**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 p

ractices 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 gr...

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.

**Enterprise Selection and Community Involvement**

1. How was the selection of agricultural and livestock enterprises conducted in your county, and what criteria guided this process? NAVCDP Programme (World Bank), Stakeholder engagement on ranking prioritized value chains, Dairy, Bananas, Poultry, avocado, coffee. (Community inclusion/involvement). Meeting, barazas and discussions. MESPT (Micro enterprises support programmed trust) {DANIDA}, local vegetables was substituted for coffee. Value chains have already strategies in place, ASDSP{SIDA}
2. In what ways were community members—including women, youth, and elders—engaged in the enterprise selection process? Meeting, barazas and discussions
3. What patterns have you observed in enterprise preferences across different community groups (e.g., by gender, age)?Men are becoming more involved in banana value chain than before. Men are more involved in marketing, youths are involved in nursery production, Men involved in value addition, Youth involved in transport(motorbikes). Youth involved in green house technology.

**Identification of Agricultural Enterprises**

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

| **Priority Crops** | **led by** |
| --- | --- |
| Banana | Women  Large scale-men |
| Beans | women |
| Vegetables (local) | women |
| Coffee | Men and women-laborers, financing & spraying and pruning -men |
| Indegenious veges | women |
| Finger millet | women |

| **Livestock** | **Ownership** |
| --- | --- |
| Dairy/milk | Men  Depends on the volume of production |
| Beef production | Men, youth, marginalized , women |
| Bee keeping | youth and men |
| Poultry-eggs | Women |

1. What traditional and non traditional agricultural enterprises are women currently involved in?

| Indegenious veges | women |
| --- | --- |
| Sweet Potatoes | women |
| Finger millet | women |
| Non traditional |  |
| Poultry-eggs | Women |
| Bananas |  |

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

Require small portions of land,

Cultural norms some crops are designated for women ie crops with less value eg chicken and vegetables.

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

Women do not plant some crops ie bananas,

Society stigma towards women,

Few women leadership.

Strong patriarchal society

**Gender Roles in Agricultural Enterprises( for each of the enterprise selected ask the following questions**

1. 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?

Bananas- Planting is for men, Harvesting and care is women-culturally its a woman’s enterprise

Dairy- buying and selling is for men, milking is for women. the cow is owned by the men , their products in high volumes and the life animal.

Tea- men do the planning, weeding-both (its intensive in labour)

Women- tea picking, tea management is for both.-its communal preferred by women

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

Women more adapted to pick tea (back and fingers make them comfortable doing it), stigma associated with certain value chains eg chicken is a bird reared by women and a man shouldn't

. Women are take care of low value chains and men are in charge of high value value chains

Women do not plant some crops ie bananas,

Society stigma towards women,

Strong patriarchal society

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

Banana – women selling local vegetables- women have full control,

Coffee-in coffee there is Shared responsibility

Dairy- milking is for women-they are mostly at home

Tea- picking-its done communally preferred by women

**Climate Change and Emerging Enterprises**

1. How have changing climatic conditions influenced the types of enterprises being prioritized in your county? Sweet potatoes, millet as a food security crop as in does well in both wet and dry conditions, Avocado as it can not be affected by changing climatic conditions. Early maturing maize varieties due to unpredictable weather conditions
2. 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? \*Pyrethrum- governors manifesto (both genders), Apiculture- done by the youth self-employing enterprise. Avocados – export market, oils for purification (oil processing plant) done by the youth. \*Azolla, \*sunflower (governors’ manifesto)

Avocado as it can not be affected by changing climatic conditions.

Early maturing maize varieties due to unpredictable weather conditions

**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

a. Land-access is not equal-land is for men, educated women buy, widows can inherit, women cannot inherit from their parents

b. Finance-the overall financial landscape for access including the informal such as community Savings and loans associations) Saccos banks, insurance services -they have equal access to loans, but women experience barriers eg collateral using title deed , log books

c. Access to training and knowledge/extension-yes equal opportunity, officers recruit both genders

d. Access to information as market, weather-yes they have to weather forecasts, availability of gadgets to receive information varies , local fms -they have equal access, and technologies updates on planting time from local fms, TV

e. Access to technology eg ICT, digital gadgets, internet, digital literacy

Yes-phones, radio, TV, internet, access is equal-financial barriers is the diff

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

Knowledge and skills to use-Training computer packages for the youth

-

**Economic Viability & Market analysis**

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

Bananas-demand is throughout -a bunch goes for 300 depending on size on local market ,, goes upto 1000

Local veges --demand is high

Poultry - demand is high -improved kienyeji is more on demand due to Good nutrition, income

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

Value ADDITON-FLOUR,crips,chips, wine, juice, fortication, ecobana-make pads-using banana peals, and baskets using the leaves, fodder making using leaves, mats using dry leaves, baskets , threads-can make the pads, feed for black soldier flys for livestock , weanng diet

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

Bananas-very profitable-source of income, household use

Local veges -very profitable -demand is high-source of income-household use

Poultry -Very profiytab;e , demand is high -improved kienyeji is more on demand-Good nutrition, income, household need

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

Women led-income is generated faster

More sustainable due to levels of investment-cost is low

Value of a bit lower than the male dominated ones

For women led-some are commercial

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

Improved livelihood, educate the children, furnish homes ,

**Replicability & Scalability**

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

Demand for local veges,

Bananas is a staple food

Nutrition of the enterprise

Short time to grow-all enterprises

Organically planted-less cost in terms of management -no spraying, weeding

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

Yes-but it depends on variety and climate and soil and water availability

Preferance and cultural acceptance of the enterprise

1. How can value chains and market access be improved to enhance their viability?

Group marketing-form groups with aggregation collection centres, target marketing , market inf sharing , cold storage facilities, value addition, digital marketing( cereal soko)-market online -cereals, promote growing of market demand varieties

**6. Data Availability & Policy Support**

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

Yes under various programmes, collectives and cooperatives and KNBS data

The ministry level has the department of agriculture-list of the groups and the enterprises they are engaged in, social services department , have registered the community based organizations and the self help groups . KIAMIS-(check full)-, national farmer registration programme

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

-1/3 rule – compliance to the 1/3 rule,

Affirmative action (NGAAF)

National Gender policy domiciled in the department of gender.

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

Women Groups and Cooperatives

Kekapu women group- milk aggregation and milk value addition/Selling

Bassi chache - local vegetable

Mamboleo gesusu - Dairy

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

Agriculture food authority- commodity funds giving banana loans to women at 3% compared to men

Waive collateral for title deeds

Lesser percentage to government subsidies

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

lower taxes and introduce subsidies programmes

Contract farming to ensure whatever is produced gets market

School feeding programmes

Promoting children nutrition (rich in iron minerals and vitamin-A,C)

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

Cultural-inheritance

Land subdivisions

Taxation of idle land / land use policy

7. What kinds of support (e.g., financial, technical, policy) would make it easier for women and marginalized groups to thrive in enterprise development?

Access to credit facilities

Policy formulation

Proposals and funds for women only enterprise (Women and Youth fund)

Capacity building and trainings