

Case study 3: “I could extend my business, now I can buy medicine for my husband, I am happy”

Ms. Lay Heng (64) used to sell only sugar, oil and charcoal at her home. One day she could earn 2000 to 3000 riels. Her husband is not old but so weak and sick. The shop has been supporting their lives for long time. She takes 500-1000 riels a day for husband’s medicine. “I was so tired and worried for him. How I can buy medicine for him, i am thankful to Save the Earth and UNDP GEF SGP..” explained Ms. Lay Heng.

“I was worried for the saving group also. The last saving group people ran away with my 9,500 Riels in 2006. I used to ask from my customers everyday. When we, two women, come together, then used to talk about saving group and Save the Earth. A foreigner and his Khmer wife made this NGO. They always come together and talk to us nicely. I got encouragement because of my neighbor and village leader. I discussed with my husband about the issue. My husband also talked to his friends. Every one was so happy with Save the Earth. So, we, both of us, become the member. I joined in December 2008.”



She borrowed 60,000 to increase her business. She could measure her progress just after two months of borrowing. She refunded her installments monthly as per the commitments. She borrowed again 400,000. She raised 10 chicken, invested 250,000 for her small shop, bought a Soup-Pot (in the

picture) to make soup and sell house to house. She sold her all chicken for 125,000 riels after three months and invested further in her shop. She told she does not have enough time to see the chicken. Now, she is planning to increase her goods to sell what her villagers’ daily needs are.

“I make a very little profit but I can sell more” told Ms. Lay Heng.

“I am happy with my business, thanks to GEF SGP UNDP Cambodia. I can earn and can buy medicine for my husband. He is getting better. Once his health is fine, I will sell soup to house to house and he will assist me in the shop”

As the saving group member, she is selling her goods the same price that is equal to the market price. So, she is getting all customers. The saving group members decided not buy the chicken from outside of their village because they are worried for bird-flue issue. So, she buys the chicken from the villagers and keep at her place and any one from the group member want to increase their chicken more, he/she comes first to her shop to know whether there is any one to sell chicken. This idea was introduced to them as a part of their safety and protecting chicken from any external diseases. As a result, the chickens are safe along with the community health related to bird-flue issue.

This integrated social business approach can be replicated

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