GEE TEAM 17

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FISHING FOR A BETTER LIFE
- A NEW LIFE OF BADI
Table of Contents

Executive Summary.................................................................P2
The Problem.................................................................................P2-3
Business Overview........................................................................P3
Business Goals & Value Creation..................................................P3
Market Analysis.............................................................................P4
Operations Overview......................................................................P4-5
Marketing....................................................................................P5-6
Financial Plan..............................................................................P6-7
Future Outlook..............................................................................P7

Executive Summary

This report outlines the effect of extreme poverty on women of Badi community, an ethnic group who live in Nepal’s western parts. They are often recognized as the “untouchables” because they belong to the lowest hierarchy in the Hindu caste system. The major sources of income for a Badi family come from the daughters and wives who work as prostitutes. They are forced to sell their bodies to earn a living from a very young age, even before their first menstruation. Our project proposes to give women of this ethnic group a stable job by setting up a fish farm where they can work and earn their living. This will help the families of the Badi community get a stable source of income and women to give up the job they are forced to do.

The main objectives are: (1) to provide better job opportunities to women of Badi community (2) to provide women with better earnings (3) to uplift the Badi families standard of living (4) to enable ourselves to expand our business by reaching out to as many women facing the same problem in different areas and (5) to raise awareness about the harmful consequences of forced prostitution through partnership.

Nepal has a thriving tourism industry even in rural areas and our main target group is hotels and the resorts operating in and around Bardiya district, where tourists would be interested to taste the local fish. Our competitive advantages are, the fish would be free from any pesticides and would be raised in fresh and clean water. We have also adopted a sales rep method while marketing in which youths of Bardiya district other than Badi women would also be employed. By the end of 5 years, we expect to make the profit of $3084.98 (USD).

The earnings of this business will be reinvested to create more artificial ponds and to help and reach out to more women and families facing the problem of poverty.

The Problem

Traditionally, the Badi were itinerant singers and dancers in the houses of the rural nobility of India and Nepal. Today, their children are still trained to sing and dance but girls and the women in the family earn the families’ living by indulging themselves into prostitution, sometimes willingly but mostly
unwillingly. Males in the Badi family are engaged in fishing and making drums and pipes. Their earnings are negligible and hence the major source of the income for these families remains the money earned by the women selling their bodies. Many families’ welcome newborn girls for their earning potential and some fathers even quit their menial jobs to live off their daughters’ job. (Cox, 1990) These women are paid as little as 100 Nepali Rupees (USD $1) per customer. There are around 40,000 to 70,000 Badi living in Nepal. In 2005, the Supreme Court of Nepal ordered the government to extend formal citizenship to the Badi’s, establish restraining and alternative employment programs. The government delayed its program and no significant action has been implemented to improve the Badis’ condition. Most of the Badi women have returned back to prostitution in order to earn their living because of government failing to provide them with alternative employment opportunities (Unknown, 2016).

Business Overview

To provide Badi women with an alternate solution to prostitution, that has the potential to be just as profitable, we propose to set up fish farms and provide them with the resources and skills necessary to earn their living by fish farming. We will rent a 1 ropani (508.74 sq m) land in Rajapur, Bardiya., a rural village where 29 houses of Badi community reside and the tourism industry is thriving (Digital Himalaya, 2001) This service will provide women with skills that are sustainable, therefore giving them an alternate choice in life and something that they will be able to maintain and pass on. Nepalese locals who are familiar with fish farming will be employed by our business to train the Badi women and provide them with the skills necessary for quality fish farming. Our training and resources will be provided at no cost to the Badi women. We will collect the fish when they are ready and sell them to local hotels and resorts. We will be farming Common carp (Cyprinus carpio), Silver carp (Hypopthalmichthys moltrix), Bigheaded carp (Aristichthys nobilis), Grass carp, Singhari, all of which are high in demand (Niroula, 2014). The resources are available locally and fish is becoming an increasingly popular food. As the women are unskilled, one of the challenges will be ensuring they are able to gain sufficient knowledge so that they are able to maintain the farms themselves.

Business Goals & Value Creation

Our primary business goals are to:
- Provide an alternative employment option for Badi women that will ultimately improve their quality of life, without decreasing their income opportunity. Our intention is that it will reduce the pressure from their families to become prostitutes and increase their ability to live a life of their choosing.
- By doing this we hope to improve their sense of self and human rights, as well as decreasing the spread of sexually transmitted diseases and making them less vulnerable.
- We would also like to improve the quality of youth in Nepal by employing them as sales representatives; this extends the benefits of our business further than just the Badi women.

**Market Analysis**

Bardiya is a district in Nepal, with an estimated population of 427,000. Bardiya has fertile plains and is surrounded by forest and land suitable for agriculture. Karnali, the longest river of Nepal goes through Bardiya district. We can easily get fresh water for the ponds and in river water the natural water bodies, D.O.C., pH value, water quality and water temperature are more stable and suitable for fish to grow. (FAO, n.d.) In Nepal, the climate and nature of soil is suitable for the construction of fishponds in different parts of country including Rajapur, Bardiya. Bardiya is one of the major tourist locations in Nepal where people from all over the world come to enjoy the wildlife experience and explore local culture. The tourists would love to have local fish in their dinner. Fish is an important source of food around the world it is a healthy food, low in calories and cholesterol levels and rich in protein. Because of which, there is a higher demand for resorts in Bardiya to provide local fish for dinner to its visitors. Fish farming has witnessed a growth of 9% annually. According to The Ministry of Agriculture Development officials, fish production generate a high rate of return and many farmers are now attracted to commercial fish production. Many farmers have reported a return of 300% in fish farming (Nepal Dispatch, 2013).

**Operations Overview**

**Resources:**

- **Land**: We will buy 1 ropani of land in Rajapur municipality that costs US$ 23.59 monthly which has access to proper road, market and labor (Roy’s Farm, n.d.). In 1 ropani of land we can build about 7 ponds but for our initial phase, we will build 2 ponds.

- **Pond**: Two, 1 meter deep ponds with 9.30 m length and 7.30 m width will be constructed. It will be an artificial pond constructed with Silpaulin Plastic.

- **Water supply**: Since the pond should be filled with fresh water at regular intervals, we will take water from Karnali River through pipe and pump as it is nearby of our land. This will be beneficial because in natural water bodies, D.O.C., pH value, water quality and water temperature are more stable and suitable for fish to grow. (FAO, n.d.)

- **Feeding**: We will use semi-intensive fish farming where the fish will obtain significant nutrition from the food web within their pond, but they are also given supplementary feed at least two times a day with homemade oilcake and corn flour.
Harvesting: The water in the pond will be removed through drainage system followed by herding, confining and removing fish with a dip net. The harvesting will be done twice a year.

Staff: The staffs are required for doing the operational as well as marketing works for the business. We will hire 3 Badi women to do the daily operational work in the farm while 2 qualified local youths as marketing representatives for the sales and delivery of the products in the targeted market. They will be provided with commission.

Materials & Equipment

Digging tools: Digging tools are used for digging out trenches and backfilling them with puddle soil to repair leakage/seepage, for deepening canals and for other maintenance and repair works. (FAO, n.d.)

Nets & Traps: Nets and traps are used during the fish harvesting process.

Pipes & Pumps: Pipes and pumps are needed for water movement whenever needed in the pond system.

Marketing - Due to the nature of our service, we have divided our target markets into two:

<table>
<thead>
<tr>
<th>Target Market 1:</th>
<th>To sell the fish: We will target the fish that has been collected from the fish farms and put in bags with ice, to hotels and resorts in Thakudwara, rated 3.5+ starts on <a href="http://www.tripadvisor.com">www.tripadvisor.com</a>. These hotels with great ratings are likely to want to improve their guests' experiences by providing them with Nepalese fish that has been farmed in a hygienic environment. We hope to eventually expand to other areas of Nepal where tourism is big however we will begin with this specific market.</th>
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<tbody>
<tr>
<td>Target Market 2:</td>
<td>To attract women to the service: Badi women of Rajapur aged 16-34. As these women are young they have more of their life ahead of them therefore are more likely to want to put effort in to make a change to their life. They have not been prostitutes for as long as older women and therefore are not as used to it and would be more open to change. From a very young age, Badi girls know that they will grow up to be prostitutes, making it a social norm. As Badi girls usually do not go to school and are brought up seeing their mothers and sisters as prostitutes, they essentially only know a life of prostitution. Although some girls begin prostitution by their own choice, most are encouraged to do so by their mothers.</td>
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</table>
We will market our fish to hotels through door-to-door sales, introducing our product, and ourselves emphasizing the competitive advantages that we do have. This will directly target the hotels.

Marketing Strategy 2:

Fishing for our girls - promotion: Part of our business initiative will be promotion of the fact that there are other alternatives to prostitution, the dangers of forced prostitution as well as the idea of respecting your own body. We will work with Lighthouse Nepal to spread the word and have representatives from our team visit communities in Nepal. Radio is one of the most popular forms of advertising in rural areas of Nepal, therefore we will promote our alternative form of employment on the radio.

Competition:

Our major competitors are the already existing fish farms around Bardiya and suppliers from neighboring country India. We will have competitive advantage over them by providing with the fresh and healthy fish. Importing from India will cost the hotels higher price and our quality of fishes (without any pests) will win over other existing competition in the market.

Financial Plan

The women working will be paid Nepali rupees 6000 initially per month (US$56.63). The amount is above poverty line. The marketing personnel will be provided with commission. At the end of second year one more employer will be added and by the end of fifth year, 6 women from different Badi family will be working as employees in the fish farm. The third pond will be added in the third year and by the end of fifth year, we will have 5 ponds.

The rent of the land in rural Rajapur costs 2500 Nepalese Rupees (US$ 23.598). During the initial phase we will be constructing two ponds which will need a Silpaulin Plastic costing 10,000 Nepalese rupees (US$ 94.39), the plastic is depreciated by 2.5% yearly. The fingerlings will cost 0.1 Nepalese Rupees (US$ 0.000944) per fingerling. We will need 2000 fingerlings per pond.

The operation cost will include oilcake and corn flour. They will be the feeds for the fingerlings. Each pond requires 30 kg of oilcake and 40 kg of corn flour which will cost 60 Nepali Rupees (US$ 0.566) and 15 Nepali Rupees (US$ 0.14) per kg. The harvesting will be done twice a year.

The equipment will be required during the initial year which will cost US$ 11.33. The transportation cost to transport the fish from farm to the hotels will be Nepali Rupees 3200 (US$30.205).

We will take the loan from Nepal Agriculture Bank of US$ 3000 at the interest rate of 9.5% after being registered in cottage and small industry by paying US $20.
Future Outlook

According to the World Bank, "Aquaculture or fish farming will provide close to two thirds of global food fish consumption by 2030." (World Bank, 2013)

- We will adopt the latest technology that will result in efficient operational work and enhance the production of fish. The technology and equipments will be imported from India like Mechanical filtration, Diffused Aeration, Water quality testing machine, Diffusers, etc.
- Workshop and training for using these modern technologies by certified specialists will be given to our employees.
- We will also export our products to Uttar Pradesh, India as Rajapur is located on the border with Uttar Pradesh and there is high demand for fish.
- The business will grow from Rajapur, Bardiya district to other districts of Nepal like Chitwan, Rupandehi, Bara, Nawalparasi and Parsa that have favorable conditions for fish farming.
- There are 122 species of fish found in Nepal, so we will breed more number of species as per the climatic conditions of the location (Niroula, 2014).
References


