

Working with Women and Youth

Speaking Notes by Ms. Carol Muumbi, Horticultural Crops Directorate, Kenya
tralac Annual Conference 2018

Introduction

We are informed by the director of Trade and Industry that the agenda for gender equality was introduced and adopted in the AfCFTA.

President Kagame also made reference to gender equality during the conference.

Notes

Women in Kenya are 47% of the labour force, but only 9% on the businesses are women owned. This is an untapped resource for economic development.

Unlocking this resource can add \$28 trillion dollars to the worlds GDP by 2025 (ITC Study 2017)

Simple logic: trickle-down effect. Also if women own more, there is more growth.

Strategy: Introduce tailored incentives to encourage more women.

Needs for Women and Youth

- Better access to loans
- Quality certifications
- Affordable Internet

In Kenya support from trade support institutions is found to be inadequate.

Challenge for us: to play a more significant role in the ecosystem by providing services and enabling linkages.

Overall recommendations

1. Incorporation of women owned business in to the formal sector
2. Closing the knowledge gap on how to meet financial requirements
3. Support in certification and meeting standards

4. Costs and production; training n record keeping and awareness on process improvement (for example training in basic accounts)
5. Importance of protecting innovations (intellectual property)
6. Training on use of ICT to leverage their businesses
7. Providing linkages to institutions – awareness of institutions that can provide other support

Our Institution comes in strongly in number 3: certification and standards. Certification is required for market access especially within the SPS context. This can be achieved!

If certified to global standards, then regional markets can be accessed as well.

For agriculture, value addition is key, for example processing of essential oils and other agricultural products.

In Kenya, we have the Government led UWEZO fund for women, youth and persons with disabilities. This provides access to finance to promote business enterprises.

Expected outcome: eradicate extreme poverty, promote gender equality and empower women.

Some partners including the private sector are supporting this:

Barclays Bank of Kenya – in training and Gulf Africa Bank in partnership with the Kenya Chamber of Commerce and Industry; providing unsecured loans for Chamber members.

What are we doing?

1. Collecting gender specific information
 - Indicators set at programming
 - Possible to the have M&E on the parameters
2. Capacity building on producing value added agricultural products, for example, avocado oil extraction
3. Continued intervention on SPS issues

Linkages: encouraging the youth to support in ICT interface