



LIVELIHOOD AND GENDER

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SUB SECTOR BRIEF I

Inclusive women involvement in development activities for sustainable development

Introduction

In this fourth phase, RLDC has initiated livelihood and gender among the cross cutting theme aiming at strengthening other RLDP sector interventions. Livelihood and Gender section comprise three cross cutting issues that is Gender and social equity (GSE), HIV/AIDS and a Poultry sub sector. Regarding gender issues, RLDP aim to ensure the interventions increases women's and men's opportunities to exercise their rights equally and gain equal access to and control



over benefits of development. Furthermore the program works towards reducing women workload, and improving the decision making authority regarding household finances. In this regards, the interventions in Poultry falls under the gender mainstreaming activities. RLDP envision improving chicken rearing will increase entire household income and in away income diversity will be possible making women have access to and control over income through chicken selling. The Poultry interventions are confined to areas already intervened by RLDC so as to compliment other sector interventions i.e. Sunflower, Rice and Cotton, in order to offer economic opportunities for women. Also efforts are undertaken to sensitize farmers on gender and social equity (GSE) and attract RLDC partners to support this cause of gender by putting it into their business plans. Regarding HIV/AIDS, the program limit itself in creating awareness to its beneficiaries to protect themselves against HIV transmission so as to realize and enjoy the benefit of their development. RLDP in this final phase has targeted to have an outreach of 12,000 HH in the Poultry sub sector interventions. With regards to gender and HIV, the program aim to have gender and HIV aware farmers and raise the number of direct women beneficiaries to 40% in the interventions by 2015

SECTOR VISION & OBJECTIVES

The sector envisions in the next four phase years to increase rural HH income by TZS 440,000 through increasing the number of chicken reared commercially per HH from the present 5-20 to 50-200 birds. With this we expect that the number of chicken sold to urban markets to increase by 10% per annum.

The above assumptions applies if a farmer chicken flock

- Mortality rate of mature chicken is lowered from 60% to 10%.
- Chicken gain an average weight 0.5 kg from 0.7kg to 1.2Kg
- Chicken are sold at an average price of 8000 per chicken

The expected impacts in the central corridor include

- Increase household income derived from selling of chicken by TZS 440,000
- Increased average consumption of chicken which is a good source of protein in the market in an average of 1,152Tons of chicken meat per annum.

Poultry sector

Local chicken in the poultry sector is identified to be suitable to improve the livelihood of the rural small farmer due to many advantages. Local chicken requires small capital to start the business. It is also possible for a farmer to gradually raise chicken stock for sale from the available ones. In addition, the enterprise is suitable for women and is traditionally considered as business for women among many in the central corridor. RLDP promote the local chicken sector whilst aiming at transforming the conventional subsistence scavenging local chicken keeping practices into commercial business to provide employment and income for smallholder producers particularly women. Three interventions fall under this sector are as follows;

Intervention 1; Promotion of RLDC Local chicken (LC) rearing model by lead farmers

This intervention is about capitalization and scaling up the commercialization of the local chicken sub sector by transforming the tradition practices into business entity through the use of trained lead farmers or Local service providers. The intervention is conducted through the use of a hired co facilitator/service provider. After advertising the ToR and extensive scrutiny, AKM Glitters company Ltd was selected as co facilitators for this intervention last year. The SP is responsible to organize women in groups, train lead farmers and conduct follow up with sector team leader. The organized women chicken rearing groups as well are supported with Human and Institutional Development (HD). Awareness raising through workshops is done to agro dealers, traders and poultry producers to foster linkage with poultry producers so as facilitate marketing

This intervention is considered as supplementary component to other RLDP sectors. Last year, Igunga district (rice sector), Nzega district (cotton sector), Babati district (cotton sector) and Kongwa district (sunflower sector)

were covered. In total 40 villages were covered, ten from each district. It was targeted to reach 200 lead farmers and 2200 farmers. Until March, 2013, the target was surpassed after reaching out 201 lead farmers and 2991 (2438F, 553M) trained farmers. Until May, 2013 it was anticipated to reach 7200 indirect beneficiaries. This year the project is targeting to reach 9600 beneficiaries in four districts of Shinyanga Rural (rice), Mvomero (rice), Maswa (Cotton) and Iramba districts (Sunflower).

Intervention 2; Distribution and marketing of booklets for promoting RLDC LC rearing model

This intervention intends to transform the traditional rearing practices of poultry into business entity through the use of booklets which contain poultry related information. The booklets content covers wide range of lesson such as chicken health, treatment and care, food mixing and marketing of the chicken. The booklets are distributed through lead farmers and through RLDC at the office and during agriculture trade fair (nane nane). Last year the booklets were reviewed and improved. Outreach was targeted at 9000 booklets for beneficiaries but until March 5806 was distributed. This year the project is targeting to distribute 6000 booklets. As a way of making this intervention sustainable this year we have introduced the idea of selling the booklets to farmers and already a partner has been sought but yet to sign MoU for undertaking the task of producing copies for their own cost and sell them using the advantage of agro dealer's network. Under this activity it is expected 500 booklets will be sold this year.

Intervention 3; Promotion of LC rearing by using radio

This intervention intends to commercialize the local chicken sector through the use of community radio.



RLDC inter signs MoU with local radio and provide local chicken content for the community radio to design the program and package the materials about improving the local chicken sector. Last year Radio 5 from Arusha was contracted to promote and air the local chicken program called Kuku ni Mali. The program is aired at the timing favorable for women listeners. At the moment the program is continuing. Outreach for this intervention in the last year is 20,000HH. This year two more community radio will be contracted to air the program i.e. Planet radio of Morogoro and CG FM of Tabora. Target outreach for this year is expected to be 30,000HH.

Gender and HIV/AIDS

RLDC undertake both internal and external gender and HIV/AIDS mainstreaming interventions. Internal gender mainstreaming involve developing platform for the mainstreaming i.e. developing gender guideline, tools, focusing on the sub sectors i.e. cotton, rice and sunflower and support staff to mainstream gender. External gender mainstreaming involves attracting partner into supporting the cause of gender and couches them on gender mainstreaming. Also to promote gender awareness among rural producer through working with RLDC partners on gender and use of network of gender focal person at the local government authority level to facilitate farmers. HIV/AIDS mainstreaming internally involve provision of training and

information to RLDC staff. Promote sharing of information about HIV among staff. Externally, in attempt to improve HIV prevention, sector team collaborates with actors and focal persons at district level to support initiatives at the district level regarding HIV prevention.

At the moment regarding gender internally staff are trained, guideline and tools on gender are prepared. Gender and social equity is the epicenter of our interventions plans. Externally partners have committed into supporting gender and had undertaken gender responsiveness assignment to analyze themselves regarding their capacity to respond in gender. With the support of gender focal persons from Local government authority partners and farmers are supported and trained on gender and social equity. Successful cases on gender are collected and shared among partners through radio and fliers to encourage their commitment. For HIV/AIDS, RLDC staffs were assessed to identify KAP regarding HIV/AIDS. Information on HIV/AIDS is shared among staff as a way of making them aware. Furthermore, RLDC is committed to support staff with protective gears. This year HIV workplace policy is developed to properly guide the subsector. Both components of gender and HIV are always a part of the best agronomic training to farmers in RLDP.

Kipindi cha INUKA cha Radio Free Africa na AMKA cha Radio five Arusha

- Radio zingine zimeanza kurusha vipindi vinavyohusu maeneo ya vijini na wanawake kwa kuiga modeli ya INUKA na AMKA
- Vituo vya radio vimenufaka ie Radio Free Africa na Radio Five zimeboresha ubora wa viwango vya uandaaji wa vipindi vya kutokana na mafunzo waliyopata kipindi cha mradi
- Kuboresha mbinu za kilimo kwa wakulima kupitia kusikiliza radio. Kipindi cha INUKA kimetoka na kinaendelea kutoa matangazo ya mbinu bora za kilimo yanyoleta mabadiliko kwa wakulima wengi vijini
- Kuchochoea uwiano na usawa wa kijinsia miongoni mwa wakulima vijini katika kanda ya kati ya Tanzania.





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