Gender-Sensitive Enterprise Selection and Climate Adaptation

We are undertaking a consultative process to better understand how agricultural enterprise selection at your county incorporate gender considerations, climate smart practices and support for women led enterprises. This interview aims to identify, how enterprise selection has been conducted at the county level. how gender norms shape gender roles across the various agricultural value chain, critical barriers, opportunities, and policy gaps that affect the inclusion of women, youth, and marginalized groups in agricultural value chains, particularly in the face of climate change. The identification and tracking of such gender-responsive enterprises are key to generating knowledge products under the AAAA framework.

This exercise is intended to support counties in documenting enterprise performance, community preferences, and contributions to climate-smart agriculture (CSA) strategies. Your insights will help us navigate these specific objectives, inform investment priorities, and shape inclusive policies. We welcome your guidance and local context as we align our efforts with the evolving needs of your county. Your responses will be used solely to inform evidence-based programming and policy recommendations.

1. **Enterprise Selection and Community Involvement**
2. How was the selection of agricultural and livestock enterprises conducted in your county, and what criteria guided this process?

**adaptability, investment capability, marketability of the enterprise, gross margin, land availability, skills and knowledge, legal framework (value addition for dairy and honey) guinea fowls keeping needs a permit from KWS.**

1. In what ways were community members—including women, youth, and elders—engaged in the enterprise selection process?

meeting, barazas and discussions , the value chains already had strategies in place.

**community entry barazas (mobilization), common interest group formation, farmer producer organization (cooperatives and saccos).**

1. What patterns have you observed in enterprise preferences across different community groups (e.g., by gender, age)? **community groups tend to be female dominated from formulation, mobilization to actualization.**

**Men prefer leadership sectors in enterprises as well as enterprises with high investments and returns. enterprises that are also labour intensive.**

**Youth lack investment capital and land. access to land but no ownership and control. Youth prefer enterprises with quick returns eg. data collection activities. they have access to gadgets.**

**Women mostly involved herding and milking activities in livestock.**

1. **Identification of Agricultural Enterprises**
2. What agricultural enterprises (both livestock and crops) are predominantly led by women, men, youth and elderly in each county?

| no. | gender | Enterprise |
| --- | --- | --- |
| 1 | Men | bee keeping, dairy,(transportation and marketing of livestock), tree crops eg. coconut,mango,cashewnuts |
| 2 | Women | dairy, poultry, tomatoes and other vegetables (marketing and trading), African Birds Eye Chilli, cassava |
| 3 | Youth | (transportation and marketing of livestock) |
| 4 | VMGs/IPs | cowpeas, meat goat(chevon), greengrams, bee keeping, cassava |

***IPs-Indigenous Persons - Watha Community***

***VMGs-Vulnerable and Marginalized Groups***

1. What traditional and non traditional agricultural enterprises are women currently involved in? **Tradition- ABEC, Vegetables, poultry (indigenous chicken)**

**Non-traditional- Dairy, Broiler, Tomatoes,**

1. What factors contribute to women’s dominance in these enterprises? (e.g., ease of entry, cultural norms, policy incentives)

**small portion of lands, noncontrol of land, cultural norms- man is the breadwinner of the family so the woman, as a housewife may start farming activities for livelihood sustainability and to keep busy,**

**those with less value are given to women**

1. What social or institutional barriers have you seen affecting women’s leadership or decision-making in enterprise development?

**Cultural norms -determines gender roles in agriculture activities as well as the leadership sector of it**

**Inheritance -inhibits land access, control and ownership**

**Societal norms - Men are mostly the final decision makers in the society limiting women’s leadership and decision making in enterprise development**

1. **Gender Roles in Agricultural Enterprises( for each of the enterprise selected ask the following questions**
2. What specific tasks/ roles in these enterprises are performed by women, men, youth and elderly or shared?( for each enterprise selected probe for the gender roles across the value chain and reasons why?

Crops

| **Activity** | **men** | **women** | **youth** | **elderly** | **remarks** |
| --- | --- | --- | --- | --- | --- |
| Input acquisition | Yes | Yes |  | Yes | Men -head of households in decision making  Financial access  Women – small inputs, ventured into farming |
| Decision on LAND USE | Yes |  |  |  | Men own and control the land |
| Land preparation | Yes | Yes | Yes | Yes | Provision of cheap and readily available labour services.  Men and youth male if its mechanized  Women take up to earn money for household needs  Youth involved for quick money  Elderly are not able to pay others to do it so they directly do it themselves |
| Weeding | Yes | Yes | Yes |  | Provision of cheap and readily available labour services.  Men - mechanized weeding  Women take up to earn money for household needs  Youth involved in mechanization,herbicides application and also for quick money |
| Harvesting |  | Yes | Yes |  | youth and women  depends with the enterprise. |
| Marketing | Yes | Yes |  |  | Men want to control and manage the income, middlemen and broker activities  depending on the value chains. small enterprises will fully be women |
| Control of income | Yes |  |  |  | Men want to control and the manager the income |

Livestock

| **Activity** | **men** | **women** | **youth** | **elderly** | **Remarks** |
| --- | --- | --- | --- | --- | --- |
| Input acquisition | Yes |  |  | ü | Men involved in acquisition |
| Decision on LAND USE | Yes |  |  |  | Men own and control the land |
| Grazing | Yes | Yes | Yes |  | Less labour intensive  Men mostly during drought when it requires long distance to and from grazing and watering points  Youth involved for employment |
| Watering | Yes | Yes |  |  | Men - extensive grazing  Mostly during drought when it requires long distance to and from grazing and watering points  Women -if its nearby |
| Milking | Yes | Yes |  |  | Done by mostly the herders. |
| Pest and disease control | Yes |  |  |  | Considered a man’s job.  Labour intensive |
| Marketing of livestock | Yes |  |  |  | Men involved for control of income  Youth involved in transportation |
| Control of income | Yes |  |  |  | Men sorely control and manage the income |

1. What barriers( social cultural economic) prevent women from expanding their roles in these enterprises?

**Cultural norms -determines gender roles in agriculture activities as well as the leadership sector of it**

**Inheritance -inhibits land access, control and ownership**

**Societal norms - Men are mostly the final decision makers in the society limiting women’s leadership and decision making in enterprise development**

1. At which process/ value chain for each enterprise do women control decision-making and income and why?

**Subsistence farming is women dominated since there is no income from it. For household sustainability. Gender roles for women- caring for the family.**

**Generally, farm labour is dominated by women. They offer cheap and readily available labour.**

**4. Climate Change and Emerging Enterprises**

1. How have changing climatic conditions influenced the types of enterprises being prioritized in your county?

***The county does the suitability based on the AEZ climate, soils, past performance of crops. There was a new AEZ mapping in the county spatial planning. There was a slight change from the original AEZ mapping. Each crop has its own suitability. There has been an issue with deciding the right livestock to keep that are adaptable to the AEZ. The forage recommendation is another factor***

1. What are some examples of new enterprises that have emerged as a direct response to climate challenges, and how are they distributed across different gender or age groups?

***Castor used for biofuel, sunflower (also included in BETA). Irrigation is promoted especially the household water ponds (farm ponds) for irrigation. Water efficient maize for Africa, DK series of maize are the emerging varieties for maize. AZOLLA is another promoted enterprise. Finger millet and sorghum has been new but now it is embraced more. Though Galla goats have been there before, there is more uptake now. Apiary has been enhanced more as a response to NAVCDP.***

**5.Access to Resources and Digital Tools**

1. In your experience, how do men and women, youth and elderly differ in accessing critical resources such as
   1. land,
   2. Finance-the overall financial landscape for access including the informal such as community Savings and loans associations) Saccos banks, insurance services
   3. Access to training and knowledge/extension
   4. Access to information as market, weather
   5. Access to technology eg ICT, digital gadgets, internet, digital literacy

| Resource | Men | Women | Youth | Elderly |
| --- | --- | --- | --- | --- |
| Land | Ownership dominated by men. | Women mostly have access more than youth  Utilization by women than youth | come in second after women in utilization and access | There is issue of clan, which is attributed to elderly men |
| Finance | They are the leading in access and utilization. Mostly men have control even to all the finance that women have | They are low in access and low in utilization. In community savings such MEDIUM LEVEL SACCOS AND BANKS AND VSLA give small loans. Women have 100% access to this | They follow elderly since they convince their parents on how to get the loans | They lead in access of bank or private institutions loans because of the collateral. What limits the youth is the utilization since they are more in subsistence such as buying clothes, food, digital platforms |
| Access to training and knowledge/extension | Trainings that are far away is access equally by men and women. | For training women have access to about 80percent. There are early marriages in this county and hence some women double up both as youth (youth mothers) and women groups |  | Elderly women more accessible to extension services especially because they also belong to women groups |
| Access to information as market, weather | Do not access as much as the youth. As long as they can access the digital platforms | Do not access as much as the youth. As long as they can access the digital platforms | Youth are advantaged because they have access to digital platforms | Low in the market information because of the digital technology. |
| Access to technology eg ICT, digital gadgets, internet, digital literacy | Not as much as the youth. Internet in the county is limited and mostly available in the urban areas as opposed to the rural | Not as much as the youth. Internet in the county is limited and mostly available in the urban areas as opposed to the rural | The youth lead | Not as much as the youth. Internet in the county is limited and mostly available in the urban areas as opposed to the rural |

***\*There is KNBS social economic variable data which has this kind of info***

1. What challenges do women face in using digital platforms or ICT tools for enterprise development, and how are they navigating these barriers?

*Challenges:* ***There is low literacy, low affordability of the gadgets, the cost of internet is high, low capacity to utilize the information from these platforms. Little know how of what to ask or do, cultural challenge in which mostly women believe they are supposed to be lead or directed than read and discover for themselves. Low passion for agriculture for agriculture. They can only participate in nods such as marketing or transportation***

*Solution:* ***Use of the vernacular radio stations, get them from the groups***

**6. Economic Viability & Market analysis**

1. How is the market demand for the product (specific value chain)

***There is a high market for the beef cattle/meat goats as export markets are available. There is also a high market and demand for the perennial and cash crops such as cashewnuts(production is low) and coconuts. Population growth and urbanization has dictated that there are more consumers than the producers.Selling of animals is not as much. Competing interests between what to give to poultry and what to use for human food***

1. What is the competition landscape for this product and any opportunity where women can tap more on through value addition etc

**There has been limited utilization of the value addition in the county. There are more middle men in most of the value chains. The culture of the local communities does not promote selling of food crops. Need for more cottage processing**

1. What are the economic benefits and profitability levels of these enterprises for women?

***The value chains predominated by women are used for improving dietary requirements for the family. They are small income generation to address household needs, and support small business, savings in the VSLA.***

1. How do these enterprises compare to male-dominated ones in terms of income and sustainability?

**The ones for women are not as high income generating as those for men. Women are more engaged in those value chains at production level except for cashewnuts found at primary processing. They are not as sustainable since they are highly dependent on climatic conditions and may easily be affected by erratic rains or droughts.**

1. What socio-economic benefits (e.g., improved household welfare, community development) do these enterprises bring?

**Used for household welfare and as a working capital for brining in other enterprises. Community cohesion as they usually come together for a particular value chains. For buying tvs, buying or upgrading building materials**

**7. Replicability & Scalability**

1. What factors contribute to the success of these enterprises?

**Market , subsidies, Demand, culture, acceptability of these enterprises, climatic conditions. Women enterprises are more successful**

1. Can these enterprises be replicated in other counties/regions? What conditions are necessary?

**Yes. For commercial enterprises, there is need for availability of market, culture, acceptability, favorable climatic conditions.**

1. How can value chains and market access be improved to enhance their viability?
2. ***Market, 2. value addition. 3. volume or production and productivity level. 4. well organized value chain (consisting actors and facilitators)***

**8.**

1. What data sources exist to track the success and impact of these women-led enterprises?

**In Kilifi there is no data to track these, but majority of the enterprises are women led**

1. Qualitatively capture the policy frameworks supporting the women -led V.Cs

***There is a nation gender development policy. There is a women economic empowerment policy and a customized version for Kilifi county. There is still a gap in tracking the implementation***

1. Map the landscape for women’s collectives or cooperatives that would enhance their collective voices for favourable enabling environment

**There are CIGs, Aggregation centres,self help groups, CBOs, cooperatives in which mostly led by women upto about 80%**

1. Are there any policy gaps that need to be addressed to further support women in these enterprises?

***There is need for a specific policy that deliberately addresses women issues.***

1. What recommendations can be made to strengthen these enterprises through policy interventions and investments?

***There is for vertical integration of the value chains by women from the input to the consumer. These means that investment is addressed within these value chains***

1. From your perspective, what policies are currently enabling or hindering women’s participation in climate-resilient enterprises?

***All interventions in Kilifi are climate resilient. In this case, CIDP is a sufficient policy that addresses this issue. The only hindrance is the enabling environment for women to access financing***

1. What kinds of support (e.g., financial, technical, policy) would make it easier for women and marginalized groups to thrive in enterprise development?
2. **policies to deliberately target women in Agricultural value chains.**

**Women's enterprise fun is a national . This fund does not have the percentage dedicated to agriculture.**

1. **financial muscle. Women mostly access little loans such as from VSLA (community). There is a sacco through NAVCDP but operated by the community (everyone) in each ward**
2. **There is need to tailor make technical or selection of value chains so that each node becomes attractive to the different gender groups for women and marginalized groups**