



**LUVO
GUGWANA**

FOUNDER



GreenCape
Supporting the business of green



ANNUAL
Green Youth
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Durban entrepreneur crowned winner of 2022 Engen Pitch & Polish

31 OCT 2022 SAVE | EMAIL | PRINT | PDF     

Luvo Gugwana from Durban was named the winner of this year's Engen Pitch & Polish competition for his social enterprise Green Arch Innovations, which adopts smart and sustainable food-production systems, such as aquaponics, to help alleviate poverty and food insecurity in rural and urban settlements. Gugwana also offers a franchise model for his aquaponics system.



SME of the Week

Agri business uses integrated farming systems to help fight poverty and inequality

Luvo Gugwana – Founder, Green-Arch Innovations

By Fifi Peters 30 Mar 2023 22:10

SMART SMALLHOLDERS

Aquaponics is saving KZN communities

While doing a university community outreach project, Luvo Gugwana of KwaZulu Natal identified the need to find solutions to the issue of food security in rural KZN communities. He, a Bachelor of Science student at the time, recognised that land, availability of water and access to agricultural inputs were the major obstacles for rural communities to grow their own food.

It was then, in 2018, that Green Arch Innovations was born. Using specially designed aquaponics systems, communities are now able to grow their own vegetables and fish, both for their own consumption and for sale.



Luvo Gugwana inspects some of the crops in one of Green Arch Innovations' aquaponics micro franchises. Gugwana explains, "We use a micro franchise model in which communities, usually through co-operatives

with having limited access to resources. "It was all from observed experience. I knew the challenges we faced in my own community." The organisation runs its micro franchises in two ways. In some



Aerial view of one of Green Arch Innovations' three systems.

How aquaponics is being used to feed communities

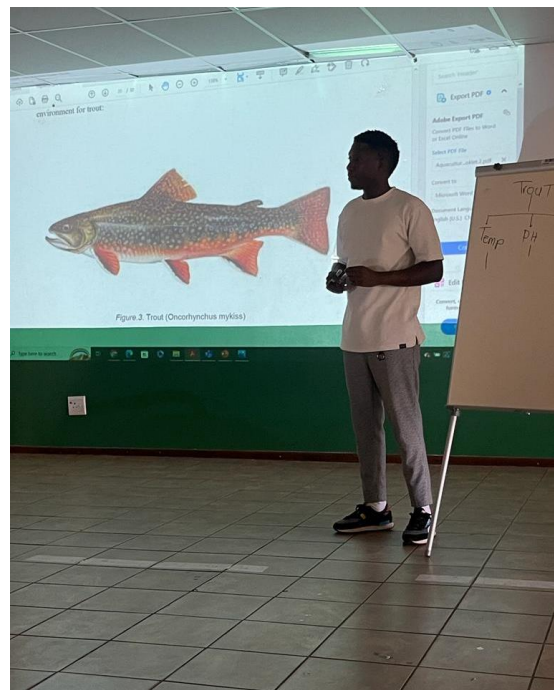
By Jyothi Laldas | 4 March 2024 | 6:58 pm

Green Arch Innovations founder Luvo Gugwana is a social entrepreneur whose goal is to spread affordable aquaponic solutions across rural areas in South Africa through his franchise model, writes Jyothi Laldas.



Luvo Gugwana is the founder of Green Arch Innovations. Photo: Supplied

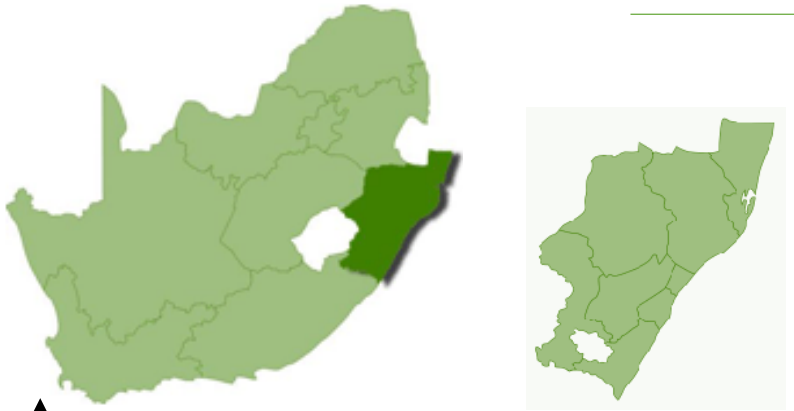
AQUACULTURE –ENTERPRISES



AQUACULTURE –ENTERPRISES

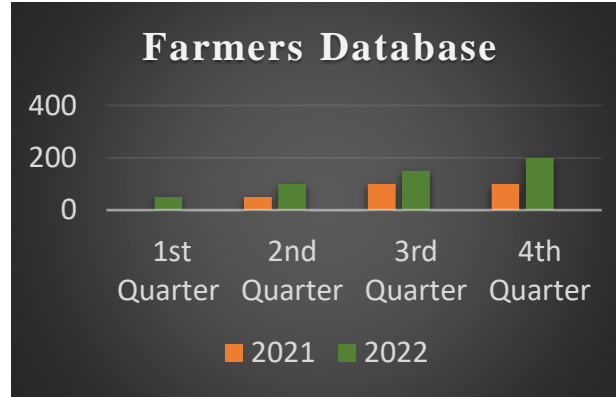


TRACTION- MARKET

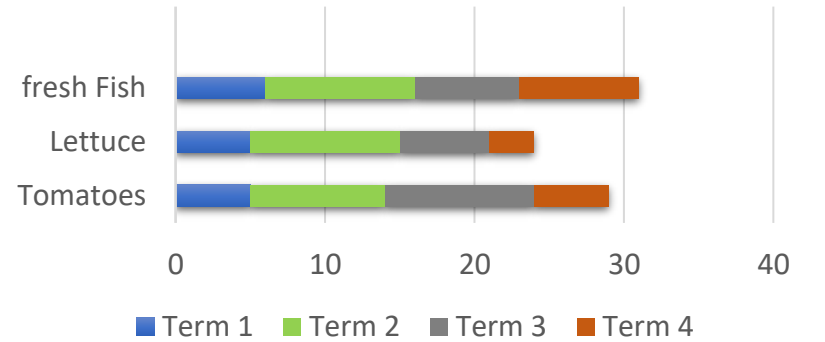


Approximately 230 farms
countrywide

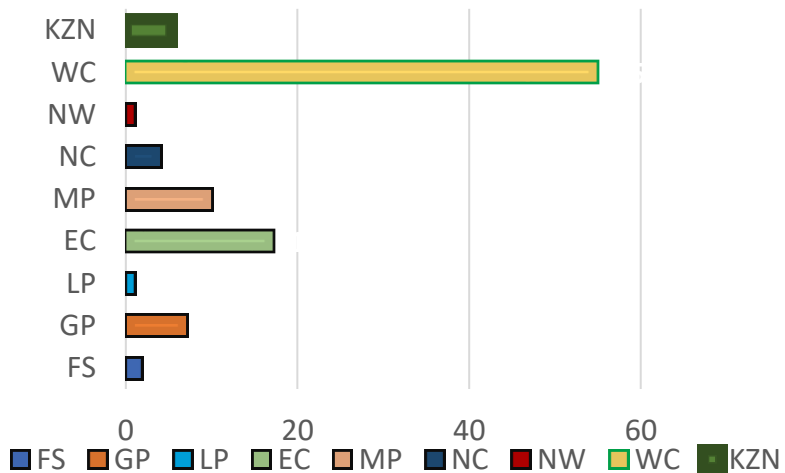
KwaZulu-Natal
(32% small-scale fisheries)



Product Performance



The concentration of Aquaculture employers in SA



200 Farmers



4 aquaculture Project in KZN



1.5 M

Revenue

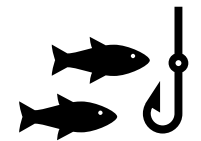


300 trainees



30-110

Clients



50 jobs

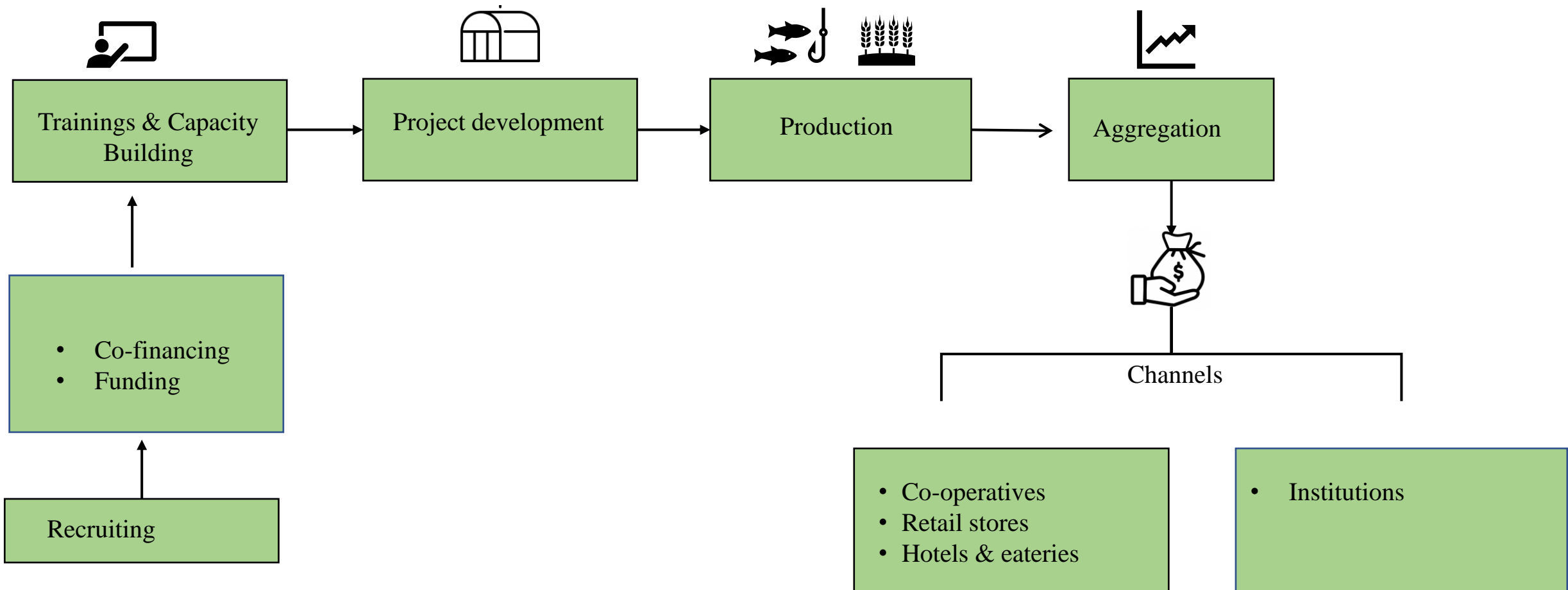


0-Retails

PROJECT OUTCOMES



THE BUSINESS MODEL



CONTACT US



Phone:
+2765 993 8474



Email:
Greenarch2063@gmail.com



Address:
H2663
MNYAZANE ROAD
ESIKHAWINI
3887

