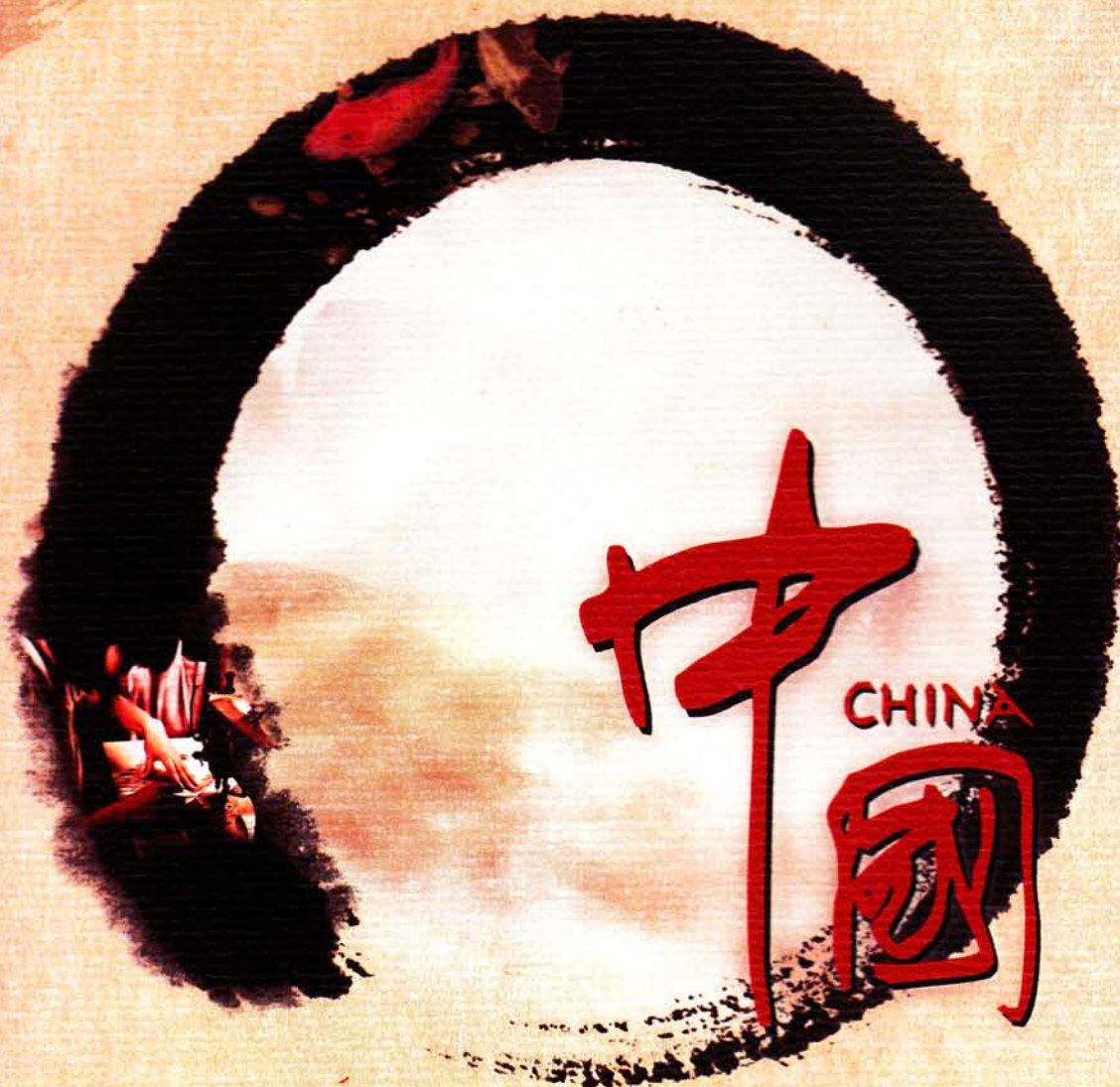


Projects: 8 (2 in the report)  
Members: 118  
People directly impacted: 2,952

**SIFE**

SUN YAT-SEN UNIVERSITY



# Project Annual Report

SUN YAT-SEN UNIVERSITY



### Factsheet Pingsha Town, Zhuhai City

- A fish farming area at the Pearl River estuary.
- Over 750 households of fish farmers.
- Raising tilapia fish for a living.
- Average family income: \$ 250 per month.

### Problems For fish farmers

- Empty ponds: no income in winter because tilapia cannot survive.
- Eutrophication: increasing fish death rate (Negative effect of chemical overuse).
- Independent farming: lack of communication and cooperation.

### Objective

To increase fish farmers' income and empower them with ecological & entrepreneurial approach.



### Strategies and Outcome

- Launch investigation and find an eco-friendly solution —Planting Ryegrass in cooperative
  1. Ryegrass (high quality pasture):
    - a. Suitable for winter planting in terms of Zhuhai's subtropical climate;
    - b. In strong demand around Pingsha during winter;
    - c. Effective to absorb nitrogen and phosphorous, eliminating eutrophication.
  2. Cooperative: farmers can benefit from scale economic and high efficiency.
- Convince the fish farmers
  1. Profitability: conduct demand-supply and revenue-cost analysis
  2. Environmental effectiveness: experiment & analysis of pond sludge (supported by Zhuhai Inspection and Quarantine Bureau)
- Promote ryegrass planting in the following model

<b>Education</b> <small>(Teach planting &amp; financial skills)</small>	<ul style="list-style-type: none"> <li>• Ryegrass planting courses: Invited Prof. Xi and involved 52 households.</li> <li>• Financial courses: Equipped fish farmers with basic financial knowledge.</li> </ul>
<b>Production</b> <small>(Set up a cooperative)</small>	<ul style="list-style-type: none"> <li>• Cooperative function:               <ol style="list-style-type: none"> <li>a. Share planting experience.</li> <li>b. Achieve economic benefits: Establish an insurance fund to reduce risks. Sharing grass mowers: lower cost by 86%.</li> </ol> </li> <li>• Production result:               <ol style="list-style-type: none"> <li>a. Turn 6.4 hectare of vacant ponds into profitable field.</li> <li>b. Nitrogen and phosphorous has dropped</li> <li>c. Fish production volume has increased.</li> </ol> </li> </ul>
<b>Sales</b> <small>(Directly connect with end buyers)</small>	<ul style="list-style-type: none"> <li>• Skip wholesalers &amp; sign longterm contracts:               <ol style="list-style-type: none"> <li>a. Dacheng rabbit stock farm &amp; Lizhi cow stock farm.</li> <li>b. Generated \$10,790 of profits</li> </ol> </li> <li>• Work in cooperative: Increase bargaining power</li> </ul>

### Future Plan

2011	2012	2013	2014
30+ households are involved and reach agreement with a new buyer	Benefit 100 households by finding new buyers around Pingsha		Upgrade industry: Turning ryegrass to ryegrass-fed live stocks.
Stabilize the cooperative			The cooperative will be able to run on its own.



### Relevant Data

#### • Demand & Supply Analysis

Demand: 150 tons/day around Pingsha, can support 225 households

Supply: near 0 in winter

#### • Cost & Revenue Analysis

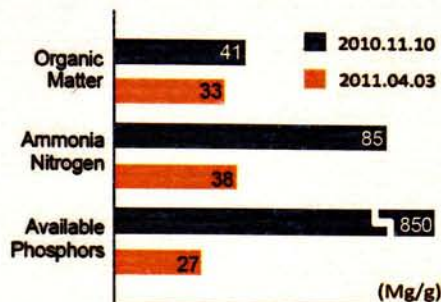
Income Statement 2010.11 - 2011.3 (USD)

Sales	17,653
<b>Total revenue</b>	<b>17,653</b>
Equipment	(75)
Labor	(2,100)
Seeds	(675)
Rent of Ponds	(187)
Transportation	(3,824)
<b>Total cost</b>	<b>(6,862)</b>
<b>Total profit</b>	<b>10,790</b>

#### • Monthly family income

Before SIFE	\$ 3,000	45%+
After SIFE	\$ 4,350	

#### • Pond Sludge Experiment Data



Data from: Zhuhai Inspection & Quarantine Bureau

\* The chemical quality of pond sludge was up to the National Safe Food Standards.

\* The project became the Guangdong Province Agricultural Scientific Research Project.

#### • Fish Production Volume in 2011 summer



**SIFE SYSU empower the Nazhou women to reposition their products and rebuild their own fabric product studio with a complete structure of design, production, promotion and sales.**



**Factsheet** Nazhou Village, Zhuhai City

- Once thrived on textile industry.
- Many textile factories moved out.
- Nazhou women:
  - Lost their jobs;
  - Failed in selling fabric products and making profits.

**Problems** For Nazhou women

- Monthly family income decreased by 40%.
- Proficient sewing skills and sewing machines were left wasted.
- Faced great competition & lacked necessary business knowledge.

**Objective**

To improve Nazhou women's living standard and social status by empowering them to rebuild and run their own fabric product studio.

**Strategies and Outcome**

- **Reposition for the fabric products**
  - Change target consumers from individuals into companies
    1. Unique and differentiated products are needed as gifts and souvenirs.
    2. Hand-made products provide quickly adjustable designs.
    3. Pre-made orders insure more stable income.
- **Partner in Corporate Social Responsibility programs with companies.**
  1. Companies: inexpensive and time saving to join existing social programs.
  2. Nazhou women: costless advertisement and brand building.
- **Help the Nazhou women to establish the following business structure.**



- Design**
  - Partnered with 2 professional design teams: EO-team & Mix team.
  - Created 60 designs for fabric products.
- Production**
  - Implemented a strict quality-control process.
  - Controlled the defective rate under 1%.
- Promotion**
  - Promoted special series of products for festivals
  - Took part in art fairs, comic exhibitions and flea markets.
  - Reported by many major media, covering 2,285,000 people.
  - Built up cooperation with Guangdong Women Foundation (GDWF).
- Sales**
  - Linked with 15 companies' CSR programs under the help of GDWF.
  - Received 28 orders from different companies, creating revenue of \$ 69,000.
  - Benefited 13 women: increased monthly family income by 100%.
- Supportive Function**
  - Procurement: compared different suppliers to get the best buy.
  - Logistics: cooperate with Yuantong Express.
  - Finance: empower women with simple bookkeeping and cashier.

- **Financial improvement:**

Monthly family income

Before SIFE	\$ 313	100%+
After SIFE	\$ 625	
- **Spiritual improvement:**
  - Gaining knowledge & leadership
  - Getting respects & self-confidence



**Future Plan**

2011	2012	2013
Expand in Nazhou Involve 18 women	Work with GDWF to replicate in Wangqinsha, Guangzhou Involve 20 more women	Replicate to 5 similar locations with GDWF Benefit over 100 women
Standardize the studios with joint management of local women leaders and GDWF		



**Other Projects**

- GreenArt** Green-Art built up a business union for artists to achieve collective competitive and substantial income.
- Greening** Equipped Ningzhifeng with management skills and set up a systematic recycling network to revitalize a recycling factory and raise public recycling awareness.
- Love Express** Love Express delivered psychology courses to children of immigrant to help them enhance their self-confidents.

- Flying Dragon** Flying Dragon provided new profit opportunity for poor residents of Qi'ao Island by introducing gecko farming.
- Future Talent** Future Talent educated 2,500 middle school students with business and economic knowledge to help them understand commercial world better.
- War Game** War Game helped veterans build a war game company to gain income using their expertise.

Relevant Economic, Social, Environment Factors

- Social: care for the poor fish farmers, one of the most needed groups in China.
- Economic: consider cost-revenue and supply-demand factors and introduce ryegrass planting to gain profits from vacant ponds and increasing fish volume.
- Environment: alleviate eutrophication problem by planting.

- Social: consider the unemployed and desperate women suffered from industry transformation.
- Economic: gain profits by setting up a fabric product studio to build brand, to lower cost and by targeting at companies with CSR programs.
- Environment: utilize environmental friendly materials.

Effectively Empowering

- Grasp ryegrass planting skills from educational programs with academic leaders.
- Operate the ryegrass cooperative with financial and managerial approaches.
- Recognize the positive impact of eco-business.

- Gain business skills & leadership from the fabric product studio.
- Operate the studio from the perspective of value chain.
- Change mindset about their social status and gain more confidence about future.

People in Need

- Low income with wasted ponds, eutrophication problem & independent farming.
- Develop an integrated solution, planting ryegrass in cooperative to directly meet their needs and solve their problems.

- Decreased family income and low social status for being laid off.
- Teach business skills and rebuild a self-own fabric product studio to meet their needs financially and spiritually.

Entrepreneurial Approach

- Create a new entrepreneurial eco-business in winter.
- Set up a cooperative to achieve high return with low cost.

- Build up a studio and apply entrepreneurial measures of repositioning target market and of design, production, promotion and sale.
- Turn into business leaders of the well-structure studio and run a complete business.

Improving Standard of Living & Quality of Life

- Annual family income 45%+, fish production volume 15%+.
- Harmful substances 52%- & 32%-.
- Realize the importance of eco-farming and increase living standard not only by increasing income but by enjoying more harmonious environment.

- Monthly family income 100%+.
- Better use of talents, have social status arisen and regain faith in themselves.

Business Advisory Board & Sponsors



Unilever



YOUSOKU

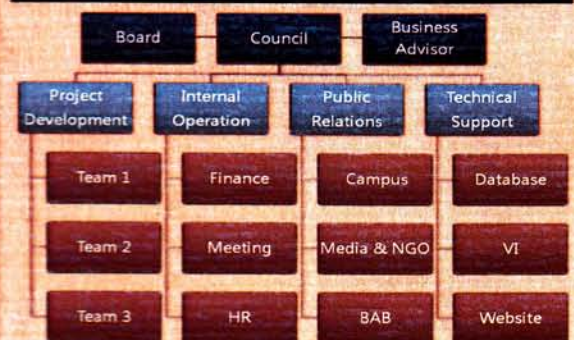
Cashflow Statement (USD)

Cash Flow in	
Cummins Funds	25,000
Lenovo	17,188
Ningzhifeng Sponsor	3,130
Win-in-SYSU Sponsor	1,560
Green Grants Funds	1,000
Guangdong Youth League Community Prize	765
Social Practice Prize	550
HSBC	470
FedEx Funds	220
Unilever Prize	150
<b>Total Cash Flows in</b>	<b>50,033</b>

Cash Flow out	
<b>Expenses in Projects Operation</b>	
Green-ing Project	1,198
Golden Pond Project	1,080
Fabric Nature Project	990
War Game Project	320
EOP Project	320
Flying Dragon Project	317
Love Express Project	205
Green Art Project	168
<b>Expense in Team Operation</b>	
Recruitment	480
Internal Activities	210
<b>Total Cash Flow out</b>	<b>5,288</b>

\* The funds will be used for the long term development based on the projects and team future plan.

Team Structure



Media Coverage

Media	Reach	Times	Gross Impression
China News	1,500,000	1	1,500,000
Guangzhou Daily	1,850,000	1	1,850,000
New Express Daily	800,000	2	1,600,000
Southern Metropolis Daily	1,750,000	6	10,500,000
Yangcheng Evening News	1,800,000	1	1,800,000
Zhuhai Daily	320,000	2	640,000
Zhujiang Evening News	300,000	5	1,500,000
Guangzhou (GZ) TV	750,000	2	1,500,000
GZ TV Economic Channel	200,000	1	200,000
The Travel Channel	60,000	1	60,000
TVS	900,000	1	900,000
Netease.com	23,600	1	23,600
Oeeee.com	50,000	6	300,000
Sohu.com	25,000	1	25,000
Sznews.com	30,000	1	30,000
Zhuhai.gd.cn	18,000	1	18,000

**Total Gross Impression 22,446,600**

Signature of Faculty advisor

Signature of Administrative Officer

Signature of Team Leader