

Presidents Message



With the focus on its vision: “alleviating poverty through social and economic empowerment”, FRIEND has managed to overcome ongoing challenges to witness yet another year of growth, expansion and accomplishment.

I am pleased to report that in 6 years FRIEND has expanded from its Lautoka based headquarters to the management of a shop in Suva; establishment of a full time office in Labasa; and acquirement of a land in the outskirts of Lautoka to build the FRIEND VILLAGE.

Early this year, FRIEND opened its Labasa Office through which it is now providing service to the communities in Northern Fiji. In line with the Strategic Plan 2009 – 2013, FRIEND will gradually expand its income generating projects in the Northern Division beginning with pulse production and handicraft development. Also in line with the Strategic Plan 2009-2013, FRIEND is now commencing with the

development of FRIEND VILLAGE at its land in Tuvu, Lautoka. The planned development of FRIEND VILLAGE will not only overcome FRIEND’s office operation space challenges but will also expedite its growth and development.

The building of a quality control kitchen for commercial production at the FRIEND VILLAGE will ensure production at a larger scale. The availability of more appropriate production facilities and sufficient operating space will definitely have an increasing impact on FRIEND’s attempt to alleviate poverty.

During the year, programs have also grown and expanded. Major programs such as Governance; Youth Development Program (YDP); and Developing Enterprises for Sustainable Income (DESI) have been strengthening and accomplishing their objectives. While FRIEND has always taken challenges involved with IGP initiatives and placed its products in the market, now with the proposed establishment of more appropriate production facilities at the FRIEND VILLAGE, it will be able to reach out to more communities in its drive to alleviate poverty. A recent attempt to integrate the governance program into IGP initiatives will further boost FRIEND’s effort to alleviate poverty. Such holistic approach stands a greater chance to sustain IGPs.

Finally, I wish to take this opportunity to acknowledge the contribution made by FRIEND beneficiaries, stakeholders, partners, friends, donors, board, staff and the director towards FRIEND’s accomplishment. It is the joint effort by all that is reflected in FRIEND’s pace of growth and its 6 years of existence. And, with such endeavour, there is no doubt that FRIEND will make a meaningful contribution towards alleviation of poverty in Fiji.

Dr Pramila Devi
President