



Focus: Enterprise

Location: Ethiopia

Project: Developing business women

People supported:
26,210 people

Cost:
£850,000
(£32 Per person)

Duration:
3 Years
(April 2019 – March 2022)

Where we're working...



South Wollo

Ethiopia

The issues

In Kutaber District, South Wollo (Amhara Regional state), attitudes towards women mean that they have little or no control over resources and rarely participate in decision-making in their households or communities.

The district has the potential for good agricultural production, value addition and marketing of crops. However, it is currently characterised by low farm productivity and food shortages.

Farming techniques such as crop rotation, soil conservation and pest control are not practiced widely enough. Deforestation, continuous land tillage and overgrazing have damaged the land, a problem exacerbated by drought and overpopulation.

Halimet (pictured) is a single mother who returned to the family farm to provide for her elderly parents, and her two year old daughter Sofia. Despite the gender inequality in the Amhara Regional state, women like Halimet are actively involved in farming and do have access to land. When equipped with the skills and knowledge to improve the productivity of her land, crops and livestock, this could be a key area of opportunity for Halimet.

“I know many women who have left the Kutaber district... but I have hope for future generations.”

- Halimet

How Send a Cow helps

Send a Cow will work with 600 women through self-help groups, empowering them to participate equally in decision-making and enabling them to establish successful and sustainable agri-businesses.

Gender and Social Inclusion training gives these women awareness of their rights and potential. Through learning together and sharing their experiences, they gain the confidence to exercise leadership and manage their own affairs.

Send a Cow staff work with all members of each household, so that women, men, girls and boys all realise that they all have an important role in bringing about positive and lasting change in their family and community. The women identify existing resources and receive training in how to increase the productivity of their farms.

Training in business skills, regular mentoring and award events help farmers to turn this increased productivity into successful agri-businesses. The women in the project also learn about financial management and are supported to establish their own savings associations, enabling them to save and access loans for the development of their agri-businesses.

Before working with Send a Cow

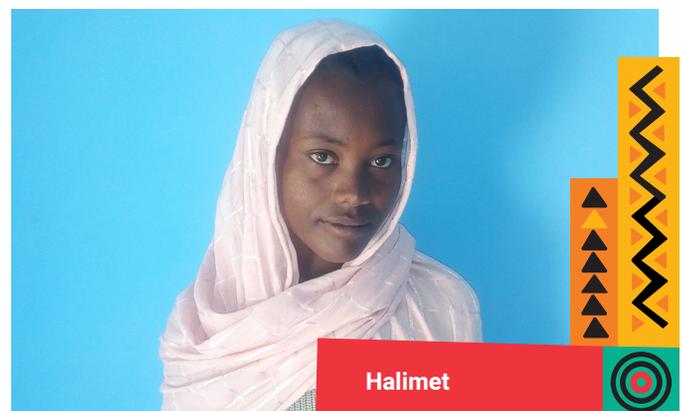
40%

of women involved in family decisions about cash management

Expected Impact of the Project

75%

of women involved in family decisions about cash management



Halimet