



Clinton Global Initiative Website Features Hashoo Foundation's Women Empowerment Through Honey Bee Farming Project

Hashoo Foundation's Women Empowerment Through Honey Bee Farming Project will be distinguished for its successful implementation as a "Feature Commitment" on the Clinton Global Initiative (CGI) Website during the 2008 CGI Annual Meeting in New York, September 24 - 26.

New York, NY, September 25, 2008 --(PR.com)-- A Successful Model For Economic Sustainability.

The Women Empowerment through Honey Bee Farming project is featured on Clinton Global Initiative (CGI) Website as a "Featured Commitment" during the 2008 Annual Meeting, announces the Hashoo Foundation.

"The Hashoo Foundation is deeply appreciative of these opportunities provided by the Clinton Global Initiative," said Chairwoman Sarah Hashwani. "They will allow global leaders and organizations to learn about the project's successful implementation of this practical, scalable model for women's economic self-sustenance."

In 2007, at the Clinton Global Initiative's Annual Meeting, the Hashoo Foundation made a Commitment to Action to support the advancement of women within this region, and improve their livelihoods with the Women Empowerment through Honeybee Farming project. The Commitment was to train 50 women by 2009 to cultivate 150 honey bee hives in Pakistan's Northern Areas and Chitral (NAC), which are amongst the poorest and most isolated in the country.

"Hashoo Foundation has fulfilled its two-year CGI Commitment within one year," reports Executive Director Cristal Montañez Baylor. "The successful implementation and measurable impact of the project warrants its continued development. Currently, 50 women beekeepers are strategically empowered with Hashoo Foundation's support of modern production, collection, packaging/marketing techniques, bridging the gap between the NAC farmers and distant markets. The organization expects to train 175 women beekeepers by 2009."

The project objective is to enable women in the NAC with a dignified means of economic sustenance through beekeeping and training in honey production, microfinance, and links into the honey market supply chain. It also aspires to carry out previous achievements of a 1993 income-generating initiative by the Aga Khan Rural Support Program (AKRSP) training residents of the NAC in beekeeping.

The Women Empowerment through Honey Bee Farming project also merits the Hashoo Foundation a finalist in the BBC World and Newsweek World Challenge 2008, for demonstrating its enterprise and innovation at a grass-roots level while simultaneously preserving the Earth.

Furthermore, BBC World News will feature a documentary of the Women Empowerment through Honey Bee Farming project in October 2008, and the public is invited to vote for the winner on the BBC World Challenge 2008 Website from October 1 through November 20, 2008. Newsweek magazine will also



elaborate on the project's successful impact in a special case study in its October issue.

The Foundation is facilitating the farmers' marketing process through an extensive and well-established network, also focusing on the added-value of honey by-products. The main partner instrumental in developing the market for honey is the Hashoo Group of Hotels, comprised of hotel chains Marriott and Pearl Continental throughout Pakistan, and is the Group's socially responsible effort towards uplifting the lives of rural farmers and their families. The Hashoo Group has discontinued its contract with commercial suppliers, and is paying a 69% premium to purchase this honey; thus, household incomes in the NAC region have increased 25% - 30%.

The project's impact can be measured by the increase in the women's economic contribution towards their families' health and children's education, thereby perpetuating a cycle of positive growth in the region. The Hashoo Foundation seeks to replicate the success of the Women Empowerment through Honey Bee Farming project in other underprivileged parts of the world by partnering with socially responsible corporations that wish to invest technical resources, as well as time, knowledge, equipment, and capital.

Click to learn more about [Women Empowerment through Honey Bee Farming project](#)

About Hashoo Foundation USA

Hashoo Foundation U.S.A. is a 501 (c) (3) non-profit organization chartered in Houston, Texas in 2007 with the mission of alleviating global poverty through economic self-sustenance. The Women Empowerment through Honey project is one of various strategies that are being developed to fulfill the founding philanthropic principles of the Hashoo Foundation in Pakistan and beyond. For more information please visit: www.hashoofoundation.org.

About the Clinton Global Initiative

The Clinton Global Initiative is a project of the William J. Clinton Foundation that brings together a community of global leaders to devise and implement innovative solutions to some of the world's most pressing challenges. For more information please visit: www.clintonglobalinitiative.org.

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