

# Agriculture Value Chain for the Women

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## Operational Guidelines and Strategy Paper

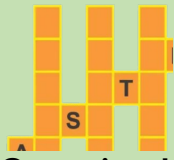
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Prepared By

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Technical and Financial Supported by: **ABSS Limited**



## **Operational Guideline for Agriculture Value Chain for the Women Program:**

### **Program Title:**

### **Agriculture Value Chain Program for Women**

### **Overview:**

The Agriculture Value Chain Program for Women is designed by ABSS Limited to empower rural women by enhancing their traditional trades and providing access to formal markets. Through technical support, financial assistance, and trade development, ABSS aims to create a sustainable and profitable value chain that uplifts the socio-economic status of women in rural areas.

### **Program Start Date:**

September 2021

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### **1. Program Goal:**

To develop quality products and trades, enabling rural women to access the formal market system and increase their income through added value in traditional products.

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### **2. Objectives:**

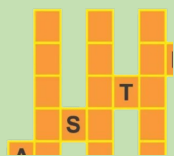
1. **Trade-Based Technical Support:** Provide specialized training and knowledge to women in specific trades, including best practices, innovative methods, and resource management.
2. **Value Addition During Production:** Focus on improving product quality and incorporating enhancements that increase the product's market value.
3. **Market Linkage:** Establish connections with formal markets, enabling direct access for rural women's products to reach wider customer bases.
4. **Financial Assistance:** Offer loans tailored to the needs of these trades with accessible terms to support sustainable growth.
5. **Progress Assessment:** Continuously monitor the progress and impact of the value chain program to ensure ongoing improvement and success.

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### **3. Eligibility Criteria for Value Chain Loans:**

To participate in the program, women must meet the following criteria:

- **Group Membership:** Must be an active member of a vegetable or goat rearing group.
- **Trade Specialization:** Must have a trade in vegetable cultivation or goat rearing.
- **Experience:** A minimum of three years of experience in the specified trade is required.
- **Agreement:** Must sign an agreement to adhere to program guidelines and terms.
- **Guarantor Agreement:** A guarantor agreement is required to ensure loan accountability.



- **Grace Period:** Two-week grace period after loan disbursement.
- **Repayment Terms:** Weekly installments will be required.

*Note: No bank statement is needed for loan qualification.*

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#### **4. Target Participants:**

The program targets rural or urban women with traditional experience and understanding of specific trades, focusing on a group-based approach. Women who wish to add value to their products and access formal markets will be prioritized.

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#### **5. Operational Steps:**

##### **Step 1: Trade Group Formation and Member Selection**

- Conduct outreach programs in rural and urban areas to identify women with relevant trade skills (e.g., vegetable cultivation or goat rearing).
- Form groups of women with similar trade interests to foster collaboration and support.
- Screen applicants based on the eligibility criteria and finalize group membership.

##### **Step 2: Technical Training and Capacity Building**

- Organize hands-on training sessions in partnership with agriculture and livestock experts.
- Topics include modern cultivation techniques, animal husbandry, resource management, and sustainable practices.
- Conduct workshops on value addition to enhance product quality and appeal.

##### **Step 3: Provision of Financial Support**

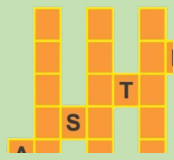
- Issue Value Chain loans to eligible participants with favorable terms as outlined in the loan criteria.
- Educate participants on financial management and best practices for loan utilization.

##### **Step 4: Value Addition During Production**

- Guide participants in the application of techniques that increase product value, such as organic farming for vegetables or improved livestock care for goats.
- Implement product quality checks to ensure consistency and high standards.

##### **Step 5: Market Linkage and Product Promotion**

- Establish partnerships with formal markets, retailers, and wholesalers to create direct sales channels for the participants.
- Develop branding and marketing materials to promote the unique value of the products created by these women.



- Facilitate participation in local trade fairs and exhibitions to showcase products.

### Step 6: Progress Monitoring and Impact Assessment

- Conduct regular check-ins and assessments of each participant's progress in trade development, product quality, and income generation.
- Collect feedback from participants to understand challenges and areas for improvement.
- Use impact assessment data to make adjustments to the program and better support participants' needs.

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### 6. Key Strategies for Success:

- **Community Engagement:** Actively involve local leaders and community groups to encourage participation and support for the program.
- **Continuous Learning:** Provide ongoing training and capacity-building workshops to keep participants updated on industry trends.
- **Feedback Mechanism:** Implement a feedback system where participants can voice their experiences and suggestions for program improvements.
- **Strengthen Market Connections:** Develop robust partnerships with wholesalers and retailers to ensure reliable market access.
- **Sustainability Focus:** Encourage sustainable practices to align with environmental conservation goals, such as organic farming and waste management.

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### 7. Monitoring and Evaluation:

- Conduct quarterly reviews of participants' progress, focusing on their trade advancements, loan repayment status, and overall income growth.
- Track the impact of technical training on product quality and market demand.
- Adjust the program components based on evaluation results to enhance impact and ensure sustainable growth for participants.

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### Conclusion:

The Agriculture Value Chain for Women Program is a transformative initiative by ABSS Limited, aiming to uplift women with traditional trade knowledge by providing them with technical skills, financial support, and market access. Through this program, ABSS is committed to building sustainable livelihoods, empowering rural women, and contributing to the broader economic development of the community.