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 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