



## FROM HONEY TO MONEY A SUCCESS STORY HONEY VALUE CHAIN DEVELOPMENT PROJECT

**Last year Sadbaha increased the number of hives from 3 to 7. She got an average of 4kg of honey from each mud hive, having 28kg as a total production. She sold 20kg of honey earning Rs.3,8000/-**



Honey Value Chain Development Project, Hujra Organization

Sadbaha, 60 years old midwife living in a village Lakhar of Union Council Shin District Swat rears local honey bees *Apis cerana*. She started beekeeping when she was fifteen. “Beekeeping is our family profession. I started work as a beekeeper after getting married. Once I was going to field then I catch a swarm on my way. After some time I made three mud hives from one swarm.”

Sadbaha told that when the price of honey was 40 rupees per kg, she sold honey of 5,000 rupees but with the passage of time due to environmental changes, diseases and pests and use of pesticides the population of bees and production of honey decreased. Sadbaha were facing many problems regarding beekeeping and she was upset but she had no solution.

In 2010 Hujra VSO team started intervention for an immediate support after 2010 heavy rains and floods in different union council of district Swat. Hujra VSO donated her honey bee box for providing an instant relief in honey production sector.

Hujra female visited our village in March 2012, and briefed us about the project and their interventions. I was really glad to hear that now my problems regarding honey beekeeping would be solved. They registered me as Group Leader of 18 female members.

Sadbaha has obtained a technical training from Hujra VSO under the USAID-MEDA Entrepreneurs Honey Value Chain Development Project where she was equipped with latest management and marketing techniques. Just after the training, she managed the bees and made necessary changes in wooden and mud hives, she also made hives from hard board which she believe would yield more honey than the previous years. She also got Alternative Transitional Hive about which she was very optimistic that it would definitely increase the honey production.

“I was facing all that problems regarding beekeeping which were discussed in the training. I have experience but I couldn’t use it in the right way. I learned a lot from training and now I am able to keep control on bee diseases and pests.”

Last year Sadbaha increased the number of hives from 3 to 7. She got an average of 4kg of honey from each mudhive, having 28kg as a total production. She sold 20kg of honey earning Rs.38, 000/-

As a Team Leader of female group she helped other female beekeepers in her group as well as in the community. She also helped them in honey extraction.

She told that she give honey to their relatives and using it for curing diseases. She also sells honey to support her family. She is spending the money for family medical expenses and bought seeds for their fields. Sadbaha told that *“In fact this organization is a blessing of God for me. It greatly helped me out in maintaining my business now I feel myself well prepared to adopt beekeeping as business. I will never forget the unconditional help of American People and Hujra’s valuable support and services”*.