

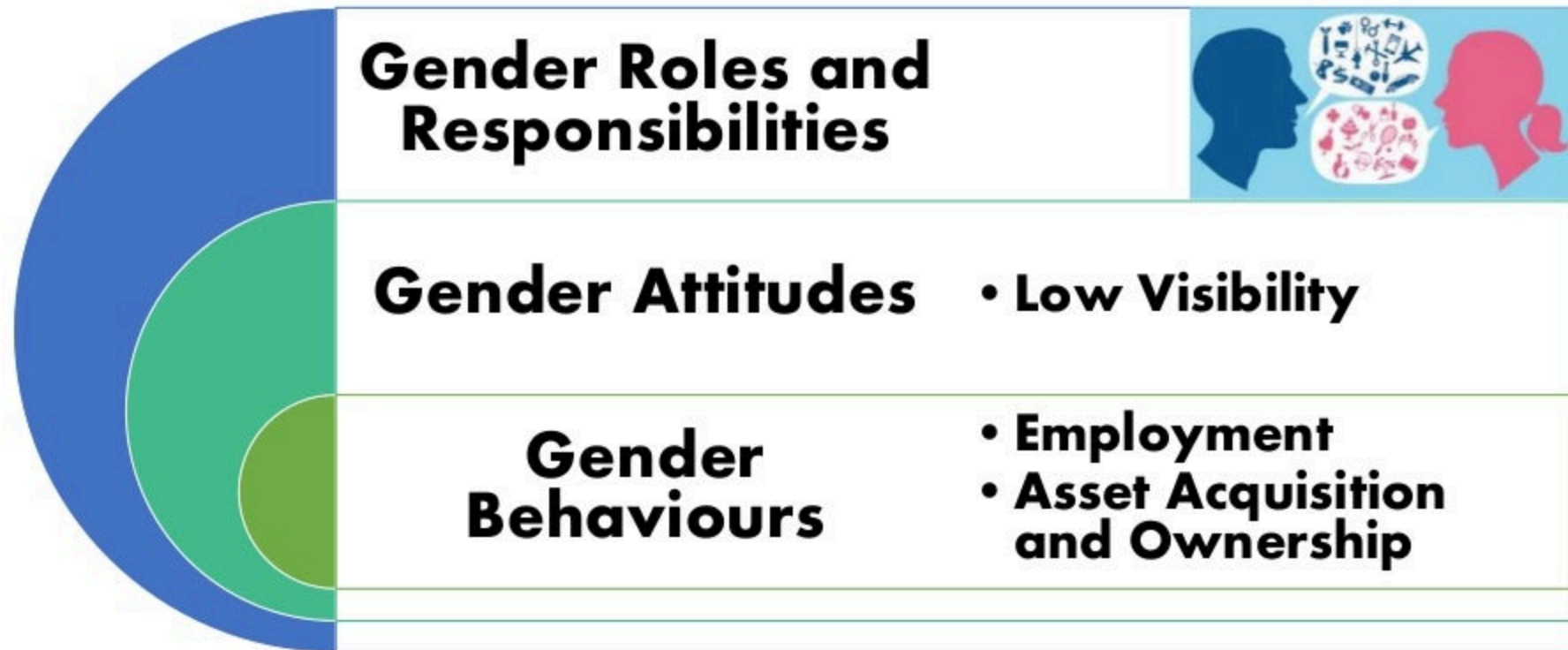
“Gender Dynamics in Modern Agricultural Value Chains”

Aneela Afzal (Ph.D.)

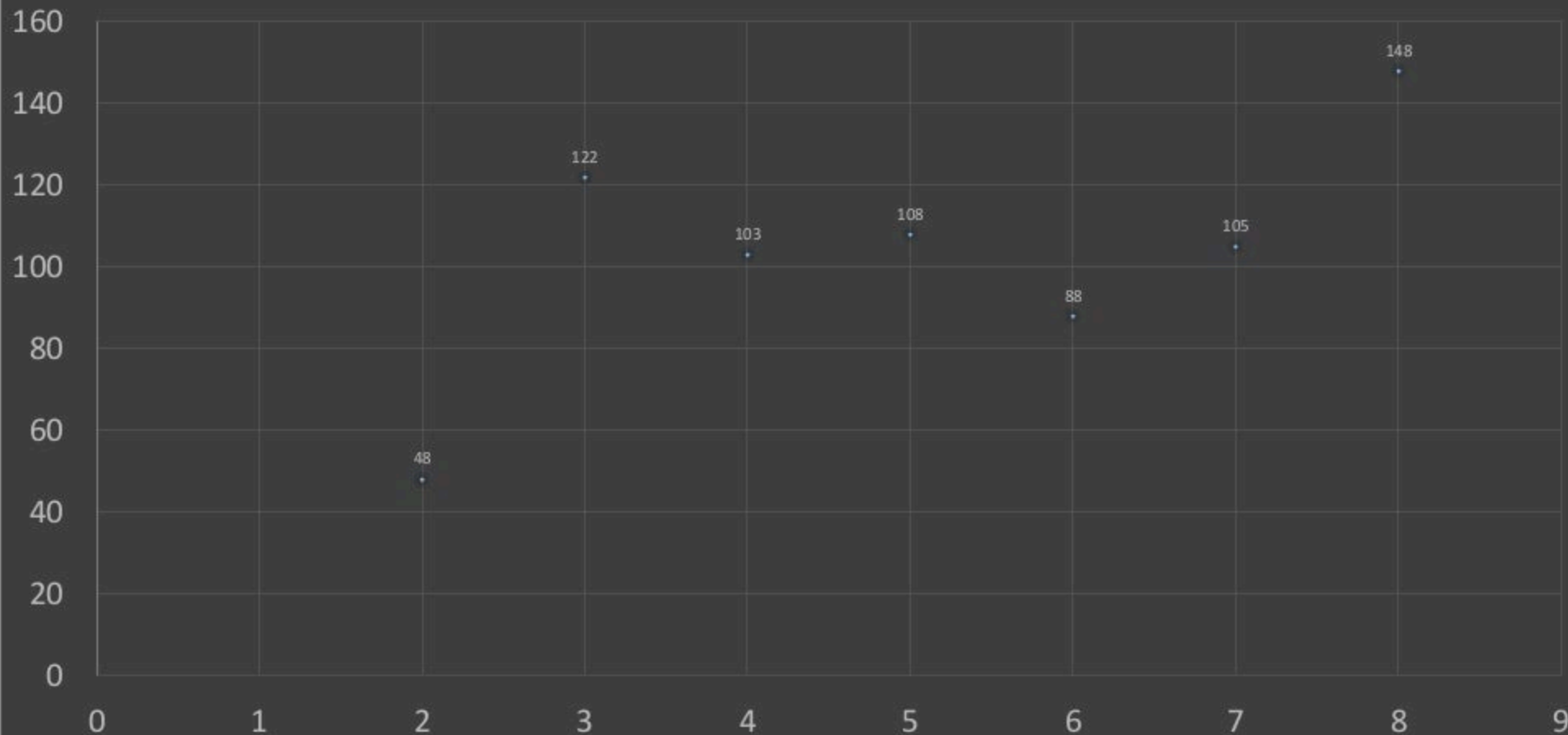
Scheme of Presentation

-  **Gender Situation in Pakistan**
-  **Objectives and Methodology of the Study**
-  **Gender and Creating Shared Value (CSV)**
-  **Analysis and Trends**

Gender Vulnerabilities



The Context of Pakistan in Global Gender Gap Index



1. Afghanistan

2. Bangladesh

3. Bhutan

4. China

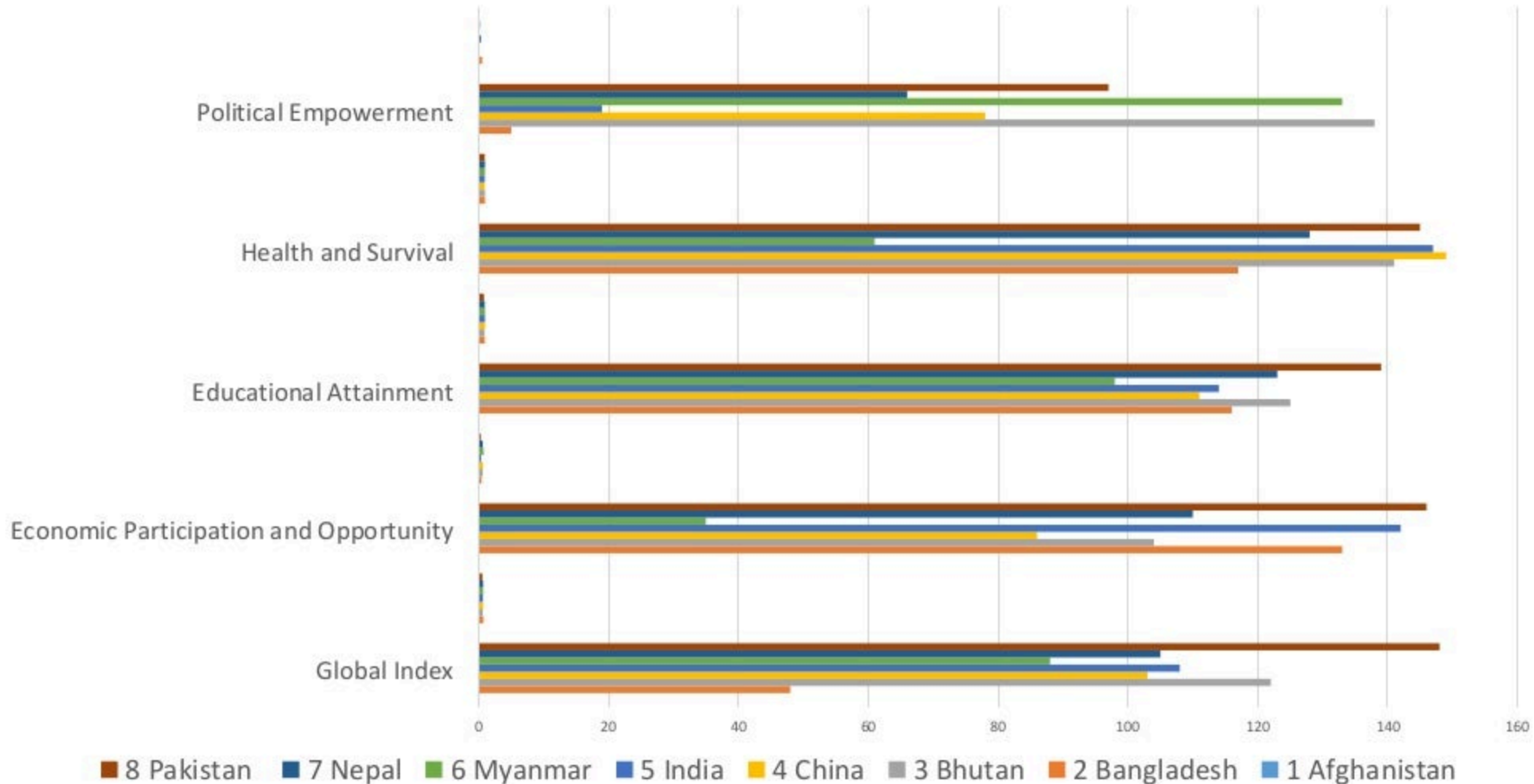
5. India

6. Myanmar

7. Nepal

8. Pakistan

Pakistan Gender situation with reference to other regional countries Global Gender Gap Index



Objectives

- **To study the distribution of value produced in agricultural value chains that follow Creating Shared Value (CSV).**
- **To assess social changes in general and Gender Development Indicators in particular in the households constituting the respective value chains.**
- **To discern trends and suggest measures for gender development in modern agricultural value chains.**

Methodology

In Pakistani Agricultural landscape, two players namely British American Tobacco (BAT) and Nestle have followed CSV. We studied the farming households working with both of these companies to ascertain their social and gender development claims. A random sample of fifty female farmers was chosen for each company; the sample was compared with a random sample of the same number of women from the same area. Interviews and focus group discussions were used to discern the gender dynamics across the samples.

Agriculture Markets

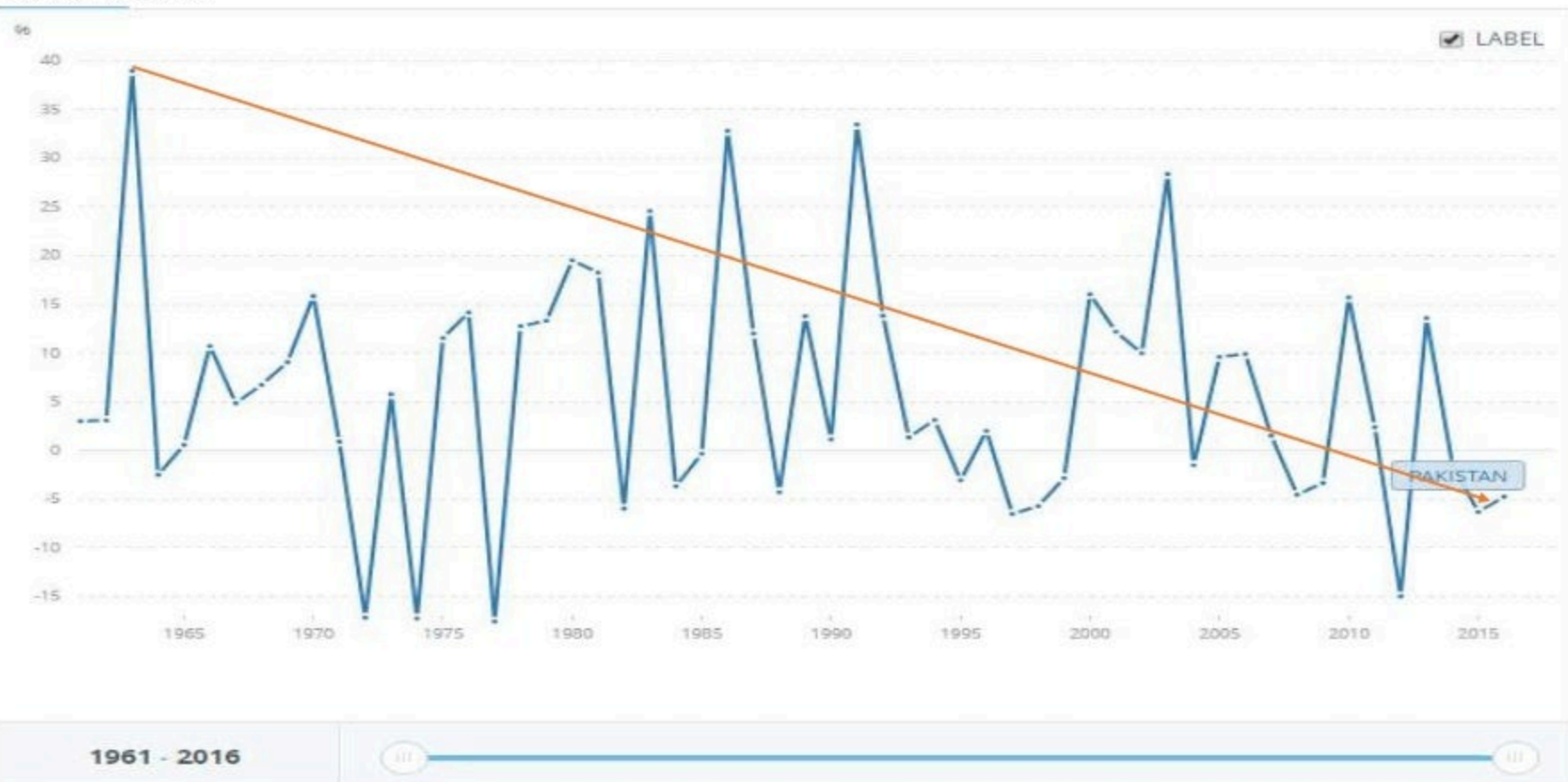
- **Sugar Industry**
- **Rice Market**
- **Fruit Markets**
- **Lather Industry**
- **Textile Industry**

S.No.	COMMODITIES	%Change for value in million Rupees in January, 2015 over	
		December, 2014	January, 2014
1.	Cotton cloth	-2.24	-6.78
2.	Knitwear	-2.99	4.77
3.	Readymade garments	5.97	13.66
4.	Bedwear	10.99	0.45
5.	Cotton yarn	-0.49	18.63
6.	Rice others	-14.84	-18.68
7.	Fruits	3.59	-0.15
8.	Towels	7.73	13.00
9.	Madeup articles (excl. towels & bedwear)	2.71	11.81
10.	Leather tanned	-5.69	8.23

Source: Pakistan Bureau of Statistics

Pakistan Exports – Percentage Annual Growth

Source: World Bank



Agricultural Markets Stakeholders

- **Huge Losses for Community**
- **Low Quality and often Contaminated Produce for Buyers**
- **Dissatisfied Farmers**
- **Resource Starved Intermediaries**
- **Perplexed Government and International Government Agencies**



Who Captures the Value

Business Indicator	Nestle Pakistan	British American Tobacco Pakistan
Revenue (PKR Billions)	112.4	129.3
Profit after Tax (PKR Billions)	11.8	10.4
Earnings per Share (PKR)	261,230	40,550
Average percentage Price premium offered to Value Chain Partners	17%	61%

Source: Respective Financial Statement and Primary Market Data

BAT Gender Development Indicators

Indicator	Response in Percentage of Women Working with BAT	Response in Percentage of Random Women in the Area
Political Empowerment	5%	3%
Health and Survival	57%	23%
Educational Attainment	51%	35%
Economic Participation and Opportunity	42%	3%

Nestle Gender Development Indicators

Indicator	Response in Percentage of Women Working with BAT	Response in Percentage of Random Women in the Area
Political Empowerment	39%	24%
Health and Survival	63%	47%
Educational Attainment	85%	71%
Economic Participation and Opportunity	69%	23%

Trend Analysis

- **Farmer economic situation in general improved however gender development doesn't happen as a fallout of better economic situation of the farmers. Gender Development has to be actively pursued. Nestle targeted gender development because females play a critical role in dairy and livestock management. However BAT never actively sought gender development because women play less important role in tobacco growing.**
- **Female managed farms surpassed performance of their male managed counterparts. However we must bear in mind that in both the cases respective companies were actively assisting these female farmers in procuring their raw materials and selling their produce.**
- **Nestle value chain consists mainly of Central Punjab where social and economic indicators are comparatively better while BAT operates from mountainous area of Northern KP and GB where social and economic indicators are in general not very promising. Arguably we can conclude that it's easier to uplift gender situation in areas which record relatively better economic and social indicators.**
- **CSV enhanced farm household income, there came an equitable, not necessarily an equal, distribution of this increased wealth across all family members including women and children.**

**“Let us salute the women,
who give birth to life,
who enliven the living with their tender caress,
who command the hearts with their soft whispers,
and who rule the world with their ethereal
beauty”.**

(Translation of my Poetry)