



Tools for Increasing Gender and Social Inclusion in Market Systems Led Programmes: Lessons from MADE

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Background



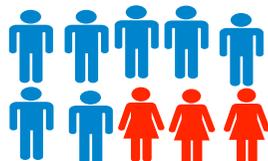
- MADE programme uses the 'Making Markets Work for the Poor (M4P) approach to facilitates change in market systems to benefit the poor at much greater scale than traditional direct delivery approaches;
- To promote inclusive economic growth and poverty reduction, gender must be integrated into market systems development (MSD);
- Experience sharing focuses on lessons learned from implementation of interventions (past experiences, present challenges, and hopes for the future) for MADE I & II.



Overview of gender issues across value chains



Constraint



Under-representation of women



Unequal access to resources and opportunities



Socio-cultural barriers

Root causes

- Societal expectations, historical disadvantages and stereotype about women's roles;
 - Limited access to land and other productive resources as requisite to women's participation in the value chains;
 - As women generally have just use rights to farmland, they are unlikely to invest in planting longer duration crops like oil palm.
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- Historical disadvantages women have experienced over the years, including poor access to education and strategic information about opportunities;
 - Women farmers generally have only use rights to land as opposed to ownership and control rights enjoyed by men.
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- Patriarchal system that places women in a subservient position;
 - Long held traditions and norms that pose barrier to entry for women.

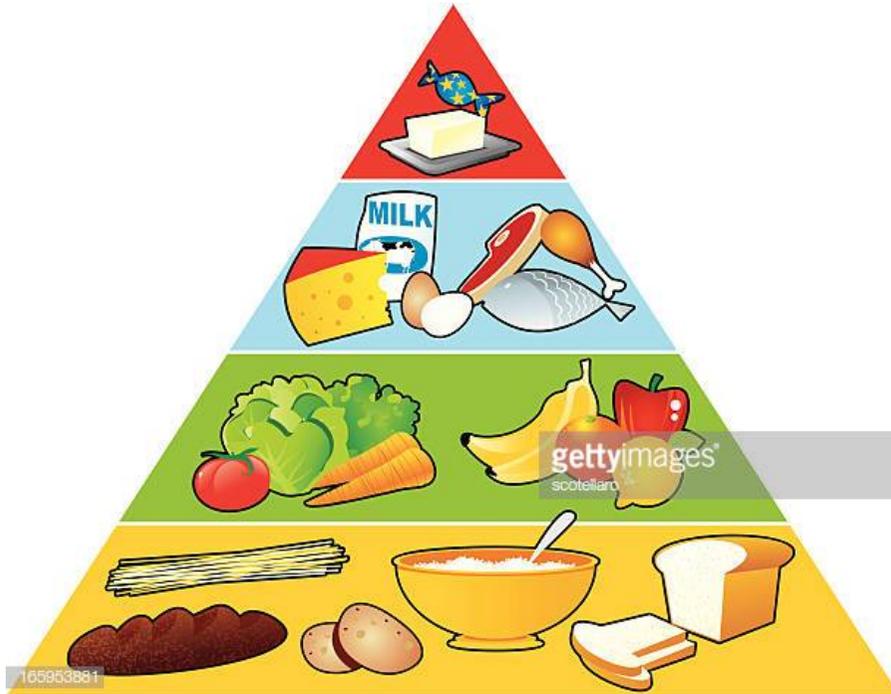


Additional constraint identified in MADE II

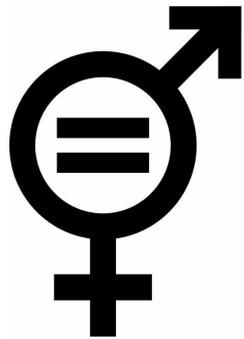
Poor nutritional status among households:

• Findings from household dietary diversity survey MADE conducted in February, showed that:

- Consumption of dairy products, eggs and grains are significantly low in four states, except Rivers State.
- Consumption of root tubers and dark green leafy vegetables is high across the five States (Edo, Imo, Cross River, Ondo, and Rivers);
- High knowledge differentials still exist between women and men in the communities.



Two-pronged approach



MADE addresses the issues identified above through:

- **Gender mainstreaming** – taking into account gender issues across the entire project;



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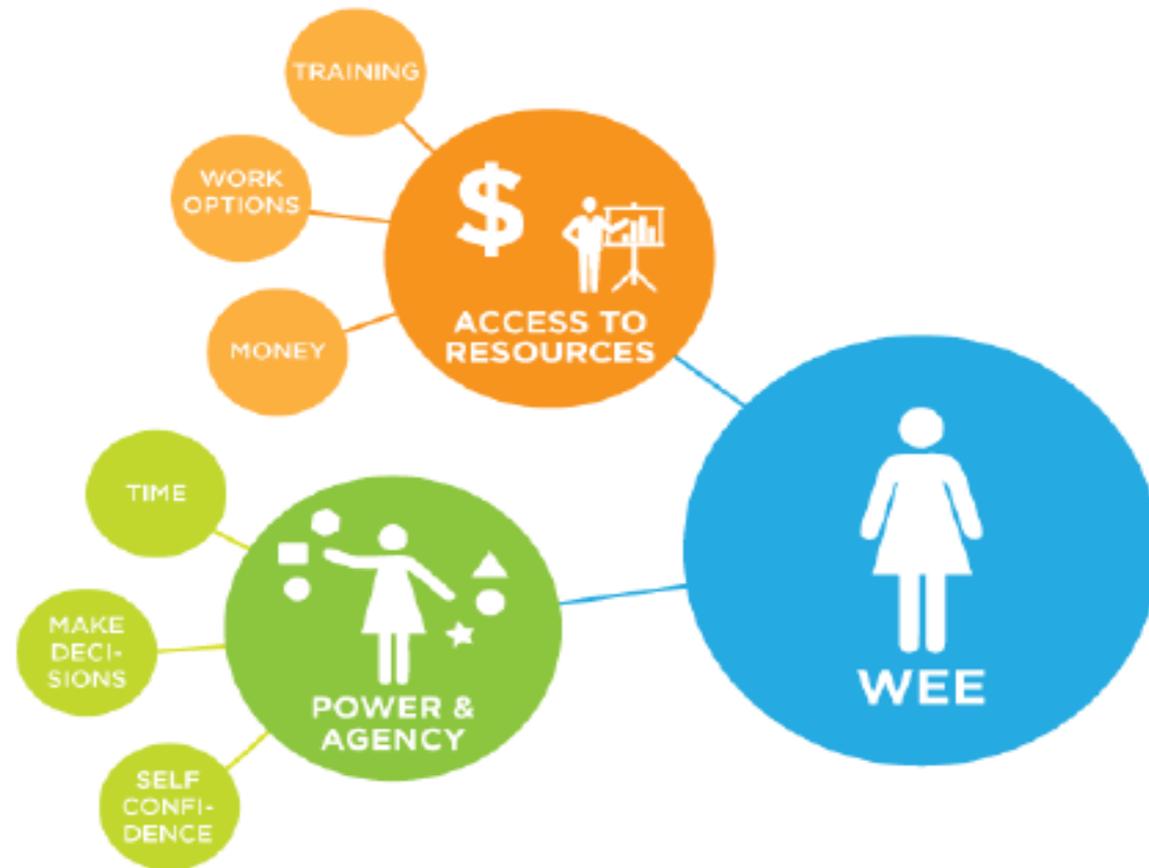
- **Women's economic empowerment** - prioritising interventions with the most potential to empower women economically in a sustainable manner.



Framework for WEE and Gender Equity



“A woman is economically empowered when she has both:
a) access to resources: the options to advance economically; and
b) agency: the power to make and act on economic decisions.”¹



1 Golla, A et al Understanding and Measuring Women's Economic Empowerment: Definition, Framework and Indicators. International Center for Research on Women. 2011.



Gender Mainstreaming



APPROACHES FOR INCREASING WOMEN'S PARTICIPATION IN VALUE CHAINS



ACTIVITIES

As measures to increasing women's participation the programme carried out the following:



Gender induction training for staff and partners.



Setting gender targets/quotas for outreach to women upfront with partners.



Partnership with women business membership organizations (BMOs) e.g. Quintessential Women Business Women Association (QBWA).

RESULT

- Staff and partners became gender aware and sensitive in programme implementation;
- CANDEL set up demos for vegetable women;
- Achieved outreach target of 50% women representation, though women with increased incomes fell short;



Gender Mainstreaming Contd.



APPROACHES FOR INCREASING WOMEN'S PARTICIPATION IN VALUE CHAINS



ACTIVITIES

As measures to increasing women's participation the programme carried out the following:



Development of sector specific gender policies to guide programme delivery.



Engagement of women owned cassava Small and Medium-scale Enterprises (SMEs).



Advocacy for improving the position of women in the various sectors.



Gender Hub – Gender Talk Group Discussion (GTG) – forum for addressing socio-cultural barriers to women's economic empowerment.

RESULT

- Implementation of sector specific gender policies helped the programme to achieve the 50% gender target;
- MADE support cassava outgrower scheme and women owned cassava SME processors constituted 60% of farmers;
- The position of some women improved as service providers (demo facilitators, micro-retailers of agri inputs, vaccinators of birds, Noiler birds "Mother-Units") ;
- Increased participation of women through guide discussions using the GTG Guide with women, men, and gatekeepers of traditional institutions.



Women Economic Empowerment (WEE) Initiatives



WEE INITIATIVES FOR INCREASING WOMEN'S ACCESS TO PRODUCTIVE RESOURCES



ACTIVITIES

As measures to improve women's access to productive resources, we promoted:



Access to Vitamin A fortified cassava stems(women could also use for pasteries);



Access to Noiler breed of birds



Advocacy on good agronomic practice (GAP) demos targeting women growing vegetables;



Partnership with QBWA with a target to reach 5,000 women in Edo and Delta as micro-retailers.

RESULTS

- Partnership with Harvestplus to train women as cassava product development specialist(CPDS) and use of cassava flour for pastry making;
- Increased access to noiler breed of poultry by 629 farmer (90% women);
- CANDEL – agric input service provider set up demos for women growing vegetables. This increased the proportion of women reached;
- 2,120 micro retailers(90% women) mobilized by (QBWA) in Edo and Delta;



External Networking and Partnership Approach



NETWORKING WITH MEMBERS OF COMMUNITY OF PRACTICE



ACTIVITIES

As measures to network with other development partners for peer learning, the programme engaged in the following:



Participation in the DFID WEE programmes meetings with other partners, as well as partnering with the Foundation for Partnerships Initiative in the Niger Delta (PIND)

RESULT

Networking with other partners, shared learning and exchange of ideas, strategies and documentation around WEE approaches and results measurement.



Improving Household Nutrition

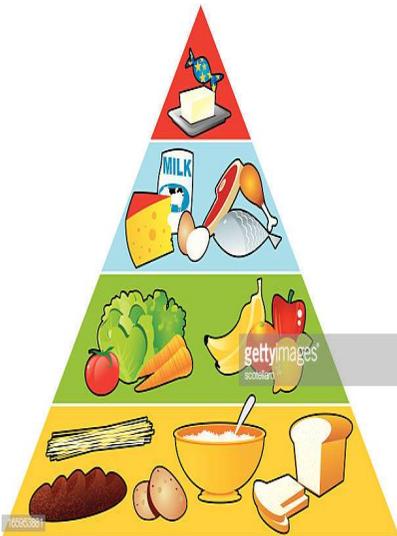


ADDRESSING POOR NUTRITIONAL STATUS AMONG HOUSEHOLDS



ACTIVITIES

Assessment of dietary diversity and intra-household gender relations in the Niger Delta:



Findings from study showed that:

- Consumption of dairy products, eggs and grains are significantly low in four states, except Rivers State;
- Consumption of root tubers and dark green leafy vegetables is high across the five States (Edo, Imo, Cross River, Ondo, and Rivers);
- High knowledge differentials still exist between women and men in the communities.

RESULT

- The Gender Talk Group (GTG) Discussion Guide was revised to include household nutrition;
- Helen Keller International (HKI) is supporting the programme with nutrition focused IEC materials and capacity building.



Lessons Learned



Lesson 1: Developing a framework for gender mainstreaming and WEE initiatives, integrating it at a very early stage is critical:

- Initial Poverty and gender Assessment informed development of gender mainstreaming strategy;
- The gender mainstreaming tool specifies the strategy for responding to three key issues, namely:
 - Under-representation of women in value chains;
 - unequal access to reproductive resources;
 - Socio-cultural constraints limiting women empowerment;
- To date, this has remained the GM focus;
- In MADE II we realized the need to include household nutrition as part of household economic strengthening.





Lessons Learned



Lesson 2: Engaging women competent orgs increases *women inclusion*.

- Engagement of women focused organizations prior to the gender mainstreaming strategy was laborious and time consuming, especially bringing women together for demos;
- Collaboration with Quintessential Business Women’s Association (QBWA) , a BMO provided a platform to ensure “faster dissemination of strategic information, a wider target audience reached and efficient adoption of improved technologies” by members;
- Steady progression in proportion of women reached from 28% at the end of year1 (March 2015) to 50% outreach to women post engagement with QBWA in MADE I as a against 28% prior;
- Capacity building of QBWA members raised awareness on how they can vertically integrate across the value chains(members bought improved processing technologies - 26 technology adoption grants (TAG) accessed by female farmers for fish smoking kilns, and 22 TAGs small scale palm oil processing equipment(SSPE).



Lessons Learned



Lesson 3: Advocacy is a powerful tool for influencing women agency and control.



- Female market actors such as lead firm representatives, and service providers' e.g. micro-retailers, vaccinators, SME processors etc., should be targeted as they are very effective in reaching women in these sectors than male actors;
- The importance of engaging women actors helps interventions to achieve women outreach. For example, the engagement of female SME owners in the Cassava value chain was instrumental women owned cassava SME processors constituting 60% of farmers engaged with;
- Partnership with BMOs and identification of female market actors, enabled the programme to achieve gender targets at less time and resources in MADE I.



Lessons Learned



Lesson 4: There are critical non-market based barriers that limit women's effective participation and should be addressed for maximum impact:

- The Gender Talk Group (GTG) tool - MADE gender hub, designed to address socio-cultural constraints that limit women from participating in programme interventions and taking advantage of WEE opportunities in value chains;
- GTG also contributes to not just increasing women's participation but also changing their position from users (patronage of their male counterparts) to owners of productive resources (improved processing technologies and land);
- Following GTG discussion sessions, women were usually taken to a demo location. For e.g, two women signed on to buy SSPE's for palm oil extraction in Imo State, 40 women became micro-retailers of agric inputs, and more women are became actively involved in strategic roles like service providers (e.g. demo facilitators and vaccinators), entrepreneurs (e.g. vaccine distributors and "mother units" – a term for intermediaries between livestock breeding companies and poultry keepers).
- Engaging with rural farmers through the GTG is showing some signs of socio-cultural transformation of patriarchal practices limiting women's economic empowerment especially with regards to inheritance laws and land ownership by women.



Lessons Learned



Lesson 5: Identification of gender advocates/champions within the private sector, government's ministries, departments and agencies (MDAs) is crucial.



- Gender awareness raising plays an important role in informing women and men about gender equality and social inclusion, and the consequences of gender inequality;
- Also, gender awareness raising contributes to change of attitudes, behaviours and beliefs that reinforce inequalities between women and men;
- Alignment of programmes to those of the State Governments will provide the leverage that is needed as an entry point and the enabling environment for economic growth especially for women'



Lessons Learned



Lesson 6: Access to Finance (A2F) is a critical tool for empowering women.

- Women still face overwhelming odds at gaining access to finance in the Niger Delta, and prior to the gender intervention the support structures were minimal.
- Prior to A2F intervention, women were found at the machine-users end of the market. The MADE technology adoption grants (TAGs) grant increased the number of women owning improved technologies promoted by the programme;
- TAG grants covered 40% of the cost of the equipment with the borrower contributing the remaining 60%).



Lessons Learned



Lesson 7: Building capacity of women focused groups and BMOs has potential for empowering individual members of the group:



- Training of QBWA members on the programme's approach, data collection and good agronomic practices (GAP) demos targeting women e.g women growing vegetables (CANDEL - agricultural input company set up demos in Bayelsa and Rivers thereby increasing outreach to women;
- Advocacy led to improvement in position of some women from users of services to service providers (demo facilitators, micro-retailers of agri inputs, vaccinators of birds, as well as commercial poultry farmers - Noiler birds "Mother-Units);
- Development of training materials on gender and leadership of women, considering the complex gender dynamics of the Niger Delta region.





Thank you

