

Hamri Bahini

The Green Angels

A Green Social Enterprise



HCI



Our sisters with low schooling want to have respectable jobs.

A chance is all they need.



Nepal's economy has been suffering for long because of political uncertainties. It cannot offer sufficient number of basic jobs for young girls. It is no surprise that a large number of Nepali girls with very little schooling get allured out of Nepal every day by manipulative agents into petty and indecent jobs under abusive employers across India and the Middle East. Most of them return to Nepal after years of hard labor with empty hands and physically and mentally abused state with nowhere to go. It is a disgrace for any society to remain mute witness to their young and vulnerable daughters and sisters being systematically exploited in such ways.

On the other hand, the environmental problems of Kathmandu and other urban centers of Nepal need a lot of working hands and smart interventions to get tackled.

With smart thinking and strategic partnerships with the stakeholders, especially the Private Sector, many decent GREEN JOBS can be created within Nepal to help address the environmental problems and to create respectable job opportunities for young and less educated women.

This is what Hamri Bahini- The Green Angels, a Green Social Enterprise is making an effort towards. Trying to address social and environmental problems applying entrepreneurial interventions. Green Shopping Bags- its cloth version, is just one of such products/ideas that is trying to create a viable alternative to the environment unfriendly Polythene Shopping Bags. Hamri Bahini- The Green Angels, with the help of Private Sector organizations, is coming up with number of initiatives - all with same two imperatives.

Hamri Bahini - The Green Angels: A Business Approach to Problem Solving



As a Green Social Enterprise, Hamri Bahini has taken a business approach to solving the dual problems at hand- mass migration/trafficking of young and vulnerable girls out of Nepal and the urban environmental challenges of the country. It has created a group of dynamic and young leaders of Nepal to lead different aspects of the problems- define them, find green business solutions for them and drive the execution. www.hamribahini.net is making use of the energy and skills of Nepali youth through Internet and Mobile Telephony to reach out to unemployed young girls across the country and their potential employers to create a user-friendly web-platform for expediting employment creation. The database so built would allow efficient reaching out to such young and less-educated women to train them in basic livelihood skills. A good number of them would be employed by Hamri Bahini Social Enterprise itself.

Revenue models have been created for each of the initiatives to sustain them in the longer run. The enterprise expects limited-term funding from the institutional donors for its different initiatives before the businesses could self-sustain.

Tremendous Employment Generation Opportunities for Young Women

At this early stage, the green shopping bags initiative has only been able to provide limited products and services, and therefore creating only a handful of Green Jobs. But the opportunities are immense. The enterprise has begun to offer different sizes and designs of cotton shopping bags respecting varied preferences of the consumers. Jute Bags and Recycled Paper Bags are being introduced soon following the same model. Used Newspaper shopping bags currently under test-stage would get the enterprise to almost every grocery store of the urban centers creating a large number of green employment.

Besides, the enterprise is already in serious discussions with various Private Sector partners to develop and implement Green Spaces, Green Commuting, Green Living, PET Bottle Recycling initiatives- all with a potential of creating a big number of Green Jobs within Nepal.



Applying POLLUTERS PAY Principle with widespread Consumer Support

The enterprise has been successful in earning consumer and private sector support in finding a practical way to promote 'Polluters Pay Principle. Hundreds of thousands of Kathmanduites have already paid for the Polythene Bags they use at the supermarkets, and their numbers are increasing by the day. Soon the consumers of Pokhara and other towns will be joining the trend.

“I want to work as a Bahini forever.”

The Story of Apsara Tamang (Name Changed)



I am Apsara Tamang (name changed) from Nuwakot and I am 18 years old. We were six siblings: two elder brothers, two elder sisters and one younger sister. None of us sisters could go to school because of our family's poor economic situation. My father died when I was 9. My mother looked after us for a few years before she married another man. All my elder siblings were married by then. My brothers left our village to earn. I lived alone in our parental house for some years. My sisters-in-law used to come occasionally to the house, beat me up and even lock me up for days without food under some or the other excuse.

When I was 13, a boy from the nearby village forcefully took me to his house, and forced me to marry him. I lived with him for 3 years. My husband and in-laws used to drink a lot, and beat me up regularly. Life was painful. One day one of my relatives told me that I could get a nice and easy job at a hotel in Pokhara. I was told I could work there, earn a lot of money (2 Lakh Rupees and Five *Tolas* of Gold) and could return home after 3-4 years. I decided to leave my in-laws' house in hope of a better life. My relative took me to Kathmandu, and handed me over to a stranger. Without me knowing anything, the stranger instead of taking me to Pokhara, took me to Delhi, India. Soon I realized I was trafficked. I could do nothing. My life in India was like living in hell. After living there for almost one year I was rescued and brought back to Nepal by some angels.

I went through lots of hardships in life- even my own people betrayed me. Today I am proud to work at Hamri Bahini and stitch cloth bags. Coming to Hamri Bahini is the best thing that has happened in my entire life. I like everything about this work- especially the love and respect I get from everyone like a Bahini (little sister).

I have learnt so many new skills, made a lot of friends. I want to work hard, save money for myself for the future. I have started saving money already. My mother and her husband now treat me like their daughter. I occasionally buy gifts for them with my own money. I want to work as a bahini forever. I want to be successful and show my capabilities to all those people who betrayed me and treated me badly in the past.

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), as the enabling partner, has supported to kick-start the project by providing the enabling grant to cover all the initial costs and the institutional costs.

Inclusive Development of the Economy (INCLUDE) programme - a joint Nepali-German initiative under the guidance of the Nepal Ministry of Industry and with Technical Assistance by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, is acting on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ). INCLUDE program works mainly in four districts in the Far - western Region of Nepal, viz, Dang, Surkhet, Kailali and Pyuthan for inclusive development of the economy.



Himalayan Climate
Initiative
Finding Smart Solutions

Himalayan Climate Initiative (HCI) is a non-profit organization founded by fourteen progressive entrepreneurs of Nepal to help build peace in the country, and develop Nepali economy in climate-smart ways.

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Corporate Partners till date, and growing...



Bhatbhateni Supermarket and Departmental Store is the largest Supermarket Chain of Nepal, with six outlets in Kathmandu and Pokhara. As a business partner, it has massively supported the enterprise by promoting Hamri Bahini Shopping bags. For every polythene bag handed out to its customers, it charges 1 Rupee, adds 50 paisa on top and contributes to the Hamri Bahini Social Enterprise.



Jyoti Group of Companies, one of the leading Business houses of Nepal, and a strategic partner, has borne all the initial establishment costs of the Hamri Bahini production facility.



QFX cinemas, as a corporate partner, has supported in kind by screening the Public Service Announcements of Hamri Bahini - The Green Angels across all of its theatres in all movie shows.



Worldlink Communications P Ltd, as a corporate partner, has supported the online presence of Hamri Bahini by hosting and supporting all its online websites, databases and providing free internet facilities.



Prisma Advertising, as corporate partner, has supported in the branding, devising marketing and media campaigns, media engagement, etc related to Hamri Bahini.



PAGE Apparels, as a production partner, has supported in the initial set up of the production facility and the production of the bags.

Achievements this far (till 15th May 2013)

- Since its launch on 15th Feb 2013, a total of 68 women have been involved so far in making of bags - 24 full time (12 semi-skilled and 12 fully skilled) and 44 - part time.
- 25 - 40% reduction in the usage of polythene bags in 5 outlets of Bhatbhateni Supermarket (40 lakhs if annualised).
- Over 27,000 cotton shopping bags were sold in the first three months (from 15th Feb - 15th May, 2013).
- 165 volunteers engaged from dawn to dusk for customer awareness campaign at all outlets of Bhatbhateni Stores - resulting in 15,000 hours of volunteer service to the nation.
- Wide support and engagement of Celebrities and media.
- Massive customer support. In the first three months only hundreds of thousand customers have paid more than NRs. 700,000 for every polythene bag taken from the supermarkets.

Reduction in the usage of polythene bags by 4 Million units (annualized) at 5 stores of Bhatbhateni.

25 to 40% reduction of polythene bags usage at different outlets resulting in substantial savings to the supermarkets.



Celebrity Engagement

Malvika Subba, former Miss Nepal and a co-founder of HCI, is the public face to promote Hamri Bahini - The Green Angels. With almost all celebrities openly endorsing the idea and many even volunteering inside the Supermarkets to promote the cotton bags, the enterprise has been able to garner huge celebrity support in first few months only.

Youth Engagement

Hamri Bahini- The Green Angels is supported by The Gen Nep volunteers, a group of committed Nepali youth contributing to the nation building. 'The Gen Nep - Nation First' volunteering platform is powered by CG Foundation and assisted by professionals of varied disciplines engaged with Himalayan Climate Initiative.

