

# VIETNAM

Swiss Agency for Development and Cooperation (SDC)

## IMPROVING LIVELIHOODS OF ETHNIC MINORITY WOMEN THROUGH SUSTAINABLE DEVELOPMENT OF THE ETHNIC TEXTILE VALUE CHAIN



to Increase Income and Employment Opportunities for the Rural Poor', which worked on five different value chains (including silk farming, known as sericulture) and drew from VIRI's experience within the Rural Industry Promotion Project funded by Japan International Cooperation Agency (JICA).

Women from ethnic minority groups have been traditionally engaged across the textile sector - from mulberry and hemp cultivation and silk worm rearing to brocade weaving. Brocade weaving is a traditional activity of most ethnic minority groups. With traditional beliefs and customs, brocade production is handed down from mother to daughter through the generations, and it is almost exclusively done by women. Crucially, brocade production is an important tradition as well as an income-generating activity that enabled women to work at home with flexible hours, allowing it to be combined with their many other responsibilities. Within the scope of this project, two different value chains of silk and hemp are targeted. Silk is used by both the Thai and Muong ethnic groups while hemp is traditionally used by the H'mong people.

### What is MARP?

The **Market Access for the Rural Poor - through Value Chain Promotion Programme** (known as MARP) was initiated by the Swiss Agency for Development and Cooperation (SDC) in 2012.

MARP supports projects and organizations that enable poor, rural households, especially those of ethnic minorities, to increase their income by participating in specially selected agriculture value chains.

**Ethnic minority women producing traditional silk and hemp products in Vietnam have the skills to produce good quality products and improve their income. This project focuses on helping ethnic minority hemp and silk growers and weaver groups to improve their income through upgrading the hemp and silk value chain. It is implemented by Vietnam Handicraft Exporters Association (VIETCRAFT) and Vietnam Rural Industries Research and Development Institute (VIRI) under the MARP programme, funded by the Swiss Agency for Development and Cooperation.**

### BACKGROUND

The project builds upon VIETCRAFT's collaboration with Vietnam Trade Promotion Agency (VIETRADE) and the United Nations within the framework of the joint programme 'Green Production and Trade

### GOAL

The overall goal of the project is to enhance income and employment opportunities for ethnic minority households working as raw material growers and weavers through upgrading ethnic textile value chains in Nghe An, Thanh Hoa and Hoa Binh province.

### APPROACH

The project aims to achieve three outcomes:

1. Sustainable production and market access for hemp and silk growing households (Target: 500 hemp and silk yarn-growing households adopt sustainable production practices and enhance

market access with 30% income increase by 2016)

2. Sustainable production and market access for woven fabric by ethnic minority producers (Target: 500 ethnic minority producers weaving households adopt sustainable production practices and enhance market access with 50% income increase by 2016)

3. Strengthened awareness on good practices for interventions which upgrade textile value chains at the provincial and regional levels (Target: A regional workshop sharing knowledge, experience and best practice on textile value chain interventions is organized)

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### TARGET GROUPS

The project targets mainly women, who take primary responsibility for cultivation of raw material, processing and weaving, and represent about 90% of the beneficiaries in Nghe An, Thanh Hoa and Hoa Binh. In addition, 80% of the project beneficiaries originate from marginalized ethnic groups, including H'Mong, Thai, Muong.

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### EXPECTED RESULTS

The project expects to improve the income of 1,000 ethnic minority households from textile production and trade by about 30-50%. Other economic and environmental benefits are foreseen from the use of green technologies and the introduction of cleaner production techniques such as natural dyeing, reducing the waste of cocoons through the diversification of cocoon-based products, etc. Additionally, the project expects positive changes such as sustainable agricultural practices, rural households having added value to their products, processing enterprises/groups having added value to their products and creating more jobs, improving linkages and cooperation between different actors along the value chains and sustainable stakeholder networks, amongst others.

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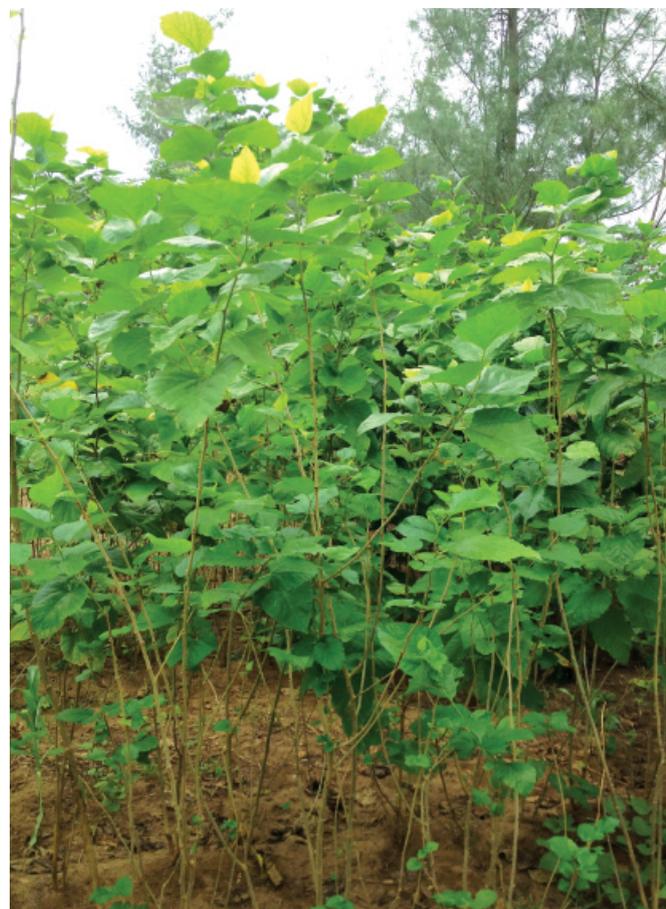
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### Project at a glance:

Title	Budget	Partners	Project Provinces
Improving Livelihoods of Ethnic Minority Women through Sustainable Development of the Ethnic Textile Value Chain	(05/2013 - 04/2016) USD 716,000 of which SDC: USD 612,000 Others: USD 104,000	Provincial Departments of Processing and Trade for Agro-forestry-Fisheries Products and Salt Production; Departments of Agriculture and Rural Development; Departments of Industry and Trade in Hoa Binh, Thanh Hoa and Nghe An	Hoa Binh Thanh Hoa Nghe An