



Gender Norms Matter in Aquatic Agricultural Innovation Process: *Empirical Insights from Bangladesh:*

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Introduction

- Effective agricultural innovation among women and men is critical to reducing poverty and improving food security
- However, the ability of development interventions to catalyze and support innovations for women and men is limited
 - Lack of understanding the influence of gender norms on innovation



Aim of the study

- Generate qualitative empirical insight on how AR4D, the Fish Agri-Food Systems CRP and other CRPs can:
 - catalyze, support & actualize innovation processes
 - equitably benefit women, men and youth.
- GENNOVATE—A collaborative qualitative study:
 - 11 CGIAR research programs in 26 countries
 - examined local social-economic-ecological contexts
 - looked at norms governing gender roles and relations, and how these affect agriculture innovation processes

Study sites and methods

- Six villages in Bangladesh
 - Islam and Hinduism
 - Varying salinity levels
 - Population
- Gender-disaggregated
 - 36 focus group discussions (18 per gender group)
 - 24 key informant interviews (12 per gender group)
 - 6 group interviews (both genders)
- Standardized semi-structured questioners
- Qualitative gender analysis
 - NVivo 10 software
 - Content analysis



A woman wearing a green and black patterned sari is standing in a field, writing in a notebook. The background shows a lush green landscape with palm trees and a body of water.

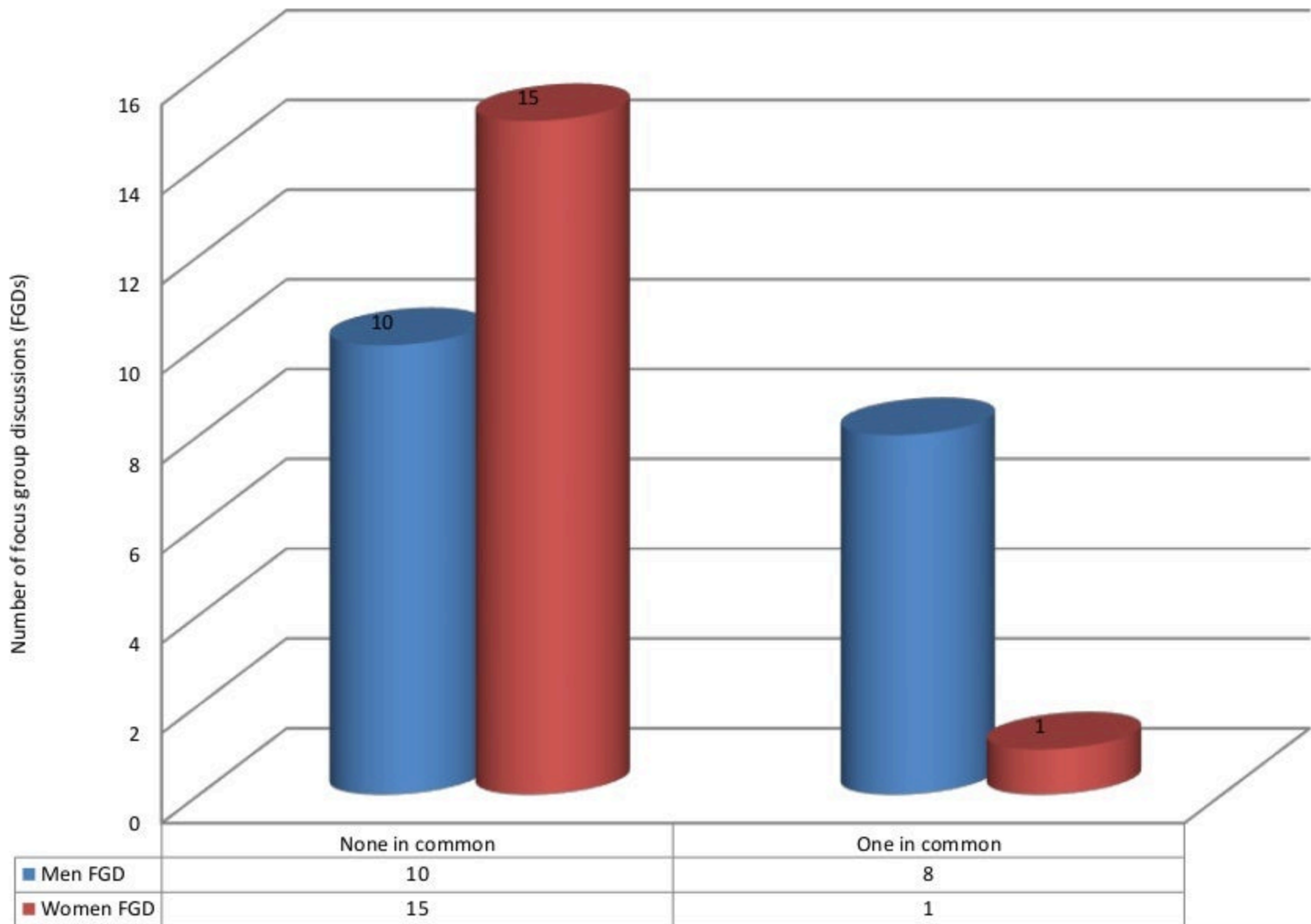
Gender norms affect capacity of women & men to innovate

- **Gender norms restrict women's mobility**
 - Inhibit women accessing services such as training, information and markets, which are important for innovation
- **'Acceptable work' for women and men influences:**
 - Women's & men's motivations to innovate
 - Women's & men's scope and sphere of innovation
 - While women engaged only around the homestead and at small scale, men went beyond the homestead to engage at large scale

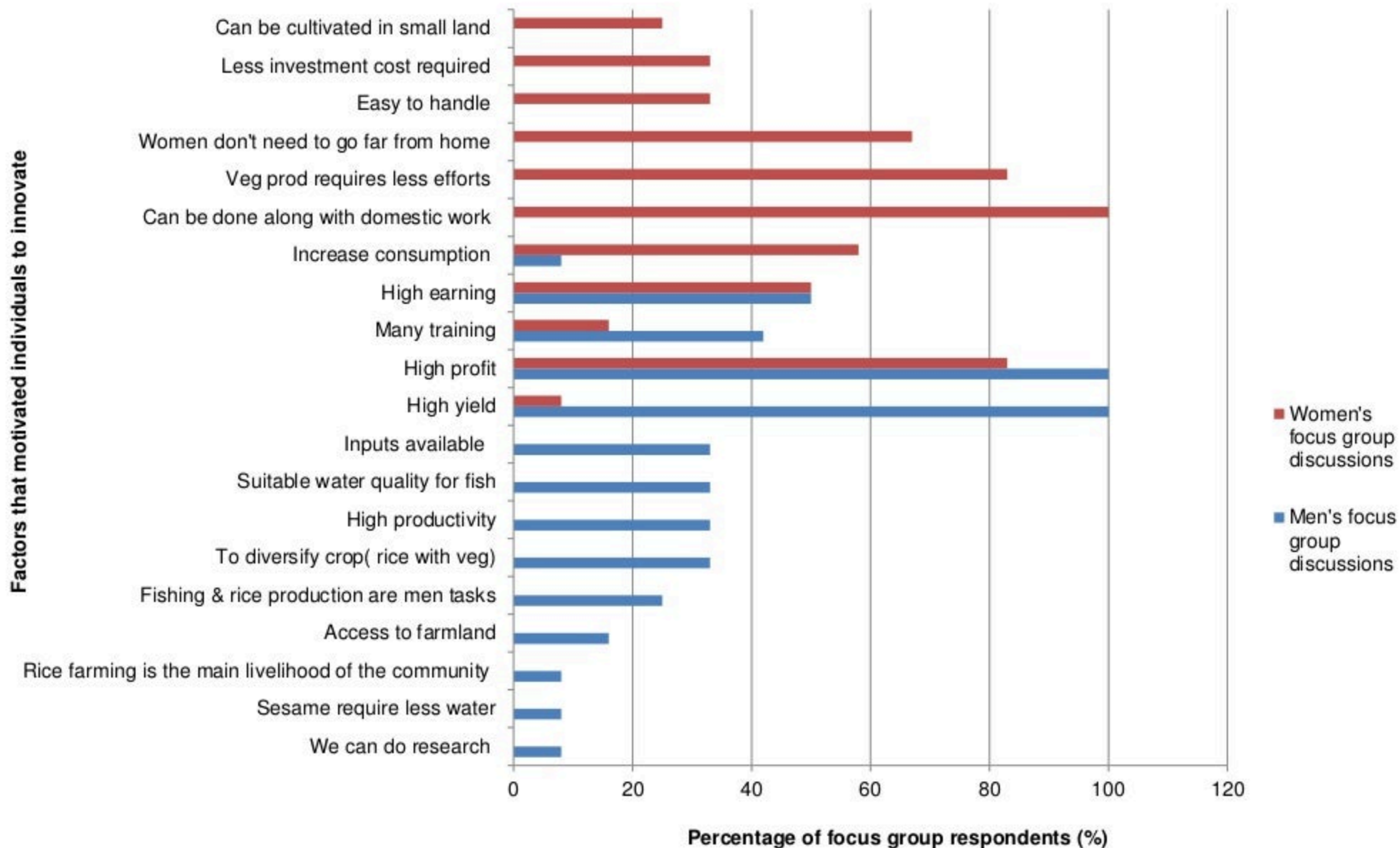
Gendered differences in the sphere and scope of innovation

For women	For men	Common
<ul style="list-style-type: none">• Raising poultry• Keeping livestock• Helping husbands in paddy & vegetable production	<ul style="list-style-type: none">• Rice production	<ul style="list-style-type: none">• Vegetable production• Fishing & aquaculture• Growing sesame

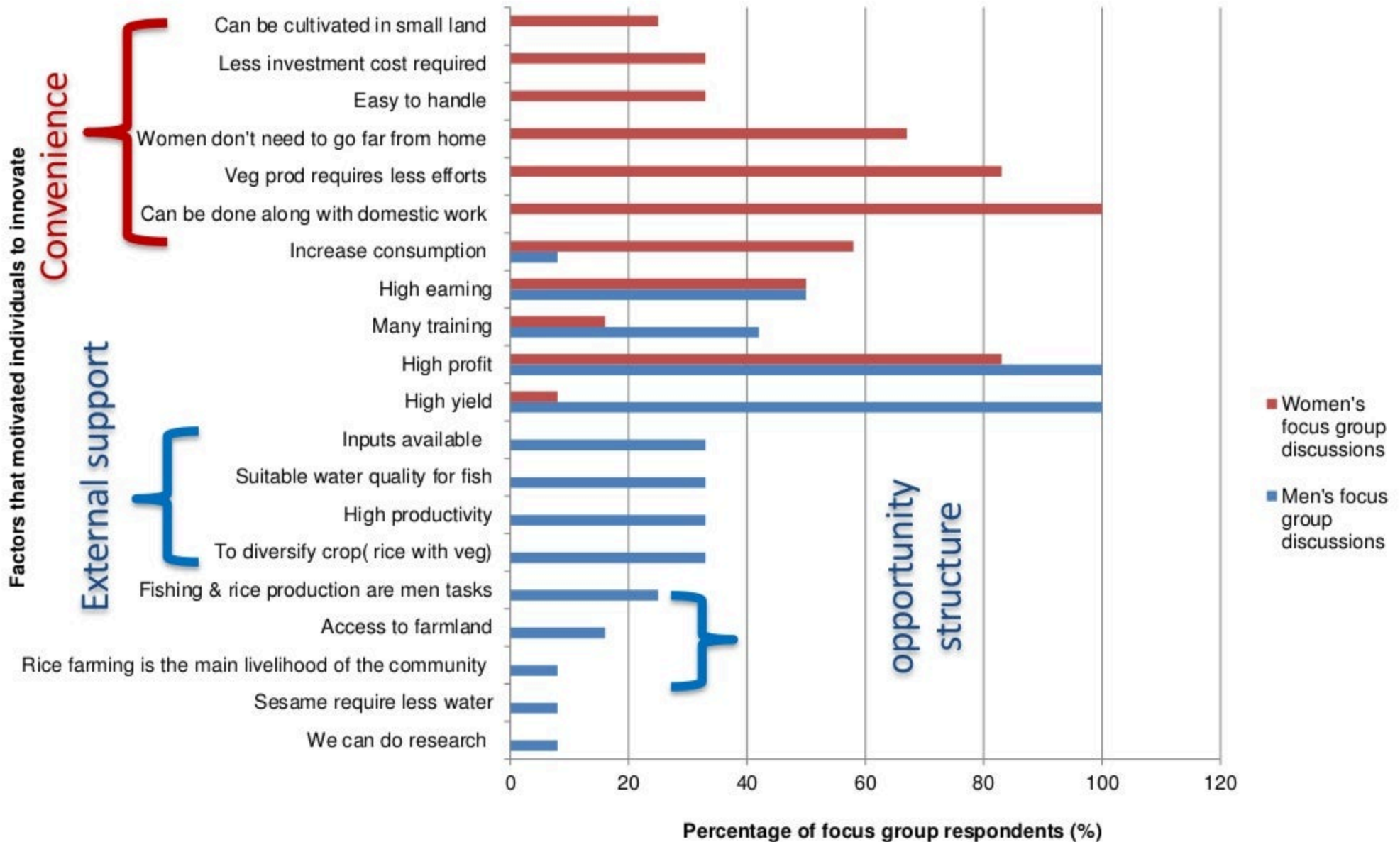




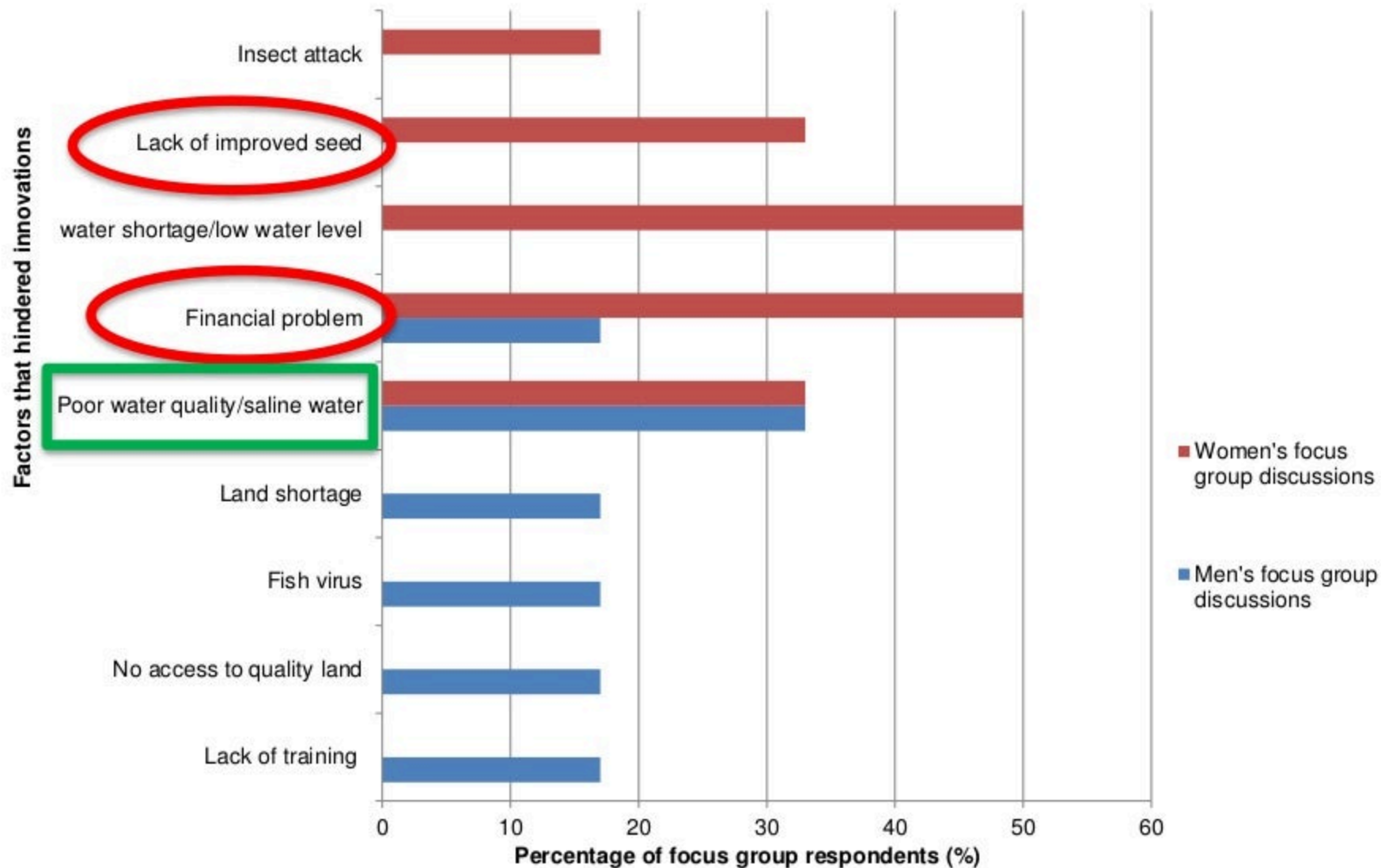
Women & men perceived: their innovations are different



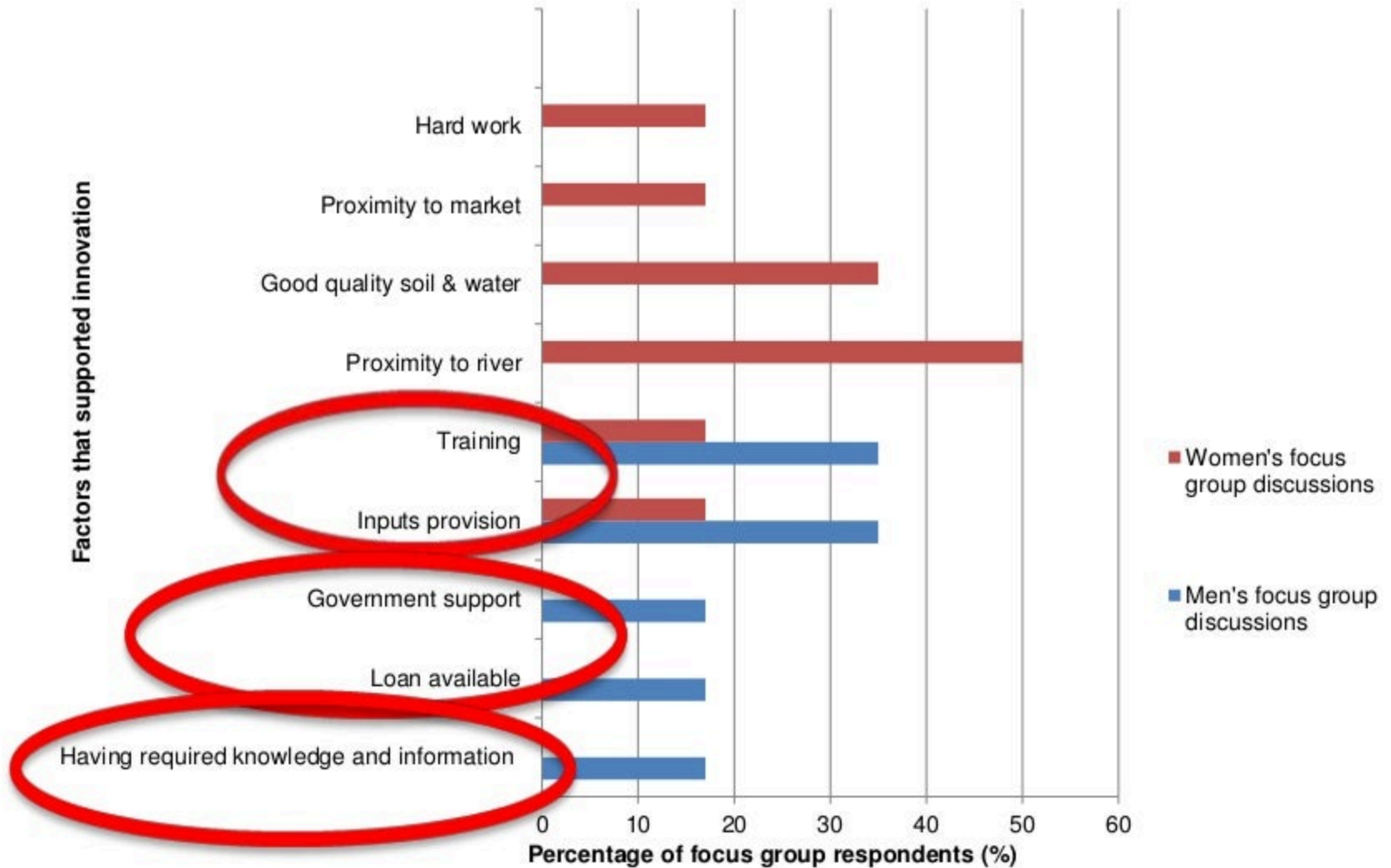
Gender norms shape the motivation of women and men to innovate



While **convenience of the innovation** shaped women's motivation, **external support** shaped men's motivation



Women's capacity to innovate is hindered by their limited access to services and resources



Conversely, those same types of factors support men's innovations



Implications & opportunities

- Methodologically: GENNOVATE approach: Gender norms: standard methods & tools
 - provides new evidence how AR4D constrained by gender inequalities
 - helps to compare across diverse context in the CGIAR
- Taking gender norms into account in innovation processes enables more gender-inclusive development
 - helps WorldFish programs and projects to better accommodate women's and men's needs
 - guides AR4D in how it should catalyze and implement innovation processes to benefit both women and men efficiently and equally.

A woman wearing a vibrant pink and purple patterned sari with a yellow border is standing on the bank of a pond. She is holding a large, round, woven basket and is feeding a large group of ducks. The ducks are gathered around her, some in the water and some on the bank. The background shows the calm water of the pond and some greenery on the far bank. The scene is set in a rural, agricultural environment.

Implications & opportunities

- Move agricultural development processes from gender-inclusive to gender-transformative
- Gender-transformative approaches address the root causes of gender inequalities related to gender norms and relations. This contributes to:
 - higher adoption of innovations
 - enhanced incomes and diversified livelihoods for women and men
 - enhanced food security and poverty reduction.

Thank You



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ENABLING GENDER EQUALITY
IN AGRICULTURAL AND
ENVIRONMENTAL INNOVATION



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