

ANNEX 8 Other Documents

- 8-1 End-line Survey Report
- 8-2 Proceedings on the Seminar on Approaches of Women's Economic Empowerment
- 8-3 Leaflets
- 8-4 Booklets
- 8-5 Extension Manuals

ANNEX 8-1 End-line Survey Report

Annex 8-1 ISMAP End line Survey Report

January 2019

- 1. Survey Outline.....1
- 2. Indicator a for the Project Purpose: The agricultural incomes of the target farmers2
- 3. Indicator b for the Project Purpose: The business practices of target women5
- 4. Indicator c for the Project Purpose: The agricultural incomes of surrounding farmers.....7
- 5. Indicator d for the Project Purpose: The change of farming style17

1. Survey Outline

The End-line survey was planned to be implemented just before the terminal evaluation, aiming to capture the change in the Baseline survey items, which mainly focused on the agricultural income, after the farmers experienced the Project activities. However, the Project Team actually carried out the Monitoring survey after every cultivation season (summer and winter seasons) in the village in which the Project activities have carried out, and continuously accumulated the data. As for the period of the Project activity implementation in one target village, it was set as one year for each village in principle, allowing the Project to move to other villages for extension and to cover 20 villages in total until the terminal evaluation.

In Mid-term review, which took place in January 2017, it was agreed to add new indicators of the Project purpose. In response to this, the Project Team conducted the survey about newly added indicators, and reported the result to the team members of the Terminal evaluation. In this report, all the results of surveys including the data of summer season in 2018 are compiled. The following table summarizes the achievement status of the Project purpose indicators.

Table 1.1 Achievement Status of Project Purpose Indicators

Item	Indicators	Achievement status
[Project Purpose]: Agricultural incomes of the small-scale farmers and surrounding small-scale farmers who practice the ISMAP Approach are increased.	<p>a. The agricultural incomes of the small-scale farmers who practice the ISMAP Approach are increased by 6% - 37% by household and village.</p> <p>b. At least 30% of the women who practice the ISMAP Approach have made a business plan and practiced the market-oriented activity based on the plan.</p> <p>c. The agricultural incomes of surrounding small-scale farmers who practice the ISMAP Approach are increased.</p> <p>d. More than a half of the small-scale farmers who practice the ISMAP Approach changed their farming style toward market based.</p>	<p>a. 18 target villages out of 20 target villages could achieve their targets, at least once in two years after the Project implementation. There were some villages of which the average income was above the target in the next year of the Project implementation but not after two years. It was because fluctuation of market price might have affected on agricultural income in such villages.</p> <p>b. The indicator was completely satisfied. 52 women out of 66 total participants of business plan training, which accounted for 79% of total participants, actually made and utilize own business plan.</p> <p>c. About 55% of surrounding farmers who were interviewed (16 farmers in total) in the 1st cycle target villages, about 60% of 2nd cycle target villages (20 farmers were interviewed in total), and about 70% of 3rd cycle target villages (14 farmers were interviewed in total) responded that their incomes had increased.</p> <p>d. The indicator was satisfied. 141 farmers (84.9%) out of 166 farmers interviewed in Minia and 230 farmers (88.8%) out of 259 farmers in Assiut responded that they had introduced farming plans based on ISMAP Approach, respectively.</p>

2. Indicator a for the Project Purpose: The agricultural incomes of the target farmers

Indicator a, which is one of the indicators to see the achievement of the project purpose, was set as following; “The agricultural incomes of the small-scale farmers who practice the ISMAP Approach are increased by 6% - 37% by household and village”. The Project Team investigated the change in the agricultural incomes of the target farmers after implementation of the ISMAP Approach from baseline value, which was surveyed before the implementation.

2.1 Survey Procedure

2.1.1 Survey Subject

About 20 small-scale farmers who had participated in the Project activities were targeted for the survey in each target village.

2.1.2 Survey Period and Items

Since the Baseline survey is one of the activities incorporated in the ISMAP extension flow, it was carried out early on in the target farmers’ involvement in the Project activities. As for the survey for observing the condition after the Project implementation, only the End-line survey in the third contract period of the Project was initially planned. However, the agricultural incomes can be affected significantly by the change of market and/or cultivation circumstances, which indicated that the Project Team cannot properly see the effect attributed to the Project. Therefore, the Project Team carried out the monitoring survey after every cultivation season ends.

The Project Team prepared the survey format which is simple enough so that the respondents can easily understand and any surveyor collect appropriate data. The survey items consist of cultivated farmland area, crop cultivated, cultivation cost including expenditure for seeds, fertilizer, irrigation, agro-chemicals and labors, production amount, sales amount, sales price, gross income and net income.

2.1.3 Surveyor

As explained above, the Baseline Survey was carried out as one of the Project activities following ISMAP extension flow. Therefore, C/P officers and extension staffs at district and village levels collected the data for the Baseline Survey, whereas the Monitoring and End-line surveys were carried out by local people who were employed exclusively for those surveys. For the Monitoring and End-line surveys, the Project Team employed some retired C/P officers, who were well informed about the circumstance in the rural area, and also actually acquainted with the target farmers, since the Project Team suggested that such people would be able to collect the data more precisely and properly.

2.2 Survey Process

2.2.1 Baseline Survey

The Baseline survey was designed as one of the Project activities aiming to let farmers precisely recognize own agricultural income before their participation in the Project activities. The target period for the survey was defined as one year before ISMAP activity started. However, the Project Team found that the data collected from 1st cycle target farmers just after the Project commencement seemed to be much lower than the reality, which resulted in the extremely high increase ratio. It was because many farmers in 1st cycle seemed to have answered only about the income generated from main crops but not

those from crops which were cultivated in small area. Considering this condition observed in 1st cycle, the Project Team decided to set the Baseline for analysis of 1st cycle respondents to be the data obtained in summer season (2015) and winter season (2015/16), which were combined together to make it one year income value. The following table shows commencing period and baseline data applied for indicator analysis of each activity cycle.

Table 2.1 Activity commencing period and Baseline setting

Activity cycle	Activity commencing period	Baseline data
1 st Cycle	Summer season 2015	Summer season 2015 + Winter season 2015/16
2 nd Cycle	Summer season 2016	Summer season 2015 + Winter season 2015/16
3 rd Cycle	Winter season 2016/17	Winter Season 2015/16 + Summer season 2016

2.2.2 Setting of the agricultural income increase ratio as a goal

The target increase ratio of agricultural income for each target village was set based on the result of Baseline Survey. The way how it was set is shown as following: 1) Calculate the average agricultural income per household by each village, 2) On the assumption that the target farmers would change unprofitable crops to profitable ones after practicing ISMAP approach, calculate the expected agricultural income after changing crops, and 3) Compare the average Baseline agricultural income per household and the expected agricultural income after changing unprofitable crops to profitable ones to calculate the target increase ratio in each target village.

In the process of setting target increase in agricultural income, the extension and other related officers in the target district and village worked on it on their own getting support from the Project Team. The Project Team believed that this process would encourage the officers to take initiative for promoting the Project Activities. The following table shows the target increase ratio of agricultural income in each target village.

Table 2.2 Target increase ratio of agricultural income in each target village

Governorate	Activity cycle	District	Village	Target Increase (%)
Minia	1	Abo Korkus	El Balad	22
	1	Mallawe	Manshet El Maghalka	12
	1	Dyre Muas	Manshet Semhan	12
	2	Matai	Kom Matai	9
	2	Maghagha	Aba El Balad	26
	2	El Edwa	Barmasha	33
	3	Minia	Tala	37
	3	Samallout	Hataha	24
	3	Beni Mazar	Gendaya	15
Assiut	1	Assiut	Mosha	6
	1	Abnoub	Abnoub	9
	1	Dyrout	Sanabo	18
	2	El Kosya	Tetalia	14
	2	El Fath	Bany Mor	28
	2	Abo Teag	Nekhelia	24
	2	El Badary	Nawawra	8
	3	Man Froot	Man Froot	21
	3	Sedfa	Awlad Elias	22
	3	El Ghanayem	Mashaya	11
	3	Sahel Selem	Sahel Selem	25
			Average	19

2.2.3 Monitoring and End-line Survey

The target area of the Project activity has two cultivation seasons in a year, namely summer and winter seasons. The Survey was carried out after harvest and selling of the products in every cultivation seasons, targeting the same farmers who participated in the Baseline Survey.

2.3 Survey Result

The Survey results are shown in the table 2.3 and 2.4 by Governorate. As a result, 18 target villages out of 20 in total in both Governorates achieved the target increase at least one year through the survey period. More specifically, some villages could achieve the goal in the next year but not in the following year due to the market fluctuation, which agricultural income largely depends on. Two target villages could not achieve the target increase even once through the survey period.

Table 2.3 Annual net agricultural income in Minia Governorate

Target Village	Cycle	Target Increase (%)	Annual Net Income per Feddan in Each Village (EGP)				
			15S & 15/16 W Crops<*(Baseline<**) (increase (%))	16S & 16/17W Crops (increase (%))	16/17W & 17S Crops (increase (%))	17S & 17/18W Crops (increase (%))	17/18W & 18S Crops (increase (%))
El Balad	1	22	7,247	8,606 (+18.8)	13,692 (+88.9)	11,695 (+61.3)	10,658 (+47.1)
Manshet El Maghalka	1	12	9,002	31,645 (+251.5)	20,940 (+132.6)	11,759 (+30.6)	18,843 (+109.3)
Manshet Semehan	1	12	12,241	12,923 (+5.6)	13,151 (+7.4)	13,367 (+9.2)	19,040 (+55.5)
Kom Matai	2	9	5,849	10,170 (+73.9)	13,330 (+127.9)	12,460 (+113.0)	13,117 (+124.3)
Aba El Balad	2	26	4,738	6,834 (+44.3)	12,189 (+157.3)	12,300 (+159.6)	12,376 (+161.2)
Barmasha	2	33	6,041	7,097 (+17.5)	10,557 (+74.8)	17,033 (+182.0)	18,577 (+207.5)
Tala	3	37	8,857<**		10,757 (+21.4)	11,822 (+33.5)	10,256 (+15.8)
Hataha	3	24	9,091<**		12,332 (+35.7)	15,006 (+65.1)	15,231 (+67.5)
Gendaya	3	15	6,231<**		9,571 (+53.6)	9,551 (+53.3)	12,489 (+100.4)
Average			7,700	12,879 (+67.3)	12,947(+68.1)	12,777 (+65.9)	14,510 (+88.4)

Note: <* S: Summer, W: Winter, <**For the 3rd cycle baseline is 15/16 winter and 16 summer crops

Source: ISMAP

In Minia Governorate, all the target villages except Tala village, which was one of the 3rd cycle target villages, could achieve the target increase at least once. As for Tala village, although the agricultural income after the Project activity increased from the Baseline, it had the highest target increase among all the target villages, 37%, which led it to be unable to achieve the target increase. Moreover, the farmers in Tala village had cultivated various horticultural crops relatively more than other target villages, since the village is located near to the largest market in Minia Governorate (Habashi market). This characteristic Tala village has made its target increase set to be much higher than other villages, since it was on the assumption to introduce extremely highly profitable crops that can exceed profitability of currently cultivated horticultural crops to set the increase ratio, which became practically hard to realize as a result.

Table 2.4 Annual net agricultural income in Assiut Governorate

Target Village	cycle	Target Increase (%)	Annual Net Income per Feddan in Each Village (EGP)				
			15S & 15/16 W Crops<*(Baseline<**)	16S &16/17W Crops (increase (%))	16/17W & 17S Crops (increase (%))	17S & 17/18W Crops (increase (%))	17/18W & 18S Crops (increase (%))
Mosha	1	6	7,563	11,130 (+47.2)	10,289 (+36.0)	8,377 (+10.8)	8,348 (+10.4)
Abnoub	1	9	6,803	12,626 (+85.6)	10,309 (+51.5)	9,412 (+38.3)	9,175 (+34.9)
Sababo	1	18	6,740	11,268 (+67.2)	10,729 (+59.2)	7,467 (+10.8)	7,039 (+4.4)
Tetalia	2	14	6,276	18,165 (+189.4)	15,263 (+143.2)	7,508 (+19.6)	7,688 (+22.5)
Bany Mor	2	28	7,899	9,779 (+23.8)	9,730 (+23.2)	9,370 (+18.6)	9,004 (+14.0)
Nekhelia	2	24	7,228	10,762 (+48.9)	9,113 (+26.1)	5,606 (-22.4)	6,630 (-8.3)
Nawawra	2	8	4,916	8,482 (+72.5)	7,271 (+47.9)	5,653 (+15.0)	6,146 (+25.0)
Man Floom	3	21	8,093<*		17,451 (+115.6)	11,019 (+36.1)	10,840 (+33.9)
Awlad Elias	3	22	7,871<*		11,091 (+40.9)	8,384 (+6.5)	9,768 (+24.1)
Mashaya	3	11	6,612<*		12,474 (+88.7)	6,668 (+0.8)	7,478 (+13.1)
Sahel Selem	3	25	6,709<*		12,472 (+85.9)	9,126 (+36.0)	9,961 (+48.5)
Average			6,974	11,745 (+68.4)	11,472 (+64.5)	8,053 (+15.5)	8,371 (+20.0)

Note: <* S: Summer, W: Winter, <**For the 3rd cycle baseline is 15/16 winter and 16 summer crops

Source: ISMAP

In Assiut Governorate, only Bany Mor village in 2nd cycle could not reach the target increase even once through the survey period, although all the agricultural incomes after the Project activity implementation found to be higher than its Baseline. In Nekhelia village of 2nd cycle, the agricultural incomes generated from crops cultivated in Sumer in 2017 & Winter in 2017/18, and Winter in 2017/18 & Summer 2018 were lower than its Baseline. It seemed to be partially because of very low onion price observed in winter 2017/18.

The average agricultural incomes at Governorate level in both Governorates exceeded the Governorate Baseline average throughout the survey period. The increase ratio in Minia Governorate was above that of Assiut Governorate. It was considered to be because there would be more farmers familiar with horticultural crop cultivation in Minia Governorate due to its location near to Cairo and existence of the market in which farmers can sell horticultural crops easily. The Project infers the higher effectiveness to be expected in such area. In addition to above mentioned difference in physiographic factor observed in two Governorates, market related factor, specifically extremely low price of onion in winter 2017/18, seemed to have largely affected the income result in Assiut Governorate, because a lot of farmers cultivated onion in the season in Assiut.

3. Indicator b for the Project Purpose: The business practices of target women

3.1 Achievement of the Indicator

A new indicator of “At least 30% of the women who practice the ISMAP Approach have made a business plan and practiced the market-oriented activity based on the plan.” Was added as the result of the midterm review of the Project. Trainings for business planning was carried out for the 4th cycle target women and some active women from the 2nd and 3rd cycles after the midterm review in February 2017. As a result, total 52 women (79%) out of 66 target women have made their business plan and practiced it.

Table 3.1 Business Practice of the Target Women

Governorate	Village	No. of participants (1)	No. of women who made business plan	No. of women who practiced business (2)	Ratio (3)=(2)/(1)
Minia	Gendaya	8	8	8	100%
	Tala	10	10	10	100%
	Kom Matai	16	6	6	38%
	計	34	24	24	71%
Assiut	ManFlood	6	5	5	83%
	BanyMor	12	9	9	75%
	AwladElias	5	5	5	100%
	Nekhelia	4	4	4	100%
	El Tetalia	4	4	4	100%
	El Nawawla	1	1	1	100%
	計	32	28	28	88%
合計		66	52	52	79%

3.2 Practices of Business by the Women

3.2.1 Outline

This section introduces the outcomes of the participants' businesses. 47 women, who joined the business training session and made business plans, responded to the business outcomes survey.

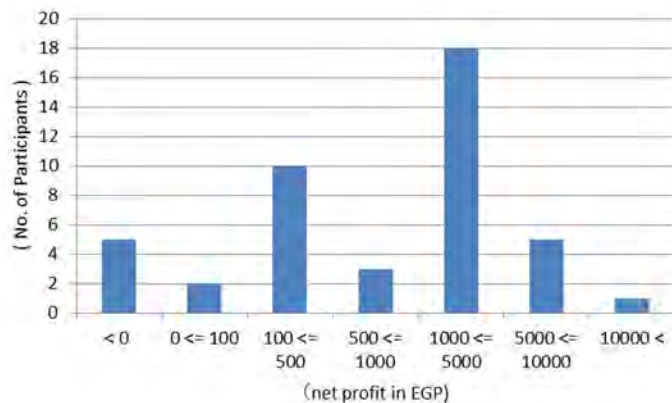
First of all, 41 women out of 47 (87%) increased their incomes from October 2017 until the end of October 2018. 4 out of the 6 women who could not increase their incomes, were raising pigeon and took time to increase the number of their chicks. They also consumed some of their pigeons at home, hence the results.

24 out of 47 women (51%) generated more than LE1,000 a year. 6 women generated more than LE5,000. There was one woman who generated as much as LE16,795 that year.

38 of the women surveyed¹, generated LE2,784 on average in one year.

Surveyed women were asked for their baseline income in 2017 and they indicated their income in the previous year. The data does not simply compare

between the baseline income and that of the year, because some women were still continuing with their previous businesses. There were 29 women (62%) who had not made any income in the previous year, but 24 women (83% out of 29) had already started making an income through the project.



Income of the participants (2017.10-2018.10)

¹ 3 women in BanyMor village did not keep records of the whole year; therefore, they were not included in the calculation of average incomes for one year.

3.2.2 Duck-raising Business

The duck-raising activity was introduced to the project from the 3rd cycle. Duck chicks can be fattened and sold after 3 months, when they weigh over 3 kg. One chick costs about LE30 and can be sold at LE35 per kg when it grows up.

24 women out of 25 in 3 villages (Tala, Gendaya, and Awlad Elias) successfully made profits from raising ducks. One woman got married and did not sell her ducks, so she has not made a profit yet. The women in Tala and Gendaya village continued the business. 15 women out of 17 sold ducks more than 4 times during 1 year (including the times they sold chicken instead of ducks during the summer season). 10 women in Tala village made LE4,013 on average, and 7 women in Gendaya village made LE5,758 on average. 4 women who sold duck in Manflood village in Assiut made LE3,885 on average. In Awlad Elias, all 5 women sold more than 3 times and gained LE348 on average.

3.2.3 Pigeon-Raising Business

Pigeon-raising was introduced from the 2nd cycle (from September 2015). The activity still continues in Kom Matai village (6 women) in Minia, El Nekhelia village (4 women) and El Tetalia village (4 women) in Assiut. These women participated in the business training in the 4th cycle because there was no business training in the second cycle. After they made business plans in the 4th cycle, 6 women in Kom Matai generated LE1006 on average. However, 4 women in El Nekhelia village in Assiut governorate consumed more pigeons at home than they sold. 4 women in El Tetalia also tended to consume the pigeons at home; therefore, made a net profit of only about LE290 on average.

It was emphasized that participants were expected to sell their produce to generate an income, but participants found it quite logical to consume some produce at home because of what this saved them in food purchases. The project respects their way of thinking as this decision still improves their lives when the wife can receive money from her husband for what they consume at home. Home consumption therefore gives women free control of their money without permission from their husband.

3.2.4 Food Processing Business

The participants in BanyMor village started selling homemade pies and bread after they got the idea from the survey they conducted at a large supermarket. 3 women out of 4 who answered the interview generated a net profit of between LE64 and LE153 each time they went selling. They sold 3 to 4 times per week. Although they made business plans before selling and calculated their costs, they did not keep records of their profits every time they made a sale, so they could not assess their total business outcome. Mrs. Mona Ahmed conducted business activities 4 times per week and -according to calculations- she received at least LE256 per month. The other two women also sold 2 to 3 times per week. However, Mrs. Hind Ezz failed to consult with other women on selling prices and did not make a profit as a result. However, she started another business based on the skills she learned from the project.

4. Project Purpose Indicator c: Agricultural Incomes of Surrounding Farmers

4.1 Survey Outline

The monitoring survey was carried out to analyze the trend of agricultural income of the surrounding

farmers. The Project Team employed independent surveyors including ex-officers of the Ministry and conducted the Monitoring survey in September and October in 2018. The following table illustrates the summary of the survey target. The total target villages are 20 villages covering from the 1st cycle to the 3rd cycle of the Project activities.

Table 4.1 Target Villages for Monitoring Survey in Minia Governorate

Cycle	District	Village	No. of Farmers
1	Abo Korkus	El Balad	5
1	Dayr Muas	Manshet Semhan	5
1 (4)	Mallawe	Manshet El Maghalka	6
2	El Edwa	Barmasha	5
2	Maghagha	Aba El Balad	5
2 (4)	Matai	Kom Matai	5
3 (4)	Beni Mazar	Gendaya	4
3	El Minia	Tala	5
3	Smallout	Hataha	5
		Total	45

Table 4.2 Target Villages for Monitoring Survey in Assiut Governorate

Cycle	District	Village	No. of Farmers
1	Abnoub	Abnoub	5
1	Assiut	Mosha	5
1	Dayrut	Sanabo	5
2	Abo Teag	El Nekheila	5
2	El Badary	El Nawawra	5
2	El Fath	Bany Mor	5
2	El Kosya	El Tetalia	5
3	El Ghanayem	El Mashaya	5
3	Man Floom	Man Floom	5
3	Sadfa	Awlad Elias	5
3	Sahel Selem	Sahel Selem	5
		Total	55

The surrounding farmers are defined as small-scale farmers in the target villages who did not participate in the project activities, yet they are expected to be affected by the project activities. As such, this monitoring survey targeted the farmers who did not participate the project activities directly; however, these surrounding farmers are supposed to be influenced by the project activities. For instance, these farmers are assumed to get technical information through visiting the demo-farm or communicating with active farmers who participate in the Project.

Identifying these surrounding farmers, the Project Team asked the agricultural cooperative staff and extension officers to nominate five surrounding farmers in each village based on the criteria of 1) farmers who acknowledge the project activities and 2) farmers who might have a chance to receive indirect impact of the project activities. This means that the survey target was not randomly selected and the survey result has the limitations to extract project impact statistically. The Monitoring survey tried to capture the surrounding farmers' understanding for the project activities and their behavioral changes in

farm practices and the trend of their agricultural income.

4.2 Survey Result in Minia Governorate

4.2.1 Summary of the Survey Result in Minia Governorate

The Monitoring survey revealed the farmers' perception and understanding towards the Project. All the respondents answered that they at least acknowledged the Project. Their answers can be categorized into three types; 1) they acknowledge the Project as a set of activities to increase agricultural income, 2) they acknowledge the Project as practicing of market-oriented agriculture and 3) they acknowledge the Project as providing agricultural technical assistance.

According to the survey result, 23 farmers out of the surveyed 45 farmers (51.1%) answered that they understand that the Project purpose is to increase agricultural income through promoting market-oriented agriculture. 5 farmers out of the surveyed 45 farmers (11.1%) responded that the Project mainly provides agricultural technical assistance.

Table 4.3 Farmers' Perception towards the Project

Cycle	District	Village	No. of Farmers Answer: project purpose	No. of Farmers Answer: market-oriented agriculture	No. of Farmers Answer: technical assistance
1	Abo Korkus	El Balad	3	3	0
1	Dayr Muas	Manshet Semhan	2	3	0
1	Mallawe	Manshet El Maghalka	2	5	0
2	El Edwa	Barmasha	3	2	0
2	Maghagha	Aba El Balad	3	2	0
2	Matai	Kom Matai	1	3	1
3	Beni Mazar	Gendaya	1	1	2
3	El Minia	Tala	2	2	1
3	Smallout	Hataha	2	2	1
Total			19	23	5
Respondents' ratio (out of 45 farmers):			42.2%	51.1%	11.1%

The main source of the project information for the surrounding farmers is “farmers who joined the project activities” with accounting for 66.7% of the surveyed farmers, followed by “extension officers” with accounting for 60% of the surveyed farmers (multiple answers). This result indicates that the surrounding farmers get the project information from other farmers rather than the extension officers in their villages.

4.2.2 Impact on Surrounding Farmers

One of the most common project activities that the surrounding farmers practice is “confirm market needs before cultivation”. It accounts for approximately 44% of the surveyed surrounding farmers. The second common agricultural activity introduced by the Project is “introduction of new varieties”, which accounts for around 37.8%, followed by introduction of new crops with 34% and change the cultivation period with 22%. These results show that even surrounding farmers recognize the importance of the market survey and they actually practice to confirm the market needs before their cultivation. In addition, the demo-farm activities and TOT materials could possibly affect these surrounding farmers and lead to

their behavioral change in farming activities.

Table 4.4 Farming Activities Introduced by the Project

No.	Activity	No. of answer	Ratio*
1	Confirm the market needs before cultivation	20	44.4%
2	Introduction of new varieties	17	37.8%
3	Cultivation of new crops	11	24.4%
4	Change the cultivation period	10	22.2%
5	Others (introduction of new cultivator methods)	8	17.8%
6	Change agricultural inputs	4	8.9%
7	Record farming activities (use farming record book)	2	4.4%

*Ratio is the number of farmers out of the surveyed 45 farmers in Minia governorate

Regarding the question about new cultivation methods provided by the Project, “introduction of new varieties” is the most common answer, which accounts for 27%. Also, some surrounding farmers answered using bio-fertilizer and proper application methods of fertilizer and chemicals. This is because these topics are included in the TOT programs and the surrounding farmers could get information from farmers participated in the TOT programs. Using bio-fertilizer accounts for 20% and proper application methods of fertilizer and chemicals accounts for 15% of the surveyed farmers.

Table 4.5 Practice of Techniques Introduced by the Project

No.	Item	No. of Farmers	Ratio *
1	Introduce new varieties	12	27.3%
2	Introduce bio-fertilizer	9	20.5%
3	Reduce the amounts of fertilizer and chemicals	7	15.9%
4	Change cultivation period	5	11.4%
5	Introduce new crops	4	9.1%
6	Confirm market needs	3	6.8%
7	Change irrigation methods	2	4.5%
8	Change cultivation methods	2	4.5%

* Ratio of the 45 surveyed farmers

The survey also revealed the impact of the farmers’ behavioral change on the following aspects: “increase of production amount”, “decrease of production cost”, “improve quality of agricultural produce”, “deal with new buyers” and “practice of off-peak shipping”. As a result, around 96% of the respondents answered that they increased their production and 76% of the respondents dealt with new buyers. Approximately 42% and 38% of the respondents answered that they achieved decrease of the production cost and they practiced the off-peak shipping respectively. These results indicate that the Project activities have bigger impact on increase of the production amount and quality improvement as well as dealing with new buyers than the impact on decrease of the production cost and practice of off-peak shipping.

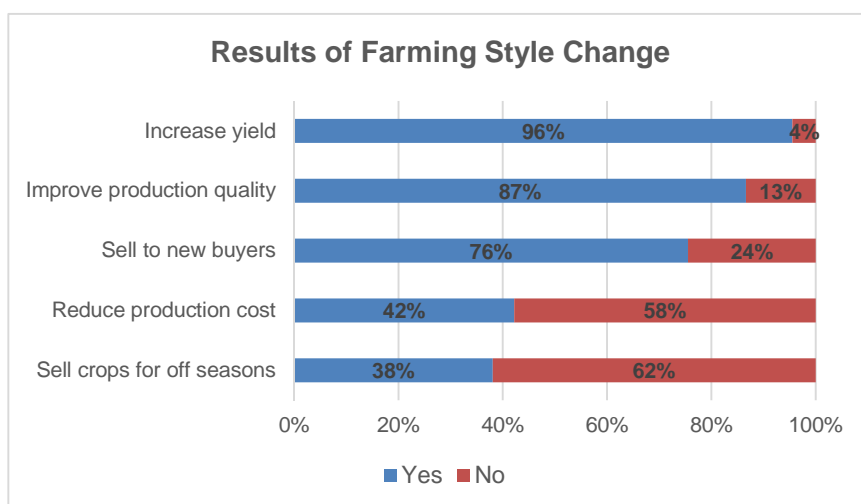


Figure 4.1 Summary of Farming Style Change

4.2.3 Agricultural Income of the Surrounding Farmers in Minia

Agricultural income survey is also carried out targeting on the seven seasons (from winter season of 2014/15 to winter seasons of 2017/18). The table below shows the project cycles and cropping seasons. The project activities covered the summer season of 2015 as the 1st cycle, and each project cycle covered both summer and winter seasons after the 2nd cycle. The questionnaire gave farmers multiple choices from: 1) increased, 2) not increased and 3) do not remember. The survey also tried to collect specific agricultural income amount from the farmers; however, most of the farmers do not remember the agricultural income amount from the winter season of 2016/17 to the winter season of 2016/17 as of September 2018. Therefore, the comparison analysis of agricultural income amount is only possible between the summer season of 2017 and the winter season of 2017/18.

Table 4.6 Project Cycle and the Target Seasons

No.	Season	Project Cycle	Survey Target
1	2014/15 winter	- (prior to the project)	—
2	2015 summer	1 st cycle	1 st cycle
3	2015/16 winter	2 nd cycle	1 st & 2 nd cycle
4	2016 summer	2 nd cycle	1 st & 2 nd cycle
5	2016/17 winter	3 rd cycle	1 st & 2 nd & 3 rd cycle
6	2017 summer	3 rd cycle	1 st & 2 nd & 3 rd cycle
7	2017/18 winter	—	1 st & 2 nd & 3 rd cycle

For the target villages in the 1st cycle, 9% of the respondents answered that their agricultural incomes increased in the summer season of 2015 and the winter season of 2015/16 compare to the agricultural income before the Project implementation. Also, this respondents' ratio increases to 40% in the summer season of 2016 and 71% in the winter season of 2016/17. Furthermore, all the respondents answered that their agricultural incomes increased in the summer season of 2017 and the winter season of 2017/18. Yet, this result should be considered the fact that most of the farmers do not remember their agricultural incomes after the summer season of 2015, and only a few farmers could answer to the question whether their agricultural incomes increase or not. In fact, the number of respondents increased the question about agricultural incomes in the recent seasons.

For the target villages in the 2nd cycle, there are no farmers answered that their agricultural incomes increased in the winter season of 2015/16 and the summer season of 2016. In the summer season of 2017, around 40% of the respondents answered that their agricultural incomes increased. In the winter season of 2017/18, all the farmers responded that their agricultural incomes increased. It seems that the surveyed farmers could easily answer to the question whether or not their agricultural income increased in the recent seasons. Thus, the more farmers answered that they increased their agricultural incomes, the more recent years the farmers were asked.

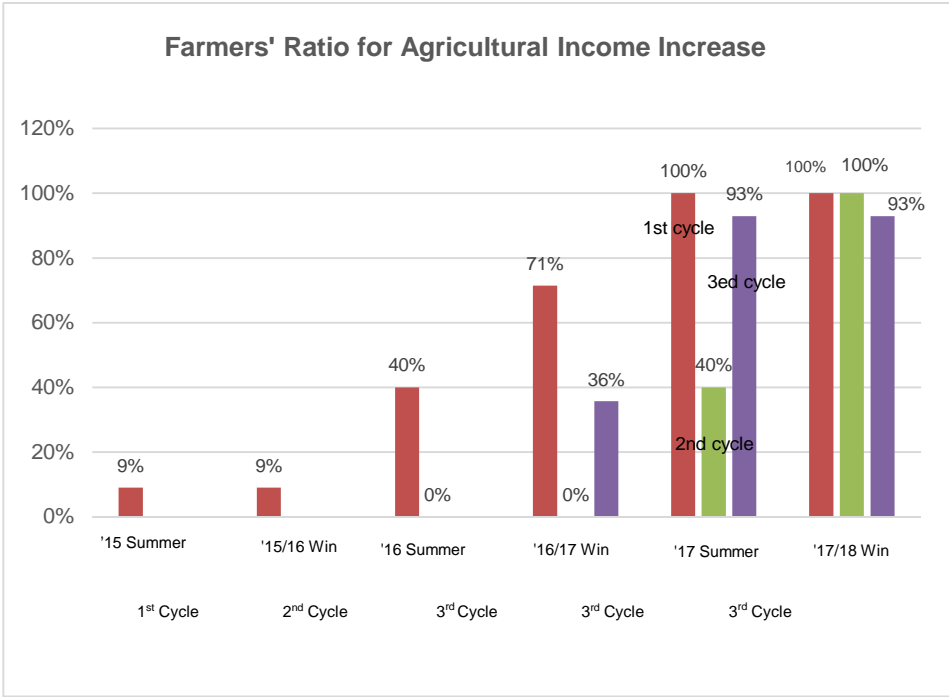


Figure 4.2 Farmers' Ratio for Agricultural Income Increase

For the target villages in the 3rd cycle, 36% of the respondents answered that their agricultural incomes increased in the winter season of 2016/17 and this ratio increased to 93% in both the summer season of 2017 and the winter season of 2017/18.

Table 4.7 illustrates the comparison of agricultural income between the 2017 summer season and the 2017/18 winter season. The surveyed surrounding farmers in the 2nd cycle have the largest number of the farmers who increased their agricultural incomes with approximately 76% of the surveyed farmers. There are 62% of the surveyed farmers in the 1st cycle and the 2nd cycle respectively mentioned increase of their agricultural incomes. The average increment of agricultural income is 134% in the 1st cycle, 49% in the 2nd cycle and 19% in the 3rd cycle. The largest increment of agricultural income is 718% in the 1st cycle. This is because there is the farmer who introduced sugarcane cultivation for 1 feddan. For this reason, the average increase of agricultural income in the 1st cycle became higher than the other cycles.

For the comparison of agricultural income amounts, it is difficult to get the past agricultural income amount in the survey. As such, the Project Team conducted the comparison between the summer season

and the winter season. This seems not appropriate since the cropping pattern is different between the two seasons. For this reason, the following comparison is just reference values.

Table 4.7 Agricultural Income Comparison between the 2017 Summer and the 2017/18 Winter

Cycle	No. of Farmers	Farmers with income increase	Farmers with income decrease	Ratio of farmers with income increase	Average Increment %	Maximum Increment %	Average increment / feddan
1 st cycle	8	5	3	62.5%	134.8%	718.2%	68.9%
2 nd cycle	13	10	3	76.9%	49.0%	378.9%	45.8%
3 rd cycle	8	5	3	62.5%	19.1%	131.1%	31.5%
Total	29	20	9	69.0%	66.8%	718.2%	48.9%

4.3 Survey Result in Assiut Governorate

4.3.1 Summary of the Survey Result in Assiut Governorate

The Monitoring survey revealed the farmers' perception and understanding towards the Project. All the respondents answered that they at least acknowledged the Project. Their answers can be categorized into three types; 1) they acknowledge the Project as a set of activities to increase agricultural income, 2) they acknowledge the Project as practicing of market-oriented agriculture and 3) they acknowledge the Project as providing agricultural technical assistance.

According to the result, 33 farmers out of the surveyed 55 farmers (60%) answered that the Project purpose is to increase agricultural income, and 14.5% of the surveyed farmers recognized that the Project promotes market-oriented agriculture to increase agricultural incomes. 23.6% of the surveyed farmers answered that the Project mainly provides agricultural technical assistance.

The main source of the project information is "extension officers" with accounting for 97% of the surveyed farmers. There is only one farmers answered that his main information source is farmers who joined the Project activities. This results indicates that the extension officers play an important role to extend the project activities in Assiut Governorate.

Table 4.8 Farmers' Perception towards the Project

Cycle	District	Village	No. of Farmers Answer: project purpose	No. of Farmers Answer: market-oriented agriculture	No. of Farmers Answer: technical assistance
1	Abnoub	Abnoub	0	0	5
1	Assiut	Mosha	4	1	0
1	Dayrut	Sanabo	5	0	0
2	Abo Teag	El Nekheila	3	0	2
2	El Badary	El Nawawra	2	0	3
2	El Fath	Bany Mor	0	4	1
2	El Kosya	El Tetalia	5	0	0
3	El Ghanayem	El Mashaya	5	0	0
3	Man Fload	Man Fload	4	0	1
3	Sadfa	Awlad Elias	2	1	1
3	Sahel Selem	Sahel Selem	3	2	0
		Total	33	8	13
Respondents ratio:			60.0%	14.5%	23.6%

4.3.2 Impact on the Surrounding Farmers

One of the most common project activities that the surrounding farmers practice is “introduction of new varieties” with 46 farmers out of the 55 farmers (83%) followed by “confirmation of market-needs” with 69% of the surveyed farmers. Introduction of new crops accounts for approximately 49% of the surveyed farmers. These results revealed that introduction of new varieties and market survey have bigger impact on the surrounding farmers than that of introduction of new crops.

Table 4.9 Farming Activities Introduced by the Project

No.	Activity	No. of answer	Ratio*
1	Confirm the market needs before cultivation	38	69.1%
2	Introduction of new varieties	46	83.6%
3	Cultivation of new crops	27	49.1%
4	Change the cultivation period	13	23.6%
5	Others (introduction of new cultivation methods)	5	9.1%
6	Change agricultural inputs	14	25.5%
7	Record farming activities (use farming record book)	6	14.5%

*Ratio is the number of farmers out of the surveyed 45 farmers in Assiut Governorate

Regarding the question about new cultivation methods provided by the Project, “change the amounts of fertilizer and chemicals” is the most frequent answer with 56.3% of the surveyed farmers. Also, “change fertilization method” accounts for 25% of the surveyed farmers. The result indicates that the surrounding farmers in Assiut governorate have adopted agricultural techniques particularly about the amount of fertilizer and chemicals.

Table 4.10 Practice of Techniques Introduced by the Project

No.	Item	No. of Farmers	Ratio *
1	Change the amounts of fertilizer and chemicals.	9	56.3%
2	Change cultivation method (introduction of intercropping)	1	6.3%
3	Introduce new varieties	2	12.5%
4	Change fertilization methods	4	25.0%

* Ratio of the 45 surveyed farmers

The survey also revealed the impact of the farmers’ behavioral change on the following aspects: “increase of production amount”, “decrease of production cost”, “improve quality of agricultural produce”, “deal with new buyers” and “practice of off-peak shipping”. As a result, 48% of the surveyed farmers answered that they increased their agricultural production. 56% of the surveyed farmers answered that they could improve their production quality. Yet, none of the farmers answered that they reduced their production cost.

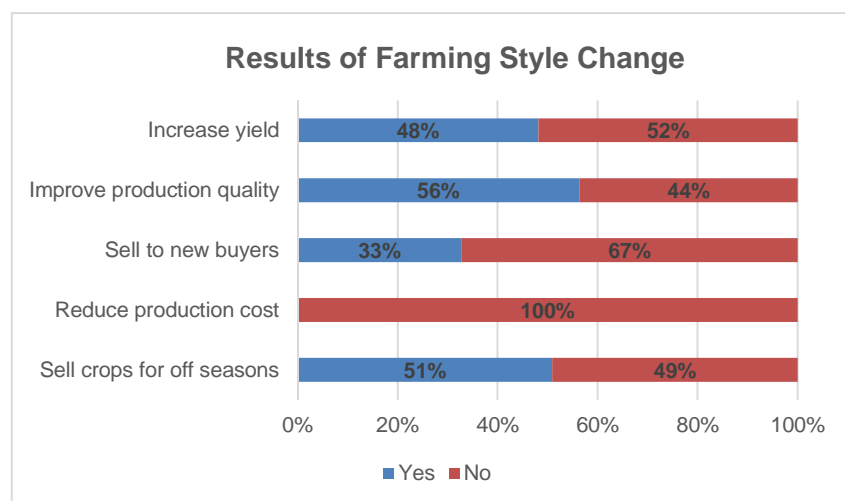


Figure 4.3 Summary of Farming Style Change

4.3.3 Agricultural Income of the Surrounding Farmers in Assiut

Agricultural income survey is also carried out targeting on the seven seasons (from winter season of 2014/15 to winter seasons of 2017/18). The table below shows the project cycles and cropping seasons. The project activities covered the summer season of 2015 as the 1st cycle, and each project cycle covered both summer and winter seasons after the 2nd cycle. The questionnaire gave farmers multiple choices: 1) increased, 2) not increased and 3) do not remember. The survey also tried to collect specific agricultural income amount from the surveyed surrounding farmers.

Table 4.11 Project Cycle and the Target Seasons

No.	Season	Project Cycle	Survey Target
1	2014/15 winter	- (prior to the project)	—
2	2015 summer	1 st cycle	1 st cycle
3	2015/16 winter	2 nd cycle	1 st & 2 nd cycle
4	2016 summer	2 nd cycle	1 st & 2 nd cycle
5	2016/17 winter	3 rd cycle	1 st & 2 nd & 3 rd cycle
6	2017 summer	3 rd cycle	1 st & 2 nd & 3 rd cycle
7	2017/18 winter	—	1 st & 2 nd & 3 rd cycle

For the target villages in the 1st cycle, none of the surveyed farmers increased their agricultural incomes in the 2015 summer and the 2015/16 winter. 33% of the surveyed farmers increased the agricultural incomes in the 2015/16 winter and the 2016 summer respectively. In the 2017 summer and the 2017/18 winter, the survey revealed that 69% and 64% of the respondents increased their agricultural incomes.

For the target villages in the 2nd cycle, 50% of the respondents increased the agricultural incomes in the 2016 summer and 61% in the 2016/17 winter. For the target villages in the 3rd cycle, 50% of the respondents increased their agricultural incomes in the 2016/17 winter and the 2017 summer, and 35% of the farmers increased the agricultural incomes in the 2017/18 winter.

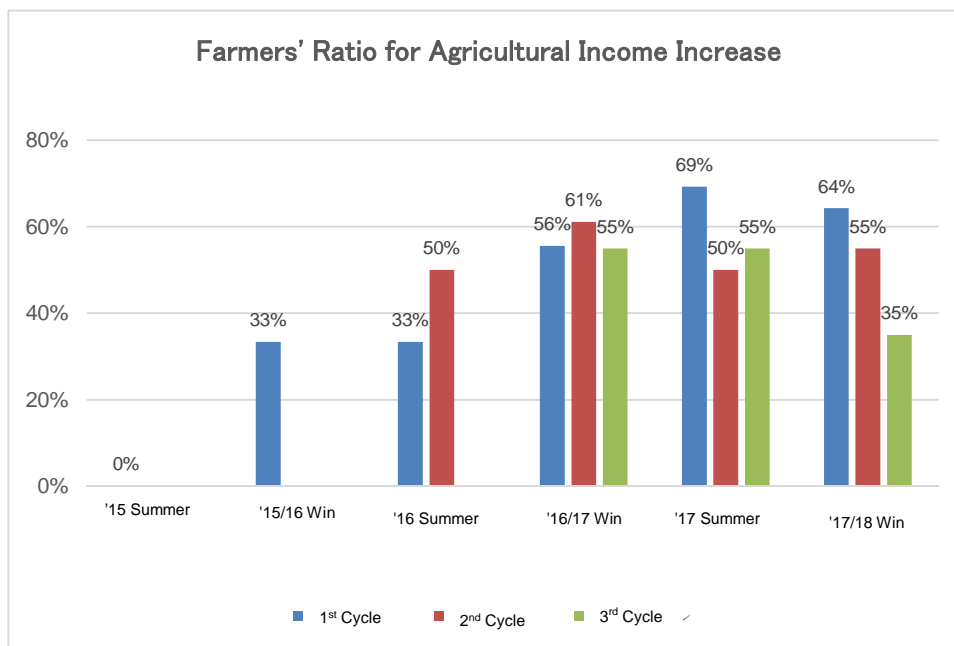


Figure 4.4 Farmers' Ratio for Agricultural Income Increase

For the target villages in the 1st cycle, annual agricultural income in the 2016 and the 2017 season was analyzed by comparing to that in the 2015 season. For the target villages in the 2nd cycle, their annual agricultural income is compared to that in the 2016 season. For the 3rd cycle, the agricultural season was not completed at the time of the Monitoring survey; hence, only the agricultural income in the 2016/17 winter season was compared to that in the 2017/18 winter season. The table 3.3.2 illustrates the increment of the agricultural income.

In the 1st cycle, comparing to the 2015 season, the agricultural income in the 2016 season increased by 138% and in the 2017 season increased by 123%. In addition, in the 2nd cycle, the agricultural income in the 2017 season increased by 281% compare to the 2016 season. This increment is even higher than that of the 1st cycle. Contrary, the agricultural income in the 2017/18 winter season decreased by 77% compare to the 2016/17 winter season. The Monitoring survey was carried out only the questionnaire survey with the surrounding farmers, and the further survey is necessary to reveal more detail about this fluctuation of the agricultural income.

Table 4.12 Increase Ratio of Agricultural Income

Item	1 st cycle	2 nd cycle	3 rd cycle
Standard year	2015 season (14/15 winter+15 summer)	2016 season (15/16 winter+16 summer)	2017 season (16/17 winter)
No of comparison farmers	6	12	18
Ave. increment ratio			
2016 season (15/16 winter +16 summer)	138%	-	-
2017 season (16/17 winter +17 summer)	123%	281%	-
2018 season (17/18 winter)	-	-	-77%

5 Project Purpose Indicator d: Farmers' Behavioral Change

5.1 Outline of the Survey

The Project Team carried out the survey on farmers' behavioral change in farm practices. The Project Team employed surveyors, and these surveyors visited the target farmers and conducted the questionnaire survey between October 2018 and September 2018. The agricultural cooperative staff and the extension officers nominated active farmers who participated in the Project activities several times. The survey targeted 15-20 active farmers in each village. For the 4th cycle, the survey targeted only a few randomly selected target farmers because of the time constraint. The survey targeted 166 farmers in Minia governorate and 259 farmers in Assiut governorate, and the total survey number reached 425 farmers.

Table 5.1 Target Villages and Survey Numbers

Gov.	Cycle	District	Village	No. of Respondent
Minia	1	Abo Korkus	El Balad	13
	1	Dayr Muas	Manshet Semhan	19
	1	Mallawe	Manshet El Maghalka	20
	2	El Edwa	Barmasha	16
	2	Maghagha	Aba El Balad	16
	2	Matai	Kom Matai	22
	3	Beni Mazar	Gendaya	20
	3	El Minia	Tala	17
	3	Smallout	Hataha	19
	4	Beni Mazar	Gendaya	1
	4	Mallawe	Manshet El Maghalka	2
	4	Matai	Kom Matai	1
	<i>Minia Total</i>			
Assiut	1	Abnoub	Abnoub	20
	1	Assiut	Mosha	21
	1	Dayrut	Sanabo	20
	2	Abo Teag	El Nekheila	18
	2	El Badary	El Nawawra	20
	2	El Fath	Bany Mor	20
	2	El Kosya	El Tetalia	23
	3	El Ghanayem	El Mashaya	20
	3	Man Floot	Man Floot	29
	3	Sadfa	Awlad Elias	20
	3	Sahel Selem	Sahel Selem	21
	4	Dayrut	Sanabo	7
	4	El Kosya	El Tetalia	16
	4	Man Floot	Man Floot	4
<i>Assiut Total</i>				259
Total				425

The Project Team questioned the target farmers how much they practice farm plan, agricultural techniques introduced by the TOT and market survey. The survey also asked farmers about change of their production amount and production cost.

5.2 Outline of the Survey Result

5.2.1 Farming Plan

According to the survey result, 85% of the respondents in Minia governorate answered that they practice making farm plans. In Assiut governorate, 89% of the respondents answered that they continuously

practice making farm plans. In total, 87% of the respondents practice making a farm plans. A farm plan is developed based on the market survey result. The farmers prioritize cultivation crops based on a farm plan information such as profitability, varieties, cultivation period and technical difficulty. The survey reveals that the farm plan plays an important role for farmers to practice market-oriented agriculture.

Table 5.2 Farmers with Farm Plan Practice

Gov.	Cycle	District	Village	No of farmers (Farm plan practice) 1)	No. of farmers (No farm plan)	No answer	Ratio of farm plan practice farmer*
Minia	1	Abo Korkus	El Balad	13	0	0	100%
	1	Dayr Muas	Manshet Semhan	16	0	3	84%
	1	Mallawe	Manshet El Maghalka	20	0	0	100%
	2	El Edwa	Barmasha	14	0	2	88%
	2	Maghagha	Aba El Balad	12	0	4	75%
	2	Matai	Kom Matai	11	0	11	50%
	3	Beni Mazar	Gendaya	19	0	1	95%
	3	El Minia	Tala	16	0	1	94%
	3	Smallout	Hataha	19	0	0	100%
	4	Beni Mazar	Gendaya	0	0	1	-
	4	Mallawe	Manshet El Maghalka	0	0	2	-
4	Matai	Kom Matai	1	0	0	100%	
<i>Minia Total</i>				141	0	25	85%
Assiut	1	Abnoub	Abnoub	18	0	2	90%
	1	Assiut	Mosha	20	0	1	95%
	1	Dayrut	Sanabo	18	0	2	90%
	2	Abo Teag	El Nekheila	18	0	0	100%
	2	El Badary	El Nawawra	19	1	0	95%
	2	El Fath	Bany Mor	16	3	1	80%
	2	El Kosya	El Tetalia	19	1	3	83%
	3	El Ghanayem	El Mashaya	20	0	0	100%
	3	Man Fload	Man Fload	21	0	8	72%
	3	Sadfa	Awlad Elias	19	1	0	95%
	3	Sahel Selem	Sahel Selem	21	0	0	100%
	4	Dayrut	Sanabo	5	1	1	71%
	4	El Kosya	El Tetalia	13	2	1	81%
	4	Man Fload	Man Fload	3	1	0	75%
<i>Assiut Total</i>				230	10	19	89%
総計				371	10	44	87%

*Ratio of Farm Plan Practice = No. of farmers who practice farm plan making/ No. of the surveyed farmers including No. of no response farmers

5.2.2 Behavioral Change in Agriculture

The survey is conducted on the behavioral change in agriculture with multiple-choice questions: 1) introduce new varieties, 2) cultivate new crops, 3) change cultivation period, 4) change agricultural inputs, 5) keep farm record book and 6) Others. The result shows that “1) introduction new varieties” is the most frequent answer from the respondents. It accounts for 70% of the respondents following by 58% of the respondents answered that they introduced new crops and 30% of the respondents changed their cultivation period.

In addition, 17% of the respondents practice the farm record book. Most farmers in the target villages are not familiar with keeping the farm record book; yet some of them recognized the importance of the farm record book and they keep practicing it. This is also behavioral change caused by the Project.

The survey result is slightly different between Assiut and Minia. For example, the respondent ratios of

introduction of new varieties and introduction of new crops are 51% and 22% respectively in Minia. On the other hand, the respondent ratios of the same categories in Assiut are 82% and 80% respectively. This difference seems to be caused by the difference of agro-economic condition between the two governorates. In fact, there are more farmers cultivating horticulture crops in Minia governorate than that in Assiut governorate. This agricultural situation could have made difference in the survey result between the two governorates.

Table 5.3 Farming Practice based on Farm Plan

No.	Answer	Total respondents	Ratio	Minia	Assiut
1	Introduce new varieties	298	70.1%	50.6%	82.6%
2	Cultivate new crops	245	57.6%	22.3%	80.3%
3	Change cultivation period	131	30.8%	33.1%	29.3%
4	Change agricultural inputs	36	8.5%	15.1%	4.2%
5	Keep farm record book	72	16.9%	11.4%	20.5%
6	Others	0	0.0%	0.0%	0.0%

*Ratio indicates the number of respondents in each answer out of the total respondents

5.2.3 Change in Agricultural Practice

The Project Team asked the farmers about the following three questions in the Survey to analyze impact of their agricultural behavioral change: 1) increase of production amount, 2) reduce the production cost and 3) improve of the produce quality. In total, 61% of the farmers responded that they increased their production amount. Also, 54% of the farmers responded that they could improve their agricultural produce. Regarding the increase of the production amount, it does not mean that the amounts continue to increase every year; yet, the survey result indicates that the farmers recognize that they could increase the production amounts compare to the amounts before joining the Project activities.

For reducing the production cost, 21% of the farmers answered that they reduced their production cost. In Assiut governorate, there are only 5.8% of the respondents that they reduced the production cost. By contrast, there are 46% of the respondents in Minia governorate. There are more farmers who cultivated new crops in Assiut than these in Minia. This could be the reason for this difference between Minia and Assiut in terms of production cost. The survey result shows that the topics of the technical training are almost the same in Minia and Assiut; however, the training impact on the farmers' agricultural practice is different from Minia and Assiut.

Table 5.4 Farming Practice Change

No.	Question	Total		Minia		Assiut	
		No. of farmer	Ratio	No. of farmer	Ratio	No. of farmer	Ratio
1	Production increase	257	60.5% (72.0%)	102	61.4% (86.4%)	155	59.8% (64.9%)
2	Cost reduction	91	21.4% (26.1%)	76	45.8% (66.1%)	15	5.8% (6.4%)
3	Quality improvement	230	54.1% (65.7%)	78	47.0% (69.6%)	152	58.7% (63.9%)

*Ratio indicates the number of respondents in each answer out of the total respondents. The numbers in the blanket show the ratios excluding no response farmers

5.2.4 Marketing Practice

The Project Team also surveyed on the farmers' marketing practice with the multiple-choice questions from 1) new marketing channels, 2) change the marketing period and 3) others. As a result, 77.6% of the farmers (330 farm households) answered that they found new marketing channels or/and change the marketing period or/and other new marketing practices. Approximately 50% of the farmers change the marketing period and 33% of the farmers found the new marketing channels. In Minia governorate, there are 23% of the farmers with change the marketing period and 44% with the new marketing channels. In Assiut governorate, there are 26% of the farmers with the new marketing channels and 67% of change the marketing period. The survey shows that the marketing practice is also different from Minia and Assiut. The farmers in Minia, particularly north part of Minia, are close to Cairo, and it is easy for them to find new buyers and traders compare to farmers in Assiut. This situation seems to cause the difference between Minia and Assiut in marketing activities.

Table 5.5 Chan in Marketing Practice

No.	Answer	No of farmers	Ratio	Ratio in Minia	Ratio in Assiut
1	New marketing channels	141	33.2%	43.4%	26.6%
2	Change the marketing period	213	50.1%	22.9%	67.6%
3	Others	43	10.1%	13.3%	8.1%

*Ratio indicates the number of respondents in each answer out of the total respondents

ANNEX 8-2 Proceedings of The Seminar on
Approaches of Women's Economic Empowerment



Proceedings on
A Seminar on Approaches of Women Economic Empowerment in Rural
Upper Egypt
Field Experience of ISMAP (MALR –JICA) and WEPP (UN Women)

Organized by
Improving Small-Scale Farmers' Market- oriented Agriculture Project
(ISMAP), a technical cooperation between the Ministry of Agriculture and
Land Reclamation (MALR) and Japan International Cooperation (JICA)

In Collaboration with
UN Women

Minia, 27th February 2019



Table of Contents

INTRODUCTION.....	1
Objective of the Seminar.....	1
Background	1
Agenda	2
THE SEMINAR	3
Opening Introduction.....	3
Opening Remarks.....	3
Presentation: ISMAP (MALR-JICA).....	4
Presentation: WEPP (UN Women)	6
Panel Discussion.....	7
Closing Remarks.....	11

Presentation PPT

Photographs

INTRODUCTION

Objective of the Seminar

The seminar aims at sharing both the experiences of Improving Small-scale Farmers' Market-oriented Agriculture Project (ISMAP), which has been implemented since 2014 by MALR-JICA, and Women's Employment Promotion Programme (WEPP) by UN Women. The seminar will serve as an opportunity to discuss how to utilize these experiences and approaches towards women economic empowerment in rural Upper Egypt.

Background

In many places and in different contexts, rural women play important roles in the production of food, sustainment of their families and strengthening of rural communities. However, they are at a disadvantage compared to rural men and urban women and face multiple structural and cultural barriers that limit the realization of their economic empowerment. Especially that 71% of women are working and engaged in unprotected informal work in rural areas as compared to 13% in urban areas, 70% of whom are employed by unpaid family businesses.

Achieving gender equality and women economic empowerment is one of the top priorities in Egyptian development strategies. Thus, the Government of Egypt, Sustainable Development Strategy 2030 states that "the strategy was reviewed to be gender sensitive and focused on the importance of economic and social empowerment of women and youth in all strategic pillars."

In this context, ISMAP worked in Minia and Assiut governorates to improve small-scale farmer's farming techniques through market-oriented approach. The project started from May 2014 and it will end in April 2019. The activity for women empowerment in ISMAP engaged in the generation of income of rural women and also influenced on the consciousness of husbands to accept wife's business. It became obvious that the steps of activities such as Market Survey by women, Business Planning by women, and Technical Training have worked for empowerment of rural women.

UN Women, a leading organization in the field of Gender Mainstreaming, takes part in this event to present its project and experiences in Upper Egypt. WEPP was implemented from 2015 to 2018 in Giza, Beni suef and Minia governorates and aimed at creating more gender-inclusive environment along the agricultural value chains, through improving the working conditions for female employees in the agribusiness firms with the objective to reposition themselves as models in gender-balanced workplace policies, attitudes, and inclusive work environments. WEPP succeeded in stationing around 225 women at 10 firms offering the targeted women fixed-term job contracts, a monthly salary and safe transportation coupled with social protection and medical insurance.

Since ISMAP will conclude in April 2019, ISMAP team wishes to share the results and lessons learnt with different stakeholders in Egypt through this seminar. ISMAP approached women who would engage in self-employment and WEPP approached the women as employees. ISMAP and WEPP dealt with different layers of women in the village and therefore discussion from these different point of views could find a focus on a comprehensive approach to the rural women in different circumstances.

Agenda

Time	Content	Remarks
10:30 – 11:00	Registration	
11:00 – 11:10	Facilitation (ISMAP Chief Advisor) Introduction (Undersecretary of Minia Agricultural Directorate) Opening remarks: - Dr. Abbas Shenawy (Head of Agricultural Services Sector, MALR) - Dr. Mohamed Abdel Hafez (Head of Central Administration for Agricultural Cooperation, MALR) - Mr. Akihiro Iwasaki (Senior Representative, JICA Egypt Office)	
11:10 – 11:50	Sharing experience and knowledge from ISMAP project (ISMAP Project Team: Dr. Shreen Hussein Ali)	MALR-JICA
11:50 – 12:00	Sharing experience from the beneficiaries of ISMAP	
12:00 – 12:40	Sharing experience and knowledge from WEPP project (Ms Engy Amin, UN Women)	UN Women
12:40 – 12:50	Sharing experience from the beneficiaries of WEPP	
12:50 – 13:10	Tea Break	
13:10 – 14:20	Panel Discussion (Q&A and discussion for how to promote economic opportunities for rural women in Upper Egypt) Panel: Ms Engy Amin (UN Women), Ms Makiko Kubota (JICA), Ms Azza Ramadan (MALR-ISMAP), Mr. Osama Saad (MALR-ISMAP), and Mr. Akihiko Hata (ISMAP)	
14:20 – 14:30	Closing Remarks and Wrap-up - Dr. Abd El Aleem El Shafeay (Head of Central Administration for Agricultural Extension, MALR) - Mr. Ibrahim Abd Aal Sorour (Undersecretary, Assiut Agricultural Directorate)	
14:30 –	Lunch	



THE SEMINAR

Opening Introduction

Over 100 people from international organizations, NGOs, private companies and government organizations in Minia, Assiut, Fayoum and Cairo gathered in this seminar in Minia city.

Mr. Hata, Chief Advisor of ISMAP, opened the meeting with warm greetings to all the participants, then explained in brief about the objective of the seminar which aims at sharing the experiences of Improving Small-scale Farmers' Market-oriented Agriculture Project (ISMAP), and Women's Employment Promotion Program (WEPP) by UN Women and discussing what would be effective to assist the economic empowerment of rural women.

Opening Remarks

Mr. Yehia Mohammed Ibrahim, Head of Agricultural Affairs, Minia Agricultural Directorate, welcomed the participants to Minya city. and wished a successful and fruitful seminar. He thanked JICA members for their hard work and efforts for achieving a lot of successful activities either for farmers and women. He also wished more cooperation between Japan and Egypt in the future.



Dr. Abbas Shenawy, Head of Agricultural Services and Follow-up Sector, MALR, thanked all the audiences for their participation in the seminar and gave special thanks to JICA chief advisor of ISMAP who exerted great efforts for the development for the small-scale farmers, either for men and women through the series of activities which we finally touched their fruitful results. He thanked JICA Egypt office and Embassy of Japan and wished more cooperation between Japan and Egypt for accomplishing more successful achievements.

Dr. Mohammed Abud El Hafez, Head of Central Administration for Agricultural Cooperation, MALR, gave opening remarks by saying that "Empowering the economic role of women and farmers and achieving the union between them in the same project is considered an important factor in developing the villages". Men and women supplement each other in the agricultural field, as men work in the field for cultivation and most of females take care of the livestock or share in harvesting or work indoors in raising poultry. They share together a great role which resulted in raising the income of their families, which is the main purpose of ISMAP.

Mr. Akihiro Iwasaki, Senior Representative, JICA Egypt Office, mentioned in his opening remarks the great result of the cooperation between the Egyptian and Japanese Governments for putting a distinguished strategy concerning gender activities in Minia and Assiut and their utmost care of the small-scale farmers as well, and he hoped such strategies would continue after the project by the "Implementation Unit".

Ms. Engy Amin, Women Economic Empowerment Officer, UN Women, gave opening remarks about how to create the suitable atmosphere for women to develop, and give them the appropriate chances to have a unique role in their communities, to speak up for their needs, and avoid being neglected in their communities, as to take part in the employment field not only work indoors.

Presentation: ISMAP (MALR-JICA)

Dr. Sheren Hussien, ISMAP Project Team from Assiut Agricultural Directorate, gave a presentation about sharing experience and knowledge from ISMAP project. She presented the outline of the project focusing on the importance of empowering the role of women through the project "extension flow" that consists of series of activities such as: discussion with women, market survey, business plan training, and technical training. Such activities were implemented for the aim of supporting women to start their small business and generating their own incomes. Then she presented the output of the project, and success stories of women from the villages in Minia and Assuit, who truly benefited from the project which acted like a "turning point" in their lives from staying at homes without having any role of generating money to small "business women" who are independent with great role inside their families. Then she shared a video presenting the different activities of ISMAP.



Following the presentation, the three representative women from the targeted villages of ISMAP in Minia and Assuit talked about their experiences on how they managed to start their small business through what they learnt from the project:

A lady from Bany Mor Village, Assiut: "I am living with my mother and did not have any income. Before the project I started a small business of making and selling accessories, but it was neither profitable nor successful. Then I heard about the project from my relative who is working in the agricultural cooperative and encouraged me to join the project. After joining, I learnt how to make my own business to start any business. I realized the importance of calculating the costs and profit. I also attended the technical training of making baking products. I actually started baking and selling my products that was very profitable to me and I managed to have my own income. Nowadays I made another business "nursery" for children. I checked the market noticed that there are no nurseries in her neighborhood. I achieved success in that business. Thanks to ISMAP, which acted as a guide to start a successful business and how to manage it and continue it avoiding losing money."

A lady from Kom Matai Village, Minia: Actually, I used to raise poultry even before my joining the project, but I witnessed a lot of failure and no profit at all, because I was not aware of the proper basic steps of implementing a successful and profitable business. After joining the project, I learnt a lot of new information and strategies through the series of activities such as "market survey, business plan, technical training, monitoring our activities". I benefited basically from the technical training, as I learnt from the veterinary doctor the proper way of

raining "pigeons", what proper feed for them, how to protect them from diseases, how to notice signs of diseases and give the proper medicine". After following the instructions, I managed to raise poultry in a good and successful way, as I managed to increase the weight and the number of pigeons. I started selling the offspring to my neighbors and relatives. The project supported and assisted me to have my own income.

A lady from Tala village, Minia: At the beginning I never started any business. I was depending on my husband asking for money in every need, but after I learnt how to do the "business plan", I realized the importance of calculating the costs and profit before starting any small business and that guarantee the success of any business. I decided to make my own business plan on "Raising Ducks". I learnt technical instructions through the technical training of how to raise ducks properly, how to increase the weight of the ducks and how to notice the early signs of diseases and handle them. Thanks to the project and its useful activities that made a great difference on my life.



Presentation: WEPP (UN Women)

Ms. Engy Amin, Women Economic Empowerment officer from UN Women, made a presentation on the major activities and achievements of WEPP such as supporting women to apply for master degrees and helping other ladies who did not continue their education to enroll in schools – Also making media campaigns for supporting women not to be silent and talk up to express their identity. She mentioned about the equality between men and women in the business field that resulted in raising the incomes of any community generally, if women have same opportunities as men; unemployment of women in lots of areas affected negatively in the economics of many villages as statistics shows. So, the project is for achieving fairness between male and females at work.

She discussed the safety of women and freedom from violence; that each organization should respect women rights for having medical care. Also organizations should establish nurseries for the women's babies to be cared of to guarantee their sustainability in their jobs. Other achievement of the WEPP is supporting women in Beni Suef Governorate to sell milk to "Danon Company" for producing yogurt. So ladies managed to gain high income from such business.

She also mentioned the Women's Empowerment principles and discussed the major reasons which hinder women from working, such as no safe transportation or contract that guarantee their jobs. After that she presented "Grape Vines", a video of some models who started to work outside their homes, and how the WEPP helped them to go out and start to work safely.



Panel Discussion

The discussion was focused on the topic: "How to promote economic opportunities for rural women in Upper Egypt". The panel list was formed from: Ms. Engy Amin (UN Women), Ms. Makiko Kubota (JICA Gender Advisor), Ms. Azza Ramadan (MALR-ISMAP), Mr. Osama Saad (MALR-ISMAP), and Mr. Akihiko Hata (ISMAP Chief Advisor). Ms Doaa Abudelal, Gender Expert of ISMAP, took part in as Moderator.

Ms. Kubota, JICA Advisor, started with a presentation on Women's Economic Empowerment in Rural Upper Egypt. She explains that women face multiple barriers such as: lack of opportunities on education, lack of access to productive sources, discriminatory policies, institutions and practices, and burden of care and unpaid work. Then she discussed three major factors: Women's Agency & Capability, Gender Relations, and Structure (Gender Equal Policies, Institutions). Then she made a comparison between the aim of ISMAP and WEPP for the role of empowering rural women. For ISMAP, the Women's agency and capability means targeting rural women in small holder farm household. But for WEPP, it focuses on the working women outside home.

Ms. Doaa confirmed on the importance of three basic dimensions for implementing any project related to empowering women which are: Women's Agency & Capability, Gender Relations, and structure. Then she raised a question of "How to guarantee the sustainability of the project.

Mr. Osama said that empowering the economic role of women means empowering the ladies to increase their incomes through the implementation of activities inside their homes, and through their acquired skills from the ISMAP such as "market survey and business plan". He continued, "Based on the request of the Egyptian Side of forming a "Implementation Unit" of the ISMAP activities and the Minister approved this request in both Minia and Assuit. We have already visited the women's houses in which they are implementing their activities and saw their progress and income raising. So, the aim of this Unit is preserving such successes and we have all the potentials to form this unit for monitoring and for achieving the sustainability of the project success. A plan has been already done for the coming period, as the project team has acquired lots of new skills and experience through the implementation of the project.



Ms. Engy Amin (UN Women): WEPP project works basically with the private sector; we worked with 7 different places in Minya, Giza, and Beni Suef. Then they managed to disseminate the project's aim to other companies in other governorates. The major purpose of the project is forming a Unit of women "committees" for monitoring women's activities. We formed groups of women, which act as representative of the other workers in the company, so if the company required employing ladies for work, it does not ask for new ladies but ask the women committee to recommend other ladies they know to work in the company. Such committees can also raise suggestions or requests on behalf of the other workers to the administration of the company such as raising the incomes or preparing air conditioned buses.

Q: Clarify the role of the National Council of Women for the rural women?

Mr. Khairy, Representative of the National Council of Women in Minya answered, "women in Minya managed to prove their identity and overcome the dominance of the male community and go beyond obstacles and other challenges they usually face in rural areas. Minya community needs support by the national council of women through "awareness campaigns" for empowering the role of women in all Villages, "trainings" for women, and "qualifying women for nomination in local councils" according to the constitution's amendments. He also requests actual support from the governmental entities not only from the ministry of agriculture to provide trainings to women for teaching women about marketing to be able to market their different products.

Dr. Hoda, from Agricultural Research Center for extension and Training said, "I'm very happy of ISMAP achievements, but I'm also glad to start working in Minya villages which are very poor as in Fayoum Governorate. So, when any project ends, the success indicators get low. It is better to teach the ladies how to produce products and raise poultry in the proper way instead of just distributing any inputs to the ladies. TOTs are more useful to them.

Ms. Doaa raised question, "There are a lot of projects that have the same aim of empowering women. So, how can we make a link between such projects?"

Dr. Abeer from the Central Administration for Agricultural Extension clarified that many projects of the same purpose target the same villages and sometimes the same ladies; that happens because of lack of communication between such projects. So, she hoped the existence of system or structure for connecting all these similar projects to allow the access of the project to as many ladies as possible.

A: Ms. Engy Amin replied, "From each time to time we hold meetings to gather all the donors at the aim of achieving "Integration & coordination" between different organizations, not only repetition of the same purpose.

Mr. Osama confirmed the importance of the making connection and communication between the donors, and he aims that the Ministry of Agriculture and Land Reclamation maintains the "agriculture cooperatives" because they act as the link between any project and the ministry.

A: Mr. Hata replied, "The Central Administration for Foreign Agricultural Relations should be the window to link the stakeholders in the MALR. And extension engineers of the Ministry are the windows for the women in the villages as well as farmers as the Ministry covers all the villages with the extension engineers. Maintaining the extension engineers at the village level would be important to connect the rural inhabitants and the projects.



Ms. Doaa raised other question of how to achieve "Coordination" between the different projects and activities. She added that from her point of view there is no quick or instant answer or solution for that question, but she considers it as a long road, many steps should be taken in order to achieve coordination, but in the seminar there were suggestions provided concerning the same problem of achieving coordination through the window of the National Council of Women and the Foreign Agricultural Relations of MALR.

Ms. Ekram: The role of the National Council of Women and the Equal Opportunity is monitoring all the programs concerning the rural women and working in developing them. We are facing a problem that there are many organizations of donors that have different programs for empowering the economic role of the rural women. We are working in 12 districts through the extension. But now we have to put a protocol and one vision at the aim of connecting all the organizations. For example, the rural women in Beni Suef, Minia and Ismailia Governorates managed to produce milk in a high quality and sell it to shops held in the agricultural extension.

Ms. Azza: We selected the women who have the desire to participate in the project and held orientation meeting" to explain what is the project for and its activities, then held the market survey for checking the different products and prices, then we gave trainings to the women on the business plan for knowing to calculate the costs and the profit of their small businesses, after that the project gave them training on the activities they already chose, as the ladies learnt the proper way of raising poultry.

Ms. Doaa also added that she is truly affected by a comment said by one of the team members in Minya, who said, "We never expected that the ladies would be responding that way to the projects activities and the extension flow and their commitment to the meetings held by the project, but after passing time we discovered that the ladies are very enthusiastic to start their own business and to continue their activities and achieved success". So, it's a journey of "learning", not only for the target ladies but also for those who are responsible on implementing the project.

Ms. Kubota: made a presentation on examples of countries in which JICA has implemented projects for empowering the economic role of women. Ms. Kubota presented 3 specific examples: One in "Kyrgyz Republic" for achieving women's economic empowerment for supporting women to organize themselves to go into business. Ladies there managed to make and market products such as jam. Such products are very high quality and sold in Japan. Ladies managed to make cash income. The project supported the ladies through incentives, encouragement, and technical support as trainings. Secondly in Pakistan, the project aimed at improving the living standard for women who work indoors. Women there got support through NGOs and the Ministry of Gender, for helping women to gain skills of savings and make household recording. Ladies could raise their incomes and support women to access formal employment. Thirdly in other African countries such as "Nigeria" in which women received support through different trainings to learn how to make their own income.

Ms. Doaa added a question that such projects for empowering the economic role of women may produce inequality inside the rural community.

Mr. Hussein, head of Extension, replied: that there is a cooperation and coordination between the extension and cooperation departments and such union lead to the success of the project. He also added that women are very powerful by nature and our Egyptian history proved that. Women are patient and family manager; she is considered the manager of the kitchen, education guide, social, economic, and political supporter. Women's role is great inside her family and community and can achieve cooperation with male members; they do not work separately.

Mr. Mohammed Abd El Hafez, the head of Central Administration of Agricultural Cooperation, added a comment: "I feel responsibility towards continuing the project. Though the project comes to its end, the activities will continue through "Implementation Unit" which has already been approved for the establishment by the Minister. We got experience to continue the project adopting new visions and dimensions. The project does not finish but what only will change is the administration of the project."



Comments through papers by the participants:

- The activities which are done separately do not achieve equality; I think such activities should include men and women together.

- UN Women Organizations should create mechanism for coordinating the efforts because we all present services for the same category. So, holding meetings and seminars will lead to the optimum approach in serving our target communities.
- For our baking business, we are requesting the National Council of Women to operate a shop for selling our products in Assuit.

Closing Remarks

Dr. Abd El Aleem, the Head of Central Administration for Agricultural Extension: "Special thanks to JICA for exerting its utmost effort for supporting the small-scale farmers and rural women as well. ISMAP has provided us with a new approach and vision that will be continued and adopted by the Ministry through the "Implementation Unit". Such approach and strategy resulted in fruitful and successful achievements represented by the small-scale famers and women. Rural women managed to be independent at their homes and can generate income monthly. Women are considered the "ministers of finance" at their homes, so no one can neglect their great role in any community.

Mr. Ibrahim Souror, Undersecretary of Assiut Agricultural Directorate, addressed that he is sure of achieving the sustainability of the project and achieving connection between the rural women and the small scale farmer as well. He also added the importance of creating coordination and integration between all projects and organizations whose aim is for empowering the role of women to achieve overall success, because the success of women in any community means achieving success for the whole community. Though women have economic and commercial skills by nature, they need chances and support to be independent especially in the rural areas. He thanked all JICA for their support throughout the project period.



Mr. Hata closed the meeting by mentioning as a conclusion of the seminar that "Women have the power and all what we can do like us outsiders is to facilitate the environments for women to be able to use their power".

= End =

Participant Organizations (alphabetical order):

Assiut Business Women Association
CARE International
Climate Change Project
FAODA
Food and Agriculture Organization (FAO)
International Fund for Agricultural Development (IFAD)
Italian Cooperation Fund
National Council of Women
North South Consultants Exchange (NSCE)
Promotion of Rural Incomes through Market Enhancement (PRIME, IFAD Project)
SOFRECO
United Company for the Drying and Freezing of Agricultural Crops
Women Beneficiaries of ISMAP
Women Beneficiaries of WEPP
World Food Programme (WFP)

Medias:

Egypt Agricultural Channel
El Ahram Newspaper
North Upper Egypt Channel

Hosted by:

UN Women
Japan International Cooperation Agency (JICA)
Ministry of Agriculture and Land Reclamation (MALR)
Agricultural Services and Follow-up Sector
Agricultural Extension Institute, Agricultural Research Center
Economic Research Institute, Agricultural Research Center
Central Administration for Agricultural Cooperation
Central Administration for Agricultural Extension
Central Administration for Training
Equal Opportunity Unit
Assiut Agricultural Directorate
Minia Agricultural Directorate

PRESENTATION MATERIALS



Agenda

1. Outline of the Project
2. Women's Empowerment Activities of the Project
3. Outcome of the Project
4. Voices of Women
5. Conclusion and Recommendations



Background: IMAP ⇒ ISMAP

IMAP: the Master Plan Study for Rural Development through Improving Marketing of Agricultural Produce for Small Scale Farmers in Upper Egypt

Implemented from 2010 – 2012

Output of IMAP: Master Plan (M/P) in Minia & Assiut

↓

The Ministry of Agriculture and Land Reclamation (MALR) requested Japan for technical cooperation project in order to promote effective implementation of M/P

↓

Detailed Planning Survey in Nov. 2012

↓

ISMAP implementation

Project Purpose and Approach

Project Purpose: Agricultural incomes of the target small-scale farmers and surrounding small-scale farmers in the project area are increased.

Approach:

- ✓ To promote from "Grow and then sell" to "Grow to sell" (Market-oriented agriculture) based on SHEP^(*) approach thereby increasing agricultural income.
- ✓ To develop "Extension flow" (a series of activities motivate farmers)

(*) SHEP = Smallholder Horticulture Empowerment and Promotion developed by the technical cooperation of JICA in Kenya

Project period: May 2014 – May 2019

Directly targeted village: 20 villages in all the 20 districts (9 districts in Minia and 11 districts in Assiut)



Background

- Conservative villages in the Project area (Assiut and Minia governorates): a strong customs of gender segregation, women are tended to be kept at home, maintaining strict gender roles.
- In the area of farming, men are generally in charge of fieldwork, though you can still find women working in farmland, especially in the northern part of Minia governorate and women in landless families are admitted to work in the fields for economic reasons.
- Initial stage of the Project: focused only on horticulture; considering this situation, decided to cover the activities like poultry-raising, which local women can play as a main actor.
- Therefore, ISMAP has two activity lines: one for horticulture and another for women's activities.
- The project had a belief that the empowerment of rural women can eventually vitalize the village economy.

Activity Flow of Women's Empowerment Activity



Market Survey gave women the inspiration to start their businesses



Business dialogue for women : traders and other stakeholders related to women activities were invited and nearly 100 village women attended.



The business training session taught the women how to avoid a loss by making a plan before starting.



Technical trainings for women based on the business they chose



Challenges and Improvement

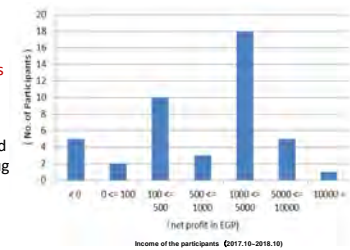
- 1) **Independent activities for women:**
women were hesitant to join in male-dominated activities held in public place such as the cooperative office. ⇒ **facilitated separate environment for women.**
- 2) **Practical business where women can be main actors:**
Most of women do not work on the farmland. ⇒ **picked activities women could conduct from their homes.**
- 3) **Organizing women as a group:**
Model Unit establishment for group work was difficult to maintain the sense of equality (work division, input/output division) among women ⇒ **supported individual business and regular meetings to exchange information among women**
- 4) **Boosting the exchange of information between men and women**
⇒ **To exchange information widely in the village, facilitated a session to present the activities of both men and women.** The session was also to make both sides appreciate for each other's activity.



Outcome of business activity

A survey revealed that 41 women out of 47 (87%), who practiced the business after attending the business plan training, increased their incomes from October 2017 until the end of October 2018. (Those who could not increase the income were still increasing the capital of business at that time)

24 out of 47 women (51%) generated more than LE1,000 a year. 6 women generated more than LE5,000. There was one woman who generated as much as LE16,795 that year. Average was LE2,784 in one year.



On baseline survey, 24 women had no income at all before and started making an income through the project.



Impact of Market Survey



"People in the village believe that women should be at home. I did not know the prices of most things because everything I needed was brought by my husband."

The market survey was implemented considering the specific culture of each village:

- avoid visiting local markets in order to avoid the criticisms of their relatives,
- presence of extension officers / go as a group to ease their male relatives.



"Initially, I had the idea of selling homemade spices. I visited a small shop in my village and asked some vendors if they would sell my homemade spices. Unfortunately, they did not respond positively. The turning point came when ISMAP took us to a large supermarket. There I found food products that were packaged nicely and arranged in order and I became so excited! I was encouraged to sell these products because I knew exactly how to cook them."

The women who raised poultry also received useful information from the vendors during the market survey, such as the best size to sell at, the time to increase prices, and negotiation tips to use with customers.

"From the market survey, I learned how to sell and how to negotiate with customers. The tips from the vendors helped me when I began to sell my own product."



Impact of Business Planning



"I was raising poultry even before joining ISMAP activity, but I did not wish to lose ducks to disease. After making a business plan at the session, I started considering profits and changing my behavior to become more careful with the poultry."

"After learning how to make a business plan, I started calculating my domestic work as well as that of my business."

"I feel I can make stable profits if I make calculations before I go into business. I taught my neighbors and friends how to make these calculations as well."

"Initially I hesitated to invest in the business myself. I was very worried that I might not make any profits. But when I eventually did, I was very happy."

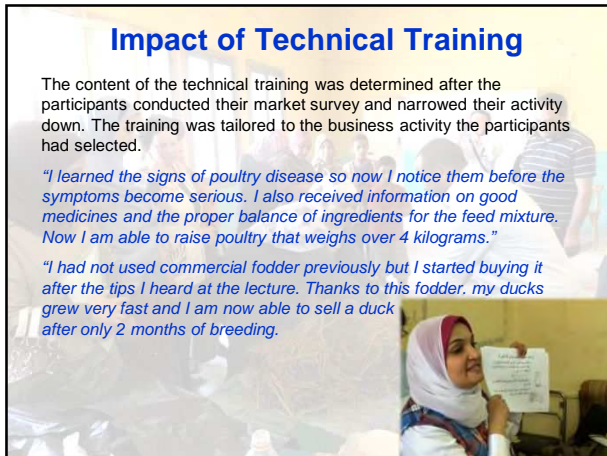


Impact of Technical Training

The content of the technical training was determined after the participants conducted their market survey and narrowed their activity down. The training was tailored to the business activity the participants had selected.

"I learned the signs of poultry disease so now I notice them before the symptoms become serious. I also received information on good medicines and the proper balance of ingredients for the feed mixture. Now I am able to raise poultry that weighs over 4 kilograms."

"I had not used commercial fodder previously but I started buying it after the tips I heard at the lecture. Thanks to this fodder, my ducks grew very fast and I am now able to sell a duck after only 2 months of breeding."



Impact of Activity: Expansion of women's activity area

It was very important for male family to make women separate from the male participants and accompanied by officers when they went out for the market survey. This facilitation made the husbands/male family members more comfortable in allowing them to join the project.

"I was very happy to meet so many people through the project activities."

"I learnt a lot from other participants in the monthly meetings, for example about how they try to prevent animal disease."

"I graduated from school but I did not work after it, I just did domestic work. I wanted to start something that was income generating."

"It was only because the women's activities were separate from the men's that it was possible to persuade my husband to allow me to join the project."



Impact of Activity: change in access to and control of money

After they started their businesses, some women said that they now had their own purses and could use the money they had earned themselves without being kept by their husbands.

"I could buy myself a gold bracelet with my profits (to save my profits in gold).", "I use the profits for myself and for my children.", "Basically I use the profit for my household; I buy kitchen goods and my own clothes. I also bought my husband a gift for his birthday."

It was obvious that wives and husbands kept separate accounts after the wives started generating income. For example, the wife pays for the fodder even though the husband has bought it from the market. If the husband pays for the fodder, the wife gives the husband a discounted price for the consumption of her produce. The shifting of money from husbands to wives empowers women in the household.

"I receive money from my husband when we consume one of my ducks. I received 100 pound for two ducks, it was a discounted price"

Impact of Activity: Raised consciousness of husbands

Most husbands cooperated with their wives. They helped their wives to continue the business activities and also listened to what the wives had learned from the project. Most husbands were proud that their wives had become involved in the household income.

"My husband sometimes lends me money for poultry fodder, and I return the money from the profits I make. My husband has become more supportive now, and can cook lunch by himself."



"[husband was out of the village for work] From our phone calls, I understood what she was doing through the project and it deepened our relationship. I am proud of her for conducting her own business."

"I discuss the progress of the business and how to make more profits with my wife. I graduated from an agricultural technical school, so I can advise her on how to prevent disease. I also pay the local veterinary to check our poultry."

"My husband is very cooperative. He accompanies me when I sell to vendors and takes the money from them. When I joined my husband on a drive on his motorbike, I told him about the business and he listened to me."

Conclusion & Recommendations



Conclusion

The women's empowerment activities in ISMAP contributed to income generation for rural women and influenced their husbands' attitudes towards their business activities. Clearly the steps in the extension flow, such as the market survey, the business planning session, and the technical training, have empowered rural women.

Recommendations for effective implementation

- **Significance of female extension officers** (close to rural women, Close support to them)
- **Work environment arrangements necessary to gain acceptance by participants' male family members** (carry out women's activity separately from men, use the venue for women's convenience, go out as group, etc.)
- **Consideration of the group activity** (not to make solid group, but individual business and regular meeting to exchange information, merry-go-round (gamaiya))



Manuals for extension activity

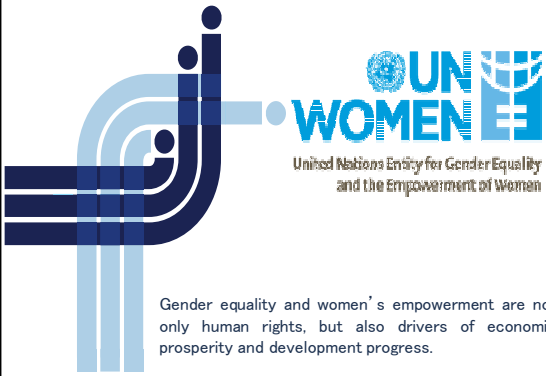
Manuals for Women Empowerment Activity in ISMAP

	Activity Flow	Manual for Officer	Manual for Women
1	Orientation	Manual for officers (leaflet) *Orientation PowerPoint *Gender awareness raising	Manual for female participants (leaflet)
2	Female discussion	Format for profiling of target women	
3	Market survey	Business exercise book	Manual for officers p. 5
4	Business plan training		Business exercise book
5	Business plan making		Business exercise book
6	Baseline survey	Format for baseline survey	
7	Technical training		Leaflet for mushroom-cultivation Leaflet for rabbit-raising Leaflet for pigeon-raising Leaflet for chicken-raising
8	Practical activity		The recording notebook



**Thank you very much
for your attention!**





UN WOMEN
United Nations Entity for Gender Equality
and the Empowerment of Women

Gender equality and women's empowerment are not only human rights, but also drivers of economic prosperity and development progress.

About UN Women

- Supports UN Member States as they set global standards for achieving gender equality (i.e. access – equal opportunities – freedom of choice) and thus social justice and comprehensive development.
- Works with governments and civil society to design laws, policies, programmes and services needed to ensure that the standards are effectively implemented and truly benefit women and girls worldwide.
- It works globally to make the vision of the Sustainable Development Goals a reality for women and girls and stands behind women's equal participation in all aspects of life.

Sustainable Development Goals



1 NO POVERTY
2 ZERO HUNGER
3 GOOD HEALTH AND WELL-BEING
4 QUALITY EDUCATION
5 GENDER EQUALITY
6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY
8 DECENT WORK AND ECONOMIC GROWTH
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
10 REDUCED INEQUALITIES
11 SUSTAINABLE CITIES AND COMMUNITIES
12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION
14 LIFE BELOW WATER
15 LIFE ON LAND

About UN Women – Egypt (Cont' d)


Twin Priority Goals: Inclusive Growth, Social Justice

Programmatic Focus:

- Women's Political Empowerment
- Women's Economic Empowerment
- Ending Violence Against Women


Political Empowerment

- Women's Access to Citizenship**
 - ID Cards needs assessment and issuance for women across Egypt (713,571)
- Awareness Raising on Citizenship Rights**
 - 240 Youth Ambassadors within communities across 10 Governorates
 - Knocking Door Campaigns for women voter awareness (260,000 households)
- Capacity Development for Women Candidates & Parliamentarians**
 - 89 women parliamentarians were elected, increasing female representation from 2% (in 2013) to 15%



Economic Empowerment

- Job Creation, Entrepreneurship & Employability**
 - 30-50% increase of women's income and stronger capacity for self-employment and financial independence (Upper Egypt)
 - 152 women-led enterprises established in one of Egypt's poorest governorates
 - Integrating women in supply chains with increased rural income of EGP 4,50,000
- Access to financial/non-financial services and assets**
 - Tailored packages of financial and non-financial services and assets
 - 5,000 women received assets to start businesses
 - 18,000 women received training on entrepreneurship
- Strengthen Skills through Village Savings and Loan Associations**
 - Skills of over 22,500 poor and marginalized women improved, benefitting around 112,500 extended family members and accessed EGP 17,050,000 to finance their projects



Ending Violence Against Women

Legislative Framework & Enforcement

- Sexual Harassment criminalized in Penal Code amendment.
- National Strategy to EVAW, implementation of laws and policies
- 75 female and male judges trained on family law, unified labor and social insurance law

Victim Support & Prevention

- Women Shelters
- Public spaces free from violence (safe-cities)
- Women-friendly urban development
- 20,000 community members trained on anti-harassment activities

Awareness Raising & HeforShe

- Mobilizing Youth incl. men and boys
- Media Campaign 'Speak Up!' sparking debate on sexual harassment and domestic violence

Education

Training

- 41 safety assessment in schools on women-friendly schools
- 41 schools introduced interactive learning methods benefiting 4,000 students and 113 teachers
- 11 schools introduced gender-sensitive extra-curricular activities at community schools reaching 15,000 students in 3 governorates

دعم الحصول علي الدرجات العلمية

- First Professional Master degree in Gender and Development at FEPS/ Cairo University
- 30 role models engaged on social media to promote girls education

Media And Awareness Campaigns

<http://egypt.unwomen.org>
[FB://UN Women Egypt](https://www.facebook.com/UNWomenEgypt)

GEWE: Essential to achieve Sustainable Development

BUSINESS VALUE CHAINS

Gender Equality: Impacts on the Macro Economy

IF

Female employment rates = Male employment rates

overall net GDP would increase by →

Country	Female employment rate	Male employment rate	Net GDP Increase
United States	5%	5%	\$1,750 billion
United Kingdom	5%	5%	\$250 billion
China	5%	5%	\$2.5 trillion
Spain	6%	6%	
Japan	9%	9%	\$550 billion
Brazil	9%	9%	
South Africa	10%	10%	
Italy	11%	11%	
United Arab...	12%	12%	
Argentina	12%	12%	
India	27%	27%	
Egypt	34%	34%	

Source: Catalyst, 2011

Statistics: Labour Force Participation & Employment

- Women constitute **39.35%** of the global labor force.
- In 2017, the largest **gender gap in labor force participation** rates, at nearly **31%** is faced by women in **emerging countries**, followed by those in developed countries, at just over **18%**, and in developing countries, with a **12%** gap.
- Regionally, the gaps are widest in the Arab States, Northern Africa and Southern Asia, where they **exceed 50%**. These three regions also have the **lowest levels of female participation rates (less than 30%, compared to the global average of 49%)**. In **Egypt**, female labour participation is **24.2%**. Egypt ranks 135/149 on the 2018 Global Gender Gap Index, reflecting high levels of gender inequality in sub-indicators in economic participation and opportunity and political empowerment.
- Women face a **25-35% higher risk of being in vulnerable employment** than men in certain countries. Only **28%** of employed women worldwide enjoy any paid maternity leave in practice. The net contribution of unpaid work to the global economy is estimated at **\$10 trillion per year**.
- The **global gender income gap** is widening. Women are paid on average **29% less** than men. If women play an identical role to that of men in labor markets, as much as **\$28 trillion, or 26%** could be added to global annual GDP by 2025.

Statistics: GEWE in the Workplace – Women in Authority

- As of 2017, there are **32 female CEOs on the Fortune 500 list**; **6.4%** of the U.S.'s largest revenue making companies are women-led. This is the highest proportion of female CEOs in the 63-year history of the Fortune 500.
- 25%** is the **average return on equity** for companies with a diverse corporate board compared to only **9%** for a uniform board.
- On a global level, women hold **3.9% of CEO positions**, **12.7%** and **18.8%** of board and senior management positions respectively.
- Companies with gender diversity and equal promotional opportunities are more likely to achieve from **15–19% financial returns above their respective national industry medians**.
- Companies with **3 or more** women corporate directors outperformed those with no women by **84%** on **return on sales (ROS)**, **60%** on **return on invested capital (ROIC)** and **46%** on **return on equity (ROE)**.

Statistics: Investing in Women

- In Egypt, **82%** of women business owners operate in rural areas, while **18%** are located in urban areas. By contrast, **62%** of men business owners' in rural areas and **38%** in urban areas.
- The majority of women entrepreneurs in Egypt are considered to be **"necessity entrepreneurs"**, forced into entrepreneurship due to lack of satisfactory job opportunities.
- Women-owned businesses are usually micro-enterprises, producing subsistence level income only. Only **3%** of the self-employed women operate in the SME sector.
- Women's economic empowerment has the potential to **lift more than 1 billion people** out of poverty, create global growth, and help achieve the SDGs of the 2030 Agenda.
- Bridging the gender gap** in the MENA could lead to a **47% GDP increase** by 2025 in the region, resulting in a growth of **\$2.7 trillion**.
- Programs to support female employee health** result in a return on investment as high as **4:1**.
- Every dollar spent on key interventions for reproductive, maternal, newborn and child health leads to an estimated **US \$20 in benefits** through **reduced absenteeism**.

Statistics: Workplace Harassment

- Anywhere from **25% to 85%** of women in the US report having experienced sexual harassment in the workplace thus **1 in 4** people are affected by workplace sexual harassment.
- 6% to 13%** of individuals who experience harassment file a **formal complaint** thus on average, anywhere from **87% to 94%** of individuals **do not file** a formal complaint.
- Since 2010, U.S. employers have **paid out \$688.7 million** to employees alleging harassment.
- 75%** of employees who spoke out against workplace mistreatment faced some form of **retaliation**.
- In Egypt, a study in 2014, revealed that around **3.7% of working women** (139,600) were exposed to violence at the workplace. Affected women and their families endure an amount of **548 million EGP yearly** for spending extra time to change route and method of transportation or have a road companion due to violence in public spaces.
- More than **1.7 million women** suffer from sexual harassment in public transport and 2.5 million suffer from sexual harassment on the streets. VAW in public spaces is estimated to **cost 571 million EGP** yearly.

Statistics: Childcare

- Providing childcare centers is a **cost-effective way** to design **compensation packages** in tight labor markets because of the high value placed by workers on employer sponsored childcare.
- In a survey of managerial employees at IT companies in India, **50% of women** and over **40%** of men reported that they would be **less likely to quit working** for a company that provides childcare benefits. Childcare benefits can encourage mothers to return to work sooner after maternity leave.
- In a US Care.com survey, nearly three quarters of employees with children said their job had been affected because of childcare plans falling through at the last minute, with **64%** having to use **sick days** and **34%** **being late** to work as a result.
- A US survey found that **30%** of employed parents had encountered a childcare crisis within the previous several months that had contributed to a **reduced focus** on the job, tardiness, and **unplanned absence** from work which leads to higher "net loss of productivity".
- A study of UK and Irish companies found a **70% lower absence** rate among workers who had access to employer childcare than among those who did not.

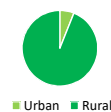
Statistics in Agriculture – Rural Egypt

- Rural Egypt is home to **58%** of the Egyptian population.
- Agriculture sector accounts for **14.5%** of Egypt's GDP, while directly employing about **30%** of the labor force, **46%** of which are women (of which **38%** are seasonal workers).
- 11%** of Egyptian families are supported by women breadwinners for around **3 million** families.
- Poverty rates are particularly high in Rural Upper Egypt, where **43.7%** of the residents are income poor (poverty line EGP 482 per month and EGP 5,787.9 per annum).
- Rural Egyptian women have very limited access to land and property ownership (according to 2014 survey data, only **2%** of Egyptian women own land).
- 13%** of rural women under 20 have been or are married, almost twice the rate of early marriages among women (under 20) residing in urban areas (**7%**).
- 39%** of women in rural Egypt being illiterate (at national level, **30.8%** of women are illiterate) and **84%** don't use the internet in rural areas. Limited access to education is a major issue for women in rural areas, and negatively impact their economic and social opportunities, as well as their health status.

Statistics in Agriculture – Rural Egypt

- The share of rural women with no insurance amounts to **53.4%** and **95%** were exposed to FGM. Only **89%** for women in rural Egypt have been attended by a qualified health professional in comparison to **97%** in urban areas.
- While women are the heads of **17.8%** of Egyptian households (**11%** in rural areas, i.e. **3M** families), **24.5%** of women (versus **9.6%** of men) live in poverty (CAPMAS, 2014).
- 18%** of women in rural areas work in (dairy products, poultry, etc.), and few women hold a formal bank account in Egypt (less than **7%**).
- The overwhelming majority (**94%**) of the **1.8 million** women working in the informal sector reside in rural areas

Women working in the informal economy



Challenges for women's employment in the agriculture sector

- Nature of the sector, seasonal workers
- Remote locations,
- Unsafe means of transportation (pick-up trucks)
- Negative societal perception of women workers, and traditions
- Low retention and high absenteeism rates
- Lack of skilled labor,
- Costs of recruitment and (re)training
- Poor quality of production and its impacts on productivity
- Poor communication between staff and management and work-related dissatisfactions
- Malpractices of labour contractors,
- Lack of insurance and protection schemes,
- Absence of gender-sensitive policies,
- Wage-gap and discrimination

Approaches of Women's Economic empowerment in Rural Upper Egypt

Equality means Business

- One Village, One Product (OVOP)
- Integrating women in the supply and distribution channels of corporates
- Village Savings, and Loans Associations (VSLAs)
- Improving the working conditions through safe and secure workplaces



The 7 WEPs

- Principle 1: Establish high-level corporate leadership for gender equality**
- Principle 2: Treat all women and men fairly at work – respect and support human rights and non-discrimination**
- Principle 3: Ensure the health, safety and well-being of all women and men workers**
- Principle 4: Promote education, training and professional development for women**
- Principle 5: Implement enterprise development, supply chain and marketing practices that empower women**
- Principle 6: Promote equality through community initiatives and advocacy**
- Principle 7: Measure and publicly report on progress to achieve gender equality**

Signatories of the WEPs

- 2,050 CEOs signed the WEPs worldwide (22 in Egypt)

Careem	Vodafone Egypt	Daltax Corporation
Blue Nile	Green Egypt	SEKEM
Agriculture Investment and Development Company	Team Mitr –Engineering & Management Consultants	Jumia
Raya Holding	Schneider Electric Egypt & NEA	Egyliere Travel
Al Mansour Holding Company for Financial Investments	Orascom Telecom Holding S.A.E.	The Egyptian Stock Exchange
Cairo Scientific Company	Olympic Group	Hashem Brothers For Essential oils & Aromatic Products
CID (Chemical Industries Development)	Excellence	WEBB International Middle East Ltd.
Deloitte Middle East		

Translating the WEPs into Action: Impact on Businesses

- Improved retention rate and reduced absenteeism.
- Reduced costs linked to recruitment and induction of new employees.
- Improved communication between employees and management resulted in increased women workers' satisfaction rate and motivation.
- Improved productivity and higher performance.
- Enhanced corporate reputation in the surrounding communities and compliance with international markets expectations.
- Makes sound business and social sense.
- Increases the talent pool.
- Sharpens competitive advantage/ edge.
- Fosters sustainable development and benefits all

WEPs: The UN Platform for Business Action on Gender Equality

"Investing in women and girls has a multiplier effect on productivity and sustained economic growth."

"When you embrace these Principles, you join a great and gathering movement to unleash the power of women and change the world...By working together based on shared values, we can advance the common good."

Ban Ki-moon, Former United Nations Secretary-General

"Gender equality is a shared vision of social justice and human rights."

UN Women Executive Director

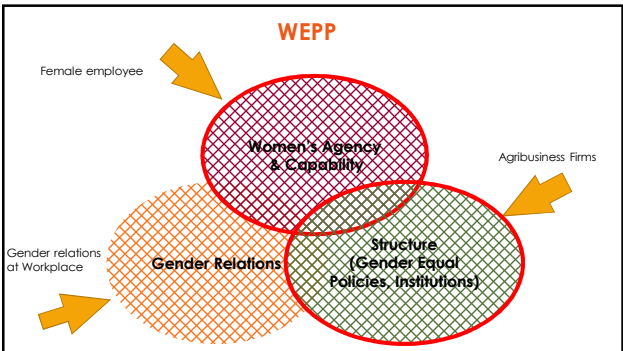
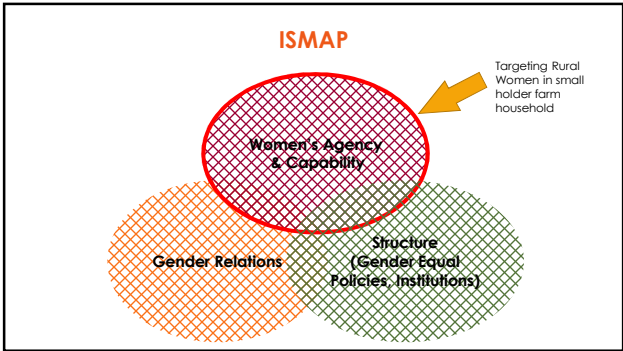
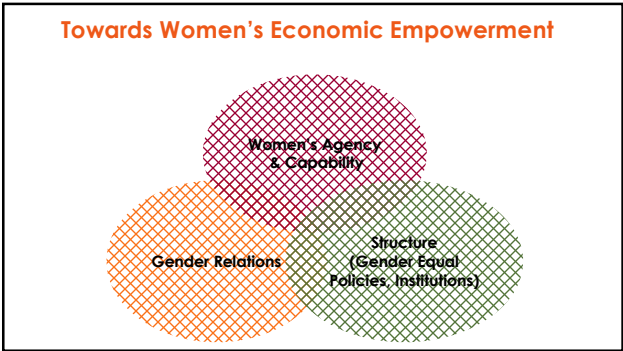
WEPs: The UN Platform for Business Action on Gender Equality

Businesses that are interested in signing the CEO Statement of Support and find more on the WEPs, follow the below link

<https://www.empowerwomen.org/en/weps>

Women's Economic Empowerment in Rural Upper Egypt

FEB 27 2019
MAKIKO KUBOTA
GENDER ADVISOR, JICA



Women's Economic Empowerment in **Kyrgyz Republic**

Support Women to organize themselves to go into business

Community Empowerment Project through Small Business Promotion by One Village One Product Approach (2007-2016, 2017-2020)



Women's Economic Empowerment in **PAKISTAN**

Improvement of Livelihood of Female Homeworkers in Pakistan

The Project for Improvement of Livelihood and Well-being of Female Home-based Workers in the Informal Economic Sector in Sindh Province (2017-2022)



Women's Economic Empowerment in **Cambodia**

Support for Capability Development of National Machinery in Cambodia

The Project on Gender Mainstreaming for Women's Economic Empowerment (2017-2022)



Other Initiatives



PHOTOGRAPHS

PHOTGRAPHS



Grand Aton Hotel in Minia: venue of the seminar



Main banner for the seminar



Snack prepared by the women from one of the target villages of ISMAP



Ladies who made the snacks attended the seminar



Opening remarks



More than 100 people attended the seminar

PHOTGRAPHS



Introduction by ISMAP Chief Advisor



Project Director of ISMAP makes a speech



Presentation by ISMAP Project Team



Presentation by UN Women



Inspired by the presentation, a lady from a village stood up and talked about her experiences



Panel discussion after the presentation

PHOTGRAPHS



Panel Discussion



Panel Discussion



Beneficiaries of UN Women WEPP Project



Beneficiaries of ISMAP Project



ISMAP Project Team



ISMAP Project Team



ندوة عن التمكين الإقتصادي للمرأة بصعيد مصر
خبرات ميدانية من مشروع الأيسماب (تعاون فني بين وزارة الزراعة والجاىكا اليابانية)
ومن برنامج دعم توظيف المرأة لهيئة الأمم المتحدة للمرأة

A Seminar on Approaches of Women's Economic Empowerment in Rural Upper Egypt

Field Experiences of ISMAP (MALR-JICA) and WEPP (UN Women)

ANNEX 8-3 Leaflets

VOICES OF FARMERS



Mr. Ahmed Salah
Kom Matai village, Matai district, Minia governorate

"At the beginning, we visited the markets to study the supply and demand and it was helpful to us. We have visited the market in Minia. Then we decided to cultivate cucumber based on market demand, after getting information about demanded variety and peak month. So the visit to the market was important. The project also provided training for us. Lecturers who are professors in Minia University conducted the training. The training covered many crops. All this was helpful to the farmers."



Mr. Maged Ali
Mosha village, Assiut district, Assiut governorate

"After I participated in the Project, I decided to cultivate soybean according to the market needs and was able to increase my income. Then I bought the grass cutting machine by the income."



Women in Bany mor village, Assiut governorate

After surveying a super market, the target women decided to bake breads and successfully selling at the agricultural directorate in Assiut. The business brings them constant income.



Mr. Hamed Mosa
Sanabo village, Dayrut district, Assiut governorate

"I cultivated late green beans to target the market at the high price season. When the supply is low in the market, I can sell at high price. I intercropped green beans with wheat. Most of the farmers cultivated green beans, but I delayed harvest so that I could sell at a good price."

VOICES OF OFFICERS



Mr. Ahmed Hamdy Mohamed
Head of Manshet El Maghalka village cooperative, Mallawe district, Minia governorate

Farmers have learned a lot of things from this Project. Particularly, the main benefit of the Project is that farmers could actually increase their income through cultivating crops based on the market needs and demands. Also, the Project has provided a business opportunity for farmers to deal with new traders, buyers and exporters. This would be helpful for farmers to explore a better opportunity to increase their income.



Dr. ESSA Sherin Hussein Aly
Assiut Agriculture Directorate

The Project believes that women have an effective role in increasing family income. The Project has supported women by offering many activities which keep encouraging women to practice small business. Women have been motivated through the Project activities to do small business, and this contributes to increasing their family income.



I S M A P

Improving Small-Scale Farmers Market-Oriented Agriculture Project



“Improving Small-Scale Farmers Market-Oriented Agriculture Project (ISMAP)” has been implemented since May 2014 in Minia and Assiut Governorates to support achieving the MALR’s strategies “Sustainable Agricultural Development Strategy 2030”.

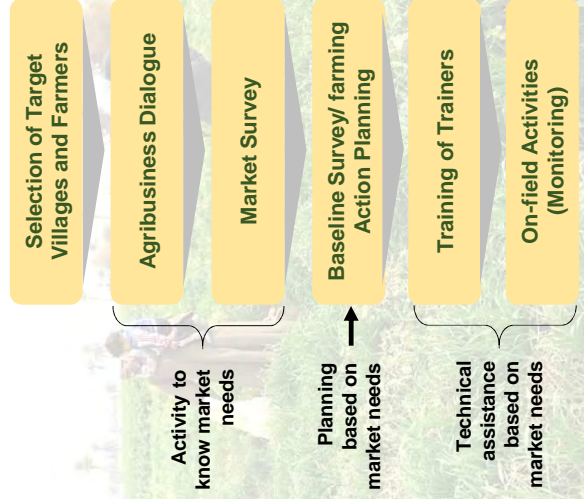
OUR APPROACH

ISMAP Approach is a capacity development of small-scale farmers for them to practice “farming as business”, i.e. small-scale farmers are able to select crops according to the needs of market thereby increase their farm income.

Our approach promotes the concept of “grow to sell” as oppose to the conventional “grow and then look for where to sell”. Based on this concept, ISMAP Approach has been developed with market-oriented activities.



ACTIVITY FLOW



OUR ACHIEVEMENT

The Project covered 9 villages in Minia and 11 villages in Assiut Governorates. The number of participating farmers in project activities and training sessions reached over 1,900 farmers. In addition, the Project also involved women in “market-oriented” activities. More than 650 rural women participated in our activities.

Item	Minia	Assiut	Total
No. of village covered	9	11	20
No. of participating farmers	847	1,083	1,930
No. of participating women	313	343	656
No. of contract farming made	1	2	3
No. of trained extension /cooperative staff	162	234	396

Increase Farm Income

Average income of 314 surveyed farmers in 2017/18 was 44% more than in 2015/16. Out of the 314 farmers, 223 farmers (71.0%) managed to increase to farm income in 2017/18 season compared to 2015/16 season. Among them 83 farmers (26.4%) managed to double their farm income.



Business Practice for Women

51 women have made their own business plan and started their business such as duck raising, pigeon raising and bread baking



More than 100 demo-farms established

The Project supported to establish more than 100 demonstration farms. Farmers learned practical technique on the field through these demo-farms.

VOICES OF Rural Women

Mrs. Hayam Saber (ManFoot village, Assiut governorate)

Hayam is raising ducks and generated 2,500LE (in Feb 2018) and continuing the business.

"I learnt a lot from the activity. Specially what I learnt from business plan helps me how to generate the profit by calculation. I have been impressed by the ladies who can share the experience and techniques which they are trying in each activity"

Her husband Sayed is also happy with his wife's activity.

"We discuss how to proceed the business and how to generate the profit always. Since I was graduated from technical school for agriculture, I advised some techniques to her sometimes. I think this activity helps rural women to generate their income because the activity can be implemented in their houses."

Mrs. Hanan Ramadan (Bany Mor village, Assiut governorate)

Hanan sells pies and bread around 3times per week and gaining about 150 LE as net profit each time.

"From ISMAP business session, I learnt I need to check the demand in my village. So I visited small shop and trader to ask if my product (home-made spices) can be sold by the shop and trader. Unfortunately, I could not get good response from them. It was turning point for me to visit Hyper Panda Super-market as market survey. I was moved when I found some bread and pies were packed nicely and displayed in order. I was encouraged because I can also cook these kinds of food daily. I started cooking and packed the food nicely as I saw in the supermarket. I made business plan by calculating the cost and taking the consideration for the market price, then started selling."

Mrs. Hanan Mohamed Mahmoud (Tala village, Minia governorate)

She confirmed that she liked to meet new people through the project, learnt how to make profit from her small project. She explained that she used to laugh at the idea that they can make a business plan for raising their ducks and other animals but when she started to attend the business planning sessions and apply what she learnt, this helped her to calculate her profit.



VOICES OF OFFICERS



Dr. Maha Abd el Azeem
Minya Agriculture Directorate

Technical trainings and monitoring's were conducted for poultry raising by specialists from Minia University. This big impact was reflected to women's method of raising ducks. It also resulted in the increase of household income and helped their sustainability of activity. The Project helped the ladies to improve their economic and social situation.



Dr. Essa Sherin Hussein Aly
Assiut Agriculture Directorate

The Project believes that women have an effective role in increasing family income. The Project has supported women by offering many activities which keep encouraging women to practice small business. Women have been motivated through the Project activities to do small business, and this contributes to increasing their family income.

Improving Small-scale Farmers' Market-oriented Agriculture Project



ISMAP Gender Mainstreaming Activity

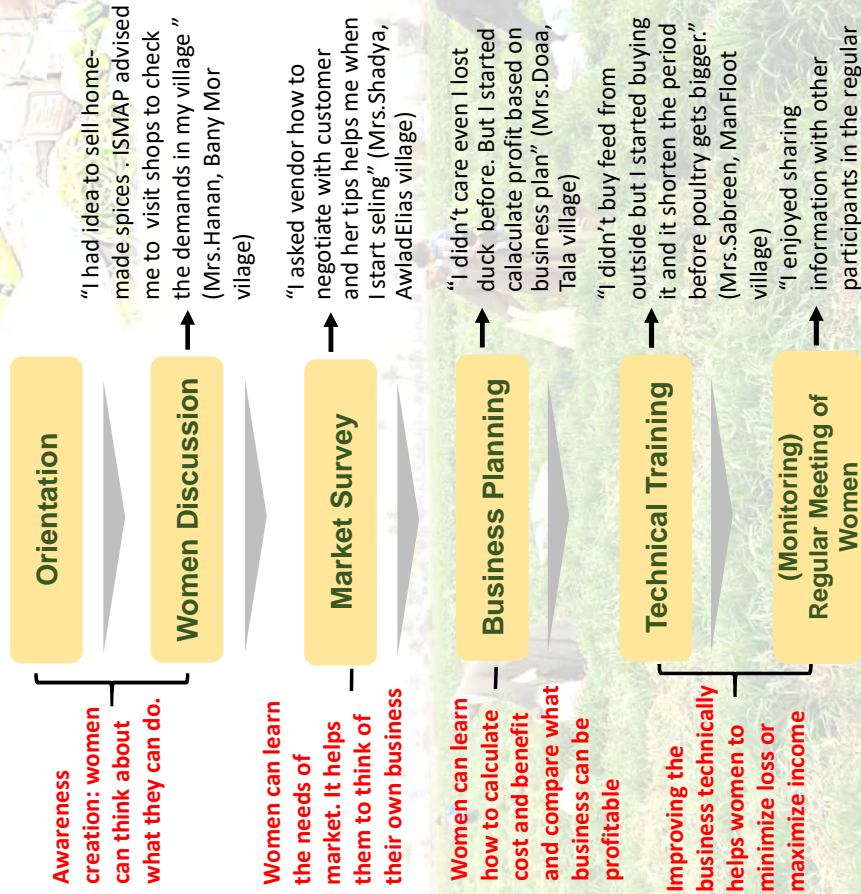


"Improving Small-Scale Farmers Market-Oriented Agriculture Project (ISMAP)" has been implemented since May 2014 in Minia and Assiut Governorates to support achieving the MALR's strategies "Sustainable Agricultural Development Strategy 2030".

OUR APPROACH for RURAL WOMEN

ISMAP Gender Mainstreaming Approach focuses on a capacity development of rural women for them to practice business, i.e. women are able to gain the profit by improving their current domestic activity such as poultry raising and baking at their house. We expect that active women in the village contributes not only to increasing household income but also activating village livelihood.

ACTIVITY FLOW for Women



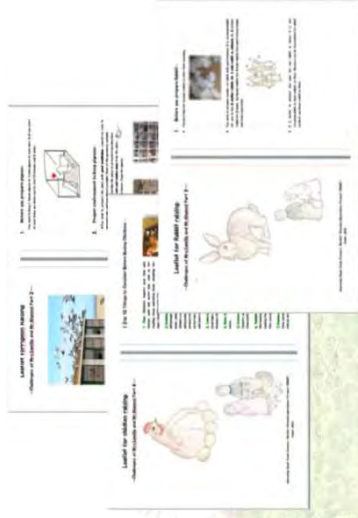
OUR ACHIEVEMENT For RURAL WOMEN

The activity for rural women in ISMAP started from Sept 2015. Now, more than 50 ladies are practicing their own business after the series of activities.

Item	Minia	Assiut	Total
No. of village covered	6	7	13
No. of women who participated in the business training (2017)	34	32	66
No. of women who prepared the business plan (2017)	24	28	52
No. of women who started their business (2017)	24	28	52

Successful Business after the training

41 women reported that they have generated income from their individual business such as poultry (duck, pigeon and chicken raising) and food products (bread and pies). Their average income in 4 months was LE1,750 and 7 of them earned more than LE4,000.



Now, Manual for Gender Activity is ready!

The Project team prepared series of manuals. It supports officers to conduct the activity. And rural women can learn the activity from the story from Mrs. Gamila & Mr. Ahamed to make successful business based on ISMAP gender approach.



Support by Village Extension Officers

Village extension officers are the key persons for successful implementation of ISMAP gender mainstreaming activity. They are close to the beneficiaries and the focal point with eternal authorities, i.e. District, Governorate and Central offices of the Ministry of Agriculture and Land Reclamation.

ANNEX 8-4 Booklets

Promoting Farming as Business



Improving Small-Scale Farmers' Market-Oriented Agriculture Project (ISMAR)





This report aims at introducing to the ISMAP approach and its achievement in brief and recording voice of farmers who participated in this project.

PROMOTING MARKET-ORIENTED AGRICULTURE TO SMALL-SCALE FARMERS

Agriculture sector is one of the most important industries in Egypt. It accounts approximately 13% of Gross Domestic Product (GDP) and 29% of employed population in the country. The Ministry of Agriculture and Land Reclamation (MALR) formulated “Sustainable Agriculture Development Strategy 2030” with a vision of “Achieving a comprehensive economic and social development based on a dynamic agricultural sector capable of sustained and rapid growth, while paying special attention to helping the underprivileged social groups and reducing of rural poverty.” One of the strategies to achieve this vision is to increase the competitiveness of agricultural products in local and international markets.

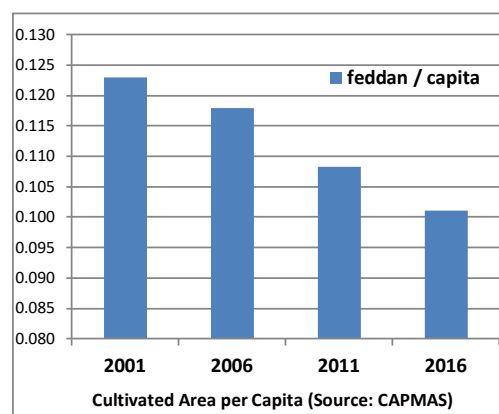
Agricultural sector in Upper Egypt is particularly important. Around 53% of people in this region are engaged in agricultural sector. In addition, Upper Egypt is the region with the highest poverty rate in the country. The poor population accounts for 21.6% of the total population in Egypt, and 60% of this poor population are in Upper Egypt, whose majority resides in rural areas with the means of cultivating small farmland. Supporting small-scale farmers is therefore essential for poverty reduction and development in this region.

With this background, the “Improving Small-scale Farmers’ Market-oriented Agriculture Project” (ISMAP) was designed and implemented from May 2014 to April 2019 in Upper Egypt: Minia & Assiut governorates as a technical cooperation between the Ministry of Agriculture and Land Reclamation (MALR) of the Arab Republic of Egypt and Japan International Cooperation Agency (JICA). ISMAP has developed an approach to assist small-scale farmers in developing their capacity for practicing farming as business so as to contribute to increasing their agricultural income. This report aims at introducing to the ISMAP approach and its achievement in brief and recording voice of some farmers who participated in this project.

Importance of Market-oriented Agriculture in Egypt

The population in Egypt has been increasing steadily with an annual growth rate of around 2%. However, whilst the area of old land has been decreasing due to the population growth, the area of newly cultivated land has been expanding. In total, the area of cultivated land in Egypt is slightly increasing but not as rapidly as the population.

As a result, the cultivated area per capita has decreased by 18% from 2001 to 2016. The area of cultivated land per capita dropped from 0.123 feddan¹ per capita in 2001 to 0.101 feddan per capita in 2016. The majority of agricultural producers in Egypt are the small-scale farmers. Nearly 90% of farmers are small-scale with land holdings of less than 3 feddan (1.24ha). In order to maintain agricultural production, increasing the income of small-scale farmers is very important; otherwise these farmers will not be able to afford to cultivate their land.

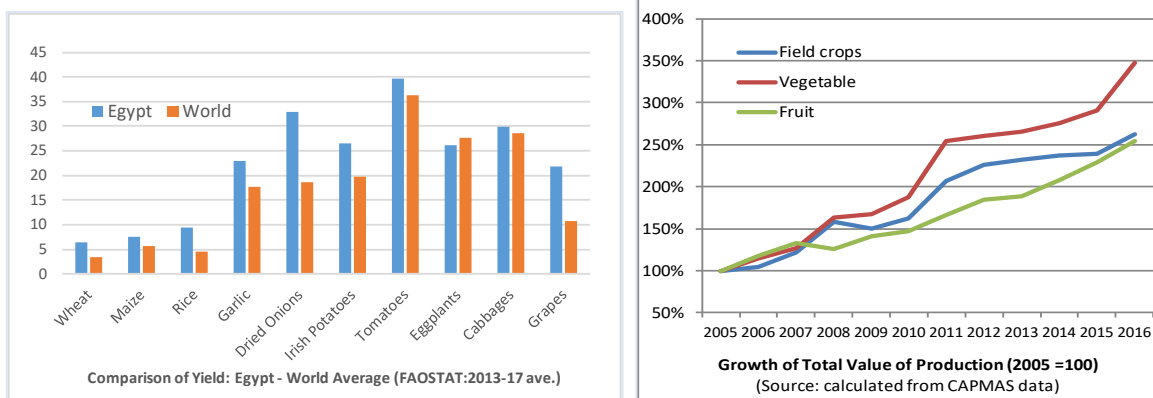


Meanwhile, the productivity of agricultural production in Egypt is considered high. Blessed with

¹ 1 feddan = 0.42 ha

long sunshine hours and fertile land, the yield of major crops in Egypt is higher than the global average. This already high yield level limits the potential to increase income by increasing the yield except some crops whose yield level still leave high potential.

The options available to farmers to increase farm income would be; 1) to increase their selling price and 2) to reduce production costs. Marketing is, therefore, the key to increase farm income. Market-oriented agriculture selects the crops and agricultural techniques according to the needs of the market. Farmers should therefore know the needs of the market before selecting crops and techniques. Indeed, farmers in Egypt are sensitive to their market as a whole as statistics shows that the growth rate of more profitable vegetable crops exceeds the growth rate of less profitable field crops.



THE ISMAP APPROACH

Reference to the SHEP Approach

When developing the ISMAP approach, the SHEP approach was referred to as a successful example. SHEP stands for **S**mallholder **H**orticulture **E**mpowerment **P**romotion. This project was implemented in rural Kenya from 2006 to 2009 as JICA Technical Cooperation and achieved a significant increase in the farm income of the target smallholders. SHEP is an approach focused on the capacity development of farmers and is designed as a market-oriented agricultural extension approach. The following describes the essence of the SHEP approach:

The SHEP² approach has two underpinning pillars: (1) Promoting farming as a business and (2) Empowering and motivating people via effective activity designs and tips. The first pillar – promoting farming as business – aims at creating an efficient local economy by sharing market and producer information among the market stakeholders. In other words, SHEP implements activities to mitigate the asymmetry of market information held by various actors in the market (e.g. market surveys can mitigate the information gap between farmers and traders).

The second pillar – empowering and motivating people – refers to theories on motivation, particularly the Self-Determination Theory (SDT) proposed by Edward Deci et al. The SDT identifies three psychological needs; namely the needs for autonomy, competence, and

² The following paragraphs are quoted and arranged from "Introduction to the Psychology of International Cooperation, August 2016, JICA", and "SHEP Handbook for Extension Officers, March 2018, JICA" <http://libopac.jica.go.jp/images/report/12304077.pdf>

relatedness. According to the theory, people feel motivated when their needs for autonomy, competence or relatedness are supported. In the case of SHEP, a series of activities are designed so that they can unlock farmers' motivation toward market oriented agriculture, taking into consideration these three psychological needs.

For instance, farmers are guided to conduct market surveys on their own so that they can feel in control of their own actions, supporting their need for autonomy. By carrying out market surveys successfully, the farmers also feel that they have gained mastery (skills and knowledge) of this particular task and have learned new skills, which supports competence. Finally, SHEP asks those farmer representatives who have conducted the market surveys to go back to their fellow farmers and share the results of the surveys with them. Through that process, the farmers feel a sense of belonging and attachment to their fellows which, in turn, contributes to supporting their psychological need for relatedness.

Based on the SHEP approach, the ISMAP approach promotes changing the farmer's way of thinking from "Grow and then sell" to "Grow to sell" i.e. knowing the needs of the market before selecting crops to grow. This helps to nurture the farmer's business. The activities are designed so as to raise the motivation of farmers using the three psychological needs discussed above; autonomy, competence and relatedness. At the same time, the SHEP approach was adapted to the social and economic context of Upper Egypt in developing the ISMAP Approach.



Field training

Agricultural Market for Egyptian Farmers

Agricultural markets for Egyptian farmers can be divided into two categories: 1) local markets through small-scale traders, and 2) export market or urban special markets which target high income households through agribusiness companies. Farmers can determine their marketing strategy according to these markets.

When focus on the export market or urban special market, farmers need to grow quality produce and adhere to guidelines including reduced pesticide cultivation, GAP compliance, or organic cultivation. In this case, farmers need to deal with agribusiness companies to access such markets. However, it is not easy for individual small-scale farmers to access such markets.

When targeting the local market, grading in quality is not as clear a strategy as targeting export and urban special markets. Price differentiation by quality does not seem to work well but the price in the local market tends to be unified by the balance between the demand and supply. In these cases, farmers should aim to shift the cultivation time so that they can bring the produce to the market when the supply is low, resulting in an increase in the market price.

Approach according to the Different Market

In order to promote market-oriented agriculture for small-scale farmers, a suitable approach adapted to the characteristics of the market should be developed so that the extension work can really help farmers to increase their income. The ISMAP Approach, developed through the project, is one way to achieve this aim.

A significant point of the ISMAP Approach compared to the conventional extension practice is the selection of crops, which will be decided by the farmers according to the needs of market. Farmers capture the needs of the market by conducting a **market survey** by themselves prior to selecting crops. The ISMAP facilitates small-scale farmers to carry out the market survey by their own so that the farmers get the knowledge of the market directly. Technical training program for crop cultivation should be designed based on the knowledge of the market needs captured by the farmers. In this way, the contents of technical trainings are also able to be made based on the market needs.



Market survey by the farmers at a wholesale market

As for the export and urban special market, a **business dialogue** is coordinated between farmers and agribusiness companies which will facilitate the materialization of the contract farming. The agriculture cooperative is expected to organize small-scale farmers to make contracts with the companies. The companies would introduce the farmers to the inputs and technologies they want them to apply. The companies would provide the farmers with such inputs and technologies.

Through the project implementation period, the business dialogue between the targeted small-scale farmers and international agribusiness companies as well as local ones was organized several times and contract farming of sweet potatoes, onions and cucumbers were tried out between some pilot farmers and the agribusiness companies.

The challenge of the farmers was to maintain the quality of produce which meets the requirement of the company. A pilot farmer managed only 25% of the produce to be accepted by the company, but he learnt that the price the company gave was more than the double of local market.

Another challenge was to form an association to make big enough lot for the companies to become a good business. Individual small-scale farmers cannot deal with the companies alone. The Project emphasized the role of agricultural cooperative for organizing the farmer members and also formed a Marketing Committee under the cooperative with active farmer participants of the ISMAP activity to lead the organization of farmers in the village.

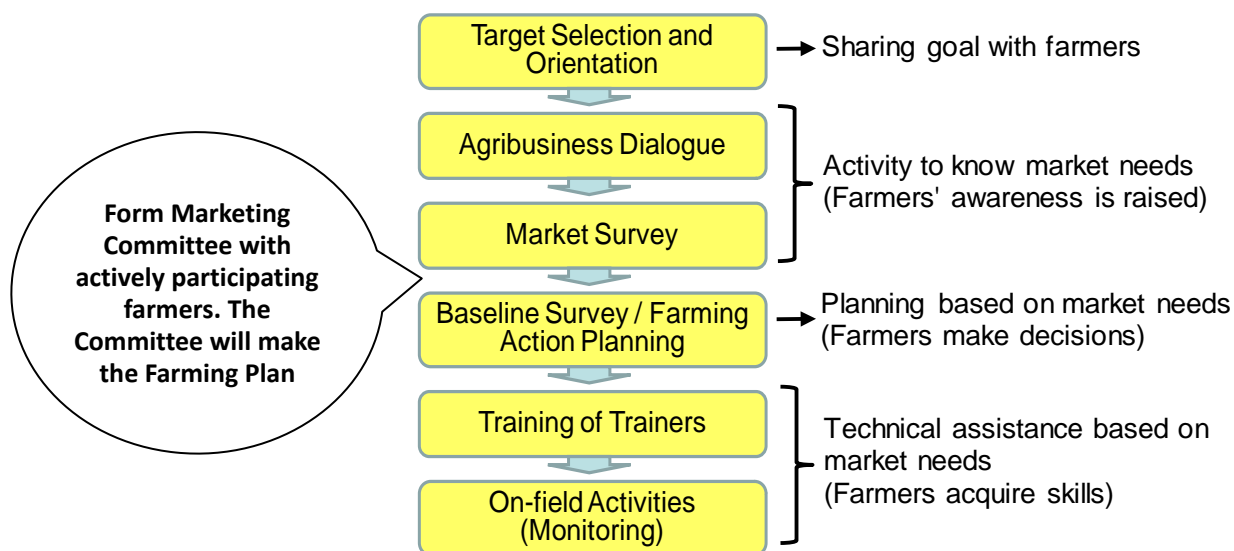


Approaches according to the Characteristics of Agricultural Market in Egypt

Characteristics of Market	Approach	Technical Assistance
<p>Local market: Farmers can sell their produce either to the local market directly or through traders.</p> <ul style="list-style-type: none"> ➤ There is high potential to sell at a higher price by shifting the cultivation period. ➤ Farmers can sell their produce individually. 	<ul style="list-style-type: none"> ✓ Facilitate farmers to carry out market surveys to know the peak period so they can adjust the shipping period. ✓ Technic trainings based on market-needs 	<ul style="list-style-type: none"> ✓ Provide opportunity for farmers to visit market ✓ Provide technical trainings and establish demo-farms
<p>Export market / urban special market: It requires a contract with agribusiness companies to access to such markets.</p> <ul style="list-style-type: none"> ➤ Farmers need to focus on quality improvement to get a contract ➤ Farmers need to organize a group to get a contract 	<ul style="list-style-type: none"> ✓ Facilitate business dialogue between farmers and companies ✓ Public and Private Partnership (PPP) 	<ul style="list-style-type: none"> ✓ The Agriculture Cooperative can coordinate with the companies and organize farmers. ✓ Cooperate between the public and private sectors <ul style="list-style-type: none"> • Public: farmer organization, coordination • Private: input provision, technical guidance, purchasing/shipping produce

Category of Extension Flow

The ISMAP approach is practiced using a set of activities along with the “Extension Flow”. The ISMAP approach has been developed with the context of market characteristics and the rural society of Egypt. As a result, the extension flow has been designed to address three categories: A) flow to target local market, B) flow to target export/ urban special market, and C) flow for women’s empowerment activities. In rural areas in Upper Egypt, women are most often not allowed to participate in farm work on the fields. Under such circumstances, a flow to support rural women was applied to the activities in which women can engage with as the main actor such as poultry raising, baking etc.³



< Basic Structure of Extension Flow >

³ For the detail of this category, “Report on Women’s Empowerment Activities in ISMAP” has been prepared

Basic Features of Extension Flow

The extension flow is constructed into four stages; 1) target selection and sharing the vision and purpose of the activity, 2) awareness creation, especially awareness of market needs, 3) planning of farming activities based on the market needs, and 4) technical assistance required according to the market needs. The above three categories of extension flow basically follow this basic outline.

In the course of the project implementation, the project team faced a challenge of inconsistent participation of the targeted farmers, which sometimes caused the inconsistency in farming planning and the result of market survey. To avoid such problem, a group of farmers who actively and consistently participate in the activity were organized as we call "Marketing Committee" The Marketing Committee led the farming planning and facilitated effective decision making and coordination between the other farmers and extension engineers. Formation of Marketing Committee will be a driver to extend ISMAP approach in the village.

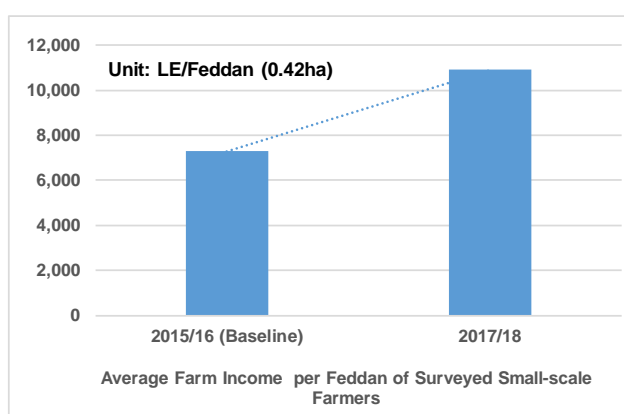
ACHIEVEMENT

The Project covered 9 villages in Minia and 11 villages in Assiut Governorates by summer crop of year 2018. The number of participating farmers in the project activities and training sessions reached over 1,900 farmers. In addition, more than 650 rural women participated in the women's empowerment activities. The Project also supported to establish more than 100 demonstration farms in the targeted villages to practice on-farm trainings. Farmers learned practical technique on the field through these demo-farms.

Outputs of the ISMAP

Item	Minia	Assiut	Total
No. of village covered	9	11	20
No. of participating farmers	847	1,083	1,930
No. of participating women	313	343	656
No. of contract farming made	1	2	3
No. of trained extension / cooperative staff	162	234	396

Among the 314 surveyed farmers, 223 farmers (71.0%) managed to increase farm income in 2017/18 season compared to 2015/16 season. Among them 83 farmers (26.4%) managed to double their farm income. Average annual farm income per feddan of the targeted farmers in 2015/16 and 2017/18 were 7,300LE and 10,970LE respectively. The farm income shows increasing trend after their participation in the project.



The market survey and farming plan facilitated to identify the needs of farmers for technical trainings. At the same time, the process was intended as capacity development of farmers to become aware of the market. The survey of farming style changes was surveyed for 425 farmers. Among them 213 farmers (50%) have changed the timing of selling their produces

and 141 farmers (33%) have developed new marketing channels (found new traders). Technical trainings also contributed to improving their farming skills: 257 farmers (61%) reported their yield increased, 230 farmers (54%) found the quality of produces improved and 91 farmers (21%) managed to reduce the production cost.

Having look at the achievement of the women's empowerment activities, 52 women have made their own business plan and started their business such as duck raising, pigeon raising and bread baking. From October 2017 until the end of October 2018, 41 women increased their incomes. 24 women generated more than LE1,000 a year. 6 women generated more than LE5,000. There was one woman who generated as much as LE16,795 that year.



Farmers in the villages, who did not participate in the project hears the ISMAP approach from their peer farmers and extension engineers and then copy the activity such as knowing the needs of market before the cultivation as well as technical knowledge learned from the demo-farms. One cycle of the intervention in a village could have impacts to spread the ideas over the village. One example was found in the suburb of Assiut city. The idea of shifting cultivation time to sell the produce at peak period encouraged farmers in and around a target village and the cultivated area for cucumber between summer and winter crops seasons have rapidly increased in recent years while the project was on-going.



VOICES OF FARMERS



Mr. Ahmad Ahmad Mohamed, Manshet Semhan Village, D ayr Muas District, Minia Governorate)

After participating in the project activities, I was able to change the way of thinking. Before the project, my thought was so narrow that I was thinking only to deal with the village traders. However, I learnt, through the project, to seek for the buyers, i.e. traders and wholesalers even outside the village and I was able to find a trader who bought my produce (sugarcane) at higher price. With the increase of income, I was able to re-paint the walls of the house and travel to Mecca for Omra.



Mr. Magdy Ali Maharam, Mosha Village, Assiut District, Assiut Governorate

After I participated in the project, I decided to cultivate the soybean according to the market needs and learned how to cultivate soybean from the demo-farm. I was able to increase farm income by this soybean cultivation and bought the grass cutter by the income obtained from selling soybean. This grass cutter can save a lot of labor cost for me.



**Mr. Ashraf Kamel (Carrot demo-farmer)
Manshet El Maghalka village, Mallawe district, Minia governorate**

He had three times of field training in corporation with the cooperative head and had many farmers who came to see his field. The cooperative head would like to expand carrot cultivation in the village, since there are several pickles factories to sell. The yield from the demo-farm field reached 30 ton / fed, which is really good. The variety cultivated in the demo-farm is French variety, which is suitable as a material of pickles. He cultivated turnip together in the same field, which was also for pickles factory. He examined the price offered by several pickles factories, including the one located in Assiut Governorate, and decided to which factory to sell



**Mr. Ali Abd El Ghani Mohamad
Tetalia village, El Kosya district, Assiut governorate**

I've cultivated cucumber for half feddan intercropping with sunflower. The cucumber type was US Hybrid. I've got the highest productivity. I cultivated it on 17th March early on and I was able to get high price. I've got three tons or more from half feddan. The sunflower productivity was good as well. It was still half feddan productivity. We thanked the JICA Team for their support. All people came to our farm to watch cucumber and all has got a benefit. All people including me cultivated cucumber again this year and I got a good production again.



**Mr. Sayed Ahmed Sayed
Head of Agricultural Cooperative in ManFlood village, Assiut**

The Project introduced the TOT program to the agricultural extension engineers in the village with regards to many different types of crops. Particularly, we gained experience of soybean cultivation through the Project activities. The Project helped us to spread out the information about soybean cultivation to the farmers in the village. Now, a number of farmers start to cultivate soybean in the village.



Mr. Nasser Tawfik
Gendaya village, Beni Mazar district, Minia governorate

On the demo-farm of tomato, field training was carried out for three times. Also many farmers came and saw the demo-farm as it is located beside the road, it is easy for people to notice the demo-farm with its signboard. The new variety of tomato demonstrated in the farm performed higher yield and this fact is encouraging me to grow this new variety again.



Mr. Ibrahim Abd EL Kader
Arab El Kadadeh village, El Kosya district, Assiut governorate

My name is Ibrahim Abd EL Kader from El Kosya district, Arab El Kadadeh village. I have cultivated sesame demo-farm. The production was perfect. Thanks God. The harvest was perfect and increased. All was perfect. Thanks God.



Mr. Ahmed Salah
Kom Matai village, Matai district, Minia governorate

At the beginning, we visited the markets to study the supply and demand and it was helpful to us. We have visited the market in Minia. Then we decided to cultivate cucumber based on market demand, after getting information about demanded variety and peak month. So the visit to the market was important. The project also provided training for us. Researchers conducted the training. The training covered many crops. All this was helpful to the farmers.



Mr. Hamed Mosa
Sanbo village, Dayrut district, Assiut Governorate

Most of the farmers are cultivating green beans nowadays. So, I decided to try to sell my produce later than usual harvesting time by making cultivation delayed. Everyone starts cultivation already, but I will make it delayed, so I can harvest during the higher demand season and sell at higher price!



Mr. Hassan Salman Rizk
ManFlood village, Man Flood District, Assiut Governorate

I have cultivated cucumber before and this time I applied new variety and intercropping method with maize. I kept harvesting for 65 days. Through the project, I got the information about cultivating process of cucumber, different varieties of pesticides and how to control different diseases. There are a lot of farmers interested in cultivating cucumber now. Many farmers are asking agricultural extension engineers to help for cucumber cultivation. I also shared the material I got from the training with other farmers. I will continue cultivating cucumber as I have found cucumber cultivation with the new Method is profitable



Mr. Saied Mahmoud Abdo
ManFlood village, Man Flood District, Assiut Governorate

I had a chance to attend the TOT program and got the information about how to use pesticides and control diseases. I used to cultivate tomatoes before, but only in small areas. I had some problems in tomato cultivation. Dr Mohamed of TOT trainer advised me to use some pesticides and nutrients during the field day. That helped me to overcome the problems in my field. I will cultivate tomatoes in the future, too.



Mr. Hasan Salaman (Man Flood village, Man Flood District, Assiut Governorate)

I am the only one farmer who cultivates kidney bean in the village. I started kidney bean cultivation several years ago because I heard from my relatives in delta area that kidney bean cultivation can be highly profitable. I am now trying the new variety which was introduced in the TOT program. I have just followed the way of cultivation that I heard from my relative, however, I could obtain up-to-date cultivation technique of kidney bean and also get a chance to test new variety by joining TOT. I'm now carefully manage the field referring to the material I got in TOT.



Mr. Khaled Khalefa
El Gendaya village, Beni Mazar District in Minia Governorate

In my village, chick pea cultivation is getting popular since its price sometimes exceeds that of wheat and it requires less irrigation water and labor for management. I have just started chick pea cultivation last year. I learned some point I had to improve my practice for chick pea management such as way of potassium application. After managing the field as demo-farmer of ISMAP, many farmers came and asked me how to cultivate chick pea.



Mr. Atta Labeab
Kom Matai village, Matai district, Minia governorate

The project benefited us a lot. It helped us to get experience in searching marketing channels. It introduced us to exporting companies. It also arranged a visit to El Obour Market in Cairo where we could meet the wholesalers. We also got information about input companies. We also attend training workshops for crops cultivation. Lecturers enlightened us about proper weather conditions for cultivating certain varieties. They also taught us about what kind of crops suitable to be grown in which timing and location. We learned about how to increase the yield and income, through reducing input costs and increasing productivity. I would like to mention that we are in touch with the lecturers to get advice for any diseases we face.



Mr. Hazem Safwat
Sanabo village, Dayrut district, Assiut governorate

I have joined the project activities from 1 year ago. I participated in the most of the project activities, and it was so useful for me, especially the cultivation technical training. One of the most important things that I learned was the intercropping technique. The project implemented with me a demo-farm to apply the intercropping technique, cucumber and maize. It was new to me and the result was very good. I cultivated new cucumber variety called Hayel that was recommended by the cultivation training, and it was the first time for me. The intercropping helped me avoid the high temperature, and I was able to sell the produce

during the peak demand season. In the future, I will continue to apply the same technique. Thank you to the project team.



Mr. Noor Abd El Mabod
Man float village, Man float district, Assiut governorate

I participated in the business dialogue with Agriculture Company named "Ganen" which was arranged by ISMAP project. At the dialogue, the company offered cultivation of new Cucumber variety called Reda and encouraged the farmers to cultivate it, because this variety was matching with the criteria of the company needs. Additionally, its productivity is very high and matured earlier than other varieties. The company distributed some amount of seeds free of charge to the farmers who want to cultivate this variety. I cultivated it 15 kerat of this variety and I got high profit around 15,000 L.E from this small area. It was

really early variety, so I started the harvesting after 35 days from the cultivation. I will cultivate this variety in the future continuously.



Mohammed Ezz El Den
Gendya Village/ Beni Mazar District, Minia Governorate

I attended all the activities of the project such as market survey and the farming plan. I learnt a lot through the project about different crops. I attended the technical training at the Directorate of Agriculture. I participated in the market survey and managed to contact with the wholesale traders. From the fields, I worked in the fields of guidance for tomatoes, cucumbers, potatoes, cumin and chickpeas. I was an orchard farmer and achieved the highest production compared to the neighboring fields. The project provided many guidance bulletins, programs and farmers benefited greatly from the project.



Nabil Hafez Taha
Al-Mughalqa cooperative

I participated in all activities especially visiting the market and met the wholesalers, and there I learned about the method of marketing, prices and the demanded crops in the market, and this step was very useful to me as a farmer. I also attended technical trainings and learned to choose modern varieties, which helped increase productivity. The preparation of land for agriculture, the reduction of chemical fertilizers and the use of biological fertilizers, helped in reducing production costs. The project helped me to open new channels of marketing by looking for buyers. It also helped to increase productivity and profitability.



**Improving Small-scale Farmers' Market-oriented Agriculture Project (ISMAP)
Technical Cooperation Project**



**Ministry of Agriculture and Land Reclamation (MALR)
The Arab Republic of Egypt**



Japan International Cooperation Agency (JICA)

Report on Women's Empowerment Activities In Improving Small-Scale Farmers' Market-Oriented Agriculture Project (ISMAP)



January 2019



Background of the project

Improving Small-Scale Farmers' Market-Oriented Agriculture Project (ISMAP) aims to improve small-scale farming through encouraging farmers to take a market-oriented farming approach and empowering agricultural extension officers by strengthening the extension system. The project started in May 2014 and will end in April 2019.

The target areas for the project are Assiut and Minia, traditional governorates in Upper Egypt known for their strong customs of gender segregation, keeping women at home, maintaining strict gender roles.

In the area of farming, men are generally in charge of fieldwork. However, you can still find women working in agriculture, especially in the northern part of Minia governorate, which is located nearer to Cairo. Moreover, women whose family does not own agricultural land tend to work in the fields for economic reasons.

Considering this situation, the project targeted not only male farmers but also rural women who were willing to start generating an income. Initially the project focused only on horticulture, but after discussions, the project team decided to also cover poultry-raising, which local women are in charge of as a part of their domestic work.

The project has facilitated an all-women's environment that allows rural women to easily join in the ISMAP series of activities. Therefore, ISMAP has two activity lines: one for horticulture and another for women's activities. The project believes that the empowerment of rural women can eventually vitalize the village economy.



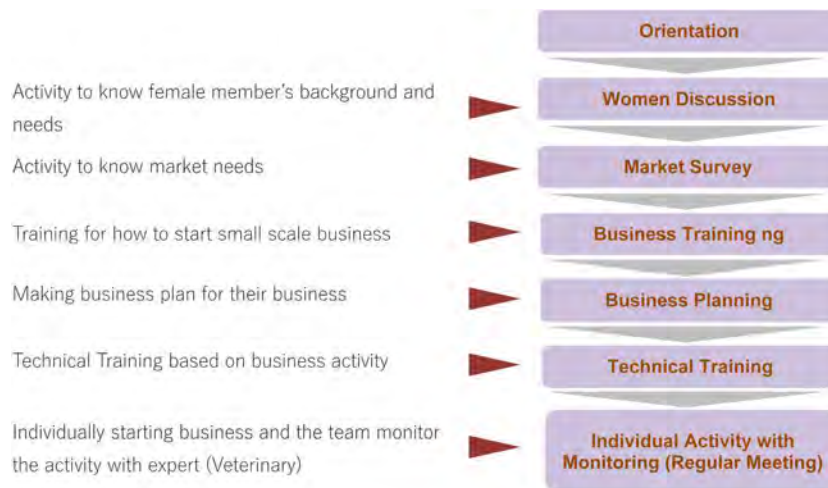
Aim of the report

The report shows the processes results of women empowerment activities in ISMAP from 2014 to 2018 (from 2nd cycle to 4th cycle of activity). A survey of the targeted women was conducted in 2018 in order to know how their behavior changed after learning from ISMAP. The survey targeted the rural women who had participated in the 2nd, 3rd, and 4th cycle of ISMAP activities. 25 women out of the 52 women who received the business plan training and made business plans, responded.

Targeted area	Cycle	No. of Woman	No. of Husband
Minia governorate			
Minia district, Tala village	The 3rd · 4th	4	
Beni Mazar district, Gendaya village	The 3rd · 4th	4	
Assiut governorate			
Manflood district, Manflood village	The 3rd · 4 th	5	2
El Kosya district, El Tetalia village	The 2 nd	5	1
Sadfa district, Awlad Elias village	The 3 rd	3	2
El Fath district, BanyMor village	The 2nd · 4th	4	
Total		25	5

Activity flow

The activities in the project were conducted according to the following activity flow. The basic activity, introduced from the Kenya SHEP¹ approach, was composed of 5 steps, namely: orientation, market survey, business dialogue, technical training, and action planning. Participants were then expected to continue their business activities based on what they learned from the project. The project faced various challenges over the past 4 cycles and finally developed the flow shown below.



¹ SHEP =Small Holder Empowerment Project, which was a very successful project in Kenya promoting the market-oriented agriculture. The approach of ISMAP is based on SHEP approach.

Implementation of Women Empowerment Activities in ISMAP (2014-2018)

The women empowerment activities were implemented in 4 cycles that began in 2014. Here is an introduction to the challenges and countermeasures taken to meet them in each cycle.

The approach in the 1st cycle (August 2014 – August 2015)

– Understanding the Target Area –

During the 1st cycle, the team realized that most male farmers were unwilling to let their wives work with male participants or in public places, such as the cooperative office. The wives of small-scale farmers targeted by ISMAP usually do not work in farming, as this requires them to be outside the home. Furthermore, they are not in charge of any decision making related to farming activities, such as crop selection. However, rural women who live in the northern part of the Minia governorate and who are the wives of landless farmers tend to work in farming.

The SHEP approach used in Kenya, sets the ideal scenario as that of husband and wife becoming business partners in agricultural work. In reality, their relationship was that of boss (husband) and worker (wife). In Upper Egypt, even this boss-worker relationship was not possible, as women did not generally farm at all, but rather engaged in domestic poultry-raising. So, the team decided to include poultry-raising as a project activity, and the activities for the women were separated from those of the ISMAP male farmers, because the women themselves did not want to work with male participants, and in any case their husbands/male family members would not have allowed it.

Women empowerment activities in ISMAP occur in 3 frameworks: 1) independent activities for women (separate from men's activities), 2) Implementation of practical business activities (such as poultry-raising) where women can be main actors, 3) Boosting the exchange of information between men and women.

In the 1st cycle, the project team tried to find ways to conduct gender mainstreaming activities through the same extension flow for the horticultural activities, but the women were hesitant to join in male-dominated activities held in public place such as the cooperative office. To solve this, the women were invited to an orientation session at the private home of a village farmer.

Furthermore, participating women asked about an activity they could conduct from their homes. After a series of discussions, mushroom-cultivation was selected because it could be conducted from home and the market demand for mushrooms was expanding. The project team visited a woman who cultivated mushrooms at home and sold them to a mushroom vendor in Minia. Based on her experiences, the project team designed a program by which the rural women could cultivate mushrooms and sell them to a particular vendor. Participating women were pleased to cultivate mushrooms but the activity did not continue because mushrooms were not known among rural people.

During the process, it became obvious that rural women were in charge of poultry-raising, and that this could be their chance to generate income. On February 2015, poultry-raising became one of the target activities for income generation.

The approach in the 2nd cycle (September 2015-June 2016)

- Group Activities -

The 2nd cycle targeted 4 villages in Assiut governorate and 3 villages in Minia governorate. Each village had about 10 rural women who were willing to participate to generate income. The project was implemented in accordance with the activity flow.

	Assiut	Minia
No. of target village	4	3
Target for	Active women who are willing to generate income	
Technical Training	mushroom, rabbit, pigeon, goat, chicken	
Business Activity	Poultry-raising, mushroom-cultivation	Poultry-raising (pigeon, chicken and even rabbit)
Feature	■ Women discussion ■ Group activity	
Challenges	■ Preparation for environment for rural women ■ More activities (not only mushroom-cultivation)	
Countermeasures	■ Separate from horticulture activity ■ Target poultry-raising	

In the second step of the activity, the women discussion was an opportunity to brainstorm which business the women wanted to start. Following the flow, the participants proceeded to the 'business dialogue' and 'market survey' steps. The business dialogue was well prepared by the team in accordance with what the participants expressed interest in. The photo on the next page shows around 100 rural women gathered for the business dialogue activity and speaking to the business stakeholders. In the market survey, the participants talked with vendors who sold poultry as well as other vendors. As a result of the business dialogue and the market survey, the participants in the 2nd cycle decided to start mushroom-cultivation and poultry-raising as their business activities. Then, the project team prepared technical training for mushroom-cultivation and poultry-raising for the participants.

Women Discussion

The discussion was an opportunity for the women to think of business ideas. Generally, the women who participated in the activity stayed at home and depended on the decisions of the head of their household (their husband/father). Therefore, the project wanted to give the women an opportunity to brainstorm while giving due consideration to the business demands of their village. The facilitator (from the project team) would ask them leading questions such as: "what do the villagers want to find in the village?", "What do you wish to be able to buy from a village vendor?"

Participants started practical activities in groups with establishment of a model unit, which emphasizes the dissemination of acquired skills to others. Unfortunately, group work did not work well for the poultry-raising activity (pigeon, chicken and even rabbit). In the group work, one of the members kept all the poultry given to the group and allowed other group members to visit her home to cooperatively raise them. The woman who kept the poultry inevitably did most of the work related to feeding and cleaning, without the benefit of constant support from the other group members. Soon, the women who did not keep poultry began to suspect that the woman who did keep them might also try to hide the profits, and so the relations between the women became strained. Group work was also problematic in that it took a long time to share the offspring with the members, who in turn could not make a profit from selling in the same cycle. After realizing the disadvantages of group work, the project team decided to allow individual work starting from the 3rd cycle, where the costs were shared amongst the women. In spite of the struggles with group work, some women successfully continued to raise poultry after the chicks were shared in the group, especially the women of El Tetalia village in Assiut and Kom Matai village in Minia. When the project was surveyed in 2018, the team confirmed that they had made profits from their poultry-raising.



Business Dialogue for Women

The approach in the 3rd cycle (August 2016-July 2017)

- Cost Sharing -

The 3rd cycle targeted 3 villages in Assiut governorate and 3 villages in Minia governorate. In each village, about 10 women who could read and write were targeted.

	Assiut	Minia
Target village	3	3
Target women	Women, who are in their 40s or younger, who are willing to engage in income generation and are able to read and write.	
Technical Training	Sheep, goat, pigeon, rabbit, turkey, duck, tomato sauce, jam	
Business Activity	Poultry-raising (mainly duck)	
Features	<ul style="list-style-type: none"> ■ Emphasizing importance of market survey ■ Practical activity done by individual but sharing costs with group 	
Challenges from previous cycle	<ul style="list-style-type: none"> ■ Difficulty in group work ■ Increase in animal death rate especially in the summer 	
Countermeasure in the 3 rd cycle	<ul style="list-style-type: none"> ■ Individual practical activity (cost sharing) 	

Based on the experience of the previous activity flow, the 3rd cycle avoided the business dialogue but emphasized the importance of the market survey. This is because rural women cannot travel far from their villages, so business opportunities available inside their villages were emphasized.

After the technical training, the participants narrowed down the business activity and started their individual practical work. The project team and a veterinary expert monitored individual activities and issued technical advice. The materials necessary to start the practical work were prepared by sharing initial costs amongst the participants and the project. Finally, about 10 active women from the participants in each village continued practical work.

In addition to periodical monitoring, monthly meetings were also organized so that the women could gather to maintain their network and share their experiences with other members in each village.

Poultry-raising was selected as the business activity after considering the alternatives: rabbits were avoided because they were not strong enough to withstand the summer heat in Upper Egypt. Raising Muscovy duck was introduced first, because of the short rearing-to-selling period that resulted in minimal losses and income generation for participants.

Raising poultry, especially Muscovy duck, became a stable income-generating activity by the end of the 3rd cycle. The participants were not yet business-minded at this point, as they were still new in the business, and therefore made some poor decisions. For instance; the participants believed that it was better to buy cheaper chicks to raise, but they soon realized that cheaper chicks were cheaper for a reason; they were mostly unvaccinated and died easily. The women then started thinking of the importance of a business plan and adjusted accordingly. The project team also started adjusting the program to strengthen the business-mindedness of the participants.

The approach in the 4th cycle (August 2017 – July 2018)

-Importance of Business Planning -

In the 4th cycle, the two most active villages from the 2nd and 3rd cycle in each governorate were selected to continue the activity. Business training and business planning steps were added to the extension flow in lieu of the action plan that previously existed.

	Assiut	Minia
Target village	2	2
Target women	Women, who are in their 40s or younger, who are willing to engage in income generation and are able to read and write.	
Technical Training	Technical training for poultry-raising was not given because the participants received the same training in the 3 rd cycle	
Business Activity	Poultry-raising, baking	
Features	<ul style="list-style-type: none"> ■ Emphasizing market survey importance and skills ■ Strengthening business sense ■ Emphasizing participant's investment in practical activity 	
Challenges from previous cycle	Weakness of business sense	
Countermeasures in 4 th cycle	<ul style="list-style-type: none"> ■ A clear explanation of the business concept in the orientation. ■ Business plan training session and business planning session. 	

The 4th cycle had a clear purpose: to strengthen the participants' business skills. Business concepts were clearly explained in the orientation, and business training and business planning sessions were newly added to the extension flow instead of the session for formulating an action plan. These steps allowed participants to learn the importance of a business plan prior to starting their businesses.

It should be mentioned here that in the 4th cycle, the participants started fully investing in the project materials themselves (poultry, fodder, and so on) without any support from the project. Since they already had profits saved from the previous cycle, they did not hesitate to pay for the activity. New participants also followed the same rule because they knew that senior participants had made good profits in the previous cycle.

In the 4th cycle, the women who had joined in the previous cycle already had a keen awareness of profits, and bought the more expensive vaccinated chicks this time.

In Tala village and Gendaya village in Minia governorate, the extension officers ran the activities twice in the 4th cycle because there were more rural women attracted by the project activities. The extension officers had become recognized in the villages for the important role they played in supporting rural women.

In BanyMor village in Assiut governorate, the participants got business ideas from the market survey activity when they visited a large supermarket. They saw factory-made pies and bread which they usually baked at home, sold at high prices, and thought that they too could make and sell such goods, so took action to get into business. The participants received support from the Assiut Agricultural Directorate in obtaining permission to sell in front of the office. They

also sold their pies at the social club. They checked their income after every sale and adjusted their prices and the amount of goods they sold accordingly. The women recorded their customers' telephone numbers and tried to secure advance orders from customers in order to avoid losses.



Women's Voices

Impact of the Activities

As a result of the interview survey, it became obvious that the sessions on market survey, business planning, and technical training had been powerful influences on the participants, causing them to change their behaviors and adopt successful business practices.

Impact of Market Survey

It is difficult for rural women to shop at the strictly gender segregated local village markets. Their husbands or other male family members usually go shopping for their needs. Therefore, participants did not initially know the market prices of the materials they needed, or the proper prices of their products.



"[she was born in Cairo] When I was in Cairo, I was free to go shopping, but it is difficult in BanyMor village. People in the village believe that women should be at home and that it is not good behavior for women to go shopping. I did not know the prices of most things because everything I needed was brought to me by my husband." – Mrs. Mona, BanyMor village-

The market survey was implemented after discussions with the participants and extension officers. It was necessary to consider the specific culture of each village. Sometimes it was better for participants to avoid visiting local markets in order to avoid the criticisms of their relatives. Participants in villages located near towns were taken by the extension officers to large supermarkets to check products and prices. This opportunity gave many participants the inspiration they needed to start their businesses.

"Initially, I had the idea of selling homemade spices. ISMAP taught us that it was necessary to check the requirements of our product before we started selling. Therefore, I visited a small shop in my village and asked some vendors if they would sell my homemade spices. Unfortunately, they did not respond positively. The turning point came when ISMAP took us to Panda Hypermarket. There I found food products that were packaged nicely and arranged in order and I became so excited! I was encouraged to sell these products because I knew exactly how to cook them." –Mrs Hanan, BanyMor village-

After the market survey, Hanan started preparing cheese, bread and *feteer* (pie) at home and selling them in front of the governorate office and making an income from what she sold.

The women who raised poultry also received useful information from the vendors during the market survey, such as the best size to sell at, the time to increase prices, and negotiation tips to use with customers.

"From the market survey, I learned how to sell and how to negotiate with customers. The tips from the vendors helped me when I began to sell my own product." -Mrs.Shadya Allam, Awlad Elias village-



The participants in the market survey realized that there were price differences between the local market and the market in town, as well as at different times. The women from BanyMor village understood that local markets faced less competition and could therefore demand higher prices. They got the idea of buying materials more cheaply from town markets and selling their products more expensively at local markets.

Impact of Business Training and Business Planning Sessions

The business training and business planning sessions were newly added starting from the 4th cycle with the purpose of strengthening the women's business sense. 65 women participated in the business training, and 50 of those ended up making business plans. Then, all of the women who had made a plan, started their individual businesses. The business training session taught the participants how to avoid a loss by making a plan before starting. Some women insisted that it was meaningless to make calculations before selling, but these women later realized the necessity of planning before starting their business.

"I was raising poultry even before joining ISMAP activity, but I did not wish to lose ducks to disease. After making a business plan at the session, I started considering profits and changing my behavior to become more careful with the poultry." –Mrs. Doaa, Tala village-



“After learning how to make a business plan, I started calculating my domestic work as well as that of my business.” –Mrs. Amal, Awlad Elias village-



“I feel I can make stable profits if I make calculations before I go into business. I taught my neighbors and friends how to make these calculations as well.” –Mrs. Hanan, BanyMor village–

“I stopped selling food product and started selling bedcovers. I am running my business according to the business plan which I learned to make from the project.” -Mrs. Hind, BanyMor village-



Impact of Technical Training

The content of the technical training was determined after the participants conducted their market survey and narrowed their activity down. The training was tailored to the business activity the participants had selected. Soon, participants started applying the techniques they had learned from the technical training, such as the value and details of nutritious fodder, a hygienic environment, mandatory vaccinations, and so on.

“I learned the signs of poultry disease so now I notice them before the symptoms become serious. I also received information on good medicines and the proper balance of ingredients for the feed mixture. Now I am able to raise poultry that weighs over 4 kilograms.” -Mrs.Hayam, Manflood village-

“I had not used commercial fodder previously but I started buying it after the tips I heard at the lecture. Thanks to this fodder, my ducks grew very fast and I am now able to sell a duck after only 2 months of breeding. -Mrs.Sabreen, Manflood village-

The monitoring visit by the veterinary also helped the women change their poultry-raising practices. In Minia governorate, a lecturer at Minia University was in charge of monitoring, and visited the women one by one. He became very popular, as he provided the participants with practical advice.



Impact of Activity

Expansion of women's activity area

The women in the targeted areas are usually not free to go out for activities; their husbands or male relatives run most errands outside the home. Through the project, these women had more chances to go out and visit public offices and mingle with people.

"I was very happy to meet so many people through the project activities." - Mrs. Hanan, Tala village-

"I learnt a lot from other participants in the monthly meetings, for example about how they try to prevent animal disease." -Mrs. Hayam, Manflood village-

"I graduated from school but I did not work after it, I just did domestic work. I wanted to start something that was income generating." -Mrs. Amal, Awlad Elias village-



There are others in the project like Amal, who have degrees, but do not work outside the home. Rural women keep house, it is only when they are children that they go to school. Women of marriageable age need to particularly watch their behavior. It was very important for them to be separated from the male participants and accompanied by

officers when they went out for the market survey. This facilitation made the participants' husbands/male family members more comfortable in allowing them to join the project.

*"It was only because the women's activities were separate from the men's that it was possible to persuade my husband to allow me to join the project."
-Mrs. Sabrine, Manflood village-*



Empowerment to take their own decisions

Team members in Minia and Assiut felt guilty for not giving any material/financial support to the poor women in the initial phase of the project. However, as the activities unfolded, they learned that it was important to empower women by teaching them techniques rather than providing them with materials.

The women also changed their expectations, from waiting to receive something, to leaning something for their future. The women in BanyMor received materials such as rabbits and seeds in the 2nd cycle. However, when they joined in the 4th cycle, they knew they needed to make the investment themselves. Some of them appealed to the project team to provide them with materials, but eventually they understood that they would have to start their businesses with their own money.

"When I visited the supermarket, I saw the food products packed so nicely, I was so impressed. I wanted to try everything I saw there. - Mrs. Amal Ibrahim, BanyMor village -

They learned how products were packaged and arranged and began selling food products that did not need a large initial investment because they usually cooked at home anyway.

"[about practical work] Initially I hesitated to invest in the business myself. I was very worried that I might not make any profits. But when I eventually did, I was very happy." - Mrs. Amal Ibrahim, BanyMor village -

The women in BanyMor village set up their businesses in front of the entrance to the agricultural office and the membership-based social club. They tried to collect their customers' telephone numbers to secure advance orders for their products for the following time.

Changes in access to and control of money

Before the participants joined the project, they received money from their husbands or fathers. Unmarried women received money from their fathers by requesting it to fulfill specific needs. Married women received money from their husbands for household use. Rural women had access to money but they needed to get permission from the owner of the money. After they started their businesses, some women said that they now had their own purses and could use the money they had earned themselves without being kept by their husbands.

"I could buy myself a gold bracelet with my profits." –Mrs. Sabrine, Manflood village-

"I use the profits for myself and for my children." –Mrs. Hind, BanyMor village-

"Basically I use the profit for my household; I buy kitchen goods and my own clothes. I also bought my husband a gift for his birthday." -Mrs. Hanan, BanyMor village-

Most participants spent the profits on their children's education and for clothes. The woman who said that she had bought a gold bracelet, wished to save her profits in gold that she could exchange for money anytime.

The women who keep poultry can both sell it and consume it at home. They think that they can save money by consuming their own produce at home. To reduce business losses, they eat the weak poultry and save cash. A February 2018 interview found that the husband did not

reduce his contribution to the household allowance even after the wife began earning her own money. Furthermore, the husband paid for his own consumption.

"I receive money from my husband when we consume one of my ducks. I received 100 pound for two ducks, it was a discounted price" –Mrs. Hayam, Manflood village-

It was obvious that wives and husbands kept separate accounts after the wives started generating income. For example, the wife pays for the fodder even though the husband has bought it from the market. If the husband pays for the fodder, the wife gives the husband a discounted price for the consumption of her produce. The shifting of money from husbands to wives empowers women in the household.

Raised consciousness of husbands

Through the interviews, it became obvious that most husbands cooperated with their wives. They helped their wives to continue the business activities and also listened to what the wives had learned from the project. Most husbands were proud that their wives had become involved in the household income.

"My husband sometimes lends me money for poultry fodder, and I return the money from the profits I make. My husband has become more supportive now, and can cook lunch by himself." –Mrs. Hanan, Tala village-

"My husband cooperates with me and has asked the children to help me." – Mrs. Sabrine, Manflood village-

"[husband was out of the village for work, so he contacted her by phone] From our phone calls, I understood what she was doing through the project and it deepened our relationship. I am proud of her for conducting her own business." –Mrs. Sabrine's husband, Manflood village-

"I discuss the progress of the business and how to make more profits with my wife. I graduated from an agricultural technical school, so I can advise her on how to prevent disease. I also pay the local veterinary to check our poultry and he has told my children to help me in poultry-raising." -Sayed, husband of Mrs. Hayam, Manflood village-

"My husband is very cooperative. He accompanies me when I sell to vendors and takes the money from them. When I joined my husband on a drive on his motorbike, I told him about the business and he listened to me." –Mrs. Amira, Manflood village-



Although there were many husbands who were very cooperative with their wives, there were some husbands who were uncomfortable with their wives' business activities. This is related to rural culture, and it seems to take time for them to understand the women's activeness. The project team believes that the empowerment of women steadily changes the culture of segregation of women from business activities.

Awlad Elias is a very conservative village with strong notions of women segregation. All the participants hesitated to visit their local market and show themselves to their neighbors and relatives at the market, so they conducted their market survey in Assiut town.

"I use the ducks for our consumption because I cannot receive payment from our neighbors as they are almost all our relatives. It is a great shame to receive money from neighbors. So it is better for me to eat the ducks at home. I pay 100 pounds per duck." -Mr. Amel, Awlad Elias village -

Mr. Amel said that he was uncomfortable with other men seeing his wife outside the home, so he brings her whatever she wants. Other women in the office told him that they wanted to be free to go out.



"My wife, of course, is not happy that I do not allow her to go out. I feel very jealous when she appears before other men. She hates these restrictions but she should stand with her husband because wives exist be protected." -Amel, Awlad Elias village -

Some participants made a greater income than their husbands through the activities. The women of BanyMor village in particular, generated steady incomes through selling bread and pies. Since they went out often (more than 3 times a week), their behavior caused their husbands to complain.

"My husband is a driver, and now I make money more than he does. He is unhappy that my activity takes me out of the house often." -Mrs. Mona, BanyMor

village-

Mona was selling *mombar* (sheep intestines stuffed with rice mix) and *mahashi* (stuffed vegetables) more than 3 times a week. She sold more than 20 times in the 4th cycle. She used to receive money from her husband for buying materials, but has since stopped. In an interview in July 2017, she said that she discussed the business with her husband. Her husband was initially hesitant to let her go into business and appear before other men, and set one condition: that his sister (a cooperative officer) always accompany her. She accepted his condition. It was not only Mona that faced problems reconciling her business and household work, many other women faced the same. Some women stopped selling food products outside their homes and started keeping domestic poultry, which their husbands permitted more readily.



Market Survey by Women

Outcome of business activity

This section introduces the outcomes of the participants' businesses. 47 women, who joined the business training session and made business plans, responded to the business outcomes survey.

First of all, 41 women out of 47 (87%) increased their incomes from October 2017 until the end of October 2018. 4 out of the 6 women who could not increase their incomes, were raising pigeon and took time to increase the number of their chicks. They also consumed some of their pigeons at home, hence the results.

24 out of 47 women (51%) generated more than LE1,000 a year. 6 women generated more than LE5,000. There was one woman who generated as much as LE16,795 that year.

38 of the women surveyed², generated LE2,784 on average in one year.

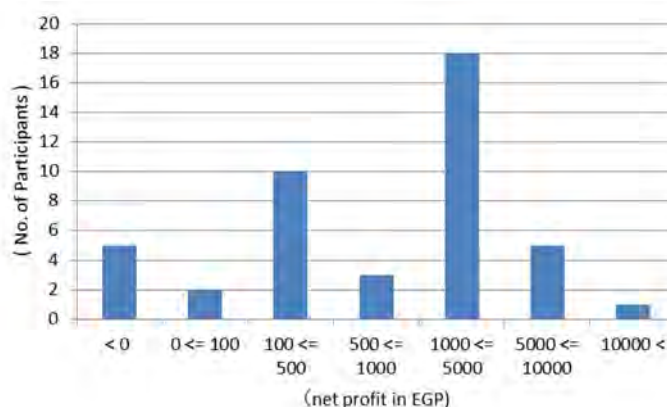
Surveyed women were asked for their baseline income in 2017 and they indicated their income in the previous year. The data does not simply compare between the baseline income and that of the year, because some women were still continuing with their previous businesses. There were 29 women (62%) who had not made any income in the previous year, but 24 women (83% out of 29) had already started making an income through the project.

The next section introduces the features of each kind of business.

Duck-raising Business

The duck-raising activity was introduced to the project from the 3rd cycle. Duck chicks can be fattened and sold after 3 months, when they weigh over 3 kg. One chick costs about LE30 and can be sold at LE35 per kg when it grows up.

24 women out of 25 in 3 villages (Tala, Gendaya, and Awlad Elias) successfully made profits from raising ducks. One woman got married and did not sell her ducks, so she has not made a profit yet.



Income of the participants (2017.10~2018.10)



² 3 women in BanyMor village did not keep records of the whole year; therefore, they were not included in the calculation of average incomes for one year.

The women in Tala and Gendaya village continued the business. 15 women out of 17 sold ducks more than 4 times during 1 year (including the times they sold chicken instead of ducks during the summer season). 10 women in Tala village made LE4,013 on average, and 7 women in Gendaya village made LE5,758 on average. 4 women who sold duck in Manflood village in Assiut made LE3,885 on average. In Awlad Elias, all 5 women sold more than 3 times and gained LE348 on average.

Pigeon-Raising Business

Pigeon-raising was introduced from the 2nd cycle (from September 2015). The activity still continues in Kom Matai village (6 women) in Minia, El Nekhelia village (4 women) and El Tetalia village (4 women) in Assiut. These women participated in the business training in the 4th cycle because there was no business training in the second cycle. After they made business plans in the 4th cycle, 6 women in Kom Matai generated LE1006 on average. However, 4 women in El Nekhelia village in Assiut governorate consumed more pigeons at home than they sold. 4 women in El Tetalia also tended to consume the pigeons at home; therefore, made a net profit of only about LE290 on average.



It was emphasized that participants were expected to sell their produce to generate an income, but participants found it quite logical to consume some produce at home because of what this saved them in food purchases. The project respects their way of thinking as this decision still improves their lives when the wife can receive money from her husband for what they consume at home. Home consumption therefore gives women free control of their money without permission from their husband.

Food Processing Business

The participants in BanyMor village started selling homemade pies and bread after they got the idea from the survey they conducted at a large supermarket. 3 women out of 4 who answered the interview generated a net profit of between LE64 and LE153 each time they went selling. They sold 3 to 4 times per week. Although they made business plans before selling and calculated their costs, they did not keep records of their profits every time they made a sale, so they could not assess their total business outcome. Mrs. Mona Ahmed conducted business activities 4 times per week and -according to calculations- she received at least LE256 per month. The other two women also sold 2 to 3 times per week. However, Mrs. Hind Ezz failed to consult with other women on selling prices and did not make a profit as a result. However, she started another business based on the skills she learned from the project.



Conclusion and Recommendation

Conclusion

The gender mainstreaming activity in ISMAP contributed to income generation for rural women and influenced their husbands' attitudes towards their business activities. Clearly the steps in the extension flow, such as the market survey, the business planning session, and the technical training, have empowered rural women.

Recommendations for effective implementation

Significance of female extension officers

It is strongly recommended that women extension officers be involved in the project activities. Some female extension officers in the target villages had experienced other donors' training sessions, but they had not yet had a chance to use their skills. The officers in Tala village in Minia, were an example of this, and they became fully engaged in the empowerment of women through the ISMAP activities.



These field extension officers live close to the rural women and can offer them powerful, close support. For example, extension officers in Tala encouraged the participants keep records after they had started their practical work. The female cooperative officers in BanyMor in Assiut also contributed to smooth communications between the participants and the project team. They informed the team of problems and difficulties as soon as they arose. Therefore, the involvement of female field officers (e.g. extension officers from the Rural Development Office, and cooperative officers) are key to the project's success.

Work environment arrangements necessary to gain acceptance by participants' husbands and fathers

Husbands were largely supportive of their wives' business activities, but it is still difficult for women and men to work together on the same activities. ISMAP's gender mainstreaming approach has been to empower women in an activity flow (e.g. poultry-raising) that is separate from the men's main horticultural activity. It is therefore necessary to create an environment that the female participants are comfortable enough to join.



In the first cycle, women refused to gather in the cooperative office because it was a public space, so the meeting was held at a large private home in the village. Some husbands accompanied their wives, as they were anxious about the gathering. The interviews

ascertained that the separateness of the female activities was the key to obtaining permissions from husbands to participate.

On the other hand, the younger generation's attitude was different to that of the elder generation. Young husbands said that they appreciated it when their wives had an income that gave stability to their lives. Younger husbands tended to be more serious in listening to the presentation of activities, while the elder husband jeered at the presentation on women's empowerment. Nevertheless, very few wives of younger farmers worked in the fields on horticulture, and it was still necessary to support activities where women could be main actors. It was also necessary to prepare a separate working environment for the women to respect the culture of segregation in each village.

Consideration of the group activity

From the 3rd cycle, the nature of the activity changed from group activity to individual activity. The group activity was initially expected to be the model, but it was difficult to sustain the cooperation needed to clean and feed the poultry in the poultry-raising activity. Participants needed to share the offspring and start individual business activities, and this took time. Additionally, the groups were usually composed of friends and neighbors, so fights often broke out. For example, the participants in El Tetalia, raised pigeons as a group and cooperated well during the process, but they started arguing after sharing the offspring. They wanted to share them equally, even though the pigeon house was built on the roof of one of the participants' house. Members of this group then started destroying the wooden pigeon house to share the parts of the wood they had shared in building the house. This story shows that rural women have a very strong sense of equality. Since this incident, the project team decided to stop group work and replaced it with individual activities. In the 3rd cycle, the project and the participants who were selected to start individual activities after receiving technical training shared the costs of the initial material.

It was not only the poultry-raising group, but also the food processing group that faced difficulties. A woman in BanyMor village could not generate an income because she set higher prices for her products than other members, and as a result, could not sell. Communication amongst the women was necessary, but the women tended to only share information amongst their close friends. This story also shows that rural women in the target area are weak at cooperating in group activities.

On the other hand, *gamaiyas* (merry go round micro-saving groups) are widely accepted among women in Egypt. *Gamaiyas* are a system of saving money as a group whereby members make monthly payments and collect the saved money in rotation. While this system is familiar in the culture, once the women start a business, it is better to fund it individually so that the profits belong to the participant alone.

Tips for each step of the Activity Flow

1) Selection of village and selection of women

It is first important to confirm whether the village cooperative officer is welcoming of women participants in the project. When interviewing candidate villages, the project team asked the cooperative officers what they thought of women's participation in the project. It is also important to confirm if the village has female officers that can closely support the women, for they are the key to the sustainability of the activity.

2) Orientation

Confirm whether the orientation should be implemented for both men and women together or separately. It is also important to clarify at the beginning that the team does not support the participants financially. The participants should be aware that they will invest in their business after they receive their technical training, so that they become more serious about the activity.

3) Women discussion

The women discussion is an opportunity for women to share their experiences and discuss what business they can start. Participants introduce themselves one by one and discuss possible business opportunities. This step generates a sense of ownership.

4) Market survey

Many women in the conservative villages in Upper Egypt are not allowed to go to the local market. The participants need to be asked if they feel comfortable with going on the market survey.

5) Training for business plan making and conducting a baseline survey

As confirmed in the interviews, generally, rural women believe that they can make business calculations in their heads. They do not realize the importance of making a business plan before starting a business. It is important for officers to emphasize its importance by giving examples. It is necessary for the participants to make business plans before the technical training.

In the same business plan making session, it is better to conduct a baseline survey of participants' incomes, so that these may be compared to their incomes without new business.

6) Technical training

The project team selected the women who could read and write as participants. However, the manuals were prepared with full illustrations and simple explanations. It is necessary to add any new topics introduced to the technical training, to the manuals. There are also several useful textbooks in the Ministry of Agriculture and Land Reclamation (MALR) that can be utilized.

7) Monitoring and evaluating after the practical activity

The monthly meetings after the individual businesses have begun are a good opportunity for the participants to share their progress with one another. A participant mentioned her appreciation of these meetings in the interview. The meetings are best held once a month. These are the officer's opportunity to monitor the participants' progress and evaluate the results of the activities.

The Use of Manuals

Manuals for extension activity

Manuals for implementation are available at the ISMAP Implementation Unit of MALR:

The Activity Flow for the Women's Empowerment Activity is composed of 6 steps:

- 1) Orientation, 2) Business plan training, 3) Market survey, 4) Baseline survey and business plan making, 5) Technical training, and 6) Practical activity.

As a coordinator of the activities, you need to precede these steps with the selection of participants.

There are 2 kinds of manuals; one kind is for officers, and introduces how to organize all 6 steps, and the other kind is for rural women participants (see table below).


The manual for the officers shows how to organize the project activity as a coordinator. The manual for the participants illustrates the concepts of business and market surveys through the story of Mrs. Gamila and Mr. Ahmed. Moreover, there are ready technical training materials on the topics of mushroom-cultivation, rabbit-raising, pigeon-raising, and chicken-raising. The business materials also include a business exercise book and a recording book. Certificates are prepared for participants who finish all the steps.

Activity Flow		Manual for Officer	Manual for Women
1	Orientation	Manual ³ for officers (leaflet) *Orientation PowerPoint *Gender awareness raising	Manual for female participants (leaflet)
2	Female discussion	Format for profiling of target women	
3	Market survey	Business exercise book	Manual for officers p. 5 Business exercise book
4	Business plan training		Business exercise book
5	Business plan making		Business exercise book
6	Baseline survey	Format for baseline survey	
7	Technical training		Leaflet for mushroom-cultivation Leaflet for rabbit-raising Leaflet for pigeon-raising Leaflet for chicken-raising
8	Practical activity		The recording notebook

³ Manual for Women Empowerment Activity in ISMAP

Leaflet for chicken raising

—Challenges of Mrs.Samila and Mr.Ahmed Part 4—




1. **10 Things to Consider Before Buying Chickens**

1. **Check** chicken health and their ability to eat and drink. Ask for healthy chicks, avoiding those with any signs of disease.
2. **Check** for appropriate ventilation and lighting. The amount of chickens available to keep, and possibly their utility for your situation.
3. **Learn** to recognize common diseases and their signs.
4. **Check** for any signs of parasites or other health issues.
5. **Check** for any signs of stress or injury.
6. **Check** for any signs of poor nutrition.
7. **Check** for any signs of poor housing.
8. **Check** for any signs of poor management.
9. **Check** for any signs of poor breeding.
10. **Check** for any signs of poor genetics.

Source: [http://www.poultry-keeping.com/10-things-to-consider-before-buying-chickens/](#)


Leaflet for Pigeon Raising

—Challenges of Mrs.Samila and Mr.Ahmed Part 2—



1. **Before you prepare**
You need to know 3 things about your birds, and what you'll do.


2. **Prepare yourselves**
If you want to prepare the 2 different ways, and then start with the first one, you'll need to know the 2 ways to prepare the 2 ways.



Source: [http://www.pigeon-keeping.com/](#)




Leaflet for Rabbit raising

—Challenges of Mrs.Samila and Mr.Ahmed Part 3—



1. **Before you prepare Rabbit**

- The best time for buying rabbits is after their weaning.
- The best to choose number of rabbits with good breed. It is recommended for you to buy 2 or 3 rabbits for 1 year, and 2 or 3 rabbits for 2 years. It is better to buy 2 or 3 rabbits for 2 years, and 2 or 3 rabbits for 2 years, and 2 or 3 rabbits for 2 years.
- It is better to prepare the 2 ways for you, and 2 or 3 rabbits for 2 years. It is not recommended to buy rabbits on their own, and it is recommended to buy rabbits on their own, and it is recommended to buy rabbits on their own.

Source: [http://www.rabbit-keeping.com/](#)

**Improving Small-scale Farmers' Market-oriented Agriculture Project (ISMAP)
Technical Cooperation Project**



**Ministry of Agriculture and Land Reclamation (MALR)
The Arab Republic of Egypt**



Japan International Cooperation Agency (JICA)

