



USAID
FROM THE AMERICAN PEOPLE

Gender Strategy Assessment and Baseline Identification

Prepared by: Charity Kabutha, Gender Consultant

Final Report, July 17, 2006
USAID Kenya Business Development Services Program (Kenya BDS)
Contract No. 623-C-00-02-00105-00



17 July, 2006

This publication was produced for review by the United States Agency for international Development.
It was prepared by the Kenya BDS Program.

Gender Strategy Assessment and Baseline Identification

July 17, 2006

USAID Kenya Business Development Services Program (Kenya BDS)

Contract No. 623-C-00-02-00105-00

Prepared by the Emerging Markets Group, Ltd.

Disclaimer

The author's views expressed in this publication do not necessarily reflect the view of the United States Agency for International Development or the United States Government

CONTENTS

Table of contents.....	2
Acronyms.....	3
Acknowledgements.....	4
Executive Summary.....	5
1.0 Introduction.....	10
1.1 Background.....	11
1.2 Context.....	10
1.3 Gender Assessment	11
1.4 Kenya BDS program approach.....	11
1.5 Scope of work.....	12
2.0 Description of Methodology.....	13
2.1 Planning and sampling.....	13
2.2 Concepts and methods.....	14
3.0 Findings.....	18
3.1 Summary of findings.....	18
3.2 Group membership by sex	19
3.3 Membership by age	20
3.4 Participation in group management.....	20
3.5 Field staff and Service Providers.....	21
3.6 Commodity Sales	21
3.7 Scales of operations	23
3.8 Savings.....	24
3.9 Institutional Gender Issues.....	24
3.10 Household Gender Issues.....	26
4.0 Implications of Gender Issues and Strategies to address them.....	34
4.1 Implications on program performance.....	34
4.2 Implications on status on status of women.....	35
4.3 Proposals for addressing gender issues.....	36
5.0 Conclusions & Recommendations.....	37
5.1 Conclusion.....	37
5.2 Recommendations.....	38
Annexes:	
Annex 1: Assessment Program-Field.....	40
Annex 2: People Met.....	42

ACRONYMS

BMUs	Beach Management Units
KBDS	Kenya Business Development Services
EAGA	East African Growers Association
KHE	Kenya Horticultural Exports
LARDEC	Lake Region Development Consultants
RMC	Resource Mobilization Center
SME	Small and Medium Enterprises
ToTs	Training of Trainers
USAID	United States Agency for International Development

ACKNOWLEDGEMENTS

The successful completion of this gender assessment was through support provided by a wide range of stakeholders. The Kenya Business Development Services (Kenya BDS) program and the United States Agency for International Development (USAID) provided resources and technical back-up during the entire process. On their part, the program contractors and their staff helped organize field meetings at an extremely busy time for farmers due to the onset of rains after serious drought in many parts of the country. Understanding gender relations at both the household and group levels would have been difficult without the commitment and willingness of community groups to spend many hours with the assessment team doing comprehensive gender analysis. The contribution of this group is highly valued. Rossella Ruberti; an intern with the Kenya BDS provided great support during field work. Working with multiple groups would have been difficult without this kind of support.

To this entire team, it is a 'Great Thank You'.

EXECUTIVE SUMMARY

This report presents results of a gender assessment of program activities of the Kenya Business Development Services Program (KBDS). The commodities involved are the Tree Fruit (mangoes, passion, and avocados) and the Lake Victoria Fish, specifically the Omena (Dagaa). The assessment aimed at highlighting significant gender issues and establishing gender-disaggregated baselines to help the Kenya BDS track its results in an engendered manner. The assessment covered social and business issues, participation and management aspects of the program. Social dimensions included household gender relations as reflected in the way work is divided between different family members, as well as use and control over production resources and benefits. Parameters under the business component included sales, scales of operations, and savings while participation and management interests covered membership in groups and participation in management of these groups.

The assessment sample of 18 producer and marketing groups was drawn from all the four program sub-sectors, namely the avocado, passion, mango and Lake Victoria Fish. Geographically, only the coast province was not covered due to logistical constraints. On the whole, a participatory and interactive approach was used to generate data from institutions, businesses and farmer groups involved in the program. To unravel gender relations within households, analysis used the Harvard Framework of Analysis. The framework analyzed how work is shared within households, how resources and benefits are used and determined within households. Power relations within households were derived from these relationships. Institutional interviews were guided by checklists of issues pertinent to different groups.

FINDINGS

The Kenya BDS gender strategy has set, for its contractors, a minimum of 30 percent women membership in producer and business groups. Currently, this figure has reached 34 percent, an achievement that is commendable. Despite this progress, there are still some concrete issues, which if not addressed, have the potential to constrain program performance and equity.

1. With the exception of the Omena groups whose membership is essentially women, the proportion of women in all other groups is much smaller than men. Their proportion is however slightly higher than the 30% target set by the Kenya BDS for its contractors.
2. The field staff and local level service providers are predominantly male and there need to improve equity in this aspect.
3. Women's representation in the management of their groups varied between regions and sub-sectors. The lowest proportion was in the avocado and mango growing areas of central and Eastern Kenya-20% and 22% respectively. The highest proportion was in the passion fruit areas of Meru and Embu and the Mpeketoni mango area.

4. On average women's operations are much smaller than those of men and consequently, their sales are proportionately much lower than those of men.
 - o They have fewer trees and vines than men, a trend that could hold down the productivity of their groups.
 - o Although a large number of women in the "Lake Victoria Fish" have joined saving schemes being promoted by the Kenya BDS among the fisher folk in the Lake Victoria, women have been found to save less and in short-term accounts as opposed to men who join long-term schemes. What this means is that women are likely to use most of their savings for consumption and not for acquisition of assets.
 - o With the exception of passion fruit, women have much lower sales on other commodities such as avocados and mangoes.
5. Heavy workloads for women, consisting of domestic, productive and community work make it difficult for them to effectively participate and benefit from development initiatives. On average, women work for an average of 14 hours against 7.75 hours for men, with women in some areas working for 17 hours compared to 11.5 hour for men.
6. Women's access to and control over productive resources and benefits are much lower than those of men.
7. While the Kenya BDS has made conscious effort to capture some gender issues, there is great potential for broadening the parameters. Currently, the emphasis is on participation of men and women in groups.
8. Gender capacity of program contractors is inadequate. While the organizations recognize relevance and importance of gender mainstreaming, their institutional capacities remain low.

IMPLICATIONS AND STRATEGIES TO ADDRESS THEM

The gender imbalances identified during this assessment in different sub-sectors can and do affect program performance.

1. Implications on program performance

a) Gender-related constraints lower productivity

In nearly all cases, women were found to be operating at much lower level than men for a variety of reasons, including limited access to resources. Small operations will continue to hold overall production down.

- Limited control over benefits of work done lowers productivity when those who have contributed lack the motivation to continue doing so. This can be illustrated by work done elsewhere:

- Women’s heavy workloads make it difficult for them to effectively participate in project activities, including training. Their inadequate participation could lead to lower levels of knowledge, skills which can undermine productivity.

2. Implications of gender imbalances on status of women

a) Potential loss of income:

- Prior to this program, women in avocado and mango producing areas made some money from sale of avocados and mangoes. This however stopped with regularization of the avocado market. If women fail to adequately benefit from income from the fruits, their economic situation is likely to worsen in the midst of plenty. For example, in Kandara where the avocado is well developed, one woman reported that when the husband received payment from the sales, he only bought her kilogram of meat (US 2.00) despite her significant contribution.
- Increased workloads due to commercialization of the fruits might mean that women give up some of the income generating activities they were involved in prior to the project. If this ‘loss’ is not compensated through increased income from commercialization of the fruit, women could then be worse off than before.

b) Potential social problems

- If not well planned for, more money in the hands of one individual, significantly men, can lead to wasteful forms of spending and disruption of families
- Limited access to productive resources such as capital can lead to exploitation. Although not wholly a resource issue, women engaged in omena trade have been denied fish until they submit to fishermen’s sexual demands (some cases even when they have money to buy fish). Lack of resources adds to women’s vulnerability.

3. Proposals for addressing gender issues

- Increasing weight on gender within the Kenya BDS tendering process by raising the score for gender from the current 5% to about 15 percent of overall score.
- Engendering the key program parameters to track change. At a minimum, it is recommended that the Kenya BDS tracks by sex, membership, participation in management of groups, scales of operation and sales. This will make visible key issues that require attention.

	Component	Indicators/data sets
1.	Group membership	<ul style="list-style-type: none"> • Male and female members • Female members-by marital status
2.	Participation in	<ul style="list-style-type: none"> • Positions of leadership by male and female

	group management	members
3.	Staff and service providers	<ul style="list-style-type: none"> Numbers of male and female staff and service providers
4.	Sales/incomes	<ul style="list-style-type: none"> Sales/income for men and women
5.	Scale of operations	<ul style="list-style-type: none"> Average number of trees/vines by male and female

- c) Building gender capacities of contractors and staff will improve knowledge and skills to mainstream gender at field level.
- d) Gender awareness at local and group levels to begin to change attitudes and by extension, the gender disparities prevalent in most of the program areas. Gender awareness, with a major focus on men and families has been found to result in significant attitudinal change.

RECOMMENDATIONS

The recommendations made here are based on the results and conclusions of this assessment.

1. Strengthening the Kenya BDS Gender Strategy

In order to bring on board contractors with a strong gender orientation, it is recommended that the gender tender system raises the gender scoring from 5% to 15%. Concurrently, it is important for the Kenya BDS to provide some financial resources for gender capacity building, even after the tenders are awarded.

2. Engendering the Kenya BDS Monitoring and Evaluation framework

On the basis of the assessment results, but fully cognizant of the short period remaining for this project and capacities of contractors, it is recommended that the Kenya BDS adopts an M&E framework that, at a minimum, captures the following gender-based parameters.

Component	Indicators/data sets
Group membership	<ul style="list-style-type: none"> Male and female members Female members-by marital status
Participation in group management	<ul style="list-style-type: none"> Positions of leadership held by male and female
Staff and service providers	<ul style="list-style-type: none"> Numbers of male and female staff and service providers
Sales/incomes	<ul style="list-style-type: none"> Sales/incomes for men and women
Scales of operations	<ul style="list-style-type: none"> Average number of trees and vines Average size of omena businesses-volumes purchased and sold, number of drying racks etc

3. Capacity Building –Contractors and Service Providers

In order to begin to address imbalances on workloads, control over resources, benefits and overall power relations, the following is recommended:

- a) That the Kenya BDS provides some resources to support training of field staff and service providers on gender because these groups have a great opportunity to influence household level gender relations within the groups and by extension, the broader community. Training service providers is particularly significant since they are local people and therefore likely to remain in the project areas for a long time.
- b) That the field level staff and service providers take on the responsibility for gender awareness in the course of their day to day work as this has the potential to begin to change gender attitudes and practices, particularly when it targets men and uses a 'household economy' rationale for gender. Through this process, it is possible to get men to do more work than is currently the case and to release resources and benefits for women and other members of the household, particularly the youth.
- c) That the Kenya BDS, in partnership with the Department of Fisheries, develop a strategy to address the issue of 'Sex for Fish' that is currently frustrating the omena women groups who have had difficulties buying fish even when they have money because the fishermen demand sexual favors in return. The Beach Management Units (BMUs) are key to success.

4. Engagement of the youth.

While this is an issue that the Kenya BDS might not manage to address directly, it is an issue that can be included in the local level gender awareness creation.

CHAPTER 1: INTRODUCTION AND BACKGROUND

This report presents results of a gender assessment of program activities of the Kenya Business Development Services Program (KBDS). The commodities involved are the Tree Fruit (mangoes, passion, and avocados) and the Lake Victoria Fish, specifically the Omena (Dagaa). The assessment aimed at highlighting significant gender issues and establishing gender-disaggregated baselines to help the Kenya BDS track its results in an engendered manner. The assessment covered social and business issues, participation and management aspects of the program. Social dimensions included household gender relations as reflected in the way work is divided between different family members, as well as use and control over production resources and benefits. Parameters under the business component included sales, scales of operations, and savings while participation and management interests covered membership in groups and participation in management of these groups.

1.1 Background:

As a background, the Kenya BDS is a 5 –year micro and small enterprise (MSE) development program funded by the United States Agency for International Development (USAID). The program falls under the USAID Strategic Objective 7 (SO7) whose aim is to increase rural household incomes through increased productivity; increased agricultural trade in domestic, regional and international markets; increased access to Business Support Services and increased effectiveness of smallholder organizations to provide business services to their members. In addition to horticulture, under which the Kenya BDS falls, the SO7 is also supporting Maize and Dairy sub-sectors.

The objective of the Kenya BDS program is to increase growth and incomes among rural MSEs through (1) access to markets and (2) access to business services in order to compete in those markets. Business services are provided by program contractors to smallholder tree fruit farmers and the “Lake Victoria Fish” groups. The assessment covered 18 production and marketing groups specializing in the avocado in Maragua and Kandara (Central), passion fruit in Meru and Embu and the mango in Murang'a/Makuyu, Machakos and Makueni districts (Eastern province). Women groups in Rusinga and Mfangano Islands of Suba district (Nyanza province) are involved in buying, processing and marketing of a small fish called Omena. The assessment did not cover the Mpeketoni mango enterprises in the Coast Province due to logistical constraints. However, substantial relevant data on the activities was gathered from secondary sources.

1.2 Gender mainstreaming: Context:

Gender mainstreaming is now mandatory within all programs supported by USAID. The policy states that all “*strategic plans must reflect attention to gender concerns. Unlike other technical analyses, gender is not treated as a separate topic to be analyzed in isolation. Instead, it is applied to the range of technical issues that are considered in the development of a given Strategic Plan*”. Gender mainstreaming in programs considers gender issues at every stage of the program cycle, from problem identification, design,

implementation, monitoring and evaluation. Understanding gender issues at each of these stages provides an opportunity to build them into program operations.

The USAID gender policy recommends that, gender analysis and other aspects of gender mainstreaming address at least two questions:

- *How will gender relations affect the achievement of sustainable results?*
- *How will proposed results affect the relative status of men and women?*

1.3 The Gender Assessment:

This assessment has its origins in a mid-term evaluation of the SO7 program conducted in April 2005. Under that evaluation, gender and environment, both of which are cross-cutting themes, were major components. Although different programs were found to be at varying levels of gender mainstreaming, the need for strengthening the gender component was noted. Consequently, it was recommended that different sub-sectors generate and strengthen gender disaggregation of data. This exercise is in part a response to that recommendation.

1.4 The Kenya BDS development approach.

The Kenya BDS promotes a value-chain system that links quality products from smallholder farmers with the market. This business approach, and the fact that it works with a wide range of organizations, makes gender mainstreaming somewhat complex. The main partners of the Kenya BDS include:

- Blue Rhino Consultants who are involved in production and marketing of the avocado in Kandara division of Maragua district. The exporters linked to the Blue Rhino are Kenya Horticultural Exporters (KHE) and the East African Growers Association (EAGA).
- Apex Micro-finance Consultants are involved with the avocados in Maragua district. The avocado is marketed through the InduFarm.
- Fineline is involved in Passion production and marketing in Meru and Embu and mangoes in Murang'a/Makuyu, Machakos, Makueni in Eastern Province and Mpeketoni in Coast province.
- Mwangaza works with women groups in Rusinga and Mfangano islands of Nyanza province. The groups are involved in buying, processing and marketing of omena fish. Marketing is through Promasidor, an exporting company.
- The Ideal Business Links (IBL) supports commercialization of agronomic services to the avocado enterprise, covering pruning, grafting and pest management.
- The WMG Consultants are involved in fruit marketing and avocado oil processing.

1.5 Scope of Work

Purpose

The main purpose of this assignment was to assist the Kenya BDS recognize important gender issues and develop concrete baseline information related to the tree-fruit and the “Lake Victoria Fish” sub sectors. The baselines were to provide the program with a benchmark for tracking change.

Specific tasks

- a) Conduct a comprehensive assessment of gender issues in the Kenya BDS program. The assessment would identify gender constraints and opportunities at the household and institutional level, assess gender based division of labour, access to and control over resources and benefits and overall participation and representation of women in Kenya BDS intervention activities.
- b) Identify and *outline baseline data with regards to:*
 - Total target program participants disaggregated by sex (f/m) and age (adult/youth)
 - Division of labour disaggregated by type of labour, sex and age and length of time spent on an activity (by sex and age) and possible conflicts and/or synergies
 - Access to and control over productive resources disaggregated by sex and age
 - Access to control over benefits especially who markets, collects payment and controls income
 - Gender dynamics in mixed producer organisations disaggregated by sex, rules/requirements to be a member, level of representation in decision making organs by sex, age etc.
- c) Recommend strategies commensurate with issues identified: What can be done to better address gender imbalances in the program? Which among Kenya BDS previous strategies have worked well, is there need for change in strategy? What specific interventions are likely to increase balance in benefits for men and women (and the family as a whole) and are possible and practical within existing budget constraints?
- d) Develop a model M&E plan for tracking progress. This should include specific indicators to demonstrate change against the baseline.

CHAPTER 2: DESCRIPTION OF METHODOLOGY

This section describes the process and methodology used to identify gender issues and to develop gender baselines. These methods facilitated assessment of household gender relations, group gender dynamics, review of the KBDS gender strategy and its Monitoring and Evaluation framework. To fully engage the communities and institutions in this exercise, an interactive approach, which used a variety of methods, such as Key Informants and Focus Group Discussions (FGDs) was adopted.

2.1 Planning and Sampling

The gender assessment exercise benefited greatly from a review of relevant documents and consultations with the Kenya BDS and USAID. A sample of 18 farmer groups, contractors and field staff were the main sources of data. Two key considerations guided the selection of the sample. One, the need to capture the entire vertical continuum, from the management, field level business support and communities partnering with the program and two, maintaining a regional representation of both the Tree Fruits and the “Lake Victoria Fish” sub-sectors. Due to time constraint, mango activities in the Coastal Province and Machakos district were not included in the sample. While perhaps not much was lost by not covering Machakos because of its similarity with Makueni district, it is likely that some unique features were missed from the coastal region because of its unique social-cultural environment. The assessment sample is detailed hereunder:

a) Program sample:

Sub-sector	Province	District/Area	Contractor	Groups	Groups
Avocado	Central	Maragua/ Muthithi	Apex Consultants	Njora, Kahiti	2
		Kandara	Blue Rhino	Mutua	2
Mango	Eastern	Muranga/ Makuyu	Fineline	Mathengeta Ithanji	2
		Makueni	Fineline	Ndutini Kisau	2
Passion		Meru	Fineline	Marimi Bumwe	2
		Embu	Fineline	Kamugunda Kathunguriri	2
Lake Victoria Fish	Nyanza	Rusinga Island	Mwangaza	Nyachebe Kolunga Litare Kiumba	4
		Mfangano Island	Mwangaza	Mrongo Riziki	2
Total					18

b) Contractors and Service Providers

Contractor/Service provider	Commodity/Service
Ideal Business Link (IBL)	Commercialization of avocado technical services (pruning, grafting)
WMG Consultants Limited	Avocado oil processing
Blue Rhino Consultants	Avocado production and marketing-Kandara
Apex Consultants	Avocado production and marketing-Maragua
Fineline Consultants	Passion and Mango production and marketing-Meru, Embu, Muranga/Makuyu, Machakos, Makueni and Mpeketoni
Resource Mobilization Center (RMC), including SAGA and LARDEC	Mobilization of Resources and Savings-Nyanza province
Mwangaza Counseling Services	Omena marketing –Rusinga and Mfangano Islands.

2.2 Gender Concepts and Methods

2.2.1 Key Gender concepts:

- a) **Gender.** This is a social relationship between men and women, as defined by society. Because it is socially constructed, it varies within and between cultures and also over time.
- b) **Gender issues** refer to the asymmetrical relationship between men and women in the spheres of production, reproduction inside and outside the household. Analysis of this relationship focuses on division of labor, access to and control over resources, benefits and overall power relations.
- c) **A gender perspective** emphasizes that gender relations are socially constructed and not derived from nature or biology. Gender relations as social constructs are historically specific forms in a given society. Being socially constructed, these relations are neither necessarily nor obviously harmonious nor non-conflicting.
- d) **Gender mainstreaming.** At the program level, the process consciously analyzes for gender issues at all stages of program cycle, starting with the project identification, design, implementation and monitoring and evaluation. Gender issues identified are then built into the design of programs. At the institutional level, gender mainstreaming focuses on policies, programs, capacities, attitudes and practices.
- e) **Division of labor.**
Division of labor refers to the patterns of sharing work within households and communities. This is generally generated through asking questions: who does what, how much, where do they do it etc? There are three categories of work:
 - Reproductive work includes all work that sustains a household. It covers tasks such as cooking, cleaning, drawing water and firewood and child care, among others.

- Productive work. This kind of work brings in goods and services to the household and includes farming, businesses and employment. This is generally what is considered ‘work’ because it has tangible products.
- Community work. This is work done to provide goods and services for common good. It often includes work such as construction of roads, health facilities and schools, support provided during weddings and bereavement etc. This kind of work does not engage households on a day to day basis but when need arises.

f) **Access to and control over productive resources:**

- Access refers to a ‘user’ right. It means one can use a facility or service but has limited authority over it. Access is therefore a weak status and a commercial program of the level of the Kenya BDS would increase its risks if a large proportion of its clients only have ‘access’ to critical resources.
- Control is about power and authority. Those with power can withdraw access rights of others.
- Productive resources are those needed to generate goods and services. In case of agriculture, land, farm implements, skills and inputs are critical resources.

g) **Access to and control over benefits.**

These are benefits which accrue from work done. They might include food, money, skills and knowledge as well as status. When those who contribute to work fail to be remunerated, they often withdraw or reduce their inputs and this undermines overall project performance.

2.2.2 Data collection methods:

The assessment used a combination of methods to collect gender related data. These were (1) review of secondary data, (2) use of Harvard Framework of Analysis to analyze household gender relations and (3) use of checklists to assess institutional and staff gender capacity.

The tools and the process:

- a) The Harvard Framework of Analysis. The framework analyses gender relations with respect to different roles of men and women, focusing on reproductive, productive and community forms of work. Other components of analysis include access to and control over productive resources and benefits from work done. Groups used the tool to unravel household level relations. Men and women worked separately and then shared results with each other. This process generated animated discussions on the results and implications on household economy. In a number of areas, some men got ‘touched’ by the high level of disparities in workloads and power sharing within households and promised to do something about it.
- b) The daily calendar helps to establish the relative workloads for men and women, measured in the number of hours each of them works. Men and women did their calendars separately, each calendar starting when each group gets up and closing when

they go to bed. Each group filled in the tasks carried out during the non-sleeping period, including rest and leisure. The number of hours worked were then calculated and results shared.

- c) Key informant interviews. Using a set of questions, discussions were held with individuals such as representatives of contractors and field staff.
- d) Focus Group Discussions (FGDs) were held with farmer groups and committees. The discussions were guided by a set of questions prepared beforehand.
- e) Scoring was used to reflect relative levels of involvement of men and women in different activities. Using a score of 10, men, women, boys and girls-and in some cases workers-were accorded scores to reflect their participation.

2.2.3 Data collected

a) Data currently being captured for monitoring and evaluation

Program data regularly gathered by the contractors and by extension, the Kenya BDS, was reviewed to establish the level of gender disaggregation and aspects that could be improved, without placing undue burden on the system.

b) Gender relations at household level:

Analysis of household gender-relations covered division of labor, access to and control over resources and benefits. The process used the Harvard Framework of Analysis.

□ Division of labor

Labor was divided into three categories, reproductive, productive and community work. Productive work was further divided into (i) general farm work and (ii) work specific to relevant project sub-sector, such as the avocados, passion, mangoes and omena. The key questions were:

- Who does what work within households?
- How much of that work do they do?-using scoring method
- On an average day, when do men and women get up and go to bed and during the non-sleeping period, what work do they do and how long does this take?

□ Access and control over productive resources: key questions

- What resources are needed and are available to do the work?
- Who can use these resources freely?
- Who has the final authority over these resources?
- What are the implications of this pattern of sharing on performance of the program?

□ Access and control over benefits: key questions

- What benefits accrue from the work done?
- Who can use these benefits?
- Who has the final control over these benefits?
- What are the implications of this pattern of sharing on performance of the program?

c) Gender relations at group level: key questions

- History of the group
- Membership-male and female
- Rules and regulations
- Representation in leadership positions-male and female
- How groups have benefited from the project
- Gender issues in the group/area
- Strategies for addressing gender issues

d) Institutional information: key questions

- Importance attached to gender within organizations
- Kenya BDS gender requirements-as per contracts
- Gender capacity in organizations
- Gender issues in the Kenya BDS program areas
- How organizations have addressed gender issues
- Challenges in addressing gender issues
- Strategies suggested to more effectively address gender issues

e) Staff and service providers information –key questions

- Understanding of gender and expectation of the program with regard to gender
- Level of gender skills and capacity
- Gender issues prevalent in their areas of work
- Measures taken to address gender issues
- Challenges experienced in addressing gender
- Strategies to better address gender

2.2.4 Validity and strength of the results

Use of multiple data collection methods and diversity of sources enhanced the validity of the data collected. Information sought from all the 18 groups was almost the same and this provided a framework for cross-checking and clarifying issues. This form of triangulation created strong checks and balances.

3. FINDINGS

The results of this gender assessment revealed significant gender issues both at the program and institutional levels. These gender issues provided a basis for selecting a set of parameters for tracking performance. The issues were derived from gender relations in group membership, group management, scales of operation, sales, savings and household gender relations with regard to division of labor, access to and control over resources and benefits. Participation covered membership in groups and program staff.

3.1 Summary of gender issues

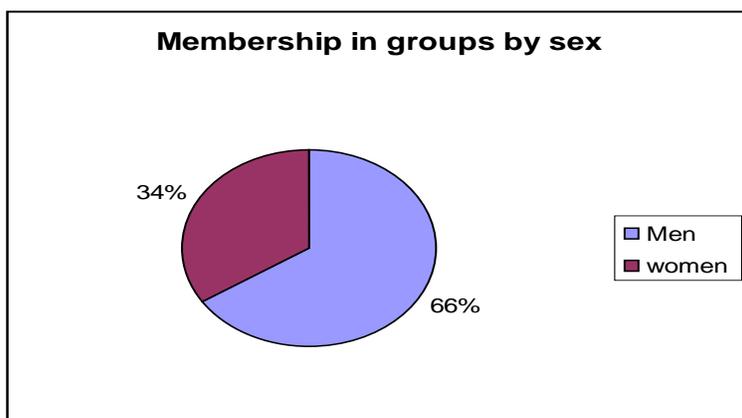
- a) With the exception of the Omena groups whose membership is almost wholly women, the proportion of women in all other groups is much smaller than men in all other sub-sectors. Their proportion is however slightly higher than the 30% target set by the Kenya BDS for its contractors.
- b) Women's representation in the management of their groups varied between regions and sub-sectors. The lowest proportion was in the avocado and mango growing areas of central and Eastern Kenya-20% and 22% respectively. The highest proportion was in the passion fruit areas of Meru and Embu and the Mpeketoni mango area.
- c) On average women's operations are much smaller than those of men and consequently, women's sales are proportionately much lower than those of men.
- d) Women have responded very positively to the savings initiative supported by the Kenya BDS through the Resource Mobilization Center. Their savings are however much smaller-and more short-term- relative to those of men.
- e) Women have excessive heavy workloads compared to men due to their multiple roles-reproductive, productive and community work. Such workloads interfere with women's ability to actively participate in program activities.
- f) Women's access to and control over productive resources and benefits are much lower than those of men.
- g) While the Kenya BDS has made conscious effort to capture some gender issues, there is great potential for broadening the parameters. Currently, the emphasis is on participation of men and women in groups.
- h) Gender capacity of program contractors was found inadequate. While the organizations recognize relevance and importance of gender mainstreaming, their institutional capacities remain low.

3.2 Group membership by sex

The Kenya BDS gender strategy, requiring its contractors ensure at least 30% women participation in groups, has borne fruit as currently 34 percent of the group membership consists of women. The high level of participation of women in Mpeketoni groups (Coast province) was quite a surprise and so was the membership of men in the omena groups (albeit small) considering that omena is traditionally a women's enterprise.

Membership by Sex: Avocado, mangoes and passion

Sub-sector	Contractor	Total membership	Men	Women
Avocado-oil processing	WMG	2884	1971 (68.3%)	913 (31.7%)
Avocado-Maragua	APEX Consultants	1007	632 (62.8%)	375 (37.2%)
Avocado-Kandara-EAGA	Blue Rhino	1430	1025 (71.7%)	405 (28.3%)
Avocado-Kandara-KHE	Blue Rhino	559	338 (60.5%)	221(39.5%)
Passion-Embu and Meru	Fineline	1718	1207 (70.3%)	511 (29.7%)
Mangoes-Eastern Province	Fineline	3853	2633 (68.3%)	1220 (31.7%)
Mangoes-Mpeketoni	Fineline	1022	607 (59.4%)	415 (40.6%)
Lake Victoria Fish-Omena-Rusinga &Mfangano Islands	Mwangaza	330	10 (3%)	320 (97%)
		12,803	8423 (66%)	4380 (34%)



3.3 Membership by Age

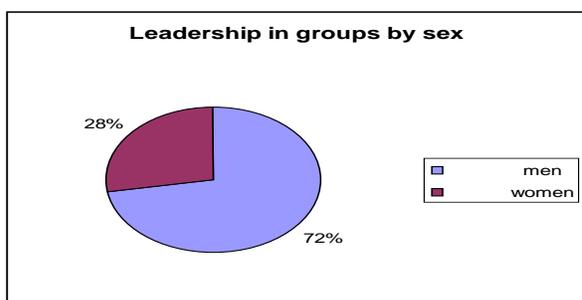
There are hardly any young people (18-24 years) in the farmer groups. As indicated elsewhere in this report, at this age, the youth lack the resources, such as land and capital to engage in these kinds of activities. A small proportion of the youth has however benefited from increased paid work generated by the program in areas of pruning, grafting, picking and transportation of fruit to collection centers.

3.4 Participation in management of groups by sex

Women's levels of participation in the management of their groups is proportionately much lower than that of men and with the exception of the avocado groups under the East African Growers Association (EAGA), the proportions are much lower than their membership.

Leadership in groups by sex

Commodity	Location	Membership		Representation in management	
		Men	Women	Men	Women
Avocado-Apex	Maragua	632 (62.8%)	375 (37.2%)	84 (77.8%)	24 (22.2%)
Avocado-Blue Rhino-EAGA	Kandara	1025 (71.7%)	405 (28.3%)	191(68.2%)	89 (31.8%)
Avocado-Blue Rhino-KHE	Kandara	338 (60.5%)	221 (39.5%)	69 (65.7%)	36 (34.3%)
Mangoes- Fineline	Central and Eastern	2633 (68.3%)	1220 (31.7%)	194 (74.6%)	66 (25.4%)
Mangoes- Fineline	Mpeketoni	607 (59.4%)	415 (40.6%)	110 (68.7%)	50 (31.3%)
Passion- Fineline	Embu & Meru	1207 (70.3%)	511 (29.7%)	206 (73.8%)	73 (26.2%)
Avocado processing- WMG	Central-Thika	7389 (65%)	3969 (35%)	66 (75.9%)	21 (24.1%)
Omena- Mwangaza	Rusinga &Mfangano Is.	10 (3%)	320 (97%)	0%	100%



Women's under-representation could be associated with the following:

- Women's lack the time to participate in leadership and management of their groups. Unfortunately, many men perceive this as women's lack of interest in these kinds of roles. Some level of gender awareness could diffuse these misconceptions and rally support for women.
- Women's socialization does not prepare them for these kinds of positions. Society labels men as leaders.
- Instances of men's resistance to women's participation in management of groups. For example, in the Beach Management Units (BMUs) of Lake Victoria, men were said to collude to keep women away from these powerful and well-resourced groups. The groups manage substantial amounts of money from fish-related levies.

3.5 Staff and service providers

Contractors have own staff in the field to ensure quick response to farmers' needs. In addition, some contractors have identified and trained local level service providers who are contracted by farmers to undertake specialized tasks such as pruning, spraying, grafting and other aspects of agronomy. While contractors have made effort to recruit and train both women and men, the proportion of women stands at only 32.1%.

Contractors	Commodity	Service providers		Staff	
		Men	Women	Men	Women
APEX Consultants	Avocado-Maragua	8	1	1	2
Blue Rhino	Avocado-Kandara	4	0	3	0
Fineline	Passion-Embu & Meru ¹	N/A	NA	6	1
Fineline	Mangoes-Central & Eastern	N/A	NA	5	1
Mangoes	Mpeketoni	N/A	NA	3	1
Ideal Business Link (IBL)-Makueni ²	Central, Makueni	NA	NA	5	5
WMG Consultants	Avocado processing	NA	Na	12	8
Mwangaza	Omena processing and selling	NA	NA	3	0
Total		12 (92.3%)	1 (7.7%)	38 (67.9%)	18 (32.1%)

3.6 Commodity Sales

Preliminary analysis shows that on the whole, men are making more money from the project than women. For example, the March 2006 avocado sales for Kandara indicate that although men constitute 72% of group membership, their sales amounted to 82% of the total. While the difference might not appear very significant, the important message here is

¹Process of training service providers in process

² IBL is responsible for training the service providers based in the field

that there might be factors that are holding women's productivity down and which need to be investigated since part of the success of this program hinges on productivity and quality of the products.

Avocado sales for men and women-Kandara, March 2006

Group Name	Membership		Income		
	Men	Women	Total Sale Incomes	Total sale income to men	Total Sale Incomes to women
Kiawambutu A	19	4	29,017.50	16,477.50	2,540.00
Kiawambutu B	17	11	24,873.00	22,073.00	2,800.00
Kiawambutu C	29	7	3,811.50	3461.50	350.00
Mithiga	17	6	35,536.00	30,286.00	5,250.00
Riagitua	21	7	12,346.50	10,246.50	2,100.00
Ngirima	15	3	5,656.00	5236.00	420.00
Kariaini	28	8	49,004.00	36,754.00	3,250.00
Mugaaini	15	3	15,578.50	15,578.750	0.00
Gitige	20	8	30,613.00	28,863.00	1,750.00
Gitai	18	16	11,014.50	9814.50	1,200.00
Mathuri	12	9	2,637.60	1507.20	1,130.40
Total	211 (72%)	82 (28%)	220,088.10	180,297.95 (81.9%)	20,790.40 (18.1%)

Summary of Sales

Project	Men			Women		
	Sales-Ksh	# of men	Men-per capita	Sales-Ksh	# of women	Women-per capita
Avocado-Kandara	180,297.95	211	854.5	20,790.40	82	253.5
Avocado-Maragua	243,049	632	384.6	108,711.00	375	289.9
Embu/ Meru – Passion Fruit	Ksh 7 million	1207	580	4 million	511	782
Eastern/ Central – Mangoes	17 million	2633	7216	5 million	1220	4098
Mpeketoni – Mangoes	3.6 million	607	5931	2 million	415	4819
WMG ³	867,654	1971	440	410,017	913	449
Mwangaza		10		60,000	320	187.5

³ Based on May/June 2006

With the exception of passion fruit in Embu and Meru and Avocado processing groups under WMG, where women have a slightly higher per capita, and their sales were consistently lower than that of men in all the other areas.

3.7 Scales of operation

Land, trees and money are heavily controlled by men. Women who are members of groups fall into two categories, the single (widowed, never married) or those holding for their husbands. Although time was not enough to assess differences between scales of operation for women from male-headed and female-headed households, this is an important parameter to pursue with the aim of establishing whether there are unique constraints that might contribute to low productivity of the groups. Although the Kenya BDS might not manage to capture all the critical data, these dimensions are important. For example:

- Average number of trees/vines by male and female members
- Number of fruits per tree for male and female members
- Quality of fruits for male and female members (basing it on proportion of fruits rejected by exporter)

a) Scales of operation

Sub-sector	Sex/gender	Number of members	Number of trees/vines	Average No. of trees/vines
Avocado-Maragua	Male	729	5370	7.4
	Female	293	1780	6.0
Avocado-Kandara-EAGA	Male	1025	12131	11.8
	Female	405	4043	9.9
Avocado-Kandara-KHE	Male	338	3392	10.0
	Female	221	1293	5.9
Embu/ Meru – Passion Fruit	Male	1207	178,200	147.6
	Female	511	60,261	117.9
Eastern/ Central – Mangoes	Male	2633	242,500	92.1
	Female	1220	21,000	17.2
Mpeketoni – Mangoes	Male	607	14,643	24.1
	Female	415	2,500	6
WMG-Oil processing	Male	1971	14,290	7.3
	Female	913	5690	6.2

The biggest disparity in scales of operation for male and female members is in mangoes where for example in Eastern province, men have an average 92.1 trees against 17.2 trees for women. Passion fruit production reflects a lot more equity with men having an average of 147.6 against women's 117.9 vines. As part of the explanation, large trees such as the mango traditionally belong to men whereas culturally, men would have had limited involvement in passion fruit. Also important to note is that commercial production of passion fruit is fairly new in the area and the pattern of ownership and size might change with time.

3.8 Savings

Women have greatly benefited from the savings mobilization strategy of the Kenya BDS. The Resource Mobilization Center (RMC), working with a financial services provider, SAGA in Kisumu, has mobilized women into saving activities. Currently, 68-89% of short-term account holders in SAGA are women. The figure however dwindles to 22% on long-term fixed accounts where men dominate. This points to the need for a strategy that will over time get women to join the long-term saving system. Short-term savings are often used for consumption and not for acquisition and accumulation of assets.

Savings by Fishermen (Through SAGA)-Lake Region

<i>Type of saving</i>	<i>Clients</i>			<i>Amount saved</i>				
	<i>Female</i>	<i>Male</i>	<i>Total</i>	<i>%women savers</i>	<i>Female</i>	<i>Male</i>	<i>Total</i>	<i>% women</i>
Hatua	302	139	441	68	9,390,106	4,319,654	13,709,760	68%
Biashara	2931	1349	4280	68	6,244,420	2,872,570	9,116,900	68%
Toto	8	1	9	89	203,108	25,388	228,496	89%
Shares	4291	2689	6980	61	12,764,416	5,871,911	18,636,327	68%
FDR (account ya muda) ⁴	14	4	18	78	211,200	739,200	950,400	22%
Total	7547	4181	11,728	64%	28,813,249	13,828,724	42,641,973	

Source: SAGA micro-finance-Kisumu (2005)

3.9 Institutional Gender Issues: Strategies and Capacities

As indicated earlier, USAID Gender strategy expects all programs to mainstream gender in all technical and social aspects. The policy is grounded on the conviction that ignoring gender undermines productivity and sustainability. Gender constraints identified through gender analysis are then built into program design and addressed alongside all other technical aspects. To track changes resulting from development investment, the policy lays out performance indicators. For example, the Strategic Objective 07, which focuses on

⁴ Fixed Deposit Account

‘increasing rural household incomes’ stipulates that the percentage income changes in rural households should be disaggregated by sub-sector, zones and head of households.

3.9.1 The Kenya BDS Gender Strategy

The S07 indicators expect the Kenya BDS to disaggregate its results by (i) financial or non-financial (ii) sub-sectors (commodity); (iii) gender. The unit measure is the number of Micro and Small Enterprises (MSEs). To in part respond to this requirement, the Kenya BDS has built in a strategy in its tendering system to ensure that contractors explicitly seek out women and ensure that at least 30% of the membership are women. The review however notes that the weight assigned to the gender component in the tendering process (5%) is rather low and this assessment recommends a review and a raise to least 15%. The strategy also needs to consider broadening beyond membership, to include other aspects such as sales, scale of operation etc. Below is a sample of the Kenya BDS tender evaluation framework.

Tender evaluation:

Evaluation Criteria	Score
Technical Approach & Methodology <ul style="list-style-type: none"> ▪ Proposal demonstrates a clear understanding of the given sub-sector, as well as the constraints and challenges to growth faced by MSE’s ▪ Clearly defined intervention activities to address the business service market gap and/or failure, with a direct impact on increasing the productivity and competitiveness of the sub-sector ▪ Well defined sustainability plan for intervention and exit strategy ▪ Proposed targets maximize program impact at the level of the micro enterprise client, the BDS providers, and the market 	40%
Technical experience of the proposed individuals to conduct intervention or activity	15%
Relevance of the firm or organization’s core capability/skills base to service request, and capacity to implement or manage the selected intervention and funds awarded	15%
Budget Justification, Cost Realism and/or Cost-Sharing Contribution	20%
Evidence that the proposed intervention takes the necessary steps towards minimizing any foreseeable negative impact on the biophysical environment	5%
Evidence that the proposed intervention encourages the participation of women MSEs in the sector	5%

3.9.2 Program Contractors

a) Overall capacity:

The main contractors for the KBDS are companies with interest and focus on business development. Although the heads of the organizations recognize the importance and value of gender mainstreaming, gender is not a very central theme in their work. They however recognize that results improve when women are involved.

*When you want to hear what needs to be done, talk to men
but when you want things done, engage women.*

Beth Mwangi -IDEAL

b) Gender mainstreaming strategies used contractors

- Meeting women in groups and encouraging them to participate in program activities
- Appealing to men to bring their wives during meetings

c) Staff capacity

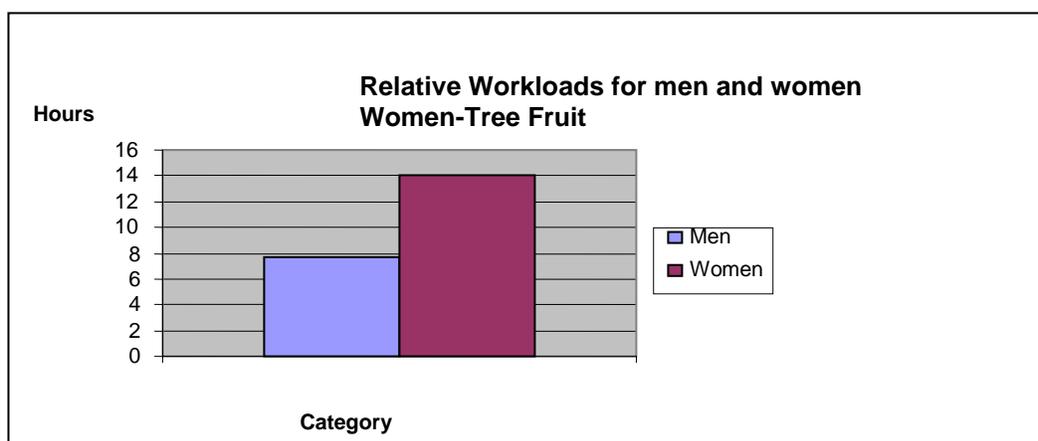
Staff in the field consists of young men and women working hard to achieve targets. They however have limited gender knowledge and skills although there were variations between sub-sectors. For example, the Lake Region Development Consultants (LARDEC) and SAGA (financial services) appeared to be slightly ahead in terms of understanding and application of gender.

3.10 Household Gender Issues

3.10.1 Heavy workloads for women

The results reflect the traditional demarcation of roles for men, women, boys and girls. Women and their daughters are almost wholly responsible for reproductive tasks (from cooking to childcare) while men and women participate in productive and community work, albeit at different levels. Work on commercial Tree Fruits, such as the avocado, passion and in some cases mango, is mostly undertaken by men and workers. This is however different in Makueni where women membership is larger than that of men. The reason given for this departure is that men consider the enterprise too small for meaningful economic returns (mango trees too few).

Group and location	Commodity	Daily Hours of Work	
		Men	Women
Kiahiti-Maragwa	Avocado	7.5	17
Njora	Avocado	10.0	14
Karinga &	Avocado	7.0	11
Thika Ridge	Avocado	7.0	13
Mathengeta-Murang'a	Mango	6.0	15.5
Ithanji-Makuyu	Mango	6.5	14.5
Ndituni—Makueni	Mango	7.5	14
Kisau-Makueni	Mango	6.5	14.5
Meru-Marimi Matunda	Passion	8.0	13.0
Embu-Kithunguriri	Passion	11.5	13.5
Total		77.5	140.0
Average hours per day		7.75	14.0



Daily Calendar: Lake Victoria Fish (non-fishing season)

Although what is reflected here is referred to as the ‘non-fishing’ season, the assessment did establish that only a few men are involved in actual fishing since households with fishing gear engage fishing crews which go to the lake. The workloads reflected here are therefore more likely the norm.

Area	Commodity	None Fishing Season	
		Men	Women
Nyachebe Faulu-Rusinga	Omena	9	12
Kolunga-Rusinga	Omena	8.5	15.5
Mrongo-Mfangano	Omena	9	15
Total		26.5	42.5
Average		8.8	14.1

As reflected in the analysis of workloads, time is a major constraint for women’s effective participation. One way of releasing women from this burden is to get others in the household-men and the youth-to take over some of the roles that keep women busy. Contractors have recognized this concern as reflected hereunder:

Although we do not capture data on attendance by gender, generally, women are either late or ever in a hurry to leave after the closure of meetings. We therefore have to be on time and keep the meetings short-45 minutes to 1 hour only. When we need to take longer, we have to give prior notice to allow the members organize themselves in advance.

Rose Mwaniki, Blue Rhino (contractor)

3.10.2 Overall household gender relations

To illustrate these gender relations, the Mathengeta Mango group in Murang'a is used as an example. In interpreting these scores, it is important to recognize that the scores do not show exactly how much each member does, rather they reflect the relative role assignment. Community work for example, only gets done once in a while unlike reproductive and productive work.

a) Roles and Responsibilities: Example: Mathengata Mango Group

Reproductive Work

#	Type of work	Male Adult	Female Adult	Male Child	Female Child
1.	Cooking	0	5	2	3
2.	Drawing water	0	5	1	4
3.	Washing utensils	0	4	0	6
4.	Fetching firewood	0	6	0	4
5.	Childcare	0	8	0	2
	Total	0	28	3	19

Productive Work

#	TYPE OF WORK	Male Adult	Female Adult	Male Child	Female Child
1.	Digging	5	3	1	1
2.	Planting	1	9	0	0
3.	Weeding	3	5	1	1
4.	Carrying and applying manure	6	2	1	1
5.	Harvesting	8	2	0	0
6.	Preparation and storage of food	8	2	0	0
7.	Fetching fodder	6	2	1	1
8.	Fetching water for animals	2	6	1	1
9.	Milking	2	8	0	0
10.	Spraying animals	7	3	0	0
	Total	48	42	5	5

□ Productive work- the Mango enterprise

#	Type of work	Male Adult	Female Adult	Male Child	Female Child	Worker
1.	Digging	4	2	0.5	0.5	3
2.	Making holes	4	1	1	1	3
3.	Manure application	5	2	0.5	0.5	2
4.	Planting	5	3	0	0	2
5.	Grafting	9	0	0	0	1

6.	Spraying	7	1	0	0	2
7.	Pruning	8	1	0	0	1
8.	Picking	7	2	0	0	1
9.	Packing	7	2	0	0	1
10.	Transportation	2	6	0	0	2
	Total	58	20	2	2	18

□ **Community Work**

#	Type of work	Male Adult	Female Adult	Male Child	Female Child
1.	Water drainage structures	8	2	0	0
2.	Funerals	4	5	1	0
3.	Weddings	4	4	1	1
4.	Barazas	7	3	0	0
	Total	23⁵	14	2	1

□ **Summary**

Type of work	Men	Women	Boys	Girls	Workers
Reproductive	0	28	3	19	
Productive	48	42	5	5	
Program enterprise (mango)	58 ⁶	20	2	2	18
Community	23	14	2	1	
Total	129	104	12	27	17

b) Women's limited control over productive resources

Land, trees, money, fishing gear, time and training are key inputs to productive engagement of men and women in these commercial enterprises. While access is not a big problem in many of these (except fishing gear, time, money), a large part of control over these resources is with the men. This lack of control can in part contribute to women's low level of participation.

⁵ Community work is undertaken once in a while and these scores do not reflect overall workloads. Shows relative involvement when work gets done.

⁶ Men are heavily involved in the new commercial enterprises

<i>Group</i>	<i>Control (%)</i>		<i>Control (%)</i>		<i>Control (%)</i>		<i>Control (%)</i>	
	<i>Money</i>		<i>Land</i>		<i>Boats</i>		<i>Fishing Nets</i>	
	<i>men</i>	<i>Women</i>	<i>men</i>	<i>women</i>	<i>men</i>	<i>women</i>	<i>men</i>	<i>women</i>
Njora-Avocado (Maragua)	70	30	60%	40%	NA	NA	NA	NA
Mathengeta-Mangoes	70	30	60	40	NA	NA	NA	NA
Kisau-Mangoes	90	10	60	40	NA	NA	NA	NA
Embu-Passion	60	40	60	40	NA	NA	NA	NA
Nyachebe Beach	50	50	10	0	10	0	10	0
Mrongo Beach	60	40	10	0	9	1	8	2

c) Levels of access to and control over benefits

□ General

The general analysis revealed different levels of control over benefits. Men were found to have significantly higher levels of control over money, the fishing gear and training opportunities. This kind of control results in under remuneration of those who have contributed heavily to production, subsequently reducing their commitment and willingness to contribute labor in future.

<i>Group</i>	<i>Money</i>		<i>Land</i>		<i>Boats and Nets</i>	
	<i>men</i>	<i>women</i>	<i>Men</i>	<i>women</i>	<i>men</i>	<i>women</i>
Njora-Maragwa-Avocado	6	4	7	3	NA	NA
Kiahiti-Maragwa-Avocado	7	3	7	3	NA	NA
Kisau-Makueni-Mango	9	1			NA	NA
Nyachebe	6	4	10	0	10	0
	28	12	24	6	10	0

d) Gender relations in tree-fruit enterprises

With the exception of Makueni, men appear to have dominated the Tree Fruit enterprises, such as the avocado, the mango and the passion. In Makueni, men's limited interest is explained by the fact that the enterprise is small and not economically very attractive. This relationship has had differential impacts on men and women as discussed below. This notwithstanding, there are many cases where increased income in the households, particularly with the passion fruit, appears to have resulted in social and economic improvements.

Increased income from the passion fruit, which is paid out every fortnight, has improved family relations as people have food and are better clothed. Spouses work out budgets together.

In my family, we are saving to drill a borehole to help with irrigation of passion fruit. From the passion fruit income, I have been able to buy a mobile phone and a dairy cow. We are now able to pay school fees for our children who are in High School.

Harrison Njue Nthanju, Kathunguriri (Passion Fruit)-Embu

3.11 Monitoring & Evaluation Tracking Sheet

Name of Contractor								
Contract Number:								
Period of Report								
Date of Report								
				Actual Results				
Indicators	Description	Activities	Annual Targets	Month 1 Jan04	Month 2 Feb04	Month 3 Mar 04	Quarter Total	Year To Date
Total number of MSEs accessing commercial business services (Dis-aggregate by gender)	Total number of MSE's accessing program-assisted commercial business services refer to those services that are un-subsided or provided on an operational cost-recovery basis A micro-enterprise is defined as a venture with less than 10 employees while a small enterprise refers to a venture employing more than ten but less than 50 persons "Accessing" refers to a transaction-based relationship, either for fee or embedded within a commercial arrangement	1. Activity 1	M	M	M	M	M	M
		2. Activity 2	F	F	F	F	F	F
		3. Activity 3						
		4. Activity 4						
		5.						
			Total	Total	Total	Total	Total	Total
Total number of business service providers participating in the BDS Program target areas (Dis-aggregate by type of business service)	A business service provider is any entity providing a business development service in a commercial (unsubsidized) manner This term may include, but not limited to individual consultants, universities, private sector consulting firms, extension agents, processors, input suppliers, lead firms, etc The numbers in this category should be those of BSP's providing business services commercially	1. Activity 1	BS1	BS1	BS1	BS1	BS1	BS1
		2. Activity 2	BS2	BS2	BS2	BS2	BS2	BS2
		3. Activity 3	BS3	BS3	BS3	BS3	BS3	BS3
		4. Activity 4						
		5.						
			Total	Total	Total	Total	Total	Total
			** (Provide description as below)					

				Actual Results				
Indicators	Description	Activities	Annual Targets	Month 1 Jan04	Month 2 Feb04	Month 3 Mar 04	Quarter Total	Year To Date
Total number of MSEs aware of program assisted business services	Measures the total number of micro- and small-enterprises aware of program assisted business services	1. Activity 1 2. Activity 2 3. Activity 3 4. Activity 4 5.						
Total number of MSE producers linked with the commercial market (Dis-aggregate by gender)	Measures the total number of micro- and small-enterprises that have been integrated into the commercial market through forward and backwards linkages in each sub sector	1. Activity 1 2. Activity 2 3. Activity 3 4. Activity 4 5.	M F Total	M F Total	M F Total	M F Total	M F Total	M F Total
Different Business Services Provided by BSP's participating in the program	1. Service 1 (Indicate how many BSPs 2. Service 2 (Indicate how many BSPs 3.							

Note: All figures are presented as cumulative

Approved By _____

Signature & Organization Stamp _____

4. GENDER IMBALANCES: IMPLICATIONS AND STRATEGIES TO ADDRESS THEM

The gender imbalances identified during this assessment in different sub-sectors can and do affect program performance.

4.1 Implications on program performance

b) Gender-related constraints lower productivity

- In nearly all cases, women were found to be operating at much lower level than men for a variety of reasons, including limited access to resources. Small operations will continue to hold overall production down. This is illustrated by the example below:

- Evidence from Kenya suggests that men's gross value of output per hectare is 8 percent higher than women's. However, if women had the same human capital endowments and used the same amounts of factors and inputs as men, the value of their output would increase by some 22 percent. If these results held true in SSA as a whole, simply raising the productivity of women to the same level as men could increase total production by 10 to 15 percent (Saito et al. 1994).

Better Access to Production Inputs Increases Women's Productivity		
Experiments with Foodcrop Farmers in Kenya. 1990		Increase in yield
1.	Effects of giving female farmer men's age, education and input levels	22%
2.	Effects of increasing land area to male farmers' levels	10.5%
3.	Effects of increasing fertilizer to male farmers' levels	1.6%
Source: Saito et al. 1992.		

- Limited control over benefits of work done lowers productivity when those who have contributed lack the motivation to continue doing so. This can be illustrated by work done elsewhere:

- A study of the SEMRY rice project in the Cameroon found evidence of household production decisions that led to sub-optimal production and failure to maximize income. In Cameroon, men and women had their individual rice fields. Women were however expected to contribute labor to the fields owned by their husbands. In this project, the women's willingness to contribute labor to rice production depended on their being compensated significantly above what they could earn from low-return subsistence crops (adapted from Blackden and Bhanu, 1986).

▪ Work done by Kabutha (1998) in the Awendo Sugar growing area of Homa Bay District confirmed the same. In this area, men are contracted to produce sugar cane for the local Sugar Company, the SONY Sugar Company. The entire family works on the farm expecting to benefit from the money paid out by the company once the cane is harvested. In many cases, men, once paid, go away from home and only return when all is spent. The result is that family members redirect their labor towards activities that directly benefit them such as paid labor.

- Women's heavy workloads make it difficult for them to effectively participate in project activities, including training. Their inadequate participation could lead to lower levels of knowledge, skills which can undermine productivity.

▪ Ongaro (1990), in general associated extension education with output, producing increases of 7-18 percent. Inadequate extension education has been shown to impact negatively on productivity. Mook (1973, 1976), measured maize output from a sample of 152 households headed by women. The results showed that when factors of production (selected as credit, fertilizer, fertile soils) were controlled, women produced 7% more than men but 4% less when women had less access to these production resources. Because in nearly all cases women have less access to these factors, overall production suffers.

4.2 Potential implications of gender imbalances on the status of women

c) Potential loss of income:

- Prior to this program, women in avocado and mango producing areas made some money from sale of avocados and mangoes. This however stopped with regularization of the avocado market. If women fail to adequately benefit from income from the fruits, their economic situation is likely to worsen in the midst of plenty. For example, in Kandara where the avocado is well developed, one woman reported that when the husband received payment from the sales, he only bought her kilogram of meat (US 2.00) despite her significant contribution.
- Increased workloads due to commercialization of the fruits might mean that women give up some of the income generating activities they were involved in prior to the project. If this 'loss' is not compensated through increased income from commercialization of the fruit, women could then be worse off than before.

b) Social problems

- If not well planned for, more money in the hands of one individual, significantly men, can lead to wasteful forms of spending and disruption of families
- Limited access to productive resources such as capital can lead to exploitation. Although not wholly a resource issue, women engaged in omena trade have been denied fish until they submit to fishermen's sexual demands (some cases even

when they have money to buy fish). Lack of resources adds to women's vulnerability.

4.3 Proposals for addressing gender issues

- a) Increasing weight on gender within the Kenya BDS tendering process by raising the score for gender from the current 5% to about 15 percent of overall score.
- b) Engendering the key program parameters to track change. At a minimum, it is recommended that the Kenya BDS tracks by sex, membership, participation in management of groups, scales of operation and sales. This will make visible key issues that require attention.

	Component	Indicators/data sets
1.	Group membership-men and women	<ul style="list-style-type: none"> • Male and female members • Female members-by marital status
2.	Participation in group management	<ul style="list-style-type: none"> • Positions of leadership by male and female members
3.	Staff and service providers	<ul style="list-style-type: none"> • Numbers of male and female staff and service providers
4.	Sales/incomes	<ul style="list-style-type: none"> • Sales/income for men and women
5.	Scale of operations	<ul style="list-style-type: none"> • Average number of trees/vines by male and female

- c) Building gender capacities of contractors and staff will improve knowledge and skills to mainstream gender at field level.
- d) Gender awareness at local and group levels to begin to change attitudes and by extension, the gender disparities prevalent in most of the program areas. Gender awareness, with a major focus on men and families has been found to result in significant attitudinal change.

5. CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

- a) Conscious effort by the Kenya BDS to enhance women's participation in the program has been acknowledged. The contractors have exceeded the target of 30% women's participation.
- b) Significant gender imbalances exist in the program areas. They include heavy workloads for women and their limited access to resources and benefits. These disparities have the potential to constrain program performance and also to negatively affect women's socio-economic status. Both are important from human rights and economic perspectives. In summary, the main areas of concern are:
 - Women's under-representation in the management of farmer groups, with potential to have issues that affect them not given high priority
 - Women's low scales of operation
 - Women's low sales/income
 - Women's possible 'loss' of income resulting from commercialization of fruits such as the avocado and the mangoes over which men have developed great interest.
 - Women's heavy workloads for women
 - Women's limited control over resources and benefits
- c) The Kenya BDS has made effort to generate gender disaggregated data, particularly on group membership. It is however possible to capture a lot more parameters such as scale of operations, income, and participation in training etc by gender of household head, using current sources, but which require a data analysis package to organize..
- d) Gender capacity of contractors and the staff working with the Kenya BDS was found to be inadequate. While a few have previously been exposed to gender through training, many lack basic gender skills and knowledge.
- e) Participation of the youth in production and marketing groups is almost non-existent. The youth here are defined as those 18-24 years. These young people lack necessary resources to meaningfully engage in project activities, a situation that could be traced to the unwillingness of parents to let go some of the family resources. Some departure was however noted in the passion growing areas of Embu and Meru, where a few youth were found in the groups.

It is however important to report that a few young people are beginning to benefit from project-related work in areas of pruning, grafting, spraying and other agronomic practices. The farmers also engage them during harvesting and transportation.

5.2 Recommendations:

The recommendations made here are based on the results and conclusions of this assessment.

1. Strengthening the Kenya BDS Gender Strategy

In order to bring on board contractors with a strong gender orientation, it is recommended that the gender tender system raises the gender scoring from 5% to 15%. Concurrently, it is important for the Kenya BDS to provide some financial resources for gender capacity building, even after the tenders are awarded.

3. Engendering the Kenya BDS Monitoring and Evaluation framework

On the basis of the results but fully cognizant of the short period remaining for this project and capacities of contractors, it is recommended that the Kenya BDS adopts an M&E framework that, at a minimum, captures the following gender-based parameters.

Component	Indicators/data sets
Group membership-men and women	<ul style="list-style-type: none">• Male and female members• Female members-by marital status
Participation in group management	<ul style="list-style-type: none">• Positions of leadership held by male and female
Staff and service providers	<ul style="list-style-type: none">• Numbers of male and female staff and service providers
Sales/incomes	<ul style="list-style-type: none">• Sales/incomes for men and women
Scales of operations	<ul style="list-style-type: none">• Average number of trees and vines• Average size of omena businesses-volumes purchased and sold, number of drying racks etc

3. Capacity Building –Contractors and Service Providers

In order to begin to address imbalances on workloads, control over resources, benefits and overall power relations, the following is recommended:

- d) That the Kenya BDS provides some resources to support training of field staff and service providers on gender because these groups have a great opportunity to influence household level gender relations within the groups and by extension, the broader community. Training service providers is particularly significant since they are local people and therefore likely to remain in the project areas for a long time.
- e) That the field level staff and service providers take on the responsibility for gender awareness in the course of their day to day work as this has the potential to begin to change gender attitudes and practices, particularly when it targets men and uses a ‘household economy’ rationale for gender. Through this process, it is possible to get men to do more work than is currently the case and to release resources and benefits for women and other members of the household, particularly the youth.

- f) That the Kenya BDS, in partnership with the Department of Fisheries, develop a strategy to address the issue of 'Sex for Fish' that is currently frustrating the omena women groups who have had difficulties buying fish even when they have money because the fishermen demand sexual favors in return. The Beach Management Units (BMUs) are an important partner.

4. Engagement of the youth.

While this is an issue that the Kenya BDS might not manage to address directly, it is an issue that can be included in the local level gender awareness creation.

Appendices

Annex 1: Field Program

1.1 Avocado sub-sector:

	Date	Location	Time	Activity and Location
1.	6 April <i>Thursday</i>	Kandara	9.00-4:40 PM	Producer Groups <ul style="list-style-type: none"> ● Avocado KHE producer groups (2 group)-Kandara ● Staff/service providers
2.	7 April <i>Friday</i>	Maragua	9:00-4:30	<ul style="list-style-type: none"> ● Producer Group InduFarm (1) ● Processor Group (1) ● Staff and service providers
3.	8 April <i>Saturday</i>	Nairobi	9:00-4:30	Contractors <ul style="list-style-type: none"> ● IBL-Beth Mwangi ● Christine Guchu ● Apex (InduFarm)-Lucy Waweru ● Rose Mwaniki-Blue Rhino ● Kamau Kabucho-Fineline

1.2: Lake Victoria Fish Project

	Dates	Location	Time	Activity and Location
1.	10 April <i>Monday</i>	Mbita/Rusinga	7.45 AM	Leave for Kisumu (Air)
			12:00 Noon	Courtesy call on Suba DC and District Fisheries Officer
		Mbita/Rusinga	2:00-6:00 PM	Meetings with: <ul style="list-style-type: none"> ● Nyachebe women group-Rusinga ● Beach Management Unit-Nyachebe Beach
2.	11 April <i>Tuesday</i>	Mfangano Island	7:30-4:00 PM	<ul style="list-style-type: none"> ● Travel to Mfangano Island ● Meetings with: <ul style="list-style-type: none"> ○ Riziki Group & the Yokia BMU ○ Mrongo women group-& Mrongo BMU ● Meet with Mwangaza (Judith)

3.	12 April <i>Wednesday</i>	Rusinga Island	8:30-5:00 PM	<ul style="list-style-type: none"> ● Rusinga Island –Kolunga women group &BMU ● Meet with Fisher Folk-Coop-mainly men –Kiumba Cooperative ● Meet with Service Providers-Field Extension
4.	13 April <i>Thursday</i>	Kisumu	9:00-4:00 PM	<p>Travel to Kisumu and hold meetings with:</p> <ul style="list-style-type: none"> ● SAGA -(Peres Oyugi)-MFI ● Lardec (consultants) ● Leave for Nairobi

1.3: Passion Fruit-Embu and Meru-2 Days

	Dates	Location	Time	Activity and Location
1.	17 April <i>Monday</i>	Meru	3:00 PM	Leave for Meru
2.	18 April <i>Tuesday</i>	Meru	8:30-5:00 PM	<p>Meru</p> <ul style="list-style-type: none"> ● Passion fruit producers (2) ● Staff ● Travel to Embu
3.	19 April <i>Wednesday</i>	Embu	8:30-4:30 PM	<p>Embu</p> <ul style="list-style-type: none"> ● Passion fruit producers (2) ● Meet with staff ● Spend night in Embu

Annex 2: People/Groups Met

<u>Organization</u>	<u>Individuals</u>	<u>Position</u>
Kenya BDS	Phares Ratego	
USAID	Beatrice Wamalwa	
Blue Rhino	Rose Mwaniki	Chief Executive
Blue Rhino	John Njiru	Field Coordinator
Blue Rhino	Francis Mwaura	Field
Fineline	Kimotho	Program Manager
Fineline	Naomi Mwangi	Embu/Meru Coordinator
Fineline	Benson Mwangi Karanja	Field
Apex	Lucy	Chief Executive
Apex	Mercy Mutema	Field
Apex	Alfred Maina	Field
Apex	Esther Wanjiru	Field
Ideal Business Link	Beth Mwangi	Chief Executive
Mwangaza	Judith Ogolla	Field Officer
LARDEC	Mr. Ouma	Consultant
SAGA	Peris Oyugi	Banker
WMG	Christine Guchu	Chief Executive Officer
Administration-Suba	Mr. Imbwaga	District Commissioner
Administration-Suba	Aggrey Ogolla	District Fisheries Officer