

Samriddhi: Good practices in Gender Mainstreaming in a rural economic development project

Final version



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Brief presentation of Samriddhi

Samriddhi: “Prosperity” in Bangla

Goal: to contribute to sustainable well-being and resilience of poor and extreme poor households through social and economic empowerment

Impact Logic

Poor and extreme poor men & women:

- generate additional income & employment opportunities
- overcome their poverty situation in a sustainable manner

An enabling environment for pro-poor economic growth is created...

And poor and extreme poor men & women are empowered and capacitated to access these services...

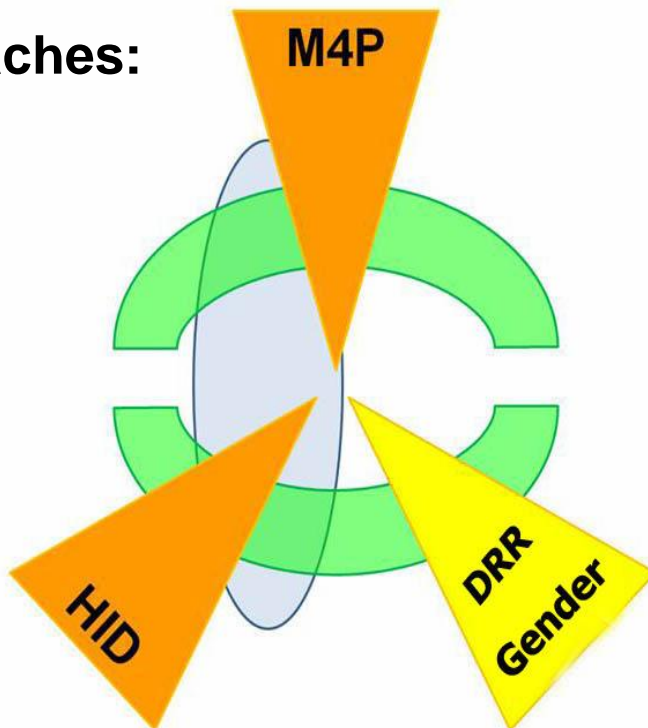
If public and private services for business development are available mainly through capable local service providers...

Brief presentation of Samriddhi.....

Systemic interventions for systemic changes in:

- Value chain development (12 sub-sectors)
- Enterprise development
- Service markets development
- Building human and institutional development (HID) capacities

Approaches:



Brief presentation of Samriddhi.....

Partners:

- Service Providers' Associations (SPA)
- Private Sector Organisations (PSO)
- Non-Governmental Organisations (NGO)
- Ward Platforms - a local development catalyst at Ward level
- Public institutions and agencies

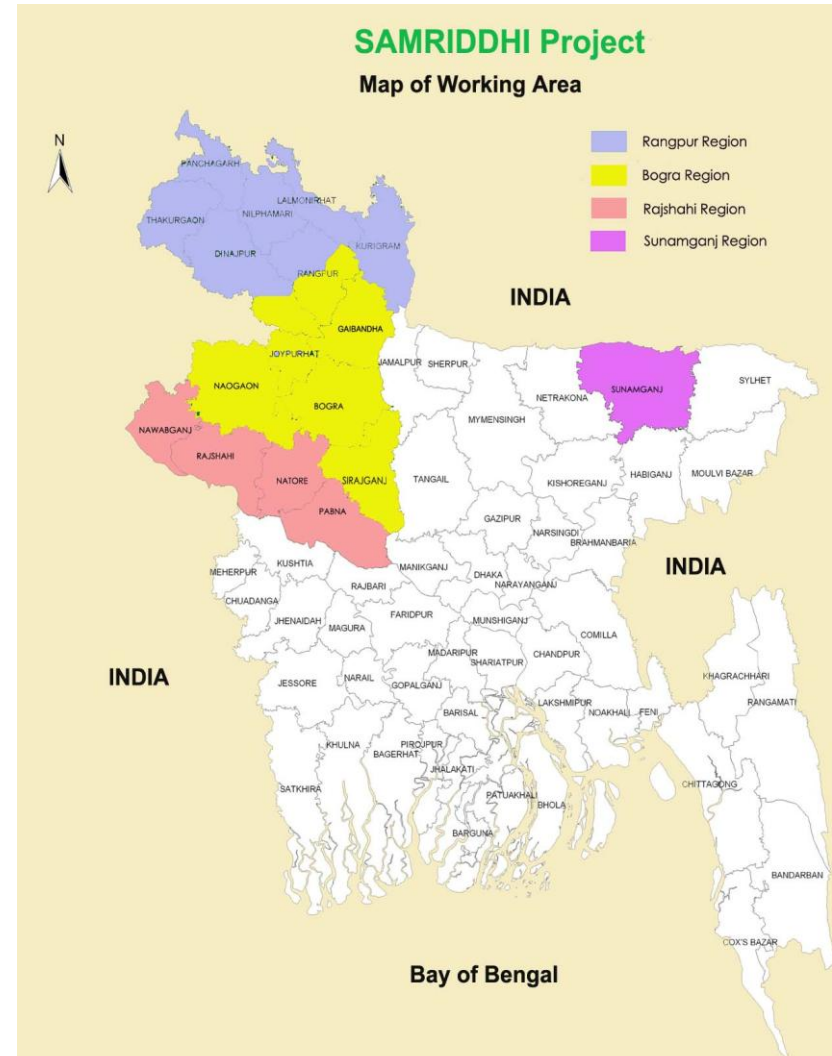
Target groups:

700,000 direct and 320,000 indirect rural households, roughly 5 million people

Duration: August 2010—July 2013

Budget: 8.3 million CHF

Geographical coverage





Addressing women's economic empowerment (WEE): Context of Bangladesh



- Unequal economic opportunities
- Lack of women's participation in decision-making processes
- Unequal access to resources and services for enterprise development
- Discrimination of women in terms of rights
- Inequality in capacity development opportunities



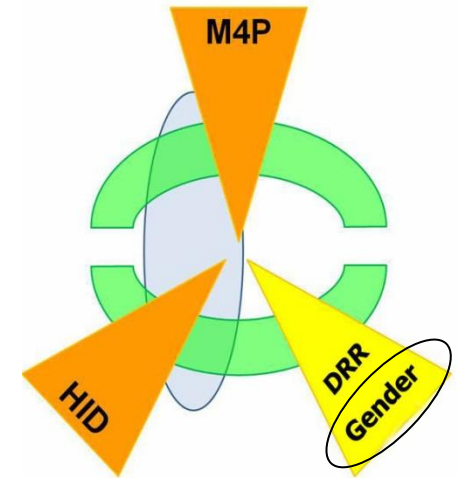
Addressing WEE: strategies



■ A combination of two gender strategies:

1) Gender as a transversal issue in the whole project for social and economic empowerment

- Uses the Participatory Gender Analysis (PGA) tool
Focuses on *family and community contexts*
- More than 4,500 Female Mentors (FM) support women in all sorts of economic and social aspects



2) Specific targeting of women entrepreneurs in value chain, service markets and enterprise development

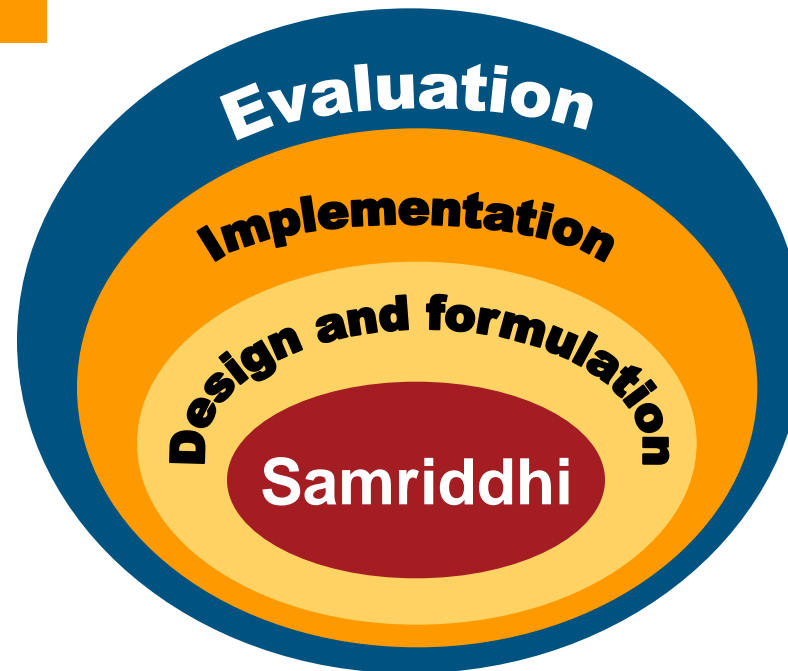
- Tailoring Participatory Gender Analysis (PGA) tool: focuses on the market context
- Gender audits at the project level

Addressing WEE: specific tools

Engendering Evaluation Process

**Gender mainstreaming
at all levels**

**Context analysis,
planning and project
formulation**



- ❑ **Samriddhi and gender:** recognised in 2011 by SDC's gender platform Bangladesh as best initiatives with regard to gender mainstreaming
 - Gender sensitive context analysis
 - Gender responsive organisational culture
 - Participatory decision making
 - Importance given to control over resources, not just increase in income
 - Gender sensitive M&E and reporting, with disaggregated data
 - Gender responsive planning and budgeting

1) Improved participation of women in value chain through private and public sectors engagement

- 52%** increase in engagement of women
- 44%** income increase of women
- 54%** overall increase of savings by women



2) Better performance of enterprises through service market development:

- 96%** gross margin increase for women entrepreneurs
- 42%** women producers linked with professional service providers for inputs, advisory services and financial products
- 507** women professional Local Service Providers, **21%** of the total Local Service Providers

3) Gender equitable development through sensitisation of households, communities, and market actors

Village & Household

- 19 %** women always take decision on asset selling at household level
- 8 %** women participate in decision-making processes at village level

Enterprise

- 73 %** Local enterprises have women's representation in the Business Management Committee
- 39 %** of local enterprises are women-led

Service Provision

- 63 %** of all women Local Service Providers are members of Service Providers' Associations
- 22 %** of women Local Service Providers participate in decision-making process of at their association

Lessons learned

- Making markets work for poor women needs gender specific tools and resources
- Sex disaggregated qualitative and quantitative data and indicators assist the project to track women's status
- Women centric value chain increases women's participation in markets
- Selection of value chains based on traditional roles of women
- Women's access to public institutions and linkages with the private sector ensures services and improved status

❑ Challenges:

- Low representation of women
- Gender disparities in income
- “Capture” by men of women-led local enterprises and businesses
- Access to finance
- Unpaid economic contribution by women

❑ Strategies

- Increase facilitation for gender sensitization
- Tailor Participatory Gender Analysis (PGA) for Local Service Providers and local enterprises
- Target facilitation for women-led local enterprises
- Target gender sensitive local enterprises formation
- Increase match making events and business negotiations
- Replicate the success of women-led local enterprises in savings



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Thank you !

