

Gender-integrated research for development in Bangladesh

A gender research activity plan for The Aquaculture: Increasing Income, Diversifying Diets and Empowering Women (IDEA) in Bangladesh project



Funded by

BILL & MELINDA
GATES foundation



Authors

Adam, R¹; Paz Mendez, A²; Haque, SMF²; Choudhury, A²; and McDougall, C¹.

Author affiliation

¹WorldFish, Penang, Malaysia.

²WorldFish, Dhaka, Bangladesh.

Citation

This publication should be cited as: Adam R, Paz Mendez A, Haque SMF, Choudhury A, and McDougall, C. 2020. A gender research activity plan for The Aquaculture: Increasing Income, Diversifying Diets and Empowering Women (IDEA) in Bangladesh project. Penang, Malaysia: WorldFish.

AGROVOC Descriptors

Gender; Aquaculture; Agriculture; women empowerment, household decision making, women entrepreneurs; Bangladesh; The 'Aquaculture: Increasing Income, Diversifying Diets and Empowering Women in Bangladesh' (IDEA) project; WorldFish.

Acknowledgments

This work is part of the CGIAR Research Program on Fish Agri-Food Systems (FISH) led by WorldFish. The program is supported by contributors to the CGIAR Trust Fund.

Funding support for this work was provided by the Bill and Melinda Gates Foundation in the framework of the 'Aquaculture: Increasing income, diversifying diets and empowering women in Bangladesh' (IDEA) project.

Contact

WorldFish Communications and Marketing Department, Jalan Batu Maung, Batu Maung, 11960 Bayan Lepas, Penang, Malaysia. Email: worldfishcenter@cgiar.org

Cover photo

WorldFish Bangladesh

Editor

Njeri Okono

Layout and design

Lewis Maina Wainaina (Maina Wainaina Studio)



Creative Commons License

Content in this publication is licensed under a Creative Commons Attribution-NonCommercial 4.0 International License (CC BY-NC 4.0), which permits non-commercial use, including reproduction, adaptation and distribution of the publication provided the original work is properly cited.

© 2020 WorldFish.

Disclaimer

The opinions expressed here belong to the authors, and do not necessarily reflect those of the CGIAR Research Program on Fish Agri-Food Systems, WorldFish, the Bill & Melinda Gates Foundation or CGIAR.

Table of contents

Acronyms and abbreviations	III
Background	1
1. Strategies for gender integration.	2
1.1. Knowledge on gender dynamics, barriers and opportunities developed and disseminated.	2
1.2. Women's Empowerment in Fisheries Index (WEFI) developed and promoted.	5
2. Gender-empowerment outreach and communication activities.	7
2.1. Specific gender-empowerment communication activities.	7
3. Increasing decision-making power over productive assets.	9
3.1. Training partners and Local Service Providers (LSPs) on gender equality and women's empowerment.	9
3.2. Identify and support potential women extension entrepreneurs.	10
4. Increasing financial empowerment of women.	13
4.1. Providing access to credit and financial literacy to women and men aquaculture farmers.	13
5. Increased gender awareness and membership of women in farmer groups.	15
5.1. Forming groups and support provided to all-women who are pond farmers.	15
5.2. Increase gender awareness in women farmers' groups.	16
5.3. Activity: Case studies on women farmers' groups in aquaculture.	17

Acronyms and abbreviations

BD	Bangladesh
DoF	department of fisheries
FISH	CGIAR Research Program on Fish Agri-Food Systems
GTA(s)	gender-transformative approach(es)
IDEA	The Aquaculture: Increasing Income, Diversifying Diets and Empowering Women
KIT	Royal Tropical Institute
LSP(s)	local service provider(s)
MEL	monitoring, evaluation and learning
ODC	other direct costs
ToTs	trainers of trainers
WEFI	Women's Empowerment in Fisheries Index

IDEA Project – Bangladesh

Women empowerment (Outcome 5)

Activity Plan 2020–2022

Background

One of the main aims of The Aquaculture: Increasing Income, Diversifying Diets and Empowering Women in Bangladesh (IDEA) project is to support women empowerment in aquaculture. Specifically, economic empowerment, which includes supporting women to:

- Develop, participate in and benefit from economic ventures and income-generating activities associated with aquaculture.
- Increase their influence and decision-making power on productive use.
- Readily access financial services for themselves and their families and, if possible, acquire assets.

There are several Bangladesh gender-assessment studies by the WorldFish and other institutions. The IDEA project has also commissioned a gender scoping study and a 'gendered' value chain study.

All these studies show:

- Women's participation in aquaculture continues to be very low, including in core activities such as tending ponds, harvesting, selling fish and participating in market activities.
- Few real opportunities exist for women to run business, control income or own assets in aquaculture.
- Intra-household decision-making in rural Bangladesh is dominated by men. In addition, women participation in decision-making is low, particularly on how income is spent.

The IDEA project aims to be a transformative force towards gender equality. However, it recognizes both the practical limitations (project lifespan, the Covid-19 consequences and limited resources) and context limitations (social structure, local customs, etc.). These limitations restrict IDEA's potential scope of activity. Considering the former, IDEA will not aim to directly influence behavior or change social norms related to the situation of women in society. As such, the goal of gender-integrative and gender-transformative impact will be achieved through:

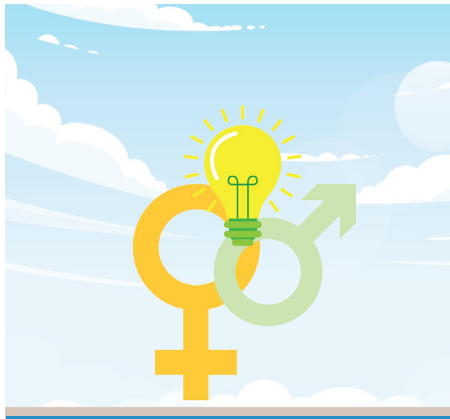
- Testing new women-empowerment strategies and approaches, and developing scalable models that could be taken up by other development organizations or by the government.
- Training and communications to create and/or enhance awareness of the best approaches in aquaculture, nutrition and market for women and men farmers, and access to finance by women and men farmers.

This document describes the key activities IDEA will undertake from 2020 to 2022 to achieve its women-empowerment outputs and outcomes. It is organized around the main results stated in 'Outcome 5' women empowerment outputs and outcomes in the project's current work plan.

1. Strategies for gender integration.

1.1.

Knowledge on gender dynamics, barriers and opportunities developed and disseminated.



Current status: Two studies have been completed on 'gendered' value chain and gender scoping. Technical publications have been completed, but scientific peer reviewed journal publications are still pending. These studies will inform ongoing and future gender-empowerment activities.



New activities: These two studies will be disseminated through scientific and technical publications. The research findings will be consolidated.

1.1.1. Output: Technical report of 'gendered' value chain.

Responsible: R. Adam, Royal Tropical Institute (KIT), A. Chaudhury, and C. McDougall.



Start date:

July 2020



Mid-milestone:

October 2020

draft report for internal review



Final milestone:

January 2021

report published and disseminated



Other resources required:

editing and graphic design, USD 2000, to be covered by IDEA's global BUS/gender (to be confirmed with BUS owner)

1.1.2. Output: Technical report on gender scoping study.

Responsible: R. Adam, F. Haque and A. Choudhury (authors might vary, but R. Adam is responsible for the activity). Support: C. McDougall.



Start date:

August 2020



Mid-milestone:

October 2020

draft report for internal review



Final milestone:

December 2020

report published and disseminated







Other resources required:

editing and graphic design, USD 1000. This will be done in-house, by IDEA/BD country office communications team

1.1.3. Output: Scientific publication(s) of 'gendered' value chain and gender scoping study.

Responsible: R. Adam and A. Choudhury (authors might vary, but R. Adam is responsible for the activity). Support for the 'gendered' value chain: KIT, C. Shelley and C. McDougall. Support for the gender scoping study: F. Haque and C. McDougall.

 Start date:	 Mid-milestone:	 Final milestone:	 Other resources required:
November 2020 gender scoping study	March 2021 manuscript submitted to a journal for the gender scoping study	mid-2022 Final milestone: paper(s) published and disseminated	none
February 2020 'gendered' value chain study	May 2021 manuscript submitted to a journal for the gendered value chain study		

1.1.4. Output: Two policy briefs – one each from the 'gendered' value chain study and the gender scoping study.

Responsible: R. Adam (authors might vary, but R. Adam is responsible for the activity). Support: F. Haque and C. McDougall.

 Start date:	 Mid-milestone:	 Final milestone:	 Other resources required:
January/February 2021	March 2021 policy briefs in internal review	May 2021 policy briefs completed and disseminated	editing and graphic design consultants, USD 3000, to be covered from IDEA's global BUS/gender (TBC with BUS owner)

1.1.5. Output: Scientific publication(s) on lessons learned from gender intervention activities in the project.

Covering lessons from digital platform, financial service provider (Bank Asia), decision-making power over productive assets and increased membership in women farmer groups. The goal is possibly two publications.





Responsible: Socio-economist, A. Paz Mendez, R. Adam and A. Choudhury. Support: F. Haque and C. McDougall.

			
Start date:	Mid-milestone:	Final milestone:	Other resources required:
August 2021	November 2021 manuscripts for submission to a journal	December 2022 paper(s) published and disseminated	none

1.1.6. Output: Three policy briefs.

The policy briefs are on: (i) gender and digital outreach, (ii) women empowerment in aquaculture service provision activities, and (iii) empowering women through women-administered aquaculture activities (ponds and nurseries).

Responsible: Socio-economist, A. Paz Mendez. Support: F. Haque and R. Adam.

			
Start date:	Mid-milestone:	Final milestone:	Other resources required:
December 2021	March 2022 policy briefs in internal review	July 2022 policy briefs completed and disseminated	editing and graphic design, USD 3000; other direct costs (ODC); to be partially done in-house by IDEA/BD country office communications team

1.2. Women's Empowerment in Fisheries Index (WEFI) developed and promoted.





Current status: The WEFI has been developed and is undergoing final review. It will be ready in the second quarter of 2021.

New activities: The WEFI will be piloted in a small-scale field test in Bangladesh. The WEFI will also be disseminated through scientific and technical publications.

1.2.1. Activity: WEFI's main thematic areas tested and lessons drawn.

A study will be conducted for the pilot test with data to be collected from 150 households.

Responsible: A. Choudhury. Support: C. McDougall, R. Adam, F. Haque and K. Murshed-e-Jahan.

 Start date:	 Mid-milestone:	 Final milestone:	 Other resources required:
July 2021 (data collection starts)	November 2021 data analysis finalized, report writing	January 2022 report published and disseminated	enumerators: USD 2000; ODC. This will be covered by IDEA's BD BUS


1.2.2. Output: Technical report on WEFI published and disseminated.

Responsible: A. Choudhury (authors might vary, but A. Choudhury is responsible for the activity). Support: K. Murshed-e-Jahan, F. Haque and C. McDougall.

 Start date:	 Mid-milestone:	 Final milestone:	 Other resources required:
September 2021	November 2021 draft report for internal	December 2021 / January 2022 report published and disseminated	editing and graphic design consultants, USD 1500, to be covered from IDEA's global BUS/ gender (to be confirmed by BUS owner)

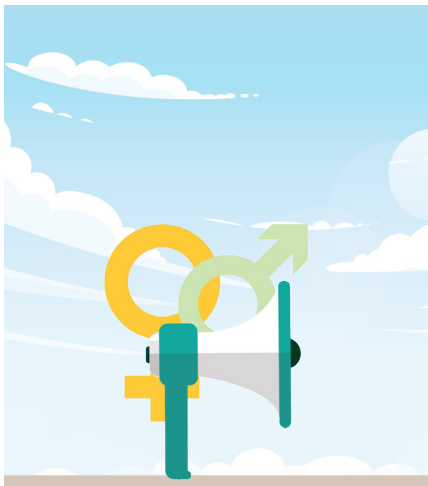
1.2.3. Output: Scientific publication(s) of WEFI.

Responsible: A. Choudhury. Support: K. Murshed-e-Jahan, R. Adam, F. Haque and C. McDougall.

			
Start date:	Mid-milestone:	Final milestone:	Other resources required:
November 2021	December 2021	July 2022	none
	draft submitted to journal	published and disseminated	

2. Gender-empowerment outreach and communication activities.

2.1. Specific gender-empowerment communication activities.



Current status: No activities have been implemented.



New activities: The project will develop and broadcast a series of short videos on women empowerment throughout 2021 and 2022. Four videos will be produced in 2020, as well as posters to convey women-empowerment messages. Videos and posters will be disseminated through Facebook and WhatsApp, using The Right Kind Platform.

2.1.1. Activity: Video and posters on gender empowerment.

Responsible: F. Haque, R. Adam and S. Haq.



Start date:

September 2020



Mid-milestone 1:

November 2020

draft storyline and key messages of the videos and posters to share with the Right Kind



Mid-milestone 2:

February 2020

finalize videos and posters working closely with Right Kind



Other resources required:

video production USD 10,000; ODC. This will be covered by IDEA's BD BUS




2.1.2. Activity: Assess impact of videos and posters on gender empowerment.

Responsible: F. Haque and R. Adam. Support: K. Murshed-e-Jahan.

				
Start date:	Mid-milestone 1:	Mid-milestone 2:	Milestone 3:	Other resources required:
January 2021	February 2021	July 2021	August 2021	enumerators, USD 1500– ODC. This will be covered by IDEA's BD BUS
	research plan on perceptions, behavioral practices in women empowerment and possible impacts of the communication materials distributed by the Right Kind to research participants	assessments, questionnaires and focus groups completed; this may or may not be related to other monitoring, evaluation and learning (MEL) activities (to be determined)	final report	

2.1.3. Output: Policy brief on using videos and posters for women empowerment.

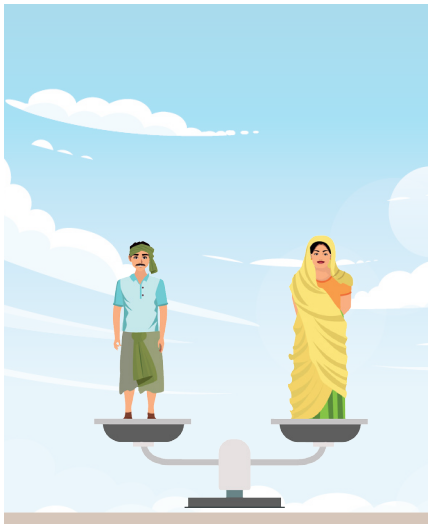
Responsible: F. Haque and R. Adam. Support: Socio-economist and A. Paz Mendez.

		
Start date:	Final milestone:	Other resources required:
August 2021	October 2021	editing and graphic design, USD 1000, ODC. To be partially done in-house, by IDEA/BD country office communications team

3. Increasing decision-making power over productive assets.

3.1.

Training partners and Local Service Providers (LSPs) on gender equality and women's empowerment.



Current status: Partners and LSPs are being trained on women empowerment.



New activities: Revision and update of training strategy and training materials is required, to reinforce gender-transformative approaches (GTAs).

3.1.1. Activity: Revision of training materials.

Responsible: F. Haque and A. Choudhury. Support: I. Zahura and R. Adam.



Start date:

October
2020



Mid-milestone 1:

October 2020

short report on the revision; what needs to be updated and how to do it



Mid-milestone 2:

February 2020

revised training materials



Final milestone:

March 2021

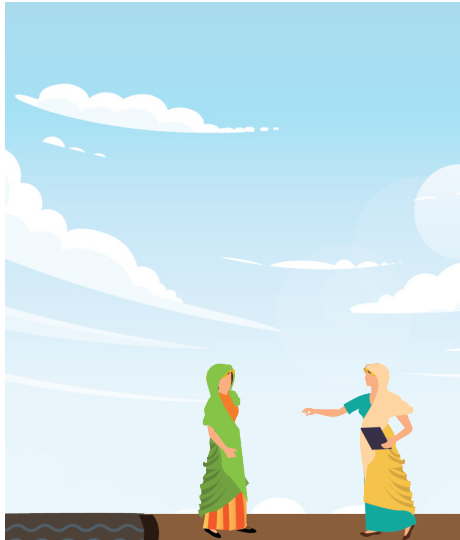
new GTA materials being used by partners and LSPs



Other resources required:

None. All costs already factored into work plan and partners' contracts

3.2. Identify and support potential women extension entrepreneurs.



Current status: The project has already identified some women LSPs.



New activities: Support selected women with potential to become proficient extension entrepreneurs. The project will strive to identify as many potential women extension service providers and/or LSPs as possible, and assess the external support they need.

IDEA will then provide dedicated training and support within the scope of the project to these selected potential women extension entrepreneurs.

3.2.1. Activity: Identify potential women extension entrepreneurs and assess their support needs.

Responsible: F. Haque, I. Zahura and A. Choudhury. Support: Field teams.

				
Start date:	Mid-milestone 1:	Mid-milestone 2:	Final milestone:	Other resources required:
November 2020	December 2020 identify and assess women LSPs and entrepreneurs that are known to IDEA staff or to partner organizations	January 2021 report on specific support needs and ways to provide them the support they need	February 2021 Define support plan and resources required	USD 400 – travel. This will be covered by IDEA’s BD BUS

3.2.2. Activity: Support women extension entrepreneurs.






Responsible: F. Haque, I. Zahura and A. Choudhury. Support: field teams.

 Start date:	 Mid-milestone 1:	 Mid-milestone 2:	 Final milestone:	 Other resources required:
January 2021	February–December 2021 based on the support plan developed in 3.2.1, implement support activities	December 2021–May 2022 implement supplementary support activities	June 2022 implementation report	running cost – USD 3,000, ODC. This will be covered by IDEA's BD BUS

3.2.3. Activity: Assess opportunities and constraints for women to be included in the LSPs business models.







Assess if there are any business opportunities for LSPs to include women in their training and business activities. Identify bottlenecks LSPs face that hinder including women in their business model, and recommend solutions.

Responsible: Socio-economist, A. Choudhury, D. Bhattacharjee and A. Paz Mendez. Support: F. Haque.

 Start date:	 Mid-milestone 1:	 Mid-milestone 2:	 Final milestone:	 Other resources required:
November 2020	November 2020 method identified	February 2021 assessment implemented	March 2021 final report, including a decision on whether or not to provide dedicated support to women LSPs	travel – USD 1000, ODC – travel. This will be covered by IDEA's BD BUS

3.2.4. Output: Case studies on supporting women extension entrepreneurs.

Responsible: A. Choudhury, Socio-economist and A. Paz Mendez. Support: F. Haque and R. Adam.

					
Start date:	Mid-milestone 1:	Mid-milestone 2:	Mid-milestone 3:	Final milestone:	Other resources required:
July 2021	August 2021 concept note and method developed	September 2021 case selection	January 2022 collect the data needed to write case	June 2022 final report	USD 1000 – travel, ODC. This will be covered by IDEA's BD BUS

4. Increasing financial empowerment of women.

4.1.

Providing access to credit and financial literacy to women and men aquaculture farmers.



Current status: Bank Asia will provide credit, financial-literacy training and other services (savings accounts) to aquaculture farmers. Preferential treatment for women clients is an integral part of the WorldFish–Bank Asia agreement.



New activities: IDEA will work closely with Bank Asia to ensure the two community initiatives the bank will implement, i.e. financial literacy and using micro-merchants are as gender-integrative as possible.

4.1.1. Activity: Develop a plan to provide support on gender aspects in Bank Asia's interventions.

Responsible: R. Adam, F. Haque and A. Choudhury. Support: field team.



Start date:

October 2020



Mid-milestone 1:

December 2020

together with Bank Asia's team, develop a plan to provide support to the bank's interventions on financial literacy and micro-merchant activities



Mid-milestone 2:

**January–
December 2021**

implement plan



Mid-milestone 3:

December 2021

assess whether to continue or stop support activities



Final milestone:

April 2022

final report

4.1.2. Activity: Assess, from a gender perspective, Bank Asia’s activities; identify lessons learned and develop recommendations for future interventions.

Responsible: A. Choudhury, R. Adam and F. Haque. Support: field team and MEL team.

 Start date:	 Mid-milestone 1:	 Mid-milestone 2:	 Final milestone:	 Other resources required:
July 2021	August 2021 develop an assessment plan	December 2021 together with other MEL activities (interlinks TBD), administer assessment questionnaires, group discussions, etc	February 2022 synthetic research report	USD 2000 – travel, ODC. This will be covered by IDEA’s BD BUS

4.1.3. Output: Policy brief on financial empowerment of women.

Responsible: A. Choudhury, F. Haque and R. Adam. Support: MEL team, field team.

 Start date:	 Final milestone:	 Other resources required:
January 2022	April 2022 policy brief published	editing and graphic design, USD 1000; ODC. This will be done partially in-house, by the IDEA/BD country office communications team

5. Increased gender awareness and membership of women in farmer groups.

5.1.

Forming groups and support provided to all-women who are pond farmers.



Current status: Women farmers are approximately 5–15% in farmer groups. To increase the number of women in farmer groups, LSPs and project partners are currently actively targeting as many women as possible to join their groups. These groups are receiving gender-inclusive training. Furthermore, a specific initiative to support an all-women aquaculture group has been identified. The proposal and legal paperwork are under preparation with potential partner (Department of Fisheries: DoF).



New activities: Training materials will be reviewed and innovative training materials tested. In addition, finalization of the paperwork for the formation of all-women aquaculture group is on its way, once that is done supporting initiatives (technical and financial) will start.

5.1.1. Activity: Forming groups and help to set the agenda for the groups.

Responsible: F. Haque. Support: I. Zahura.



Start date:

October 2020



Mid-milestone 1:

December 2020

at least 3 opportunities to support all women groups identified.



Mid-milestone 2:

January 2021

support plan in place and discussed with potential partners (includes the already-identified activity with DoF)







Final milestone:

January 2021

groups identified and implementation plans ready

5.1.2. Provide support (technical and financial) to all-women aquaculture groups

Responsible: F. Haque. Support: I. Zahura.

			
Start date:	Mid-milestone 1:	Mid-milestone 2:	Other resources needed:
February 2021	November 2022 mid-term report	July 2022 final report	USD 7000 – ODC and travel. This will be covered by IDEA's BD BUS

5.2.

Increase gender awareness in women farmers' groups.









5.2.1. Output: Farmer groups adopt gender-inclusive strategies and receive gender-inclusive training.

- No action needed. Activity 3.1.1 is a review of training materials to incorporate GTAs.
- Other resources needed: none, all costs already factored into work plan and partner contracts.

5.2.2. Activity: A board game and other innovative training materials with gender-transformative messages is developed and implemented.

Responsible: F. Haque.

					
Start date:	Mid-milestone 1:	Mid-milestone 2:	Mid-milestone 3:	Final milestone:	Other resources needed:
September 2020	November 2020 training materials ready for use	December 2020 training of trainers of trainers (ToTs)	January 2020–March 2021 training conducted	June 2021 report including qualitative impact assessment	USD 2,000 – ODC. This will be covered by IDEA's BD BUS

5.3.

Activity: Case studies on women farmers' groups in aquaculture.



Responsible: Socio-economist, A.Choudhury and A. Paz Mendez. Support: F. Haque and R. Adam.

**Start date:****September 2021****Mid-milestone 1:****November 2021**

concept note and method

**Mid-milestone 2:****December 2021**

case selection

**Mid-milestone 3:****June 2022**

questionnaires prepared, data collection and analysis

**Final milestone:****August 2022**

final report, including analysis

**Other resources needed:**

editing and graphic design, travel – USD 2000 and ODC. This will be covered by IDEA's BD BUS



WorldFish

About WorldFish

WorldFish is an international, not-for-profit research organization that works to reduce hunger and poverty by improving fisheries and aquaculture. It collaborates with numerous international, regional and national partners to deliver transformational impacts to millions of people who depend on fish for food, nutrition and income in the developing world. Headquartered in Penang, Malaysia and with regional offices across Africa, Asia and the Pacific, WorldFish is a member of CGIAR, the world's largest global partnership on agriculture research and innovation for a food secure future.

For more information, please visit

www.worldfishcenter.org