



Validating gender in value chains tools: the case of the PMCA

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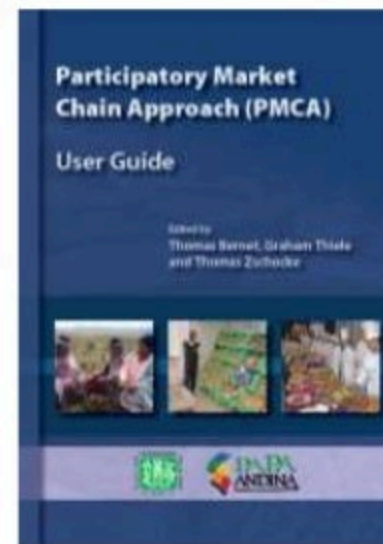
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What is PMCA in brief ?

⇒ The Participatory Market Chain Approach (PMCA) is a systematic R&D process that aims to promote innovation and competitiveness in market chains.

- ★ Not restricted to agriculture!
- ★ Focus on market demand, expressed by involved actors
- ★ Emphasis on building trust among involved stakeholders
- ★ Promoting mutual learning and collective action
- ★ Empowerment of key actors and farmers
- ★ However, the PMCA is Gender 'blind'



Engendering the PMCA

- Gender Coaching Trajectory with AgriProFocus
- Adopted, developed and engendered PMCA tools
- Prototype Guide for integrating Gender in PMCA
- Tools tested in various contexts in SSA & LAC

The Validation Process

- Desk review - 7 technical reports
- In-depth review of 4 gender tools
- Review and validation workshop:
 - Farmers and processors subjected to 3 tools in sex disaggregated FGDs
 - R&D Actors users reviewed 3 tools using SWOT



Prototype Guide for Integrating **Gender** into Participatory Market Chain Approach

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The Gender in Value Chains Mapping Tool - overview



ANALYSIS of the gender mapping tool

Strengths

- Comprehensive gender analysis
- Analysis of enabling factors to upgrade the chain
- Helps develop strategies suited for men and women
- Can be used to inform policy

Opportunities

- Partner institutions willing to adopt the tool

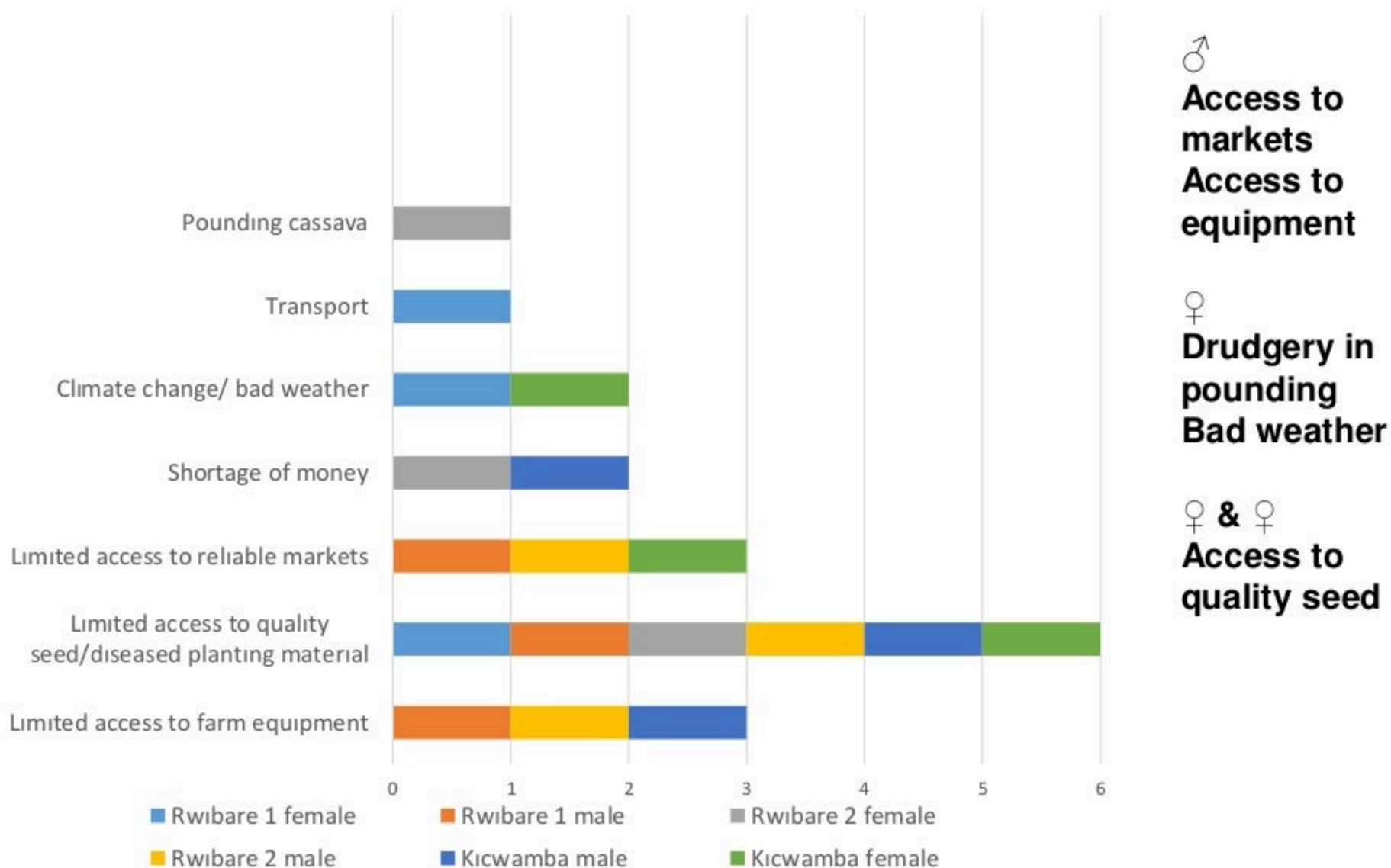
Weaknesses

- Requires time & resources
- The map needs to be better presented for clarity
- Inference need to be attached to the map

The Gender Based Constraints Analysis Tool: roles and responsibility in cassava production

	Men	Women
Land preparation	XXX	XXX
Sourcing cuttings	XXX	XX
Digging holes	XX	X
Ridging & planting	XX	XXX
Weeding (3-4 times)	X	XXX
Gap filling	XX	XX
Pruning	X	XX
Harvesting for food and market	XX	XXX
Peeling, drying, milling		XXX
Selling fresh roots and chips	XXX	XX

Gender based constraints for cassava farmers



Feedback on the Gender Based Constraints Analysis Tool

Farmers and Traders

- Easy to understand
- Identifies gender disparities that need attention (M)
- Self reflection on hard work yet little benefit (W)

Proposed improvements

- Joint plenary session to share findings immediately after (M)
- Shorten tool (W)
- **Access to resources & activity implementation** should be separated (W)
- Allot more time to synthesize constraints (M)



The Comparative Tool

Overview of the tool

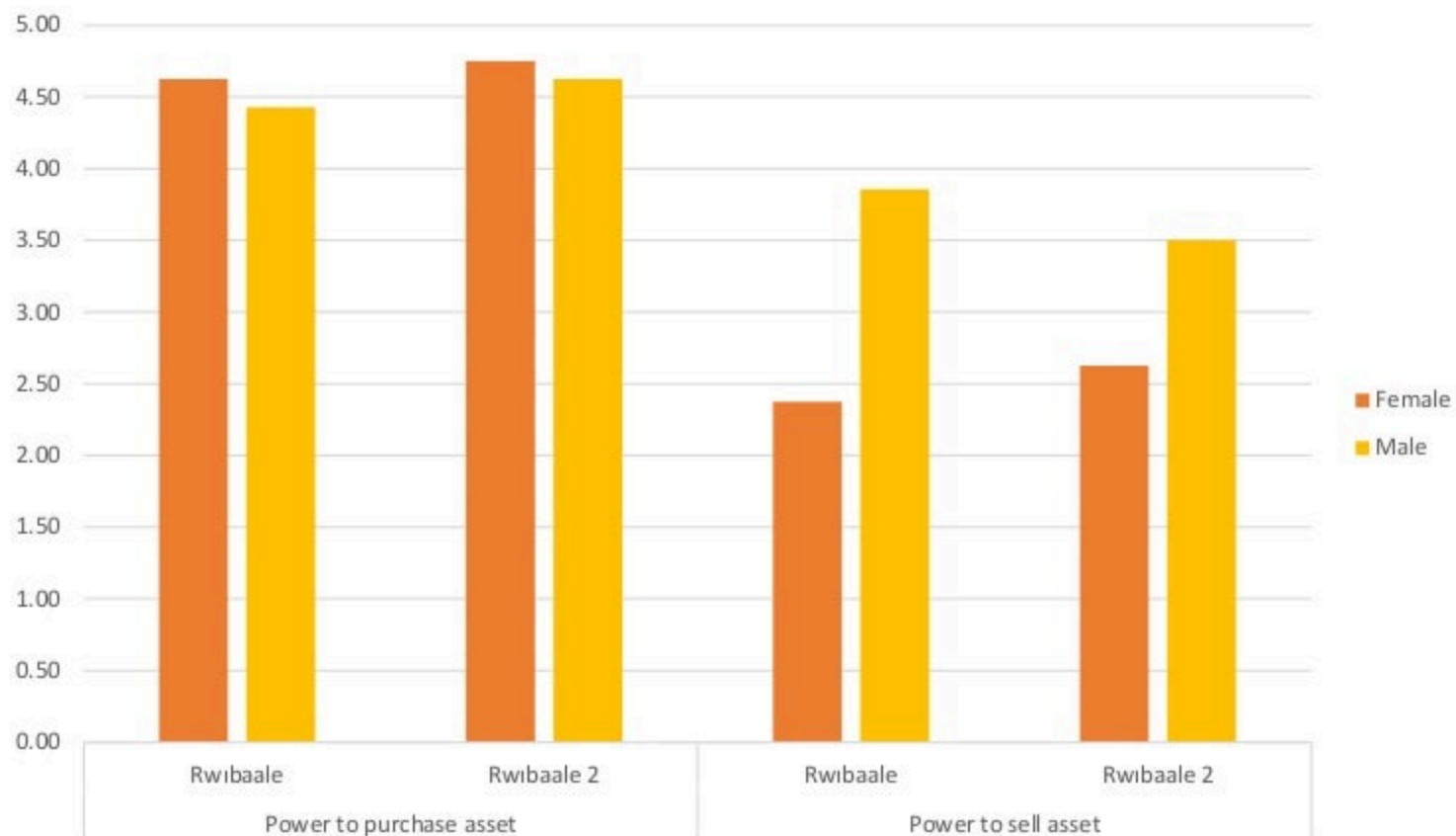
- Premised on the WEAI tool
- Provides indication of men and women empowerment in:
 - Production
 - Resources
 - Income
 - Leadership
 - Time
- Applied in sex dis-FGD
- Empowerment index (0-1)

- **Feedback: farmers and traders**
- Re- cluster assets
- Best to apply to couples (♂)
- Omit sensitive questions (♂)
- Pro ♀: assert their rights to gain control over income

R&D Actors

- Sample size too small, bias
- Immediate analysis
- Very specific & versatile

The Comparative Tool: Perceived ability to buy or sell assets



RISK-BENEFIT ANALYSIS FOR MASAKA SILAGE COMPANY

	Time and work	Income / control of resources.	Social position	Market position	Risk management measures
Female silage producer	Increased labour and time poverty (---)	Increased income & wealth (+++) Limited control over resources to expand business	Increased business confidence (+++) women under look men when they get money (-)	Provides market for vines produced by farmers. (+)	Advocate for laws to guarantee ownership by women. Hire labor
Male silage producer	Personal engagement helps in timely production of silage. (+++)	Total control of resources & business (+++) Marry again as income increases.	Neglecting father & husband roles. (---)	Learn marketing skills & engage with more chain actors (+++)	Sensitize men on good gender relations

Feedback on the Risk – Benefit Analysis Tool

Farmers and Traders

- Needs a skilled facilitator
- Simplify and translate terms
- ♀ ideas should be respected
- Helps in planning for businesses
- Change market position to 'market access'
- Mobility for ♀
- Business literacy for women

R&D Practitioners

- Simple to use
- Strategies owned by chain actors
- Strategies suited to ♂ & ♀
- Users can develop own criteria
- Include youth
- Strengthen link with gender mapping tool
- Use Likert scale

Recommendations and conclusions

- The gender in value chains mapping tool and the gender based constraints analysis tool are ready to roll out
- Risk-Benefit and Comparison tools are still being tested
- Tools that are flexible are easier to adapt
- Tools that provide both qual and quant data are more appreciated
- Using a multi-pronged approach in validation was useful in testing usefulness, ease of applicability, replicability and rigor of the tools



The International Potato Center (known by its Spanish acronym CIP) is a research-for-development organization with a focus on potato, sweetpotato, and Andean roots and tubers. CIP is dedicated to delivering sustainable science-based solutions to the pressing world issues of hunger, poverty, gender equity, climate change and the preservation of our Earth's fragile biodiversity and natural resources.

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