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 hold a 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 farmer, 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