

## IN FOCUS

### WHY FOCUS ON GENDER?

Women in the developing world continue to face gender-based road-blocks that hold them back. No access to financing. Entrenched societal biases and prejudices. **But when women are given economic opportunity, the results can be transformational. Consider these findings:**

1. If women were able to participate as fully as men in our economies, they would add up to \$28 trillion to the annual global gross domestic product.
2. When women control more household income, children benefit from increased spending on food, healthcare, home improvement, and education.
3. If women farmers had the same access to resources as men, their increased crop yields would reduce the number of hungry people by as many as 150 million.

We know that dismantling the barriers that keep women from succeeding will have a global impact. **With generous donor support, TechnoServe programs give women the knowledge and opportunity to prosper.**

Sources: 1.: McKinsey & Company; 2.: World Bank; 3.: Food and Agriculture Organization.

## SWEET SUCCESS:

# Local Entrepreneurs Thrive in Rural Mexico



Palmas Grandes is a dusty, sunbaked, remote community in Mexico, nearly 400 miles away from the capital. Most residents rely on livestock for their livelihoods and opportunities to earn a sustainable living are limited.

Goldcorp opened a mine in 2010, which has created jobs, but for only a limited number of residents. Goldcorp wanted to make a greater contribution — and knew that nurturing small businesses would bring more economic opportunities to the people in the area. So in 2016, the company partnered with TechnoServe to create a program to build the capacity of local entrepreneurs.

Sandra Gutiérrez Carrera and her business partner, Epifanía Morquecho Herrera, run a small bakery in town and participated in the program. With TechnoServe training, they learned how to track sales, expenses, and profits. They developed strategies to reduce production costs and even created an expansion plan.

With seed funding from Goldcorp and their own savings, they increased their kitchen and storage space, implemented quality-control and



*"At the beginning, I didn't have any idea how to run a business or how to grow," said Sandra Gutiérrez Carrera.*

food-safety measures, and are now tapped into more lucrative markets. Their sales have now increased, on average, from \$300 to \$2,500 per month.

*"I have more skills to effectively manage my bakery and more infrastructure and equipment to be successful,"* Sandra said. The bakery now supplies retail shops and the cafeterias of local businesses. Sandra and Epifanía have hired a full-time baker and plan to add more employees. Other program participants have experienced similar success — increasing average revenue by more than 360 percent.

# Coffee Is Key to Women's Economic Empowerment

NICARAGUA  
EL SALVADOR



As one of the main exports of El Salvador and Nicaragua, coffee has the potential to lift women and their

families out of poverty. But many factors keep them from reaping its benefits.

In Nicaragua, for example, men own most of the land and ownership is critical for accessing credit. In many cases, ownership is also a requirement for joining a farmer organization — which provides farmers with benefits like improved access to investment, technology, inputs, and markets. Although women and men participate in the entire coffee production cycle, financial decision-making typically falls to the man. Women are also expected to take care of their children and manage their households. With these added responsibilities, they don't have time to participate in training programs to advance their knowledge.

A TechnoServe baseline study found that women coffee farmers earn 65 percent less than their male counterparts in Nicaragua and 200 percent less in El Salvador.

With donor support, TechnoServe is dismantling these barriers. The Cosechemos Más Café (Better Coffee Harvest) project helps smallholder farmers in El Salvador and Nicaragua boost the production and the quality of their coffee. The program is also tailored to help women play an active and equal role in the business.

During program implementation, TechnoServe encourages women



By adopting TechnoServe's training techniques, Maritza Sobalvarro increased the quality and production of her coffee. Today, she inspires other women growers to succeed.

farmer participation by building a gender-balanced team of community trainers, inviting all family members in the household to participate in the training, and asking husbands to bring their wives. TechnoServe ensured that a portion of the demonstration plots — land that trainees volunteer for the program — was on women-owned farms.

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TechnoServe set a goal of 500 women participants, and 1,758 enrolled. Maritza Sobalvarro was one of the participants.

After 25 years of marriage, Maritza became divorced and left alone with nine children and ownership of the five-acre coffee farm she and her husband owned. Thanks

to her entrepreneurial spirit, Maritza knew she could be successful, but she needed help.

She joined Cosechemos Más Café — and flourished. A year after enrolling in the program, she increased the amount of coffee farmland by one-half acre and started to grow new coffee varieties. Maritza also became the president of the Green Mountain Cooperative, an association of coffee, flower, and natural medicine producers.

Maritza continues to share the importance of good farm management with her family and other growers in her community. She encourages and supports her fellow women coffee farmers — sharing that the training she received helped her succeed and gain financial independence.

Martiza is an inspiration and a model of perseverance. She told us she lives by the lessons she learned as a young girl: *“Service and dedication to the community and family makes life full.”*

# Young Women Breaking Employment Barriers in Mumbai

## MUMBAI



More than 67 percent of India's 1.2 billion people are younger than 35, giving it the largest youth population in the world. Despite the nation's economic growth, a degree does not guarantee that students will obtain the skills they need in the professional marketplace. People from low-income communities face even tougher odds.

TechnoServe's Youth Employability Program (YEP) is closing the gap between youth skills and employer requirements. Through an online learning platform, community college students are able to acquire critical life and

professional skills. A helpline facility and connection with formal employers ensure participants have the tools to transform their hard work into a better future.

Many YEP alumni are the first members of their family to graduate from college and launch formal, professional careers. Their brighter futures now benefit their parents, siblings, and communities. One graduate is 21-year-old Umerah Faridi, who now works for an online trading company. Umerah's father is proud of her accomplishments. "Never did I imagine my daughter getting a chance to work for [a bank]," he told us with pride.



YEP alumna Umerah Faridi (left), 21, works in the financial services industry — an opportunity she wouldn't have dreamed possible were it not for TechnoServe and our generous donors.

Gleaming with self-confidence, Umerah said, "I can now focus on my dream of moving my family into a new, bigger house. This job is going to help me achieve that. Slowly but steadily."

# Women Agronomists in Ethiopia Improving Gender Equality

## ETHIOPIA



In the village of Hunkute, Ethiopia, Kebebushe Fissa teaches a farmer how to cut back his coffee plants to encourage regrowth. As she shows him what to do, he hangs on her every word. For a local woman to have such influence in the production of coffee is rare. But in Ethiopia, times are changing.

Kebebushe is one of 79 agronomists in Ethiopia — 33 percent of whom are women — working with Nespresso to support more than 40,000 coffee farmers. The women agronomists are part of the team TechnoServe has in the region working within the Nespresso AAA Sustainability Quality program.



TechnoServe-trained agronomist Kebebushe Fissa inspires other female coffee farmers in Ethiopia to fully participate in the industry.

TechnoServe provides agronomy and farm management training as well as promotes gender equality.

In addition to training women agronomists, TechnoServe empowers women farmers to take leadership roles in coffee cooperatives — and recognizes that it is crucial to engage men too. Because women often feel more comfortable with their spouses, we encourage husbands to bring their wives to the training sessions. The strategy has paid off: participation by women farmers has jumped from one percent to more than 30 percent in the region.

"I was raised in a coffee-producing region, but had no farm management skills," Kebebushe said. "Now, between what I have learned, and the money I earn as an agronomist, my own farm has become better and larger. I am happy because I was born here, and now I teach families from here."

## TechnoServe's

# CIRCLES OF IMPACT

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### Changemaker \$5,000-\$9,999

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As a member of TechnoServe's *Circles of Impact*, you can be sure that your gift is helping to make a positive impact on the lives of women, men, and children in the developing world. Your support makes a difference.

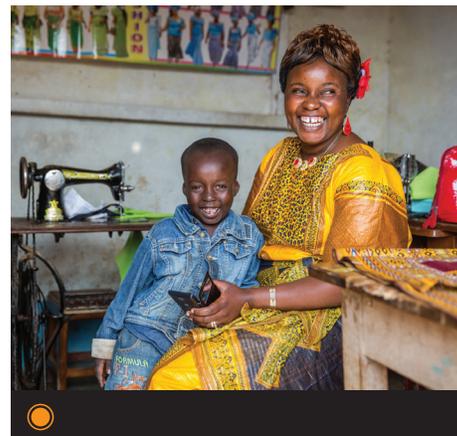
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### Builder \$500-\$999

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- *Fellows in the Field* updates — personal stories of impact

For more information about TechnoServe's *Circles of Impact* and to start receiving your benefits today, please contact Katie Corradini at [kcorradini@tns.org](mailto:kcorradini@tns.org) or (202) 650-5703.



## Partners in Prosperity

As a Partner in Prosperity, your monthly support enables us to commit to delivering assistance where it will have the greatest impact. It's the easiest way to give and ensures that the hardworking men and women in developing countries receive your consistent support.

To become a Partner in Prosperity, go to: [technoserve.org/monthly](http://technoserve.org/monthly)

## Planned Giving

It can be lifting families out of poverty through a planned gift to TechnoServe. From making a simple bequest to creating a charitable gift annuity, you can help TechnoServe make a lasting difference. You may also receive financial and tax benefits depending upon the type of gift you choose.

For more information about planned giving opportunities, please contact Andrea Stepanski at [astepanski@tns.org](mailto:astepanski@tns.org) or call (202) 719-1331.

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