



NAME: Martha Birungi

COUNTRY: Rwanda

AGE: 41

BUSINESS: Ebenezer Farm

Bio information

Martha holds a Bachelors of Business Administration degree from the Cambridge Tutorial College, United Kingdom. Six years ago, using salary advances from her full-time job, she purchased land through the Rwandan land demarcation system. Utilizing share crop farming, she initially mobilized women to do most of the work and share the products after harvest. Martha believes she has ultimately empowered the women she employs by educating them to grow food crops and earn an income.

Her vision is to create employment for the women of Rwanda, giving them an income that will help improve their standard of living.

She believes that quality, which she requires her employees to continually provide both internally and externally, is the primary determinant of customer satisfaction and loyalty.

Business information

Ebenezer Farm is in the agricultural sector in the eastern province of Rwanda; its primary harvest is food crop production. The farm produces red beans, soy beans, maize corn, and sorghum which are main staple foods of Rwanda.

By attending the PEACE THROUGH BUSINESS program, Martha hopes to gain knowledge so that she is able to expand her farm in order to increase food production for her country.