









BEE KEEPING HANDBOOK FOR RURAL WOMEN







Designed and produced by: Safeplan Uganda Working with women to transform societies in Uganda.

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Honey

for

Sustainable income.

Environment | Health | Income

Designed and produced for **Women of Budongo Women Bee Enterprises**, a Women - led registered cooperative bee farmer organisation operating in Masindi. Thise handbook provides insight to basics of bee keeping for rural women around the world.

Preface:

This bee keeping handbook is a learning material developed to help vulnerable low literate women living in rural communities of Masindi in Nyantonzi village in Mid Western Uganda to guide them in a bee keeping project. The project grew out of exploitation experienced in the sugarcane company jobs with very low pay that limits women's access to meaningful jobs. More than 10,000 immigrants - mostly women living in the sugarcane - rich sub county of Budongo are very poor and less educated; as a result, finding jobs is a major challenge. Coupled with the fact that they do not own land and major properties, these women are very vulnerable. The bee keeping project is intended to improve these women's income by utilizing free government forest land to keep bees and earn a living, thus freeing the women from relying on casual labor offered at the sugar factories, which entails working in the fields and inside the factory for more than 10 hours for as low as USD1\$ per day.

His handbook contains practical insights - and experience on how to start a bee keeping enterprise with minimal investment cost. It explains how to put ideas in order, mobilize resources, and network with other partners to start a bee keeping project. It also explains some of the

necessary cost involved in bee keeping, how to manage funds coming from all activities that bring income to an enterprise, and a concept of how to lead and create change while promoting sustainable development in the community.

This handbook targets rural women with low education of the rural community engaged in sustainable environmental activities for youths and women anywhere in the world.

You will learn about how Budongo Women Bee Enterprises has evolved to win great awards from the concept of sustainable bee farming practices. The two - time award winner of seed initiative Africa in 2014 and the Young Women Transform Prize in 2018 combined to be a remarkable turning point for poor youths and women in the rural communities. You will also learn step - by - step procedures for how to make products from honey and its bye products such as candles, ointments, and syrup.

This handbook is being used by women of Nyantonzi in Budongo sub county Masindi district; however its lessons can be used by any community anywhere in the world interested in bee keeping.

S incere appreciation to the entire team at Safeplan Uganda, local and international partners in development, training facilitators, and other contributors to this handbook.

Yours for sustainable development,

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The training facilitators who conducted the three modules that included Beekeeping, Business Skills, and Empowerment and Leadership skills that enabled us to generate more information in documenting the book for the benefit of rural women involved in subsistence farming. The bee keeping concept facilitated by Tembo of Rockland Beekeeping Company supported by Ocema Patrick of Kapeeka Integrated Community Initiatives, Kerera Amos of Clear A2Z ConsultUg, Muhumuza Kenneth of Masindi District Farmers Association facilitating business skills, and Akwero Kevin, an Alumni of Young (YALI) who facilitated African Leaders Initiative leadership skills training. ii

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The team of Making Cents led by Susan Masse, Lindsey Woolf and Consultant Lindsey Jones Renaud who have walked with us through this journey of implementing socio-economic empowerment project. We value their ideas, comments and support on earlier drafts of various modules and sections in ensuring that the project was successfully implemented.

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Birungi Annet

Executive Director Safeplan Uganda



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What is bee keeping?

Definition: Bee-keeping is the art of managing honeybees in order to obtain honey, beeswax, and other bee products

for food, income, and sometimes, even medicine. Anybody can be a bee farmer

Importance of bee keeping

- * It's is a source of income for both young and old.
- * They don't require large piece of land.
- * It requires little space.;
- * It supports other farming activities like pollinating our crops.
- * Bee keeping does not need good soil.

Bee species

There are many different species of bees in the world, most of them solitary (unsocial).

A few species of bees are kept to produce honey.

Bee type	Characteristics
Apis mellifera scutellata.	Small with short tongues and commonly found in plains. The massive flowering plants attribute to their high reproductive rate, they are highly aggressive and live in cavities (small holes in a tree, rock, nest).
Apis mellifera monticola.	Also called mountain bees. Large and dark in color with longer hair than African bees. They start in clouds, mist, and nocturnal grounds or dark places and are the largest in Africa according to research. These are less productive.
Apis mellifera yemenitica.	Formally, Apis mellifera nubica. These have the smallest number, have slender abdomen with a large yellow abdominal colour band. They can withstand and survives drought conditions by excessive migration.
Apis mellifera nubica.	These honeybees are common in high altitude mountains at elevation between 1500 and 3000 meters of East Africa. Their colonies abscond the hive in times when food stores are low. They are black in color and extremely fiece, but do not attack without provocation.
Apis mellifera littorea.	These type of bees inhabits lowlands of the coast. Do not migrate as much as scutellata. Has tendency to rear brood throughout the year due to availability of forage along the coast.

Sting-less bees

The Bee keeping with sting-less bees is called meliponi - culture. These bees produce small amount of honey prized as medicine. The honey is very sweet and liquid compared to Apis mellifera honey. Sting-less bees may be kept in small hives but are not yet kept commercially in Uganda.

*Mention	and	discuss	the	characteristic of
common s	pecies	s bees in	vour	community/country
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Characteristics of bees or what they do to our environment

- * Bees forage on floral nectar and pollen.
- * They don't compete with livestock for food such as grass.
- * Bees help the pollination of flowers, plants, and crops.
- * Bees increase the quantity and quality of flowering crops, e.g., coffee, papaw, banana, avocado, macadamia, mangoes, etc.

Facts about bees

- 1. Bees fly three to five kms from the hive to collect nectar, so you benefit from other people's flowers.
- 2. They produce honey, beeswax, and propolis (used in medicines) as well as other products such as royal jelly, pollen, bee venom, and bee brood.
- Honey, beeswax, and propolis are the three main products currently on demand. They are discussed in details because of their importance in the next sections.

HONEY

Honey contains sugars (80-85%) that are easily absorbed by the body - good for young, old, and the sick. It is made from nectar, a sugary secretion of flowers. Nectar contains 70-80% water. To make honey, bees add enzymes and reduce the water content of nectar to that of honey. (Good honey contains less than 19% water.)

Honey is very good energy food. It's used as sweetener for food (cake, chapati, bread, etc.) and drinks. Try some in your tea.





Facts about honey;

Honey has medicinal properties.
 Use it for coughs, ulcers, wounds, and sore throats. (See recipe for honey cough syrup in Section 5.)
 Honey has a high market value.

It can be used to make local beer and also as a food preservative.

▶ Honey is always in demand. It is a good source of cash.

Beeswax

- Beeswax is the substance bees use to make their combs. Worker bees secrete it from special wax glands on the abdomen (underside).
- Beeswax is used in cosmetics, soaps, leather and wood preservation, candles, ointments, batik, shoe polish, and foundation sheets for Langstroth hives.
- ➤ You can turn honeycombs into wax. Simple instructions and recipes for using the wax are found in Section 5.
- ▶ With a little training, you can make and sell candles, body cream, and shoe polish made with beeswax.

PROPOLIS.

What is propolis?

Propolis is a resin (gum) that bees collect from plants. It is black and sticky. Bees use propolis to cover the inside of the hive and fill in the cracks. It has medicinal value, e.g, as an antibiotic. If you chew propolis, it tastes bitter but it is good for the throat and chest.

There is an export market for propolis. Section 5 has a recipe for making propolis ointment.

FAMILY OF THE BEEHIVE

In the beehive, there are three types or castes of bees as shown below.



Queen (Mature female)



Drone (Male)



Worker (Immature Female)

There three castes of bees.

Type of Bee.

Facts about the bee

Queen (mature female)



The queen is a sexually mature female. Only one queen lives in the hive.

Her job is to lay eggs that hatch into other bees. She can lay up to 2,000 eggs per day.

Queens can live for up to five years, but the most productive period of their life is the first two years.

The queen can be recognized by her length, long, slender and her wings reach only halfway down her back and she bigger than workers.

Drone (Male)



There can be several hundred drones in a hive depending on the time of year. In times of food shortage, workers throw drones out of the hive. When a new queen starts life, she mates only once with up to ten drones outside the hive, high up in the air.

Drones have very large eyes used to spot the queen during mating. Their major task is to mate. They have no sting. Drones look large, square and make a loud buzzing noise when they fly.

Worker (immature)



Most bees in the hive are worker bees

Workers feed the young, the queen in a hive, collect honey / pollen / propolis and water. Workers undertake different tasks in the hive depending upon their age after hatching. Worker bees have a sting and use it to defend their hive. Workers can number up to 60,000 in a very strong colony of bees. The lifespan of a worker bee depends on colony activity: during times of high activity, e.g., when collecting nectar to make honey, they can wear out in a few weeks. In the dormant season when there isn't much work, they can live for up to six months.

THE BASIC OF BEE FARMING

There are many different types of hives, Here we shall focus on the following examples commonly found in



KTB (Kenya Top Bar)Hive

Market price is between 100,000-120,000Ugx or 25-30\$

Advantages

- ▶ Bee management is possible, making it easy to harvest and manipulate colonies to maximise honey production.
- ► They are easier and cheaper to make / buy than frame hives.
- ► They are easier to harvest than traditional hives, creating the potential for better honey quality.
- ► Honey extraction is easy compared to frame hives, as there is no need for specialized equipment.

Disdvantages

Combs in the top bar hive are not supported. They can break if not handled carefully.

- Wax is harvested with honey forcing bees to build more wax to replace harvested combs, which results in lower honey yields but more harvested wax.
- The volume of the KTB hive, like the traditional hive, is fixed, so the hive can fill very quickly in the honey season. An overcrowded hive can swarm leading to reduced honey crops.



Pot hive. Advantages.

- They are relatively easy and inexpensive to make.
- You can use local materials and traditional knowledge for making them.

Dees often prefer these hives to modern types.

With care in harvesting and handling, honey quality can be very good.

Disadvantages

Bee management is difficult.

- ▶ They can be difficult to harvest.
- Yields and quality of honey can be lower than top bar and frame hives.



Frame hive (e.g, Langstroth).
Advantages.

- It has frames that make the combs very strong especially when transported.
- ► The honey is extracted by centrifuge, returning wax to bees with potentially much greater honey yields.
- The space of the hive can be added to easily by adding more supers (bars/frames). Additional space is important during honey flow. Supers can be removed when the honey flow is over to contract hive size.
- Using a queen excluder between the bottom brood box and the honey supers means honey is separated completely from the brood and is of high quality.

- ▶ They are more complicated to make and manage, as they require more spare parts such as frames, foundation starter sheets, and supers, which are costly and not readily available to beekeepers in Uganda.
- Extracted / unextracted honey supers are prone to damage by wax moths, ants, and rodents.
- ► Frame hives need a centrifugal extractor to extract honey. Extractors are not readily available to local farmers and are expensive to purchase.
- ▶ Bee-keepers are often forced to cut honey from frames just as in top bar hives.
- ► Frame hives require a greater level of investment (time and money) as well as bee-keeping skills to make them pay off.

Disdvantages

Frame hives are more expensive to make than traditional or top bar hives.

Apiary location and hive placement Defini ion:

An apiary is a place where beehives are kept. Always keep a limit of not more than 20 - 25 hives per apiary depending on availability of bee forage (food).

An ideal site to establish an apiary should be:

- Away from humans and livestock, dwelling areas, roads, and public areas.
- Safe from strong direct sunshine, windy areas, and theft.
- Accessible to nearby water and bee plants, i.e., provide water and bee forage shrubs, trees and /or crops.
- Away from swampy areas and smelly places.
- ▶ Near a good source of nectar, e.g., forests, trees, or nectar-bearing crops.

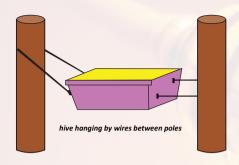


from homestead or noise place."

General Apiary management

To hang your hives, follow the steps below: -

- ▶ Use two strong and heavy posts, about 2.5 to 3 metres long.
- ▶ Dig two holes about ¾ metre deep and 2 metres apart-or take two strides.
- Pack soil and stones around posts to make the posts strong and firm.
- Remember: once bees enter the hive, it will be difficult to make changes!
- Use wires to hang the hive between the two posts. See figure on next page:



Consider the following when handling bees:

- ► Always wear a bee suit properly.
- ► Avoid wearing woolen clothes as bees can get stuck in them.
- ▶ Do not let the smoker go off as bees may become aggressive and sting.
- Start with the least aggressive colonies always.
- Work gently and quietly, do not knock or bang the hive as this makes bees angry.
- ► Always visit bees in the evening between 5.30pm and darkness.

- ▶ When handling, avoid crushing bees or making sudden movements, always be calm.
- Work with two or more people at a time.
- ▶ Do not stand in front of hive entrance when examining hive. Bees flying in and out may become agitated to find their way blocked.
- ▶ If stung move way quietly; running about waving arms can annoy bees.
- ▶ Remove bee stings from skin as soon as possible, using a hive tool or your nail to scrape it off. Trying to pull it out tends to squeeze in more venom.
- ▶ Use smoke to cover the scent of a sting.
- Avoid using strong smelling soaps or sprays all of which may irritate bees.
- ► Always use a smoker when handling bees. Smoke makes bees suck honey from the combs.

When a bee stings, the scent attracts other bees to sting you again if you do not use smoke. On finishing the job, close up the hives and don't go back immediately. Take a route via bushes or tall maize, sugarcane, etc., if these are in the vicinity. Rub against leaves to rid yourself of bees, which might be following or on you. If you are with a fellow beekeeper, check each other and see that there are no bees on yourselves before removing bee suits.

Managing bees

- Sometimes bees can fail to enter the box or colonize this is so disturbing to the bee farmer. In case the bees fail to enter the hives, check the following:
- ▶ Did you put some wax on top bars?
- ▶ Is the hive clean and free from pests?
- ► Are there any ants or rats nesting in it? If so, clean it out and re-grease wires. Bees do not like a dirty hive.

Is it the swarming season? Ask a friendly bee-keeper in your area. Swarming occurs in the months of June / July when bees reproduce themselves and fly out

of the old hive looking for a new home. During the swarming season, it is easier for hives to be occupied quickly.

Have you chosen a good site for hanging the hive?

What will happen if it were not the swarming season? If it was but bees still did not enter the hive, what could you do? The bee-keeper can put bees into the hive by following the procedures below: -

- Prepare your hive by smearing it with some melted beeswax, so it smells nice for bees.
- Use your smoker and bee suit. Some swarms may be angry and difficult to manage. Always be careful with strange bees!
- Look for a swarm of bees clustering on a branch where you can catch them.
- Wear your bee suit and smoke bees very gently so as not to disturb them. (Don't smoke if you can avoid it.)
 Shake bees into a catcher box or similar container, e.g., cardboard box. If the queen falls into the box, the rest of the bees will follow. Wait 20 minutes or so.

If bees return to the original site, try again.

- Once you have the bees, leave the box in a shady place until evening. Make sure they do not become hot in the container, so covering with a damp cloth helps.
- When evening comes, take home the bees. Shake them into your empty hive.
- If you have other hives, give bees a comb with some uncapped honey and a brood comb with eggs from another hive to encourage them to stay.

CAUSES OF ABSCONDING AND ITS CONTROL

Absconding happens when bees leave the hive completely. It is very frustrating for the bee-keeper that has done so much to get the hive occupied.

BELOW ARE SOME CAUSES OF ABSCONDING AND ITS PREVENTION

Lack of food (foliage) and water for bees. Leave food for bees when harvesting. If necessary, feed them with sugar syrup.

- ▶ Provide a source of water and some cassava flour for making hives in the apiary site.
- ► Frequent attacks by pests. Check hives frequently. Grease hanging wires to control ants.
- ► Unfavourable weather conditions, e.g., cold and rain. Make sure the bees have enough food.
- ► Careless handling by bee keeper, e.g., breaking combs, over-smoking, etc.
- ▶ Genetic character of bees. Some bees are prone to absconding, so don't breed those with this trait.
- ► Excessive heat on the hive no shade in very hot sun. Put hives in a well- shaded place when in hot areas.
- ► Extreme cold and damp. Don't put hives under dense trees in high altitude areas. Give them a sunny place with minimal shade.

Pest, Diseases and their Control

For most areas of Uganda, beekeepers need to only worry about the following major pests: Wax moths

(these destroy wax comb and damage hive parts), Safari and other ants, honey badgers, and human beings.

Safari and Other Ants

- 1. Hang hives and grease hanging wires regularly. Spread ashes around posts holding hives.
- 2. Keep grass short and branches from touching hives. Make hive parts fit together without gaps.
- 3. If hives are on stands, place legs of stands in tins of old engine oil.

Termites

1. Treat posts used for hanging.

Hive Beetles

- 1. Use holes instead of slits for the entrance.
- 2. Keep strong colonies.
- 3. Hand pick or destroy them if found in hive. African hive beetles, particularly the small hive beetle (Aethina tumida).

Birds (Honey Guides)

1. Don't leave brood combs exposed. Scare birds away.

Honey Badger

1. Hang hives securely to prevent the honey badger from knocking them down. Hives placed on stands are prone to attack by the honey badger.

Pirate Wasp

- 1. Attacks and eats bees.
- 2. Place a dish of water below hive entrance, which has a mirror in the bottom. Wasps fly in and drown.

HONEY HARVESTING AND PROCESSING

Time of harvest.

- 1. Harvest honey during dry spells, i.e., January, February, March, July, August, September, November, and December. The harvest time in each area differs, so check the right time in your area. In areas where there are dominant bee plants like coffee, sunflower, etc., you should harvest after the flowers wither.
- 2. Regular inspection of hives during nectar flow will ensure that the bee keeper harvests as soon as honey is ready. Do not harvest unripe honey.
- 3. Ideal harvesting time of the day is from 05.30pm to 07.30pm.

GET READY



Always remember to wear protective gears when going to harvest honey from African bees.

Honey harvesting procedures

- In order to harvest high value and marketable honey, ensure the following equipment is available: A clean bucket for collecting the honey and knives for cutting off from the bars.
- 2. Light to enable you see properly.
- 3. Use protective gear (overalls, gloves, gum boots, etc.). Use a smoker in good working condition.
- 4. Smoke the entrance of the hive with about 8 to 10 puffs, and then gently lift the lid and smoke again.
- 5. Leave the hive for a minute or two before opening lid to allow smoke to affect bees. Smoke causes bees to engorge themselves with honey making it difficult for them to bend and sting. (They become too full!)
- 6. Gently tap top bars with a hive tool. A hollow sound will indicate where there is no comb. Remove top bar from the hive that has no comb attached, so you can examine the rest of bars in the hive.
- 7. Honeycombs are usually at the end of the hive

opposite the entrance. Select combs that are ¾ or more sealed or capped full of honey. (These combs are said to be ripe or have a low moisture content, <19%, which ensures that honey will not ferment later when bottled. Leave combs with brood and pollen for future production of honey.)

(c) EXTRACTION OF BEE WAX AND PROPOLIS. STEPS TO FOLLOW

- 1. Remove wax capping from combs using a knife to cut off the capping.
- Break combs into smaller particles and sieve them through a net or nylon fabric into a plastic container (See photo). The sieving process can take a few days.
- 3. Cover sieved honey with a lid and keep in a dry room away from bees.
- 4. You can place the bucket in sunshine for two or three hours to heat honey gently so it flows freely.

EXTRACTION OF BEESWAX

Beeswax is a product of the beehive. (For every 100kgs

of honeycomb, you can get about 8 to 10kgs of beeswax.) Honeybees secrete beeswax in the form of thin scales. 12- to 17-day-old worker bees produce beeswax through glands on their ventral (stomach) surface. Honey bees use beeswax to build honeycomb cells in which they raise their young and store honey and pollen.



A youth makes candle from bee wax in Masindi.

To produce wax, bees must consume about eight times as much honey by mass. Estimates are that bees fly 150,000 miles to yield one pound of beeswax or 530,000 km/kg.

PROCEDURE TO EXTRACT WAX FROM COMBS

1. Mix combs and water in a saucepan (aluminium pot) and heat. Wax melts at about 62 to 64 degrees Celsius, so there is no need to boil. Boiling damages the wax and can be dangerous. Overheated wax can burst into flames.

- 2. Do not use iron, brass, zinc, or copper containers for heating wax as it can discolour the finished product.
- Pour melted combs and water into an extraction bag.
 You can use cotton for sieving. (You can also use the small bags maize seeds come in after you clean thoroughly.)
- 4. Smear sides of a second saucepan with soapy water to prevent wax from sticking to its sides.
- 5. Filter wax into the second saucepan. Use two sticks (such as two top bars) to squeeze the bag containing melted combs to extract wax. The yellow wax will come out along with water; waste will remain in the filter bag. If the combs contained bee brood, you can feed these to poultry as they would be cooked by then.
- 6. After filtering, wax separates from water and floats to the top.
- 7. Remove wax after leaving it to cool in the saucepan, with lid on to keep away dust, for 12 hours. Scrape dirt from the bottom of wax cake when cooled.

8. Store wax blocks in a cool dry place. Never store near pesticides / chemicals as the beeswax may absorb them.

ADDING VALUE TO HONEY How to make beeswax candles.

Ingredients:

- 1. Beeswax
- 2. Wick (use cotton thread)
- 3. Bottle top
- 4. Plastic pipe that fits into bottle top
- 5. Cooking oil

Procedure:

- 6. Smear inside of plastic pipe with soapy water or cooking oil. Thread wick through pipe. Punch hole in the middle of the bottle top. Thread wick through hole and knot it.
- 7. Melt beeswax indirectly, i.e., use a double pan (one sufuria sitting in hot water inside another (sufuria Saucepan). Do not boil the wax.
- 8. Cover bottom end of pipe to prevent wax flowing away by pushing it down into bottle top. You can

also stick the end of pipe in the ground. Tie wick to suspension wire. Pour melted wax into mould making sure wick is in the middle of the candle. Wait for wax to cool before filling the rest of the mould with molten wax. Leave candle to solidify. (It should come out easily from mould because you had greased it with cooking oil.)

Candle is now ready for use. Vary wick to get a good candle that burns well. Use many plastic pipes to make many candles at the same time.

PROPOLIS HEALING OINTMENT

How To Make Propolis Healing Ointment

Stage 1: The first stage is to make propolis granules:

Step 1

- 1. Scrape off the propolis from hives putting scrapings in a tin.
- 2. Add enough water to cover scrapings and heat. Wax will melt and float to surface.
- 3. Propolis will stick to bottom of can. Stir often to help release wax.

4. Remove from heat and let cool.

Step 2

- 1. Remove waxy layer formed on water surface.
- 2. Pour off water and save coloured mass beneath.



Step 3

- 1. Place can in cool place to harden propolis and make it bristle. Freezer is best.
- 2. Dry and store propolis granules in sealed container.

Stage 2: Use the propolis granules to make the cream Ingredients:

- 1 tablespoon Propolis granules
- 1 tablespoon Beeswax
- 4 tablespoons Mineral oil (e.g., baby oil)
- 1 tablespoon Honey

Procedures:

6. Melt the ingredients in double boiler. Stir until it cools.

7. It should have the consistency of cream. You can pack in small containers and sell. Use cream as a skin ointment for sores, rashes, blisters, etc. Many farmers' groups are now making and selling beeswax and propolis creams and making good money from this activity. There is still more research in this area for further development of propolis products.

HONEY COUGH SYRUP

Ingredients:

6 tablespoons Pure honey Juice of 2 Lemons

Procedure:

Mix ingredients together well before taking in spoonfuls for coughs.

Remember!

Do not give Herbal-honey cough syrup to children below 1 year of age.

Warning! Be careful when working with hot wax and other ingredients used to make these recipes. SafePlan Uganda and its partners cannot be held responsible for adverse effects resulting from wrong use of methods or ingredients mentioned in this publication.



Sample of honey cough syrup made by women of BUWOBE Enterprises.



SECTION 2. BUSINESS SKILLS FOCUSING ON RURAL WOMEN

AREAS COVERED

- Introduction to business planning
 Record keeping and Sales focus
 Budgeting & Costing
 Marketing mix
 Customer relationship.

INTRODUCTION TO

BUSINESS PLANNING



Parts of a business

- 1. Marketing.
- 2. Costing and Pricing.
- 3. Financial Plan.
- 4. Management.

A business plan is comprised of 4 parts that are related and built of each other:

All the parts work together, no part can work in isolation therefore when setting up your enterprise ensure all the areas are fully covered for your business to succeed.

Activities:

The learners shall participate in discussion and filing the gaps in the table.

Overview:

In this section you will learn how to apply business skills in bee keeping enterprises and other daily business activities. The notes shall enable you start small scale enterprises, manage and also grow to sustainable income generating activities.

Learning objectives

- To train youths in how to start small scale business.
- To outline the basic of record keeping in small business.
- To empower youth with basic marketing concept to market their goods and products from the groups.
- To assist in developing a simple business plan to start small income generating activities.

Learning outcomes

- The trainees will be able to initiate and sustain selfhelp enterprises in the community.
- The trainees will be able to keep proper records for their income generating activities.
- The trainees will acquire skills to market their products to earn more money beyond community markets
- The trainees will be self-reliant in terms of income, innovation and creativity in improving livelihood.

Training methodology

The learner will be guided through discussion, case studies, and relevant examples in business management

- Use of short illustrative power point steps in developing your small enterprises.
- Demonstration how to identify customer manage and satisfy their needs.
- Develop through step- by- step a business plan for two sample products.

Business Planning

Rusiness model overview.

A business plan is comprised of 4 parts that are related and built off each other.

Activities: The learners shall participate in discussion and filing the gaps in the table.

Business goal:
What is my business aim (i.e. profit)? What are my social objectives?
Product / services:
What is / are the product(s) or service(s) I sell? How do I make or obtain the product(s) or service(s)?
Demand: Who is my target group?

Are you ready to start a bee?

Starting bee farming enterprises requires you to put a number things together:

- 1. Do you love bees or insect in general?
- 2. Do you love planting trees and flowering plants around?
- 3. Do you have land to install your apiary sites or will you hire, seek from friends, etc.?
- 4. Do you have sufficient skills or access to resources to help you set up your apiary sites?
- 5. Can you join an existing network of bee farmers and many more?

If most of the above requirements are answered YES, then you can decide whether you should start bee farming business or not. Remember starting any business requires commitment and this will change your daily life completely; therefore, you need to make sure that you make the right decision.

One of the major tool we shall be discussing in this section is how to prepare and organize your bee farming enterprise for potential growth using a Business plan.

The Business plan will help you see through your idea from the inception of the idea to the end result where your earn profit while the business works for you.

To do this you will need to:

- Organize your ideas so that you will know how to start and run your business in the best way possible.
- Put the ideas together in a sketch.
- Refine the ideas or simply revisit your ideas again and again to select first things first.

Uses of a business plan

The Business Plan follows a standard sequence of relevant topics which will help you to visualize the future of your business.

- 1. It will help you to know the cost of key items required to start your enterprises.
- 2. It can help you get funding from investors or to a lending institution, such as a bank or a micro finance.
- 3. It will show you whether the business is viable and when you expect to begin earning.
- 4. You will know where to put more effort and focus for the enterprise to succeed.

Part 1. Marketing plan



The 5Ps of marketing.

PRODUCT

A good honey satisfies your customer's needs and wants. Keep in mind these

benefits tell your customer when selling honey:

Quality

- 1. The test of the honey.
- 2. What makes it different from other honey available in market.
- 3. What values does the customer get (for example, as food and medicine).
- 4. Is your honey readily available?

Key questions:

Is my honey or its products/services different from others available in the market? If so, how?

What is attractive to my target customers about my honey product/ services?

PERSON

It is important to understand and determine your target group. Once you have done this, keep in mind their:



- Characteristics in terms of income and preference.
- Interests in your products.
- Experiences/opinions with your product/ service.

Key questions:

- Who is/are my target group(s) (for example, children, young adults, adults, old people; the customers with little money, moderate amount of money, a lot of money, etc.)?
- What are the characteristics of my target group(s)?
- Why is/are my target group(s) interested in buying my product?
- Can they access and afford my product?
- What are benefits I should emphasize to men? What are benefits I would emphasize to women?



PLACE

Make sure that your products are accessible to your cust - omers. Keep in mind:

A good business location is easily accessible for custo -

mers, clean, safe and attractive.

- Clearly visible, and open during regular and convenient hours.
- ► A good presentation of products (display).
- Finding the best way to distribute your product.

PRICE

Think about how to make the product financially attractive and affordable for your customers. Some strategies include:

- Discounts.
- Special, limited-time offers.
- ► Favourable payment conditions (such as instalment plans).

Key questions:

- Do I know what people will be able to pay for my products/services?

- What kind of consumer finance plan can I offer?
- What type of risks does that entail (for myself, for my customers)? Is it logistically feasible to offer finance to my customers?
- What can I do to reduce the risk for myself?

PROMOTIONS.

Promotion is all activities to attract customers to buy your product or services, for example:

- Packaging, Visits to potential clients, Sign post, Sales promotion, Advertising.
- Selling techniques including Word of mouth.



Key questions:

- Do I always promote my honey or its products / services? If so, in what way?
- What are the most successful ways I have promoted my products?
- What other ways could I try to promote my product?

Marketing Plan example.

A marketing plan is a design on how you will reach your market or customers. It will put together; which category of customer are you targeting, what level of income are you interested in, and what is their interest and value for their money. as explained below:

and the second second second	ioney, as explained below:		
Product	Examples of Benefits:		
Product:	Mention here benefits of your products:		
Person:	Identify your target group: 1. Young Mothers 2. Sick people 3. School children		
What are their special needs?	Outline their choices and preferences: Children: Women: Patients:		
Place: How will your product reach customers?	Outline how your product will reach the customers? 1. 2. 3.		
I will attract the customers through these price strategies or finance plans:	This is how I will set my prices:		

Promotion: This is how my customers will know about my products and services.

These are my competitors: What will I do differently from competitors to attract and keep my customers?



Part 2. Costing & Pricing

Costing and pricing is how much you will ask your customers to pay after all costs incurred in coming out with the products. For bee farming enterprises consider the following initial costs of buying the bee hives, bee suit, smokers, buckets, knifing tools, goose sieve and rubber boots as given in the table below:

Raw materials required.

I will require the following raw materials (consumables) to make a given number of products.

No.	Raw materials	Unit of measure (Ugx)	Quantity	Unit price	Total value
Total					

Equipment/tools

(Skip this section if you do not use equipment or tools): I will use the following equipment/tools in my business.

Costs

- 1. Projected number of unit products/services to be sold per month = 2. Variable Costs per month: The costs that form part of the final product or service which you produce (e.g., material, labor, delivery of product, installation, etc.)

Cost required to start apiary farm Consider using Kenya Top Bar (KTB)

No	Item	Quantity	Unit cost (Ugx)	Amount (Ugx)
1.	Kenya Top Bar	5	75,000	375,000
2.	Bee hive stands	5	3,000	15,000
3.	Bee suit	2	150,000	300,000
4.	Smoker	2	50,000	100,000
5.	Food buckets	2	25,000	50,000
6.	Rubber boots	2	20,000	40,000
	Total Cost			880,000

Fixed costs per month:

These are the costs you have to incur in your business (e.g., building or stall rental fee and repair of tools, staff salaries, etc.) Examples:

No.	Items	Amount (Ugx)
1.	Market dues (Every market day)/month	5,000=
2.	Money for motorcycle transport (boda)/month	36,000=
	Total 41,000/=	

TOTAL COSTS: (Total daily cost+Total Monthly cost)

В	Total daily costs
С	Total Monthly costs
	Total costs = (B+C)
	Total cost per unit = (B+C)/A

Price

Product/service name:

Total cost per item (Cost price):

How much does it cost you to buy or produce your product/service?

Mark-up:

Difference between the cost price and your selling price

My price (Selling price):

How much do you sell your product/ service to

When thinking about my selling price and my mark up, I can use:

- 1. The cost-plus method: adding 20-30% on top of my costs per item
- 2. The comparative method: comparing product/service to others on the market
- 3. What-the-market-can-pay method: based on supply and demand

Profit

Profit per item:

- A My price
- B Total cost per product/service item
 - Profit per product/service item = (A B)

Profit total:

- B Total variable costs
- C Total fixed costs
 - Total costs = (B+C)

How many products do I need to sell per month to have positive profit (monthly sales are greater than monthly costs)?

Part 3. Financial Plan

Financial Requirements:

Capital requirement	Component total	Personal contributions	Loan (if applicable)
Investment capital			
TOTAL			
Working capital			
TOTAL			

Total amount of money I need to borrow:

	Loan	Source
1		
2		
3		

Savings plan:

This is how much I want to save every month over 1 year. (Use this to track how much you actually save).

Month of the year.	1	2	3	4	5	6	7	8	9	10	11	12
Savings goal (\$)												
Actual saved (\$)												



Cash Flow Template / My Predicted Balance (6 months):

This looks at how much money I have now, how much money I think is coming in over the next 6 months, and how much I think I will spend over the next 6 months (a 'Cash Flow Statement').

now much runnik r will spend over the next o month	Forecast for the first 6 months					
U			_	_		
Item	1	2	3	4	5	6
Initial cash:						
How much money is coming in?						
Sales						
Savings						
Total coming in (inflow)						
How much money am I spending?					1	1
Variable costs Example: Honey (5)						
Tanada ada zhampia manay (a)						
1						
2						
Sub total						
Fixed costs						
Example: Renting the stall for the market						
1						
2						
Total spending (Outflow)						
BALANCE = Total inflows - total outflow						

Sales Projections.

Number of possible sales I would like to have starting one month from now:

Number of units	Unit price	Total Sales (No. of units x Unit price)
Week		
Per week		

What is the growth strategy I would like to pursue? (e.g., Expand business goal, offer new products / services, add new target market, change delivery model).

Part 4. Management

- What are my roles as the business owner / manager?
- If I have employees or other workers, what are their roles?
- These are salaries or wages I will owe per month: (Skip if you don't have employees)

Number of people	Wage / Salary per person for 1 month	Wage / Salary per person for 1 month
Employee		
Casual workers (not official employees)		

- 1. What other support do I need?
- 2. Who are my partners?
- 3. Are there any other partnerships that would be good to have? Who would they be with?

SWOT Analysis Template

Strengths:	Weaknesses:
Opportunities:	Threats:

Record book keeping

Every business has to record all its activities: how they earn income, spend, and how they plan to grow while reducing the risk associated to business. The following are the most common forms of record keeping in small businesses.

CASH BOOK - Month: April

Date	Details	Quantity	Cash In	Cash out	Balance
1 April	Deposit of 2 boxes of honey	2	48,000		48,000
3 April Sold 1 litre of propolis		1	20,000		68,000
4 April Bought packaging box		10		20,000	48,000
8 April	Sold box of packed honey	2	48,000		96,000
BALANCE			116,000	20,000	96,000

Date	Item	Quantity	Cash sales	Credit sales	Total sales
8 April	Bottle of honey	1	5,000		5,000
	Propolis	1	20,000		20,000
	Wax	3	5,000		15,000
	Box of honey	1		24,000	24,000
	Lotion	2	6,000		6,000
TOTAL END OF THE DAY			36,000	24,000	60,000

CREDITORS BOOK - Name: Bank X

Date	Details	Amount	Repaid	Balance
1 August	Loan for equipment	100,000		100,000
28 August	First installment for loan repayment		10,000	90,000
29 August	Monthly interest on loan	1,500		91,500



Please find sample of sales target

Item	Forecast for the first 6 months						
nem	1	2	3	4	5	6	
Initial cash							
How much money is coming in?							
Sales							
Loans							
Savings							
Total coming in (inflow)							
How much money am I spending?							
Variable costs Example: Honey (5)							
1.							
2.							
Sub-total							
Fixed costs							
Example: Renting the stall for the market							
1.							
2.							
Sub-total							
Total spending (outflow)							
BALANCE = Total inflows - total outflow						33	



SECTION 5. EMPOWERMENT

FINDING YOUR VOICE: EMPOWERMENT

Overview:

- 1. Introduction to Empowerment.
- 2. Building Trust in Ourselves.
- 3. Understanding Oneself.
- 4. Understanding Our Core Beliefs.
- 5. Identifying & Appreciating One's Strengths.
- 6. Developing Positive Mental Habits.
- 7. Managing Fear & Risk.
- 8. Knowing Ourselves Through Our Bodies.

Empowerment explains how different section of the community can be given the tools, skills and ability to foster social change within them.

Overview

In this section trainees will learn about developing strong inward ability to boldly believe in themselves to achieve their goals. Lack of confidence, prejudice, negative attitude, and low esteem among others are some of the common obstacles to young people's development.

Learning objective:

- To build positive attitude and gender responsiveness towards fellow youths.
- To train in self-leadership and positive personal beliefs as young people.
- To train the youths in trusting and aiming in higher aspiration in setting their goals.

Training methodology

- Interactive.
- Group discussion.
- Illustration of good behaviors.

Introduction to empowerment.

Empowerment is equipping people with the power to take responsibility of issues that concern them in their community. Different groups of people in our community need different levels and means of empowerment as we shall see the examples below:

Training youths in defending their rights to education, freedom from gender violence, and good health with the right tools (including training, capacity building, sensitization, peer groups, youth led activism etc.) that brings positive development for all.

In the following section we shall examine our daily emotional and personal challenges and learn how to address them in a positive way in our everyday lives. Choose a personal / emotional challenge, as well as a work challenge you face. Use the five steps of personal behavior change.

PERSONAL / EMOTIONAL:

- 1. What is the current behavior / challenge that you would like to change? (Awareness)
- 2. Why is it important to you to change this behavior / address this challenge? (Meaning)
- 3. How would you like to act or be? Focus on what you want, and not what you don't want (**Vision**)
- 4. What do you need to change or let go of to get to your vision? (Mindshift).
- 5. What is your next growth step to move toward your vision? (**Growth**).

Leadership skills for rural bee farmers.

WORK:

- 1. What is the current behavior / challenge that you would like to change? (Awareness)
- 2. Why is it important to you to change this behavior / address this challenge? (**Meaning**)
- 3. How would you like to act or be? Focus on what you want, and not what you don't want (**Vision**)
- 4. What do you need to change or let go of to get to your vision? (Mindshift).
- 5. What is your next growth step to move toward your vision? (**Growth**).

RESPONSIBILITY

Self - responsibility refers to the belief that we have control over our thoughts and actions.

- If we think about events as out of our control, we often see ourselves as victims of the world or other people.
- 2. If we focus on ourselves as victims, it can be difficult to change because we may feel hopeless, as if we don't have control over our lives.
- 3. Examine how you feel when you don't see yourself as a victim of your circumstances.
- 4. For example, say someone has stolen money from your home; a different response may be, "I am angry that this has happened. Now what can I learn from this situation and find a way forward?"
- 5. Examples of intentions: I have the power to change my life. I take responsibility for my life.

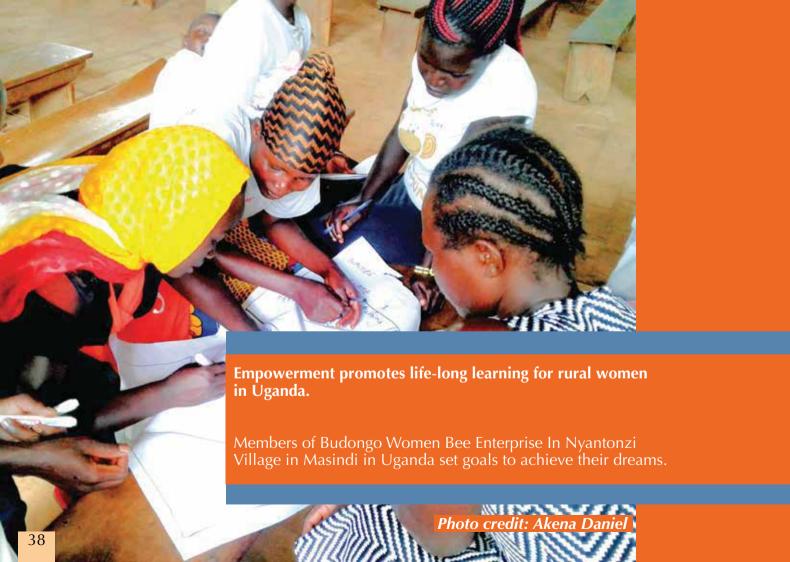
My Intention:

SELF-ESTEEM:

Self-esteem is related to how you think about yourself and the belief you have of your own worth. This is about your willingness to believe in yourself. For example, do you believe you have what it takes be a successful businessperson? Do you feel worthy of being treated with respect, care, and love?

- 1. It is important to realize your own worth as you begin any new endeavor. This gives you confidence and allows you to make it through difficult times.
- 2. Often times, we are faced with many criticisms from others about our intelligence, our looks, or our abilities. Some of us have not heard positive things about ourselves. These criticisms can shape how we think about ourselves.
- 3. Each individual can create their own positive sense of self (and we don't have to rely on others to feel valuable or strong).
- 4. Examples of intentions: I will appreciate my many good qualities. I will accept myself as a lovable person.

My Intention: .



TRUST IN A HIGHER PURPOSE:

Trusting in a higher purpose is about being willing to have trust in purpose that is larger than ourselves. For some people this could mean God, the Universe, a sense of spirituality, or simply having a purpose in life.

- 1. Having trust in a higher purpose can help us as we take risks and move forward in our lives. Otherwise, we may become overwhelmed by the challenges we face.
- 2. Recognizing a belief in something larger than ourselves can help us reduce stress and cope better with our experiences.
- 3. This can help us believe that there will be a way forward no matter what the circumstances are.
- 4. Examples of intentions: I recognize that I have a purpose. I recognize I am part of the world and earth.

My Intention:

POSITIVE ATTITUDE:

A positive attitude is about the willingness to focus on the good things in a situation - to find opportunities and constructive solutions in whatever life presents.

- 1. It is about keeping positive thoughts and not getting held back or distracted by negative thoughts.
- 2. It is about choosing, moment by moment, to look for the best in people and the best in things around you.
- 3. By developing positive thinking habits, you may start to notice new opportunities and be generally happier in situations that present themselves.
- 4. This doesn't mean that you only think positive thoughts or that you ignore what is happening because it appears to be negative. In order to have a positive attitude, it is critical that you take an honest look at what is in front of you, positive and negative. This belief is about trying to find a positive way through a situation despite the challenges that exist.
- 5. Your challenge is to develop new, positive mental habits.
- 6. Examples of intentions: I will find a way and can turn any situation around. I will learn from every challenge.

My Intention:

CONTINUAL GROWTH THROUGH LIFE:

Continual growth through life is related to accepting that everything in life is always changing.

- If we want things to always stay the same, we may not easily accept change and will be fighting and resisting life. This can lead to stress and unhappiness.
- By recognizing that change is always happening and allowing ourselves to accept change, and to even grow from it, can positively impact our lives. We may be more open to opportunities, and we may take advantage of those opportunities.
- Reflect on your life and see how it has changed, and recognize that it will continue to change.
- Examples of Intentions: I learn from every experience I have. I accept that things will change in my life.

My Intention:

OWNING YOUR POWER:

- 1. Owning your power is about recognizing that you are the most powerful person in your own life. We can choose how we want to live our lives. The work we do and the life we live is up to us.
- 2. This belief is about stepping forward to be a powerful person who actively participates in life rather than one who just lets life happen.
- 3. This power is inside all of us. By recognizing this power inside of you, you can take advantage of it. You can own it.
- 4. Examples of intentions: I create my life the way I want it. I recognize I am powerful.

My Intention: .



LEADERSHIP

Where there is no vision the people perish.

Overview

- Introduction to Leadership
- Establishing & Developing Clear Visions
- Setting Goals & Being Proactive
- Problem Solving
- Communication
- Plan of Action



Setting Goals.

Setting goals are very important in everyday life; every person, business, or activity has something to achieve. What you want to achieve in life is what we call a goal; that is, your strong aim of working towards success. Goals are divided into "short term" and "long term goals". In general, you can think of short term goals as those that can be achieved within 1-3 years, while long term goals are those that can be achieved over 3 years and above.

Example of goals may include:

- 1. To build a permanent 2 bedroom house on my land by the end of 5 years.
- 2. To work and acquire my own one acre piece of land by the end of 2 years.
- 3. To set up a chapati business by the end of of 12 months in our trading centre.

What are your dreams in life?



Every person has a dream so they set a target (called a goal) to help them achieve their dreams.

My Goal:

"There is no limit to what a woman can accomplish" **Specific:**

What:

Who else is involved:

When:

Where:

How:

Why:

Measurable:

My target:

How will I know when I have accomplished my goal?

Achievable:

What skills or resources do I have to complete this goal?

What skills or resources do I need to complete this goal?

How can I get those?

Time-bound: When do I want to accomplish this goal by?

Month:,

Day:,

Year: 20

Any other notes for myself:





"Success is living the life you want, not toiling to please everyone" Maria Matembe, Women activist.

COMMUNICATION:

Communication encompasses all activities to deliver your feelings, interests, and desires to an intended audience. There are so many ways to communicate, some are discussed in this section.

My communication talk (EPIC Talk)

Introduce yourself:

Engage:

Get the audience's attention! (Use a quote, statistic, story or shocking fact):

Problem -

Express the problem/opportunity in clear facts and without personal opinion:

Inform:

Tell the listener about an opportunity and propose your solution or vision:

Call to Action -

What do you want your listener to do? Suggest a clear goal or action step.

Tips for your EPIC talk

- 1. Practice! Practice several times with someone you feel comfortable with.
- 2. Memorize if possible the details you use, or focus on using personal experiences that you easily remember.
- 3. Know who your listener is.
- 4. Deliver your talk without stopping, even if you have a couple of stumbles.
- 5. When you're done, think about what went well and also what you can do better next time.
- 6. Listen with an open mind and ear.
- 7. Encourage questions from your listeners.

Public Speaking

1. Look at people and make eye contact or focus on a single point on the back wall.

- 2. You can scan the room with your eyes just above everyone's head and it makes it look like you're making eye contact with everyone.
- 3. Stand with legs shoulder width apart and don't cross your legs.
- 4. Have good posture.
- 5. Use bullet points to speak, not full notes that you would be tempted to read from.
- 6. Project your voice so everyone can hear you.
- 7. Speak clearly and slowly.
- 8. Get close to the audience you can walk around, don't hide.
- 9. Encourage people to ask questions.

Action Plan- Work Vision:

- 1. Why do I want to do a honey business?
- 2. What is my vision for my business?

Goals - What are my goals to get there?

- 1. When will it be done:_____
- 2. When will it be done:
- 3. When will it be done:

- 1. What do I want to do with my a honey business?
- 2. What is my vision for my business?

Is my business plan and my financial plan ready? If not; Go back through to change and edit as needed.

What could be some challenges?

EXAMPLE OF EPIC.

Enage

My names are Akena Daniel Program Manager at Safeplan Uganda, a community based organization operating in Masindi.

Problem.

The programs supports vulnerable youths and women in Masindi District aged between 13-30 years. Our challenge are resources to support our activities to reach more youths both technical and financial support.

Inform.

The organisation needs a running cost of 20,000\$ annually to manage its activities, which includes staff salaries, logistical support, project management and overhead costs.

Call to Action

We need an estimated 100,000\$ to reach 1,000 farmers annually with bee farming skills and sustainable agriculture. The poverty level among rural youths and women requires urgent attention from partners and well wishers to create a better world for young people.



About the Authors:

The authors are members of Safeplan Uganda, a community based organization operating in Masindi, Uganda promoting sustainable development through five program areas (Health, Environment, Education Information, Communication and Technology, and Gender). The Safeplan Uganda team on their experience to develop learning materials to share with the goal of helping bee keeping communities both in Uganda and outside Uganda.



Budongo Women Bee Enterprises BUWOBE

Working with women to transform society in Uganda.

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