



Engaging men in women's economic empowerment and entrepreneurship development



WOMEN EMPOWERMENT IN THE CHICKEN VALUE CHAIN

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Introduction

Women empowerment in chicken production and marketing is essential for sustainable development. Women play significant roles in chicken farming, including raising chickens, collecting eggs, and managing sales. However, they often face challenges such as limited access to resources, training, and market opportunities. Empowering women in this sector involves providing access to education, technology, and financial resources. Training women in chicken production, management and marketing skills, has the potential to increase productivity, improve product quality, and expand market reach. These interventions have the overall effect of empowering women in enhancing their economic independence, fostering gender equality, improving food security and contributing to overall community development.

Market

Linking farmers to local, regional and international market for their chicken products. This ensures high incomes.



Access to markets

Source: Alamy

Building women's organizational and strategic skills

True empowerment starts when women have more income and are valued as decision-makers at the household, producer organization and other community and strategic levels. Bringing women together who share the same needs, concerns and experiences into a group helps introduce them to the public sphere that provides information dissemination and technical support. Such forums are ideal for developing women's leadership skills and enhancing their capacities to negotiate prices and influence decision-making bodies.



Building women's organizational and strategic skills

Strengthening women-owned enterprises

Designing situation specific solutions for women and the poor, enhance their reach for “new, more stable or more profitable markets”. This ensures they remain competitive in a rapidly changing market environment.



Strengthening women-owned enterprises

Engaging men in women's economic empowerment and entrepreneurship development

Engaging men at the household, community and policy levels in interventions on women's economic empowerment and women's entrepreneurship development contributes to women empowerment. This may be done through various ways including: (a) targeting men as “gatekeepers” to gender equality or as potential agents of change in challenging established gender norms, (b) providing capacity-building activities that encourage men to adopt positive masculinities, (c) inviting men to the trainings targeting women (d) identifying and supporting gender champions, (e) campaigning.