

WOMEN'S ECONOMIC LEADERSHIP IN AGRICULTURAL MARKETS AND ENTERPRISES

Linking Gendered Household and Market Analysis

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1: CONCEPTS

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Women's Economic Leadership in Agricultural Markets/Enterprises

Linking Gendered Household and Market Analysis **Designing Programmes**

Why look at the household?

- **Impact in Households:**

We aim for women & different members of families to benefit from market development and market changes –

- Power relations influence *who* benefits: households are not a single unit, benefits differ by age, gender, status in family...

- **Influence of Households:**

Gender roles within household lead to women & men's different roles in product markets and labour markets and their relative access to market services like training and finance.

- **To ensure sustainability of change:**

We aim *beyond* women having an income-generating project. Women's economic leadership in markets requires control over income, assets, time, labour, finance etc. This in turn often means redistributing men's and women's use of household resources. To avoid 'back lash', communities need to ensure that household power relations have changed for the long-term, so women can retain control over these resources.

What is considered a 'household'?

- **Households are not uniform within or between countries ...**
What is a typical or common household in one context may be different in another. Ask, rather than assume.
For example, they can be:
- **Nuclear or extended family** - 3+ generations
- **Several related families** living on a land-holding
- **Other forms of households** – migrants, siblings living together
- **What does 'single-headed household' mean?** Divorce, death, if men have migrated, or if there is only one earner (a man or woman)?
- **A household can be an economic unit over geography & space** with members who work for wages, including migrants & remittances. The families we work with may make different decisions based on income or needs/expenses of 'household' members who are far away.

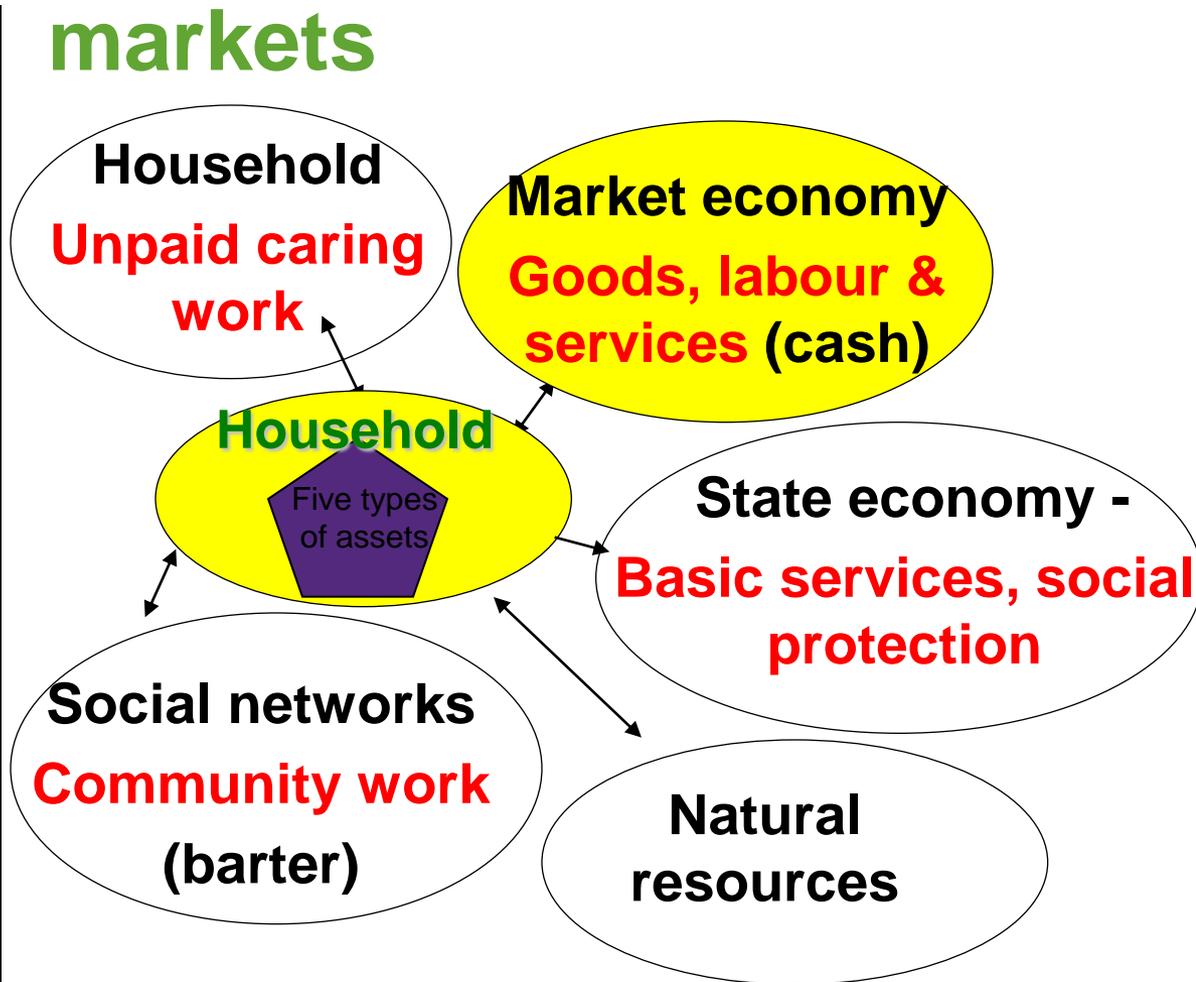
What is considered a 'household'? (2)

- **Thus 'women' are also not homogeneous...**
- Women's roles in households depend first on the **type of household** it is, and will depend very much on their **status** within that household.
- In the same community, a woman's experience will differ in terms of her status, and her **age**, birth order in family, **marital status/position** in life-cycle, number of **children**, **education**, asset ownership, disability...
- Gains in women's economic leadership may happen for some women, but not for others: or older or younger women, women who have children or not, women who are subordinate to a man or not, women subordinate to other women in households etc.
- Our choices of **indicators for monitoring and evaluation** of 'women's economic leadership' will take into account these differences between women.

Where do Households get what they need?

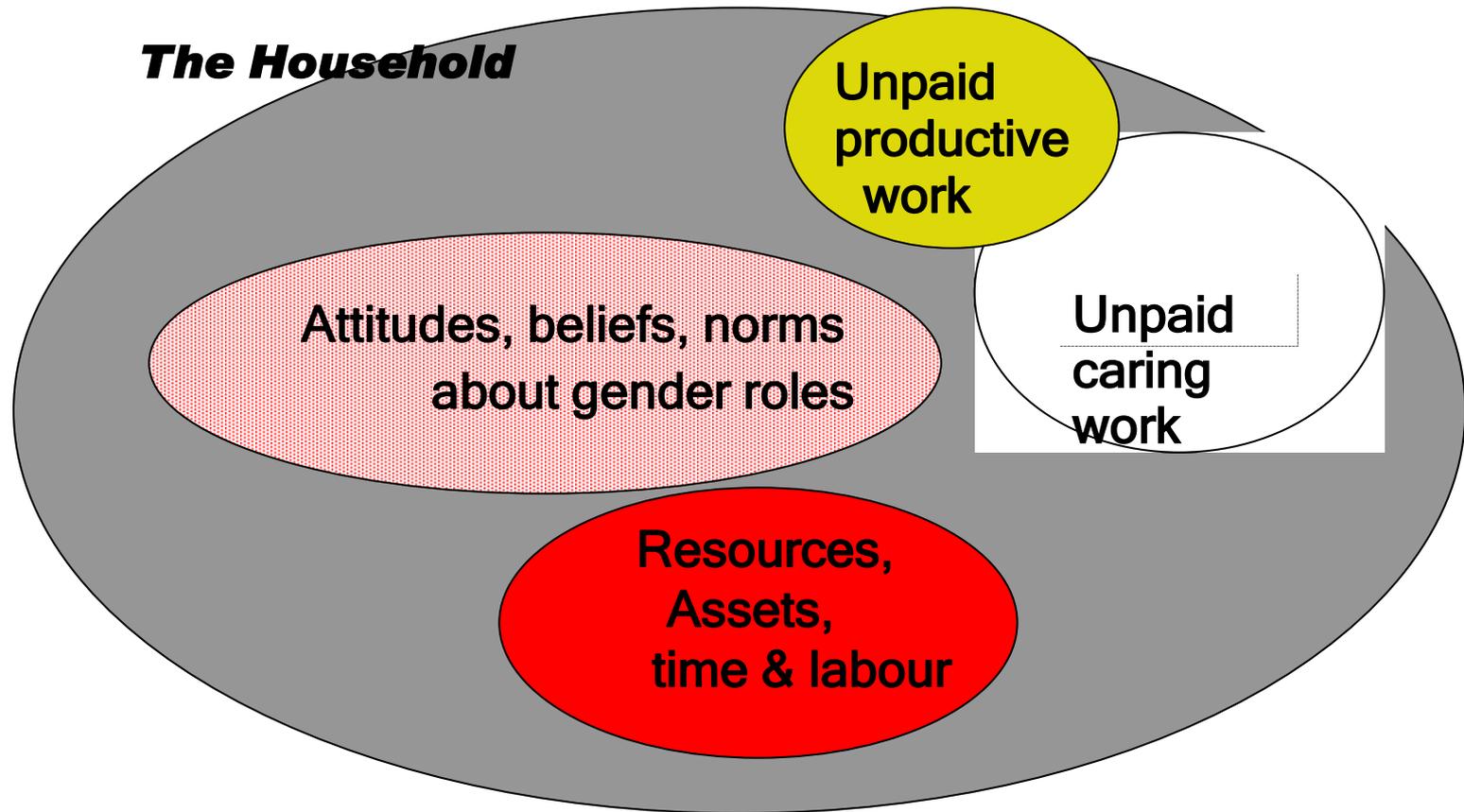
Balancing non-monetised economy & markets

- Even as we promote market development, we take into account that **households depend on many goods and services provided by their members with unpaid work & subsistence (non-market) work.**
- When women invest time & resources in the market economy, it will inevitably create tensions, not only with 'time to care for family' but with resources previously used to access other goods & services that the household needs.
- Cash income may not adequately replace what 'investing in' natural resources or barter can provide: e.g. fuel, repair services, medicine, child-care, training & education etc.



What do we mean when we refer to 'household' in gendered market analysis?

Four dimensions of 'households' influence women's and men's participation and roles in markets:



Four gendered dimensions of households:

The details of what is meant by unpaid, caring work, roles in production & processing, and distribution of assets and resources or norms and beliefs.

- A site of unpaid caring work :
 - Caring for children, sick and elderly people, cooking and cleaning. This is part of the local economy – because this work produces meals, clean houses, clothes – and a rested, healthy, fed workforce, and it's unpaid – undervalued! . We may be referring to the fact that tasks and division of unpaid caring work between women and men is unequal, also divided unequally by age, and status in the household
- Unpaid productive work :
 - This is all the agricultural work that family members do without getting a wage. Planting, weeding, harvesting vegetables, picking and drying coffee, cleaning fish, - again roles and tasks are usually gendered, and often different tasks of men and women unequally visible or valued.
- Resources & assets from which household members participate in markets: The land, education, finance, equipment and technology, water, natural resources and critically the labour & time available in that house... clearly women's and men's control over resources are different – what they own, what they can use, what they can claim or demand from others...
- Attitudes and beliefs, norms about men's and women's 'natural' abilities and roles in families :

For example, gendered norms about men/women's responsibilities to others –

 - responsibilities for a widowed mother or siblings or children, for covering costs of illness, or of childbirth, funerals, weather damage, theft... women have many of these responsibilities
 - The threat of being responsible for these unexpected costs... can increase a person's experience of RISK, or her/his willingness to take risks with livelihoods.
 - There are also gendered norms about travel and mobility, about violence, about friendship, education and marriage. A note: These norms are not only promoted and reinforced in families – also by schools & trainers, by laws and government, by religious institutions, by the media...

Other factors influencing change in household division of labour, negotiating power

1. **External trends and shocks:** wars, migration, economic restructuring and employment opportunities, religious leaders...
2. **Other local institutions influencing gendered roles:** education and schools, religious institutions, inheritance laws
3. **Family-level changes that influence roles** – Widowhood, disability, no sons, male out-migration, divorce
4. **Are new roles for women in markets & households affirmed and sustainable?**

Are the roles considered what women should do or what these women have to do?

Unfortunate or desirable changes... It's important to question how much these changes are 'accepted' and sustainable. If men go off to war or to another country... are women now in the market and running financial operations because people now believe that's what women should do, have a right to do, or just "unfortunately these women have to do it, because the men aren't here?"

Women's Economic Leadership in Agricultural Markets/Enterprises

Linking Gendered Household and Market Analysis Designing Programmes

2:DESIGNING PROGRAMMES

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When women take on new roles in markets.... what happens at home?

- **Assume that women's time is already used to the maximum –**
- **AN EXAMPLE:**
- **1: Women first re-allocate their OWN time & labour, and/or that of their children** to manage household work – she buys prepared bread, the son now takes care of chickens, the daughter takes care of grandma...
- **2: Women take on a new market role:** 'Sandra' now can work two hours/day processing cheese, earns more income. Then she's asked to do regional marketing...
- **3: As women's market roles increase, women must renegotiate with male family members...** About time, labour, or assets... Sandra needs transport, husband to do the milking...

Decision-making in households: How do members (re)negotiate use of household resources, time, labour?

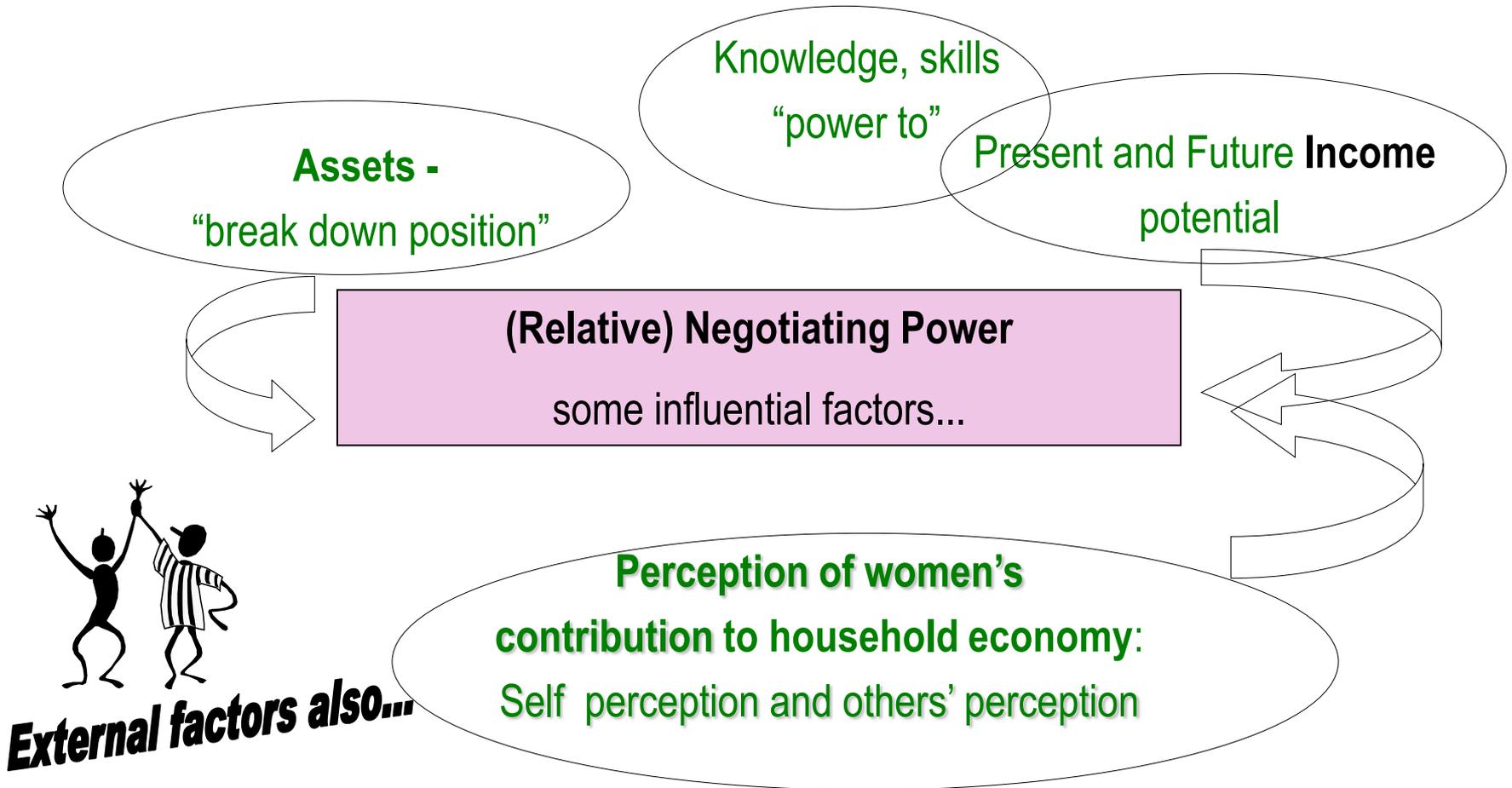
“**Black box**” - inputs & outcomes assumed of equal benefit for all



Cooperation and Conflict:

Use of resources and benefits for each member are determined by her/his relative negotiating power

(Relative) Negotiating Power



External factors too!

Research in several parts of the world has come up with four influential factors that influence a woman's relative negotiating power in household negotiations.

- a) Her present or future income... if I can make a living, I'll negotiate harder.
- b) Assets – if I have land, or a house, or other assets in my name... I know that I'll have something if the relationship breaks down, implicitly I'm willing to assert my needs and interests more
- c) Knowledge and skills – If I know how to operate machinery, do produce, I'll push to be able to do it
- d) The last one is interesting. Perception of economic contribution: If a woman believes she's 'only taking care of the house' she will negotiate less powerfully than if she recognises that all the eggs, milk, vegetables, planting and weeding is a significant contribution to the household economy. And furthermore, if this contribution is also visible to MALE members of the household, also perceive that women are also 'bread-winners' and 'earners' the negotiations will be more balanced.

So these may be factors to consider in our strategies for change. They may also be important indicators in monitoring and evaluation.

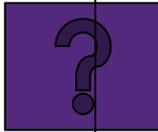
Designing Programmes- Gender Analysis NOT linked to market analysis

Common problem (1) – LONG lists about *all* women

Imaginary example

UN report on women in Ecolandia

- Child marriage
- Minimal land ownership
- Low political representation
- Low literacy
- No reproductive health services
- Violence ag women
- Poor fuel sources & stoves, lung infections
- Mobility restrictions



- Market analysis: Dairy production/processing:
- High potential demand
 - Need to develop herds
 - Better feeds
 - Veterinary services
 - Mini-dairies/ storage
 - Capacity building on cheese and butter processing / packaging
 - Marketing, brand

What will the 'gender component' be?

Gender Analysis NOT linked to market analysis

Common problem (2) Choosing generic gender issues

Imaginary example

Oxfam promotes gender equality by funding:

1. Awareness-raising with men & women on women's right to own land; later age at marriage; no VAW
2. Capacity-building for women's leadership - to participate in village council & PO

Market analysis: Dairy production/processing:

- High potential demand
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Will this promote women in Dairy project?

Gender Analysis NOT linked to market analysis Common problem(3)

Miss critical issues of Dairy women

Imaginary example

Women smallholders in dairy project:

1. Are older & married, generally literate, group already formed.
2. Don't need land for dairy processing
3. Bookkeeping skills
4. Need safe, acceptable transport to markets
5. Need more time! Biggest issue: Fuel collection takes 3 hrs/day & fuel-efficient stoves

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Choose interventions relevant to specific group of women!

Your turn: Critical barriers to promote WEL in my programme?

THINK of the SPECIFIC women smallholders

➤ THINK of the SPECIFIC PRODUCT MARKET and women's new roles

➤ What's high priority- a critical barrier for these women to develop WEL?

A. TIME POVERTY – for example, water supply, stoves/fuel ...

B. TECHNOLOGY, ASSETS – including land, finance, training, skills

C. MOBILITY – access to transport; personal security, beliefs etc

D. ORGANISATION+ – women's leadership & skills, representation

E. BELIEFS... men's and/or women's attitudes

we know there are other factors...

Linking Gendered Household & Market Analysis - Summary

1. Gendered analysis on 4 dimensions of households is focused on the needs/barriers for a specific group of women smallholders and their power in a particular product market. Prioritise interventions!
2. Debate and discuss 'how change happens' in gender relations in this context. Focus interventions on what works.
3. Identify 'what (will) change in these households' when these women develop new roles and leadership in markets.
4. Some programme interventions should be directed at increasing women's relative negotiating power in households for the medium and long-term. This will ...
5. Ensure sustainability of gains in women's economic leadership – are the changes in gender roles/relations in households secure?

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