

PRISMA's Journey on Women's Economic Empowerment

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About PRISMA



A partnership program between the Government of Indonesia and the Government of Australia

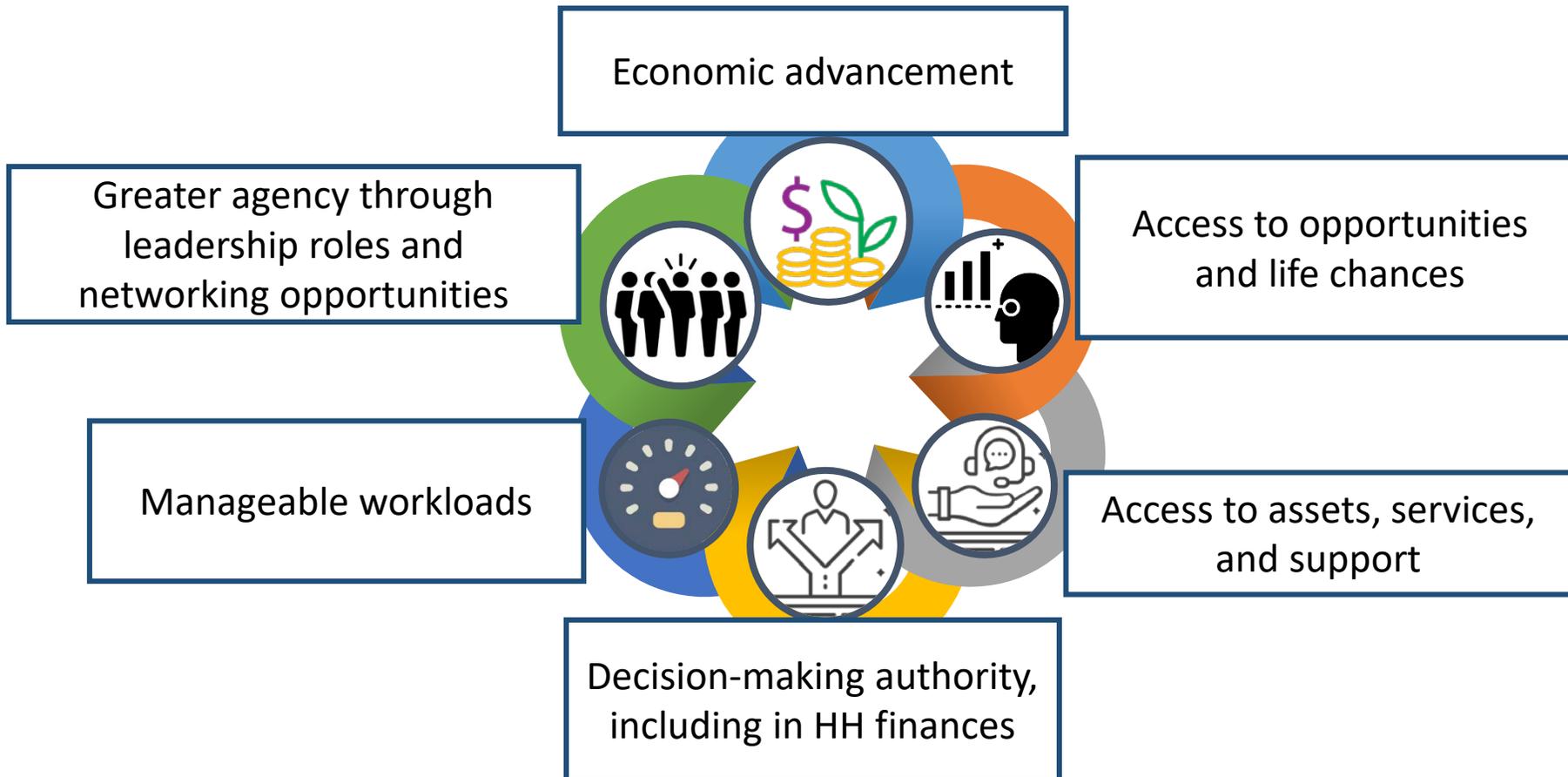
PRISMA second phase is implemented in 2019-2023 by Palladium

Aims to achieve a sustainable incomes increase of 1,000,000 smallholder farming households in Indonesia

Gender Equality and Social Inclusion integral to the approach

Women's Economic Empowerment

A woman is economically empowered when she has both,
a) the ability to succeed and advance economically; and **b) the power to make and act on economic decisions.**



Why work with the Private Sector?

THE
BUSINESS
MAY BE
MISSING
OUT ON...



An important customer segment (as users and/or purchasers)



Improved productivity & efficiency



Improved product quality or suitability



Improved supply chain reliability



New markets



Diversification of distribution



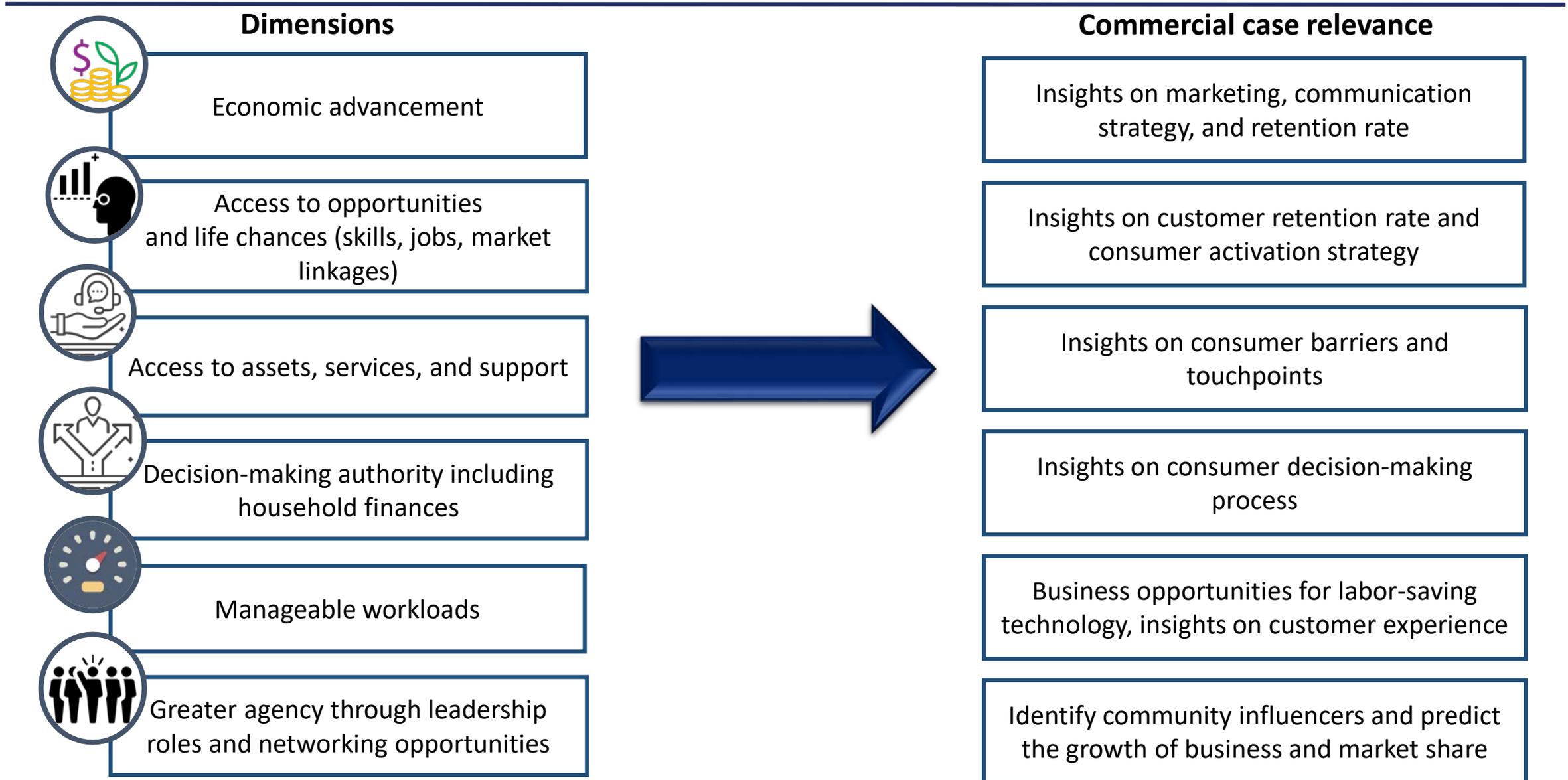
Enhanced reputation or brand recognition

PRISMA's approach towards Women's Economic Empowerment



- A commercially-driven, evidence-based approach
- Consistent and strategic use of market intelligence leading to improved program and business partner outcomes
- A heavy emphasis on consumer research

Understanding Consumer Behaviour



Case example: Pig rearing in East Nusa Tenggara

- Pigs are valuable assets and are reared, slaughtered and marketed in a traditional and informal way, leading to **low productivity**.
- **Women play a major role** with responsibilities including purchasing piglets, feeding, health monitoring
- PRISMA's assessment revealed that **women prefer information from other women**
- PRISMA shared these **market insights** with feed distributors who recruited **women retailers and village promoters**
- The intervention has resulted in **132 retailers** and benefitted **173,000 women**
- **Savings in workloads from 4 to 1.5 hours**. Women have reported more time for other jobs, their children and for engagement in community



Case Example: Arisan Mapan

Constraints to improve farming HH productivity through increasing women's involvement in agri-input choices



Arisan Mapan:
Digitally-supported
Rotating savings
group



2000+
Employees



194.000+
Agents (Ketua Arisan)



2.400.000+
Members

Support MAPAN to enter the agriculture market and provide quality agri-inputs and information to members in rural Indonesia

Projected Impact: Women can now access agri-inputs, contribute more to decision making regarding large household expenses

What have we learned about inclusive agriculture models?

48 Female agents interviewed

8 Private and public institutions

3 Provinces:
East Java, NTB, NTT

Positive Impact to Female Agents

Women have increased self-confidence and a sense of purpose in life

Positively contribute to household income

Improved networks and opportunities for future

Factors influencing motivation

Family upbringing

Cultural values

Power relations in households

The business conditions

Main Challenges of being a Female Agent

Scope of area and zone

Lack of career path

Capacity and expertise on agriculture



Thank You
