

## Project MADHU EXTENSION

strengthening & expanding an existing Tribal women's beekeeping network



Extending the capacity of an existing network of 350 women beekeepers in 15 villages while simultaneously replicating these activities as an economically viable, environmentally-sound and self-sustaining industry in the Chandaka Forest of Odisha, India.

### Project Description

This project addresses the severe lack or limited access to critical resources such as education, employment, land, electricity, roads & the banking system which excludes women and their families from sustainable income-generation activities & decision-making roles within their community. Women Self-Help Groups (SHGs) are collectively trained to manage, produce & sell their honey in local markets & honey fairs. Young men are trained to produce honey boxes. The Network aims to qualify for a Fair Trade qualification. Beekeeping contributes to environmental sustainability. The original Project Madhu was funded for £60k by the UK Government's DfID over the years 2014-2015. ***This project allows for continuing expansion and replicability across Odisha.***

#### Quick Project Facts

**Delivering partner:** Jeevan Rekha Parishad ([www.jrpsai.org](http://www.jrpsai.org))

**Location:** 15 villages in Odisha, Eastern India

**Target group:** 350 women beekeepers as honey producers, 54 male farmers to collect wild bees/honey, 15 male youths to produce bee boxes - all benefit from new skills & income-generation

**Total beneficiaries:** 419 + their family members = approx. 2,500 villagers

**Average cost per beneficiary:** £12.00

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#### Rural Women in India

**In Indian villages** women earn on average 30% less than men.

**Women villagers** work almost 11 hours more than urban women and 12 hours more than urban men per week.

**35% of rural women are illiterate** compared to 18% of men.

**Women's participation in the labour force** in rural India is falling.

**£30** can buy a beehive for one woman  
**£100** can buy a protective suit & a beehive for one woman & two training sessions for her Self-Help Group