

CRS

Women in Agroenterprise

Experience from CRS Afghanistan

Original Enterprise Approach

- 3 crop focus
- Stakeholder groups
- Business plan formation
- Cold storage
- Medium scale industrial approach

Beginning of Focus on Women

- Women in saffron in Iran
- Garlic and kitchen gardening
- High level of female interest and ability to participate
 - Field days
 - Market visits



Increasing Women's Programming

- Traditional processing
 - Drying
 - Paste
 - Jam and concentrate
- Women's groups
 - Income generation
 - Literacy and numeracy
 - Business and organizational potential

Partners and Planning

- WDOA
 - Food science
 - Experience with organizing women in Afghanistan
- Sadeq
 - Local business man
- Vocational training coupled with business and marketing training

Phase I

- 4 groups of 20 women, extending to 2 extra groups of 20 women
- 1 month of training
 - Classroom and practical training with food processing and preservation
 - Literacy and numeracy
 - Basic records keeping
- Sourcing equipment, bottles, labels

Phase II

- Bazaar visits
- Quality and consistency checks
- Exhibitions
- Planning with WDOA for marketing
- Initiating agreement with first shopkeeper



Unexpected Results

- High interest of consumers and shopkeepers
- Local tomato paste production
- Increasing interest of adjacent communities in participation
- High level of Government support and interest



CRS CRS Response to Challenges

- Quality control
- Food safety
- Collection/
pasteurization
- CNFA involvement
- Production methods



Moving Forward

- Pickle/vinegar making
- Livestock products
 - dry yogurt
 - wool
- Orchard products
 - drying techniques
 - marketing
- Carpets
- Scaling up



Conclusion

- Keys to successful agricultural programs targeting women:
 - Thorough understanding of women's role in various agricultural activities
 - Sensitivity on a community by community basis
 - Investing in both women and men simultaneously