founder and Medical Director of the PRISM Health Initiative) is volunteering his time in teaching the Community Medicine course at the Umanand Prasad School of Medicine. As part of the course, he requires the medical students to work in the PRISM community outreach camps. Dr Sinha

Dr Sinha briefing a medical student on PRISM at the new FRIEND office in Tuvu.

says the students respond well to the practical exposure and will hopefully maintain a commitment to the underserved communities of Fiji after graduation. "I think this is one of the most effective ways to instill the spirit of service in the next generation of doctors," says Dr Sinha. US Based General practitioner has been providing free clinical services to the underserved communities for nine months a year. The PRISM Health Initiative is now active in sixteen Lautoka-area communities. The main aim of the Health Initiative is to optimize management of non-communicable diseases (like diabetes, high blood pressure and heart disease) for those in the underserved sector. Teams of nurses and health assistants conduct detailed initial assessments and provide consistent follow-up care for patients in underserved communities.

FRIEND Caps



Limited Edition White Sublimation Caps with FRIEND logo
\$10.00 each
Get One Today

These smart looking caps are now available at the FRIEND office in Tuvu. Contact Sandhya on 6663181 or admin@fijifriend.com to book your orders.