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Dear Dr. Hartwig,

Per your request, this letter describes the overall business plan for the proposed Nepal Rabbit Project that will—hopefully—be supported by Rotary clubs in South Texas and Nepal. The project will assist numerous families devastated by the recent earthquake natural disaster that occurred last April, which resulted in the loss of some 10,000 Nepalese lives and which left many families homeless and farms destroyed.

The specific goal of the project is to improve diets and income levels of families in Nepal. Families will consume rabbit meat on a regular basis and surplus rabbits will be sold to increase income. In addition, families will establish organic vegetable gardens in which manure from rabbits will be used. Sales of vegetables will further increase farmers’ income.

Ujjwal Chapagain, who is to direct this project, is a business entrepreneur and an experienced rabbit raiser. He holds a degree in environmental engineering and is presently pursuing a university degree in business management. His resume is attached to this email communication, which reflects his many business activities. I have known Ujjwal for over 6 months through regular email communications, although I have not yet had the privilege of meeting him in person. He is the owner of the Himalayan Rabbit Farm. He has read two of my books that deal with rabbit production and project development. Since October, I have been providing him with technical support that involved answering many questions about how his active projects can help poor farmers. He also joined the e-discussion group of the World Rabbit Science Association (WRSA) where rabbit experts from around the world have offered their technical support.

With respect to the business plan of the proposal, the total budget request is for about $10,000. The budget provides only a modest salary to compensate a qualified trainer, which can be considered as an investment. The project participants first need valuable information through training on successful rabbit production. Following training, families construct simple hutches. Later, each family receives one buck and three does to initiate their enterprise. The breeding stock will be provided as an in-kind loan whereby the family agrees to pass on to another trained family four rabbits produced from first litters. Because the participants themselves are very poor, it would be unrealistic to expect them to repay on any formal loans. The families will be regularly supervised to ensure project success. Later, the most successful farmers will directly assist new farmers through informal training and supervision.

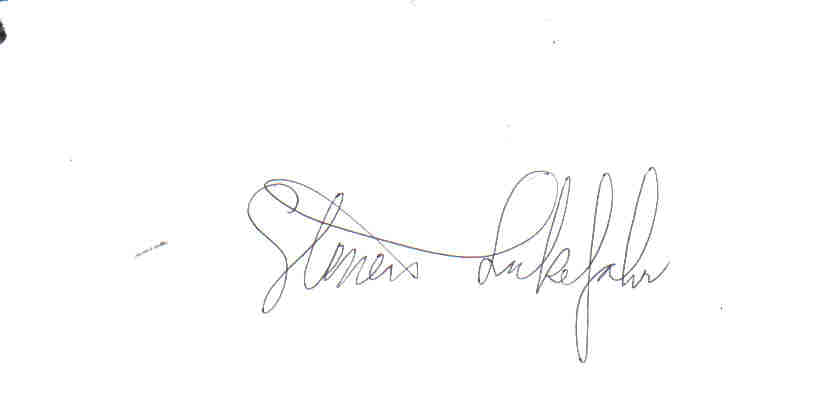
The budget will also include the provision of a 10% contingency line item to cover unforeseen expenses, such as possible rises in fuel costs and cost of breeding stock, that may occur over two years. It is anticipated that a revolving fund will later be established from other grants. A revolving fund is

maintained by depositing monies from a small (10%) commission from sales of farmers’ market rabbits. This account can then be used to provide new loans indefinitely so that the program can become self-supporting without further donor group support.

Ujjwal will actively expand market opportunities and (or) stimulate consumer demand. Such activities include developing rabbit meat recipes and nutritional brochures, new products such as jerky and sausage, and establishing orders for rabbit meat at various eatery venues including restaurants and open markets. This plan will ensure that there will be a market for surplus rabbits sold by families.

Please let me know if any further details are needed on this proposal. Thank you again for your interest and support of this worthy project.

Sincerely,



Steven D. Lukefahr

Professor