WOMEN'S ECONOMIC LEADERSHIP IN AGRICULTURAL MARKETS

Programme Design Learning for facilitating positive change for women smallholders at household-level

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Previous steps:

1. Programme design work happening before this - a programme team set up... and:
2. A gendered household-level survey to inform gendered market selection and mapping
3. The product/market selected
4. Gendered market mapping clarifying market chains, services, context
5. The programme identified an opportunity for WEL within this market system - a proposal to promote women in a new market role/position
6. Identification of barriers for women in the market system, and stakeholders/interventions to promote change in the market
Women’s Economic Leadership

Why the focus on linking gender issues in households and markets?

• Too often, agricultural development programmes ignore household level changes
• Because these are less understood, “difficult”, or there is an assumption that changes will happen without additional interventions
• But we believe that there is an opportunity to build on WEL in Ag Markets programmes – to achieve changes in gender relations in households – by explicitly making links between markets and households
• We believe that gender roles and relations and beliefs in households have a major influence in the participation and position of women in agricultural markets.
Specific Learning Questions for programme design

• What are the key changes needed at the household level for these women to become leaders in this specific market or enterprise?
• How do women and men believe that this change will happen? and
• (longer-term) What is required for women to maintain and build-on these positive changes?
Women’s Economic Leadership in Agricultural Markets

What household-level change is required to get women into new role?

- (Dis)enabling environment
- Market Chain
- Individual Producers
- Technical Assistance and Training
- Market Services
- Women’s Enterprise
What do we know already?
Concepts, theories and ‘framing’

A. Linking households and markets in programme design – explain ‘why address households in market programmes?’

B. Thinking about change for women in households – clarify dimensions of gender inequality, and review research on how households ‘function’ for different women and men

C. How change happens – our change strategies in WEL in Ag Markets: discuss how we think change at household-level can be facilitated
Why focus on the household in ‘programmes to develop WEL in Ag Markets’?

- Impact
  - Positive and negative changes
- Influence
- Sustainability of change
  - Roles, labour and time...
  - Reallocated
  - Renegotiated

Household to market
Market to household
Thinking about change for Women in Households

- Four dimensions of ‘households’ influence women’s and men’s participation and roles in markets:
  - Unpaid productive work
  - Unpaid caring work
  - Resources, assets, time and labour
  - Attitudes, beliefs, norms about gender roles
Decision-making in households:
How do members (re)negotiate use of household resources, time, labour?

Not a ‘black box’ with equal outcomes for all

Cooperation and conflict:
Use of resources and benefits for each member are determined by her/his relative negotiating power
(Relative) Negotiating Powers
Some influential factors...

- Knowledge, skills and ‘power to’
- Present and future Income potential
- Assets – ‘break down position’
- Perception of women’s contribution to household economy: Self perception and others’ perception
How to facilitate change? Our change strategies in WEL

We believe that market opportunities are a significant ‘driver’ of change for gender roles/relations at household level… help convince actors to support efforts to overcome barriers for women… with ‘efficiency’ arguments as well as ‘right’ argument.

‘The time when NGOs provide everything has come to an end’ – Our role is to facilitator and catalyst – to get many stakeholders involvement in provision of market services, in changing policies and beliefs-government and private sector.

Short-term change required for women to get into a new enterprise/market role; change in relative negotiating power to secure her economic leadership long-term.

Household-level change can occur from interventions at many levels – public policy and employer practice, services, beliefs, or taxes!
What is a Programme Design Learning Task?

Programme design is about CHOICES...
WHAT’s the focus? WHO’s involved?
WHICH activities? HOW?

... to avoid just ‘picking a (gender) issue’ based on little evidence or analysis or knowing what works...

a Programme Design learning Task helps
-Collect better evidence
-Do better analysis
-Prioritise
-Brainstorm innovative approaches...
And THIS Programme Design Learning Task?

Should take 2-3 days in the field with a multi-disciplinary team

...And involve women and men farmers, community & producer groups!!
Use the questions to guide discussions exploring the dynamics of households and how change happens...
And THIS Programme Design Learning Task?

...Write a VISUAL representation of findings, not long text reports! (but not as complex as gendered market maps)

Visual displays of findings help practitioners from different countries understand & discuss issues & programme ideas
Overview of TASK: naming the 4 steps

STEP 1:
• The new Market Role: (what are) resources critical for women, determined primarily at household level

STEP 2:
• Changes required: ways to promote change to achieve women’s control over these resources

STEP 3:
• Actors and power: the strategies to effect change

STEP 4:
• How will these women increase negotiating power in households over the long-term to secure WEL
Carrying out the steps - who’s involved? A suggested calendar:

a) Planning Meeting (INGO, partner) – who and what dates?
b) Smaller group ‘workshop’
c) Think through questions, plan community meeting (FGD)
d) Community meeting (a full day or two half days) to discuss and confirm with men and women smallholders
e) A second FGD with women only?
f) Presentation of findings with smaller group

Step 1/2/3 – Market roles resources and changes required and actors/power
Step 4 – Long-term: how will women increase negotiating power in households
Step 1: WHAT? Resources critical for women in this new market role (WHERE?)

For the new market roles (what are) Resources critical for women, determined primarily at the household level, achievable, meaningful

LONG LIST
- Land
- Loans and insurance
- Time (15 hrs)
- Mobility
- Marketing skills
- Branding
- Accountant
- Control over income
- Personal
- Safety

SHORTER LIST
- Land
- Time
- Mobility
- Control over income
- EVAW
Step 1: Questions that need to be asked

For the New Market Role: (what are) Resources critical for women, determined primarily at the household level, achievable, meaningful

- What resources are required - skills, knowledge, time or assets – for women to succeed in this new market role?

- For which ones, are women’s access and control over the resource are primarily determined at the household level?

- For which ones of these resources is it likely that significant changes could be achieved during the project life? (build on success, not very hardest issue!)

- Which resources are ‘meaningful’, compelling, significant for many women in this community (avoiding working on an issue that isn’t really that important!).

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GENDERED ENTERPRISE AND MARKETS PROGRAMME
For the New Market Role: (what are) Resources critical for women, determined primarily at the household level, achievable, meaningful.

Long List of Resources Required:
- Land
- Loans & Insur
- Time (15 hrs)
- Mobility
- Marketing skills
- Branding,
- Accountant
- Control over Income
- Personal Safety
  etc...

Shorter List of Resources Primarily Determined By household
- Land
- Time (15 hrs)
- Mobility
- Control over Income
- EVAW etc...

Short List of Resources Likely to Achieve Change
- Time (15 hrs)
- Mobility
- Control over Income
  etc...

Priority List Meaningful to many women
- Mobility (1x/wk to reg. city)
- Time (15 hrs/wk)
Step 2: Questions that need to be asked

Changes Required: Ways to promote change to achieve women’s control over these resources

- What are the ways to promote positive change in women’s access and control over this resource (their mobility)? Specifically: What would need to change for women to be able to travel to the provincial capital once/week?

- Think from various perspectives

- Be as specific as possible

- Prioritise (to 2) where to begin (short-, long-term), what can the programme do, what’s in the scope of the program?
Step 2: How?
How do people believe that women can get control over that resource?

Changes Required: Ways to promote change to achieve women’s control over these resources

- Mobility – women travel 1x/week to provincial capital
  - Childcare, especially for children 1-5 yrs
  - Safety on buses and at provincial capital bus station
  - Men willing, taking on chores for animal care so women can leave early

Brainstorm!
Step 2: When
Which changes to begin with, how to build success?

Changes Required: Ways to promote change to achieve women’s control over these resources

Prioritise...

'Mobility - women travel 1x/week to provincial capital'

Childcare, especially for children 1-5 yrs

Safety on buses and at provincial capital bus station

Belief change? Travel is inappropriate for women

Men willing, taking on chores for animal care so women can leave early

'Business Case' Argument & rationale: how would families/community benefit?

Private sector policy or practice?
Step 3: Questions that need to be asked

STEP 3  Actors and Power: the strategies to effect change

- For the first way to promote change:
  Consider gendered market map ‘(dis)enabling environment’, and market services providers, as well as market actors or community...

- Which **actors** could be a part of change? Which have significant influence?

- Which actors will be **allies or blockers**?

- What kind of **power** are we addressing that maintains the status quo? (visible, hidden, invisible)
  What kind of power do each of these actors have?
Step 3: Who?
Which actors will be involved in change?

A Diagram of Actors

Colours indicate types of power identified by the group; numbers are potential activities.

1. Municipal Govt. Govt agencies
2. Women’s Groups, NGOs, CBOs
3. Private sector buyers
4. Market services
5. Radio, TV

Belief: Travel is (in)appropriate for women!

Cultural, Religious institutions
Step 4: How do women increase negotiating power in households?

STEP 4
How will these women increase Negotiating Power in households over the long-term, to secure WEL

Quite ambitious

For now, a first discussion with women-only... or mixed

“How to ensure that women’s new economic leadership roles in markets are sustainable at household-level? What will get in the way? What kind of ‘backlash’ might happen?” ....
Step 4: How will these women achieve or maintain negotiating power in households?

- Which women HAVE increased their relative negotiating power in their households... how did this happen?
- In general, how do you think that women’s and men’s negotiating power in households changes... here?
  - What are the main factors... if a woman gets more power, are there pressures to ‘change back’?
- Does it matter a lot or less if a woman owns assets? Has an education? Has an independent income?
- How (and how much) do you think women contribute to the household economy?
  - What do men think? Women?
A start on the visual representation of outputs (STEP 3):

![Diagram showing connections between different factors affecting women's enterprise]

- **Mobility**
  - Belief: travel is appropriate for women
  - Ag extension
  - Religious group
  - Radio
  - PO leaders

- **Time**
  - 15 hrs/week
  - Men do animal care chores
  - Evidence: incomes up when women sell in reg market

- **Control over income**
  - Men do animal care chores

- **Market Chain**
  - Individual Producers
    - Micro Enterprises (78% of members are women)
  - Technical Assistance and Training
    - Supply by men 25% area by women 75% women

- **WOMEN’S ENTERPRISE**
  - Dandy Market (16% comes from women)
  - Intermediaries

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Gendered Enterprise and Markets Programme

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Sharing findings…

Briefly explain the context/market (if needed)

• What was possible to do on the task?

1. WHERE? What is the new markets role/opportunity?
2. WHAT? Findings on what resources women need to be leaders in this new market role
3. HOW? Changes at household level for women to control this resource
4. WHEN? What change/strategy to begin with
5. WHO? Who are the actors involved in change
6. Anything on long term strategy
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