

THE RTC APICULTURE BUSINESS MODEL FOR GREEN JOBS

The model comprises of three building blocks i) the RTC ii) a bee champion and iii) an apiary master.

RTC- These are rural/regional based enterprises formed as either beekeeper cooperatives, private companies, solely and run as profit making ventures sourcing raw materials from beekeepers, providing bulking services for beekeepers' products at regional level for onward marketing to national buyers. They must have a track record of working with primary producers and must be compliant with statutory obligations such as paying taxes, systems and products must be certified by UNBS. These RTCs buy products from bee champions in their jurisdiction and process and add value. Since RTCs are also registered members of TUNADO, their products access national and international market through World of Bees (www.worldofbees.shop **WoB** is **one** stop centre providing national, regional and international market for members bee products and equipment as well as enabling access to credit through digitalised Apiculture Business Fund using a fineTech app **Sevi**). At RTC, circular and green production is ensured, quality and traceability systems (<https://farmerlink.exolink.app/app/dashboard>), are established, and act as entry point for beekeepers' capacity building in both technical beekeeping and entrepreneurship. Not only do RTCs buy bee products alone but also buy all other high value nuts and fruits (cashew, shea, macadamia and avocado) and connect to off takers through World of Bees.

A bee champion- Is the above average beekeeper in an area with at least 40 colonised beehives. He/she is selected by group/community members using a given criteria (such as accessibility, character, willingness to volunteer information, skill knowledge and train others). S/he is charged with volunteer responsibility to provide work based learning to 10 newly recruited or low level beekeepers and trains and ensure transformation from recruits/basic beekeepers to progressive and eventually to bee champions. He/she is located at a community level. Also the bee champion acts as an agent of a Rural Transformation Centre (RTC), registering and training out grower beekeepers; linking them to agro-inputs on credit through **Sevi** fineTech App, development partners and insurance companies; and buys and collects/bulks beehive products from member out grower bee farmers. He/she links the members to the Rural Transformation Centres (RTCs) for access to regional market. Both Bee Champions and auxiliary beekeepers are responsible for conserving forage trees through farmer managed natural regeneration and agroforestry especially planting of high value tree crops. These help in diversifying farmers' income, food and at the same time conserve the environment and hence people profit and planet is achieved.

Apiary master- this is a well-trained youth beekeeping extension service provider that is attached to the RTC and linked to the bee champions to improve their apiary and bee product management capabilities. Apiary Masters provide monitoring roles, help with BDS to bee champions using [Home - Kucheza: Playful learning. Better farming.](#) and mentors the bee champions with pedagogic skills to pass on the skills to 10 auxiliary beekeepers attached to him/her. They help in mobilisation and training group dynamics, ensures inclusivity, data quality management and generating KYC.

In summary, the RTC Apiculture Business Model for Green Jobs is a self servicing inclusive market pull model that allows money to flow from buyers to beekeepers, ensures conservation and

allows products to flow from scattered beekeepers to the buyers while allowing access to quality inputs through apiculture business fund as illustrated in figure 1



Figure 1 : The RTC Apiculture Business Model for Green Jobs

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