

HASHOO FOUNDATION

In the International News



The World Challenge 08 awards booklet appeared in
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double issue.

[Winner of the World Challenge 08](#)

WORLD CHALLENGE 08

Plan Bee Wins the Challenge



Photo left: Representing Plan Bee of Pakistan, Sarah Hashwani, Sultan Mahmood and Cristal Montañez Baylor receive the World Challenge 08 top prize. Runners-up Homogrown Heroes of Paraguay, represented by Martin Burt and Nik Kafka (top right), and A Chance to Grow of Nepal (bottom right) represented by Marianne Grosspietsch and Christa Schaaf, were also honored.

NOW IN ITS FOURTH SUCCESSFUL YEAR, WORLD CHALLENGE 08, CREATED in association with Shell and in partnership with BBC World News and Newsweek, is an annual international competition that honors innovators and entrepreneurs who create community-based solutions to the planet's biggest problems, from pollution and environmental degradation to hunger and poverty.

More than 700 nominations were received this year; from these, twelve finalists were chosen by a panel of expert judges. BBC World News viewers and Newsweek readers then selected their favorite from these dozen unique and inspiring entries by casting more than 71,000 votes at www.theworldchallenge.co.uk.

The winner of World Challenge 08 is Plan Bee: The Hashoo Foundation of Pakistan. The foundation helped set up the Gilgit Bee Association and trained its members—most of them women—in beekeeping. Many of the women are using the income they earn from their home-based businesses to pay for their children's education—building a better life for the next generation. Plan Bee received a \$20,000 grant from Shell to invest in the future of the project. The runners-up, each receiving \$10,000, are A Chance to Grow: Shanti Sewa Griha of Nepal, which strives to give those suffering from leprosy a livelihood and a place in society, and Homegrown Heroes: Agriculture School of Paraguay, which is educating a new generation of rural entrepreneurs by teaching them sustainable farming methods and other skills.

The winner and runners-up were featured guests at an awards ceremony hosted by Shell, BBC World News and Newsweek at Town Hall, City of The Hague on Dec. 9.

Learn more about World Challenge 08 in the booklet appearing in the center of this issue



World Challenge 08 programs can
be seen on BBC World News



Accept the Challenge

RENEWABLE ENERGY. A HEALTHY ENVIRONMENT and clean water. Sustainable agriculture. Affordable, accessible healthcare and education. For the innovators who competed in World Challenge 08, these things aren't ideals—they're working realities. The fourth annual World Challenge drew over 700 nominations from grassroots projects that are tackling tough problems and finding innovative and highly workable solutions in communities around the world. A panel of expert judges chose 12 finalists, who were profiled on BBC World News, as well as in a *Newsweek* advertorial series and online at www.theworldchallenge.co.uk. Readers and viewers cast their votes, and chose the top three. This year's winner, PLAN BEE: The Hashoo Foundation of Pakistan, will receive a \$20,000 grant to help support its work, while the two runners-up, A CHANCE TO GROW: Shanti Sewa Griha of Nepal and HOMEGROWN HEROES: Agriculture School of Paraguay, each garners \$10,000.

To learn more about World Challenge 08, see the attached booklet, which profiles all the finalists, or visit www.theworldchallenge.co.uk.

Change the World

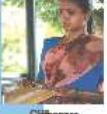
The 2008 Finalists



A Chance to Grow
Nepal



Change is Brewing
South Africa



Cifhangar
India



Comunidad Film
Brazil



Green to Gold
Colombia



Homestead Heroes
Paraguay

Winner: Plan Bee

Hashoo Foundation, Pakistan



The mountainous Gilgit region in Northern Pakistan is far removed from modern-day woes such as pollution. That's one reason that bees, whose global numbers have been dropping, still thrive here. But Gilgit's isolation also leaves the people who live here out of the economic loop. Many of them are just surviving—and in this socially conservative culture, that's especially true for women. The Hashoo Foundation saw opportunity—and a possibility for social change—where others might've seen only intractable poverty. The foundation helped set up the Gilgit Bee Association and trained its members—most of them women—in beekeeping. To make that skill pay, Hashoo connects the beekeepers with Pakistan's five-star hotels and other lucrative markets. By the end of this year, Hashoo estimates that some 215 women will be producing honey—and 215 families will be benefiting from their income. Many of them are using the funds to pay for their children's education—building a better life for the next generation.

Runner-Up: Homegrown Heroes

Agriculture School, Paraguay



When Martin Burt says that the rural school he started in the Chaco region of northern Paraguay targets "the poorest of the poor," he isn't exaggerating. Paraguay is one of Latin America's poorest countries, with an immense disparity between the haves and have-nots, especially in the countryside. Just 2 percent of the population owns the vast majority of the land, and the smallholders who share the rest struggle to make ends meet. Escuela Agricola is helping them do better. Burt, the former mayor of Paraguay's capital city, Asuncion, started the school to educate a new generation of "rural entrepreneurs." Escuela Agricola—which enrolls some 150 students aged 15 to 17, teaching them sustainable farming methods and other skills—is completely self-supporting. Not only do the students grow their own food, they also learn how to add value to produce and dairy by making yogurt, cheese and jam, which they sell. The proceeds from these products, along with those from an on-site hotel, fund the school's operating budget and teach the students the most valuable lesson of all: that they can support themselves.

Runner-Up: A Chance to Grow

Shanti Sewa Griha, Nepal



In Kathmandu, the capital of Nepal. On the steps of its temples, you can find scores of the disease's victims, begging. Leprosy, while disfiguring and crippling, is not highly contagious (and it's treatable). Still, those who contract it are considered untouchable—even after they're cured. Physiotherapist Krishna Gurung cofounded Shanti Sewa Griha—Nepal for "Peace, Help and Home"—to give these men and women a livelihood and a place in society. Its goal is to help them to help themselves by teaching them skills, such as making handicrafts for export. Shanti, which has reached out to other disabled people as well, also supports a self-sufficient "eco-village" outside the city, including a school, workshops, organic vegetable gardens, a central kitchen that prepares some 800 meals daily and a free clinic, staffed by another founder, Dr. Rameshwar Singh. The village was built from the ground up by the very people Shanti assists, who now work in its gardens, help out at the school—and call this place their home.



Independence Day
India



Learning Within
Kyrgyzstan



Maasai Production
Kenya



Market Economy
Kenya



Plan Bee
Pakistan

"We used to feel like beggars, depending on others. This home-based business has brought back respect and dignity to our home."

The money earned through this beekeeping project helps us to pay for our children's school fees, books, uniforms, their health and nutrition."

NAVEEDA AKHTAR,
PRESIDENT,
NORTHERN AREA
HONEYBEE FARMERS
WELFARE ASSOCIATION



Sole Traders
Kenya