



Strategies to encourage participation by women

Table showing strategies to ensure greater participation by women in markets and producer groups

Constraint faced by women	Strategies to encourage women's participation	Practical Actions to address factors contributing to the constraints to achieve more active participation by women in markets and producer groups
<p>Lack of time owing to numerous women's household responsibilities</p> <p>Lack of access to support services</p>	<ul style="list-style-type: none"> Design the logistics of participation around women's circumstances and needs 	<p>General:</p> <ul style="list-style-type: none"> Share market information using communication channels used by women Identify labor-saving technologies to reduce women's time on household responsibilities (e.g. local water points, access to animal traction) Design alternative service delivery scheme for those not producing or in groups (e.g. women acting as rural sales agents who may not be involved in producer groups) <p>Producer-groups specifically:</p> <ul style="list-style-type: none"> Announce information about participation in groups using communication channels used by women Hold meetings at times and in venues that facilitate women's participation Provide for shared child-care while group meetings are being held Encourage membership fees to be at a level and on a payment schedule that women can manage
<p>Social or cultural confinement and immobility</p> <p>Social perceptions that link household responsibilities with women's work</p>	<ul style="list-style-type: none"> Reduce the cultural barriers to women's participation 	<p>Producer-groups specifically:</p> <ul style="list-style-type: none"> Create women-only groups, if appropriate, to encourage the entry of more women into the market where it is unacceptable for women to intermingle with men that are not family members Facilitate women-only meetings where appropriate If it is not possible to create women-only groups
<p>Traditional gender roles and expectations</p> <p>Constrained from filling leadership positions in groups because of discriminatory social attitudes toward women's leadership and skepticism about</p>	<ul style="list-style-type: none"> Encourage membership and leadership criteria that allow women's participation 	<p>Producer-groups specifically:</p> <ul style="list-style-type: none"> Advocate for processes that enable women to be more fully involved as both participants and leaders, such as ensuring that training on governance addresses this Investigate potential barriers to women's leadership positions within groups Encourage membership to be based on output (e.g. liters of milk for sale or baskets of tomatoes) rather than access to factors of production (e.g. legal title to land or registered ownership of animals)

<p>or cultural issues associated with the ability to lead men.</p>		<ul style="list-style-type: none"> • Encourage a change from exclusive membership criteria to a more graduated membership, which is based on increased quality and quantity of product delivered to an association - to allow women to gradually gain access as they become more involved • Encourage official membership of women (not just wives), such as women who are de facto household heads (primary breadwinners, second wives, or where husbands are not present for various reasons) • Include program targets on the percentage of members who are female and who serve in leadership positions within the group • Encourage adoption of gender-sensitive practices and policies (e.g., nondiscriminatory membership, gender-sensitive technical trainings)
<p>Limited social standing or social capital in the community</p> <p>Social perceptions about women's capabilities</p>	<ul style="list-style-type: none"> • Build women's skills, confidence and social capital 	<p>General:</p> <ul style="list-style-type: none"> • Link women with support structures and networks that serve to build their social capital, skills and business confidence • Design awareness raising campaigns to promote women's leadership in business
<p>Lack of land ownership by women</p> <p>Lack of access to productive assets and working capital (e.g. seeds and fertilizer)</p> <p>Lack of control over resources (<i>particularly property</i>)</p> <p>Inadequate legal protection or enforcement of existing laws</p> <p>Lack access to services from producer associations because membership requires land ownership</p>	<ul style="list-style-type: none"> • Address lack of ownership and control of assets by women 	<p>General:</p> <ul style="list-style-type: none"> • Build the capacity or work with entities that advocate for women's rights, such as through raising awareness on land ownership rights, advocating for equitable land distribution, and supporting better enforcement of existing legislative framework on land policy <p>Producer-groups specifically:</p> <ul style="list-style-type: none"> • Encourage membership requirement not to require land ownership, which would often exclude women's participation • Advocate for rules to allow non-producer members to attend trainings and access benefits, which will still allow women to join and benefit where they have been traditionally excluded because of lack of certain assets or land rights
<p>Lack access to financial capital because lack assets as collateral</p>	<ul style="list-style-type: none"> • Address lack of access and ownership of assets by women 	<p>General:</p> <ul style="list-style-type: none"> • Work with lending institutions to design women-and pro-poor-friendly consumer loan instruments, such as the use of non-land assets in lending



Practical Application Worksheet

Women’s Participation Improvement Tool

Use the worksheet to identify practical activities that the project can facilitate to promote the participation of women amongst the very poor producers that the project is targeting for benefit.

Identify key constraints faced by women in the community being targeted that the project should take into account when designing strategies:	Identify practical actions that the project could encourage or facilitate to address factors contributing to more active participation by women:
Constraints <i>faced by women</i>	Practical Strategies <i>to encourage women’s participation</i>
<ul style="list-style-type: none"> <input type="checkbox"/> Lack of time owing to numerous women’s household responsibilities <input type="checkbox"/> Lack of access to support services <input type="checkbox"/> Social or cultural confinement and immobility <input type="checkbox"/> Social perceptions that link household responsibilities with women’s work <input type="checkbox"/> Traditional gender roles and expectations <input type="checkbox"/> Constrained from filling leadership positions in groups because of discriminatory social attitudes toward women’s leadership or issues associated with the ability to lead men. 	<p>GENERAL: Reduce the cultural barriers to women’s participation:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Share market information using communication channels used by women <input type="checkbox"/> Identify labor-saving technologies to reduce women’s time on household responsibilities (e.g. local water points, access to animal traction) <input type="checkbox"/> Design alternative service delivery scheme for those not producing or in groups (e.g. women acting as rural sales agents who may not be involved in producer groups) <input type="checkbox"/> Other: _____ _____ <p>Build women’s skills, confidence and social capital:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Link women with support structures and networks that serve to build their social capital, skills and business confidence <input type="checkbox"/> Design awareness raising campaigns to promote women’s leadership in business <input type="checkbox"/> Other: _____ _____ <p>Address lack of ownership and control of assets by women:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Build the capacity or work with entities that advocate for women’s rights, such as through raising awareness on land ownership rights, advocating for equitable land distribution, and supporting better enforcement of existing legislative framework on land policy <input type="checkbox"/> Other: _____ _____

<ul style="list-style-type: none"> <input type="checkbox"/> Limited social standing or social capital in the community <input type="checkbox"/> Social perceptions about women's capabilities <input type="checkbox"/> Lack of land ownership by women <input type="checkbox"/> Lack of access to productive assets and working capital (e.g. seeds and fertilizer) <input type="checkbox"/> Lack of control over resources (<i>particularly property</i>) <input type="checkbox"/> Inadequate legal protection or enforcement of existing laws <input type="checkbox"/> Lack access to services from producer associations because membership requires land ownership <input type="checkbox"/> Lack access to financial capital because lack assets as collateral <input type="checkbox"/> Other: _____ _____ <input type="checkbox"/> Other: _____ _____ <input type="checkbox"/> Other: _____ _____ 	<hr/> <p>Address lack of access of assets by women:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Work with lending institutions to design women-and pro-poor-friendly consumer loan instruments, such as the use of non-land assets in lending <input type="checkbox"/> Other: _____ _____ <input type="checkbox"/> Other: _____ _____ <input type="checkbox"/> Other: _____ _____ <p>PRODUCER-GROUPS: Design logistics of participation around women's circumstances and needs:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Announce information about participation in groups using communication channels used by women <input type="checkbox"/> Hold meetings at times and in venues that facilitate women's participation <input type="checkbox"/> Provide for shared child-care while group meetings are being held <input type="checkbox"/> Other: _____ _____ <p>Encourage membership and leadership criteria that allow women's participation:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Encourage membership fees to be at a level and on a payment schedule that women can manage <input type="checkbox"/> Create women-only groups, if appropriate, to encourage the entry of more women into the market where it is unacceptable for women to intermingle with men that are not family members <input type="checkbox"/> Facilitate women-only meetings where appropriate If it is not possible to create women-only groups <input type="checkbox"/> Advocate for processes that enable women to be more fully involved as both participants and leaders, such as ensuring that training on governance addresses this <input type="checkbox"/> Investigate potential barriers to women's leadership positions within groups <input type="checkbox"/> Encourage membership to be based on output (e.g. liters of milk for sale or baskets of tomatoes) rather than access to factors of production (e.g. legal title to land or registered ownership of animals) <input type="checkbox"/> Encourage a change from exclusive membership criteria to a more graduated membership, which is based on increased quality and
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	<p>quantity of product delivered to an association - to allow women to gradually gain access as they become more involved</p> <ul style="list-style-type: none"> <input type="checkbox"/> Encourage official membership of women (not just wives), such as women who are de facto household heads (primary breadwinners, second wives, or where husbands are not present for various reasons) <input type="checkbox"/> Encourage membership requirement not to require land ownership, which would often exclude women's participation <input type="checkbox"/> Advocate for rules to allow non-producer members to attend trainings and access benefits, which will still allow women to join and benefit where they have been traditionally excluded because of lack of certain assets or land rights <input type="checkbox"/> Encourage adoption of gender-sensitive practices and policies (e.g., nondiscriminatory membership, gender-sensitive technical trainings) <input type="checkbox"/> Other: _____ _____ <ul style="list-style-type: none"> <input type="checkbox"/> Include program targets on the percentage of members who are female and who serve in leadership positions within the group <input type="checkbox"/> Other: _____ _____ <input type="checkbox"/> Other: _____ _____ <input type="checkbox"/> Other: _____ _____
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Field Example: Increasing participation of women in markets in Angola

To increase the participation of women in selling crops such as potatoes, onions, and beans in Angola, World Vision supported processes that had traditionally excluded women. Female-headed households were encouraged to participate in field days at farmer demonstration plots so that they could learn new production techniques. Women-only or women-friendly trainings were organized with agricultural extension officers once a month in areas where it was not customary for women to be included in meetings with men. Women were supported to be traders of crops in informal markets rather than simply producers, as women were found to already be very active in the informal marketing of crops.