



IMPACT STORY

Even though I had a profitable business, I had to close it down
- Rita Pahari's story

Rita Pahari was a successful entrepreneur from Baluwa, Kavre district, East Kathmandu. She has been living with her parents and brother's family and ran a successful poultry farm, a hotel and butchery. The hotel was located in the center of Baluwa and rendered profits of more than NPR 10,000 (USD 86) per day. Unfortunately, she had to shut down the hotel and poultry farm ending her dreams and aspirations.

How a thriving business crumbled down

Rita had been running a poultry farm since 2014. Later, in 2016 she diversified her business and started a hotel and a meat house. The hotel was at a prime location with a good flow of satisfied customers. Thanks to a business management training she received, she decided to invest in new appliances that could improve the state of her hotel. She took a USD 2,572 loan from a bank, with which she purchased a new refrigerator and other necessary equipment. Rita was also planning to expand her poultry farm. All the while, Rita was fully supported by her mother. From looking after the poultry farm to serving the customer in the hotel Rita's mother worked equally with her. Rita's father, on the other hand, never supported her entrepreneurial endeavors in any way. On the contrary, his behavior forced Rita to shut down all her businesses. Being an alcoholic and violent person, he used to visit the hotel and be abusive towards Rita and her mother, even in front of customers. This gradually reduced the flow of customers resulting in financial loss. Having started out as a profitable business with satisfied customers, Rita eventually had to close the hotel.

"My mother and I spent many nights outside in the field to escape from my father's violent behavior. His alcoholism ruined my business and my life. I worked hard for my business but I

could not continue. I remember how much profit I used to make and feel sad that now I have nothing."

"I did not receive any support from my brother either. If my brother had supported me, I would still have pulled myself together to start over again. This is my dream and I worked so hard to realize it; I don't want to let go of it."

Family support is vital for the success of every endeavour. Women who want to establish themselves as entrepreneurs are no exception. Moreover, establishing an enterprise is even more challenging for women, as gender discrimination still prevails. Women in marginalised and vulnerable rural communities in Nepal are still left out from the business and enterprise development sector. Lack of access to information, knowledge, opportunities, finance and property ownership aggravates this situation. If in this context a woman does not receive backing and support - emotional or financial - from her family members, especially the male ones, it is even more difficult to start, maintain and grow a business, as the case of Rita shows.

Rita is now growing vegetables sapling, which she sells in nearby communities. This business is not very profitable in comparison to the hotel, but at least it is not hampered by her father's behavior. She still has not given up the dream of reopening the hotel and picking up the side businesses again. Once Rita decides what, how and where to start, the Empowering Women, Engendering Energy - Nepal project will be ready to support her with skills training, connect her to financing institutes and mentorship.



Japan
Fund for
Poverty
Reduction



ENERGIA
INTERNATIONAL NETWORK ON
GENDER & SUSTAINABLE ENERGY



**Practical
ACTION**
CONSULTING