ANNUAL REPORT 2017

SAARC BUSINESS ASSOCIATION OF HOME BASED WORKERS NEPAL
Strengthening the Livelihoods of Home Based Workers
Towards Regionalization

SABAH Nepal since its inception had envisioned regionalization of its business activities so that the home based workers communities of different regions of the country would take ownership of their work and leap towards self-sustainability. This year, process of developing community owned rural business enterprises took concrete steps towards autonomy from the central business unit. Time has come for SABAH Nepal to graduate its eight community centers after several years of nurturing them through various capacity building and hand-holding support. SABAH Nepal is proud of their significant achievements in the past years and looks forward to forming a strong bond with robust business activities in the future.

ROBIN MAN AMATYA
CEO, SABAH NEPAL

Touching all aspects of women’s lives

A bright feather on our cap this year has been the challenge of leading a consortium of six excluded women’s groups. A new journey initiated by UN Women Nepal to provide political empowerment of 180 excluded women in 18 months resulted in a detailed Charter of Demands, several victories in the local elections, few losses and several lessons to be learnt. This program was praised and showcased as a good practice to US Senators and the Executive Board of the United Nations. SABAH has been successful at looking at all three vital arenas of women’s lives – economic, social and political.

SRISTI JOSHI MALLA
CHAIRPERSON, SABAH NEPAL
SABAH Nepal is a community based social-business organization which works towards strengthening the livelihoods of financially deprived and marginalized home based workers (HBW)/artisans of Nepal.

SABAH Nepal identifies and brings together local HBWs/ artisans in a group and provides various capacity building trainings coupled with business development support and marketing support. These programs are delivered centrally at the Trade Facilitation Centre (TFC) which is replicated at the Common Facilitation Centre in the regional level.

Various interventions are designed to transform general producers to entrepreneurs and help them establish Community Owned Business Enterprise to provide them diverse sources of revenue. These enterprises focus on the production high value natural products which also carries cultural values of the communities. Common branding is done for easier access to the market targeting socially responsible consumers who can pay premium price.

SABAH Nepal carries out Value Chain Analysis, and strategizes its interventions to upgrade the actors in each nodes of the value chain. SABAH takes the Making Markets Work for the Poor (M4P) approach considering the fact that market systems exist even in the poorest, most challenging environments. SABAH Nepal seeks to understand exactly which dimensions are failing to benefit the poor and identifies actions that can strengthen the pro-poor functioning of markets. Therefore, SABAH's interventions are designed with particular attention on the need to strengthen support services to build more durable market linkages for HBWs/artisans/small-holder farmers for sustainable change towards poverty reduction.
PROGRAMS & INTERVENTIONS

OUTREACH of SABAH NEPAL

SABAH’s leadership development programs aim to create excluded women leaders so that their voices are heard and access to decision-making processes. This year’s leadership program has helped 110 excluded women to take leadership roles in various social, political, and economic forums of their communities out of which 98 women are politically active. Similarly, 40 women have started to lead the production groups of their communities.

110 LEADERS GROOMED
535 HBWs TRAINED
44 ENTERPRISE DEVELOPED

VOCATIONAL/TECHNICAL TRAININGS

SABAH provides vocational skill development and upgradation training to HBWs/artisans in more than 30 different craft categories. These trainings are conducted by either SABAH’s own master artisans or external faculty. Workshops are also held continuously to enhance the skills of SABAH members. This year 37 trainings were conducted on various craft sectors.

Excluded women get the leadership roles

In the year 2017, SABAH has successfully established the visibility and recognition of excluded women as key stakeholders in the political and development process. The allocation of local budget; nomination and representation of excluded women at the local level and provincial assembly elections and their engagement as champions of voter education are evidences of communities’ and political parties’ acceptance of excluded women’s role in the community development process. 110 excluded women out of 180 trained under the UNWOMEN’s AWEE project are now leading social, political and economic decision making and development forums (26 have represented themselves in Ward Citizen Forum (WCF) and Citizen Awareness Centre (CAC), seven in newly elected local government, 16 in decision-making bodies of local cooperatives, 35 in local community users’ groups, 11 in Tole Sudhar Committee and 15 in Inter-Party Women Alliance (IPWA).

GROWTH IN 2017

536 NEW MEMBERS
7 NEW CLUSTERS

7 new clusters in Jhapa, Dharan, Lele, Taplejung, Udayapur, Accham and Pyuthan have been formed in 2017. Total Number of Clusters of SN has reached to 51.

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SABAH provides a permanent marketing network for all its members by ensuring that artisans’ products are ready for Nepali and foreign markets, facilitating relationships with trading houses and marketing products through annual exhibitions and its existing channels of networks and outlets.

300+ PRODUCTS DEVELOPED

SABAH has developed several brands for the products made by the home based workers. SABAH has branded various product lines that focus on geographical specialty which has successfully penetrated the domestic market. Some of the brands developed by SABAH Nepal are Kailash, Himalica, The Village and SABAH.

37 BRAND PROMOTION ACTIVITIES

SABAH has a pool of resident and external product designers who provide product development and design services to the HBWs/artisans in various craft sectors. The in-house team often carries out a needs assessment with the artisans and complements it with market research to ensure that their inputs have contemporary market relevance.

10000+ SATISFIED CUSTOMERS

Cardamom and vegetables get market access

SABAH Nepal focused its intervention in enterprise development and value chain intervention to diversify livelihood opportunities of the farmers in Taplejung and Udayapur under the Himalica project. Himalica is an initiative of ICIMOD to support vulnerable mountain communities in the HKH region in mitigating and adapting to climate and socio-economic changes. The following outcomes were achieved in the year 2017.

- 59 micro entrepreneurs (31 in Taplejung, 28 in Udayapur) groomed and hand-holding support provided to make them market ready in Cardamom products, agro products and milk products
- Two collective business enterprises established – Kanchenjunga Himalica Agriculture Udhyog and Himalica Agriculture Enterprise
- Two processing unit of cardamom products and pickle products were established each in Taplejung and Udayapur
- Two business outlets operational in each project districts.
- 54 value added products using locally available cardamom, fruits, vegetables and herbs developed.
- Cardamom value chain, Fresh Vegetable value chain, Pickle value chain developed.
- HIMALICA brand with a tagline- ‘Green products from the mountains’ has been created

Clean Cooking Solutions

SABAH Nepal has undertaken a pilot project to demonstrate acceptability of biomass energy technologies or BETs (clean cook-stoves and processed solid biomass fuels such as briquettes, pellets) in households and Micro Small and Middle Enterprises (MSMEs). Under the project which is funded by The World Bank, SABAH has used social marketing and behavioral change strategies to show the acceptability of clean cooking solutions. Following activities has been carried out under this project:

- 35 Cook Stoves (30 Households and 5 MSMEs) piloted in four community from Kavre and Lalitpur to introduce clean cooking solutions
- Four different types (Mimi Moto, Eco Chula XX, Eco Chula XXX, Annapurna) of clean cook stoves (tier 3 or above) introduced
SABAH works with women home based workers in two sectors, namely textile and food. Although techniques and processes vary widely from one sector to the next, the production generally takes place in households, and many women are engaged in different levels of the value chain. In various locations organized artisan structures exist in the form of Common Facilitation Centres (CFCs) where artisans typically produce within community settings. Production is generally seasonal, with crafts activity being suspended during harvest season, as most artisans are also engaged in agriculture to supplement their livelihoods. The produce of HBWs involved in agriculture are marketed through various outlets under SABAH Village.

The Village Cafe upholds the concept of Farm-to-Table and sources its raw materials locally from the small farms of the women home based workers. In 2017, The Village Cafe’s food technicians provided various food processing trainings and product development support to rural farmers and producers. The trainings are coupled with market research and various marketing campaigns. After receiving such trainings members from Nala and Khawa are now actively involved in production activities and supplying their products to SABAH Nepal. Khawa has supplied more than 1,000 kg of Khuwa (worth NRS.5.5 lakh) to Village Café in 2017. Similarly, Nala is also actively producing various Lapsi candies and are being sold through the cafe and local markets. Nala is also supplying Vegetables to The Village Café regularly. The cafe sources dry vegetables, beans, lentils and peas from Darchula, Udayapur and Taplejung.
SABAH Nepal has been enhancing HBWs income by bridging the gap between the existing products and the market demand. SABAH Nepal has its own contemporary product line catering to modern market needs and leverages existing artisan clusters to create these products which will then be distributed through its own trade house, showrooms and an online portal.

In 2017, textile sector of SABAH Nepal has been able to integrate more than 250 HBWs members of different craft sectors such as weaving, knitting and stitching. This has provided them a steady income and has empowered economically.

SABAH is also empowering consumers to make more ethical purchase decisions with the awareness against the industries exploitative nature of supply chain. SABAH as a responsible brand upholds the values of ethical production of goods ensuring artisan (HBW) visibility, fair wage, empowerment and opportunity for growth.

SABAH has penetrated the contemporary domestic market with the SABAH brand and have become successful in expanding the demand of the products made by the home based workers.
SABAH as a social business organization generates its capital through its sales revenue and fee-for-service work to ensure organizational and programmatic sustainability.

THE VOICE

“We were unable to get direct access to the market and the middlemen took all the profit while selling our products such as milk and vegetables. We did all the hard work and the dealers and middlemen are the ones who get rich. With the support from SABAH we have learned to process the milk and make various products out of it and sell it directly in the market. We have formed a group and are now making various milk products like Khuwa, paneer and other sweets and selling directly in the market. This way our income has increased.”

Sumitra Baniya
Leader, Khawa CFC

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Uma Baidhya
HBW Leader, Banepa, Kavre

WE ARE GRATEFUL TO OUR PARTNERS

The international development community have been pivotal in providing support to many of our programme activities. SABAH welcomes different stakeholders in their areas of specialization to build an ecosystem of collaboration which will ultimately benefit the women home based workers in different ways.

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