

Nike Foundation



USAID
FROM THE AMERICAN PEOPLE

Value Girls Program

*Incorporating Gender Analysis into a Value
Chain Assessment in Lake Victoria*



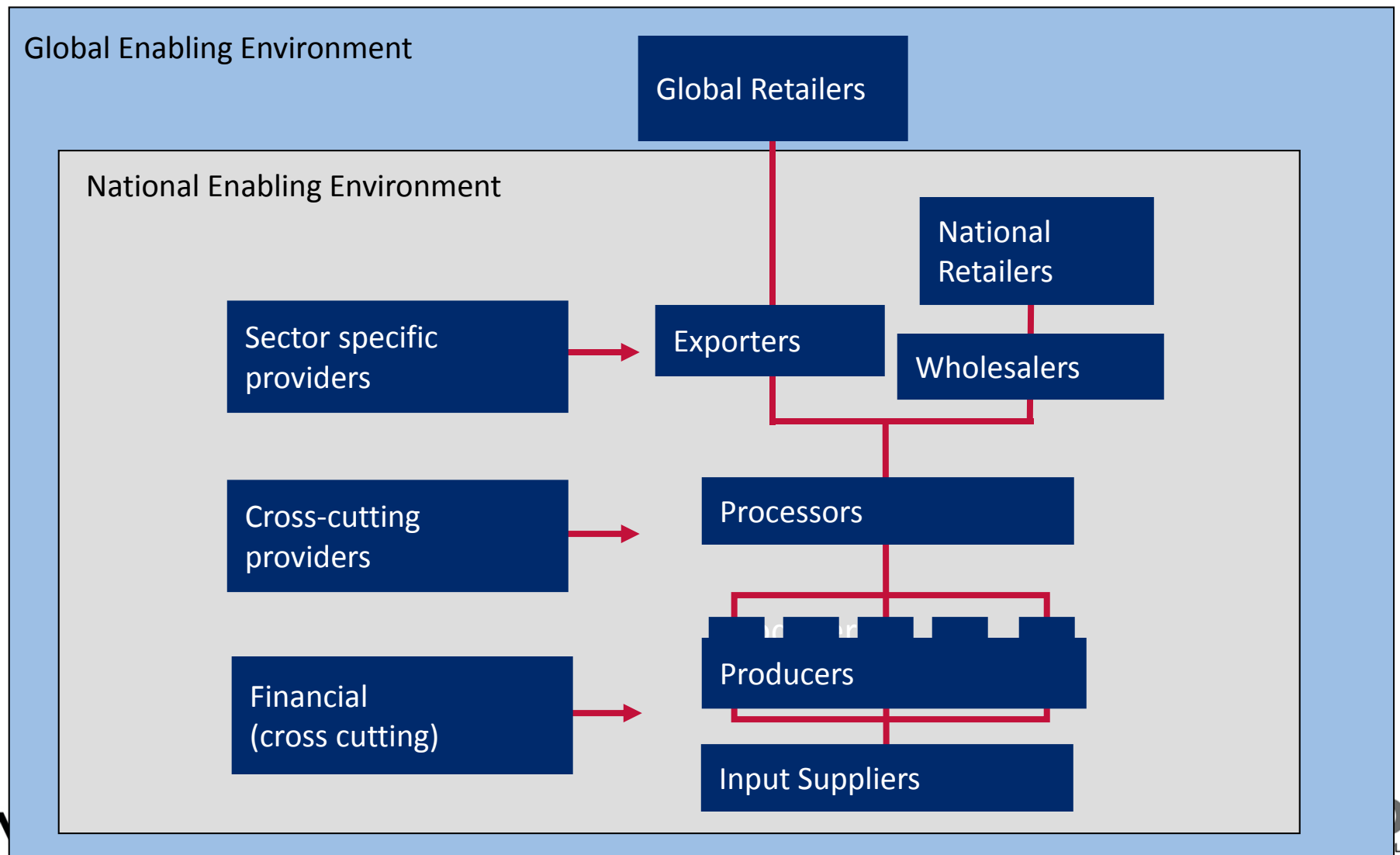
Program Description

- Target Group
 - Young women
- Location
 - Nyanza and Western Province, Kenya
- Goal
 - Work to improve the social-economic welfare of girls and young women
- Approach
 - Use a value chain approach to increase girls' participation in select value chains or segments of these value chains.
- The program is funded by Nike Foundation and USAID

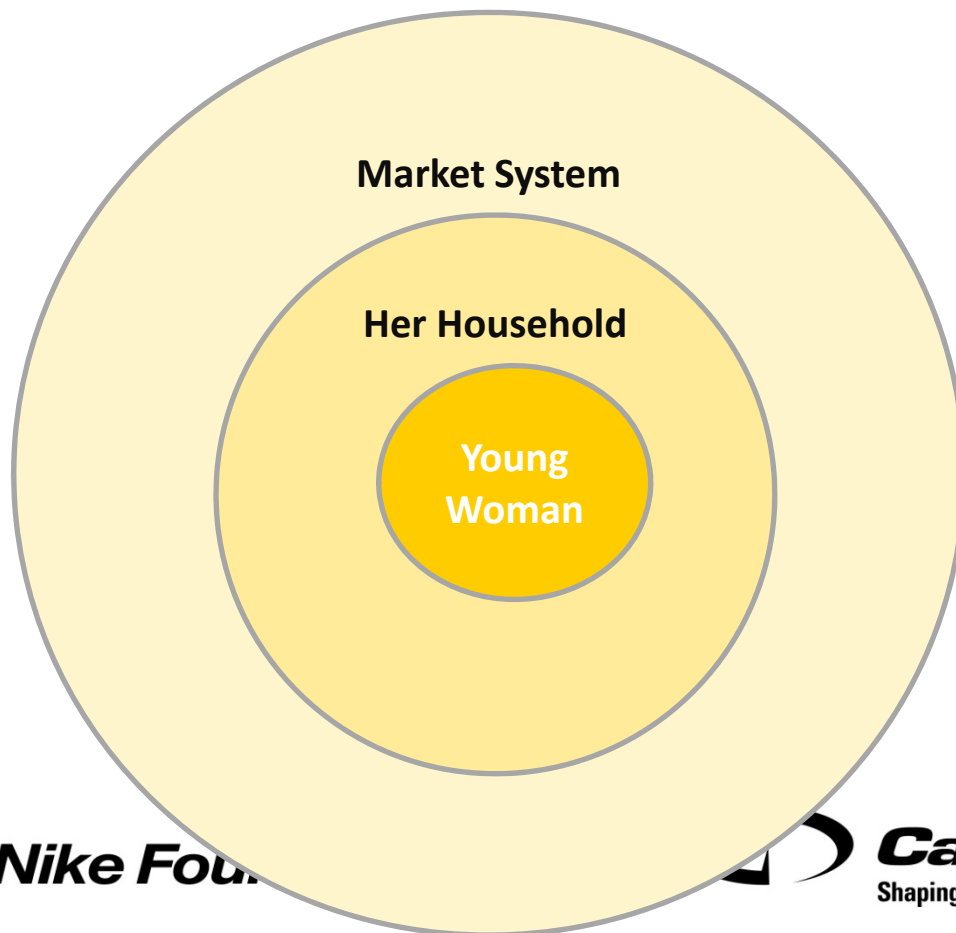
Program Coverage



The Value Chain Framework



Tailoring the Value Chain Approach to the Young Woman



Go beyond the market system!

Gender Analysis Elements

- Literature Review (existing sector and social research)
- Value-chain assessment with market actors, key stakeholders and informants with the application of the girls' lens
- Focus group discussions with girls and young women to gauge their receptivity and opinion on key socio-economic issues related to the value-chains in question.
- Use multi-disciplinary assessment team: Omena and Tilapia experts, sociologists, girls' program experts.

Sample Questionnaire

- **A4.1: Omena Value Chain**
- Where in the Omena value chain are the **young girls (18-24 years) /women located**.....?
- What specific functions are girls/young women involved in the Omena Value Chain.....?
- Are these key growth areas/core functions of the Omena value chain.....?
- **Are young women excluded from the most profitable functions of the Omena value chain**.....?
- What are the specific reasons for exclusion in these Omena Value chain functions.....?
- What specific interventions could facilitate their economic participation & equitable sharing of benefits in the growing/more profitable functions of the Omena Value Chain.....?
- What type of **relationships exist between young women and other value chain actors in the Omena Value Chain {predatory or win-win, adversarial or supportive}**.....?
- Which functions in the Omena value chains are the young girls (18-24 years) /women completely or generally absent.....?
- What are the specific factors that inhibit them from inclusion in the above stated Omena Value chain functions.....?
- Are there unexploited opportunities for girls/women in the Omena VC they are currently absent.....?
- Do young women get equal shares of benefits at different points along the Omena value chain.....?
- To what extent does learning and innovation take place among young women in the Omena value chain.....?
- Which institutions are involved in the promotion/support of girls/young women in the Omena value chain ...?

Sample Questionnaire

- **Labour Laws:** Are there specific **labour laws** that promote or deter the participation of girls/young women in the target value chains or others where you consider that there are opportunities for these target groups
- **If Yes:** What are the specific legislative provisions and what would entail the process of changing them to support involvement of the target group in the Tilapia & Omena Value Chains and others with potential for their involvement.....?
- **If No:** What other factors deter their effective participation.....?
- What are qualities of employment for the target group in the value chains (including terms and conditions, salaries, working hours, housing and environment etc).....?
- Are there **specific safety and physical security issues** that adversely or have the potential to adversely affect the participation of girls and young women in the various parts of the Omena and Tilapia value chains...Specify by function in the VC.....?
- Which institutions are involved in the promotion/support of girls/young women in the Omena value chain ...?

Major Findings

- Many girls in the area live under conditions of extreme socio-economic deprivation and are surrounded by a cultural environment that does not protect them;
- Unsustainable exploitation of the fishery resources in Lake Victoria – declining fish supply; decrease in Omena catch;
- Pressure on resources leads to very strong competition for supply of fish;
- Girls have no control over the supply of fish; tradition dictated they do not participate in fishing itself; active only in downstream activities –drying, smoking, selling, bird chasing;

Major Findings

- Girls are highly vulnerable to verbal, physical and sexual abuse in the sector; power dynamics are dangerous;
- Serious problem with a practice of sex for fish trade; high incidence of HIV prevalence – puts girls at risk;
- Other predatory practices were found e.g. cheating on weights.

Conclusion

- Young women in the sector were confirmed to be highly vulnerable and a legitimate target for economic empowerment programs.
- Urgent need for a re-orientation of the program.
- Do not focus on moving girls into these value chains.
- Study and present opportunities for alternative livelihoods in safer, high return value chains.

Interventions in Poultry Farming



Interventions in Vegetable Farming





Thank you!

For More Information:

Victoria Collins

Victoria.Collins@cardnoEM.com

Nike Foundation

