



GLOBAL EVENT

JOHANNESBURG SOUTH AFRICA



Ms. Tshepiso Marumo, The Zone for Life (Pty) Ltd.

BEEKEEPING AS AN EMERGING BUSINESS IN BOTSWANA: AND THE ROLE OF BEES IN AGRICULTURE

Background

Tshepiso Marumo is a Motswana lady from Metlobo in the Southern district of Botswana .

I currently holds BA (honors) degree
in marketing Management with
Anglia
Ruskin University

Background

- I did basic beekeeping, horticulture ,Gender and Policy and youth advocacy.
- Tshepiso is an accredited business trainer , a founder of the business club at ABM university college , a member of YPARD and a director of Tshepi beekeeping t/a The zone 4 life (proprietary) Limited

Company background

- The company started operating in 2011
- Its main aim is to:
- conserve bee's spices
- To keep them for the production of honey and beeswax.



Products

- Tshepi beekeeping produces products such as honey and beeswax in order to make liquid honey, chunk honey, and honey snack.
- Currently, the company started manufacturing honey juice, floor polish ,lip balm and herbs.
- In addition, we offer pollination service and camping.

Market

- Tshepi beekeeping sells its products under a brand name Morelife.
- and these brands sell at Gaborone bus rank, cooperatives, health alternative clinics, hotels, vendors, supermarkets , wholesales and to individuals.

Benefits to the community

- The company created employment for 12 employees .
- We also help youth and women in compiling their business plans and get funding.
- We also offer university students opportunity to conduct researches on our company as part of their carriers and training.
- We have written a book that will motivate youth to take agriculture as a business.

Awards and recognition

Tshepi beekeeping won five awards .

Four from women exposition and one from Youth exposition.

Five of Tshepi beekeeping articles have been published.



Source of inspiration

- I wanted to be a mining engineer
- I read an article of bees
- After years I remembered the bee story
- I researched more on internet
- I was inspired by what I saw
- I decided to do beekeeping as a source of income for my family.

Challenges

- My family was not interested
- I had no land or no fund
- I applied for land and secure one
- I worked for 3 years
- In addition i applied for funds and I was finance through YDF and kick start.

Challenges

- It has not been an easy ride, it has been a roller coaster that tested my capability and strength and only passion taught me to be patience, discipline, hard working and to focus in my project.

Roles of bees in Agriculture

- Bees are a source of pollination
- So because of bees we have food for our livestock
- We have food for human consumption
- We have forests that absorb carbon dioxide and produces oxygen

Conclusion

- I believe as farmers we need to diversify our projects by investing in more than one commodities.
- The second strategy is to consider partnership because together we can stand .
- I believe as farmers, we need more resources to help us soldier on,
Sustain our projects and compete well with
Challenges of climate change.

Conclusion

- You may be a researcher, a journalist , a famer, , an author ,a blocker, social media reporter. Keep doing what you are doing because somewhere in this world you are making a huge positive impact in many people s life and in this planet.



Products

- Products

Honey drinks



Honey combs



Floor polish



lip balm



herbs



Processed honey



Thank you





agriculture,
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