

Nutrition and Women Farmers: An India perspective



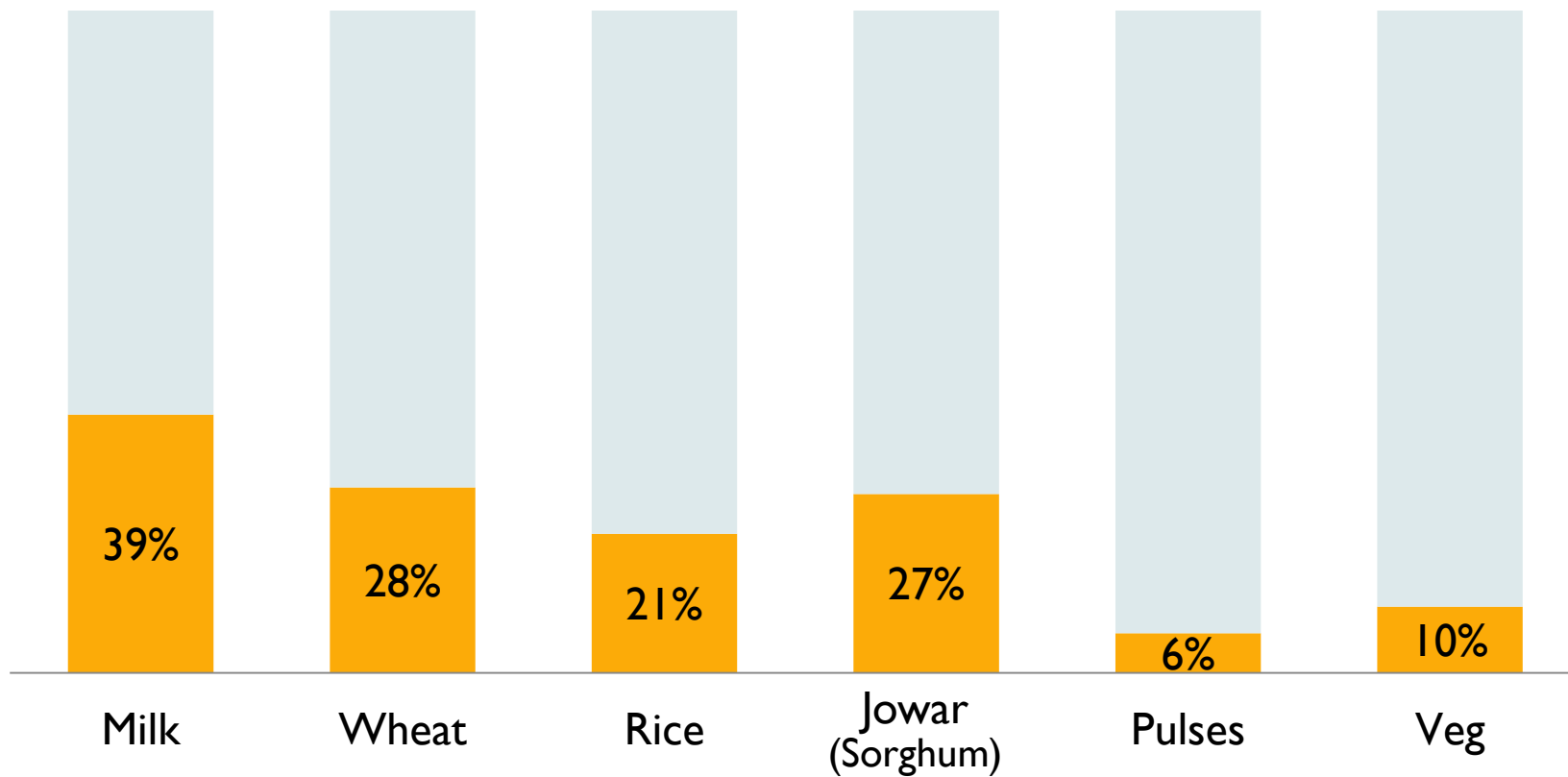
**In rural India,
41% of women and
51% of children under 5
are undernourished**

**Over last 20 years, India's
per capita consumption
of calories and proteins
has DECREASED**

**Need to shift focus from
food security to nutrition
security**



20-30% of households depend on self-grown staples



**Producers consume
50% more than non-producers**



Who produces food for consumption?



Predominantly women (except held-back items)
~30% of rural women do consumption farming
Greater involvement in nutrient-rich produce
More marginalized households



INCOME

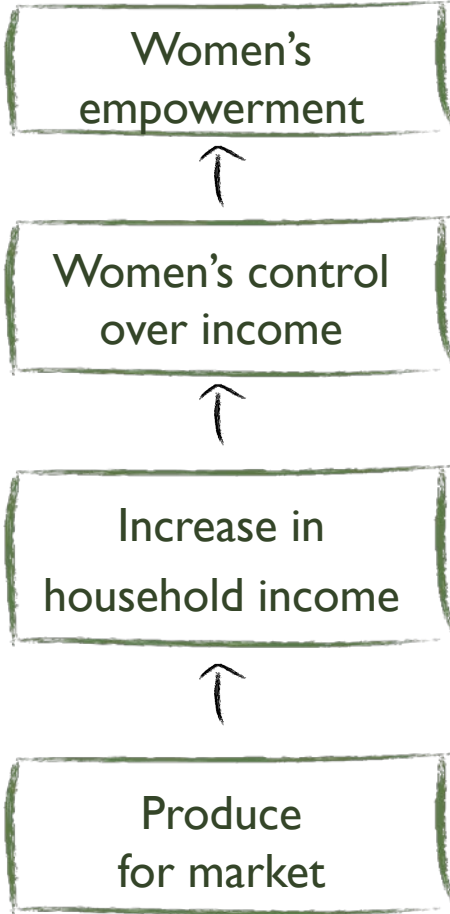
NUTRITION

Empowerment and leadership development

Women as equal (?) decision makers

Women as earners

Women as producers



if grow nutrient-rich foods



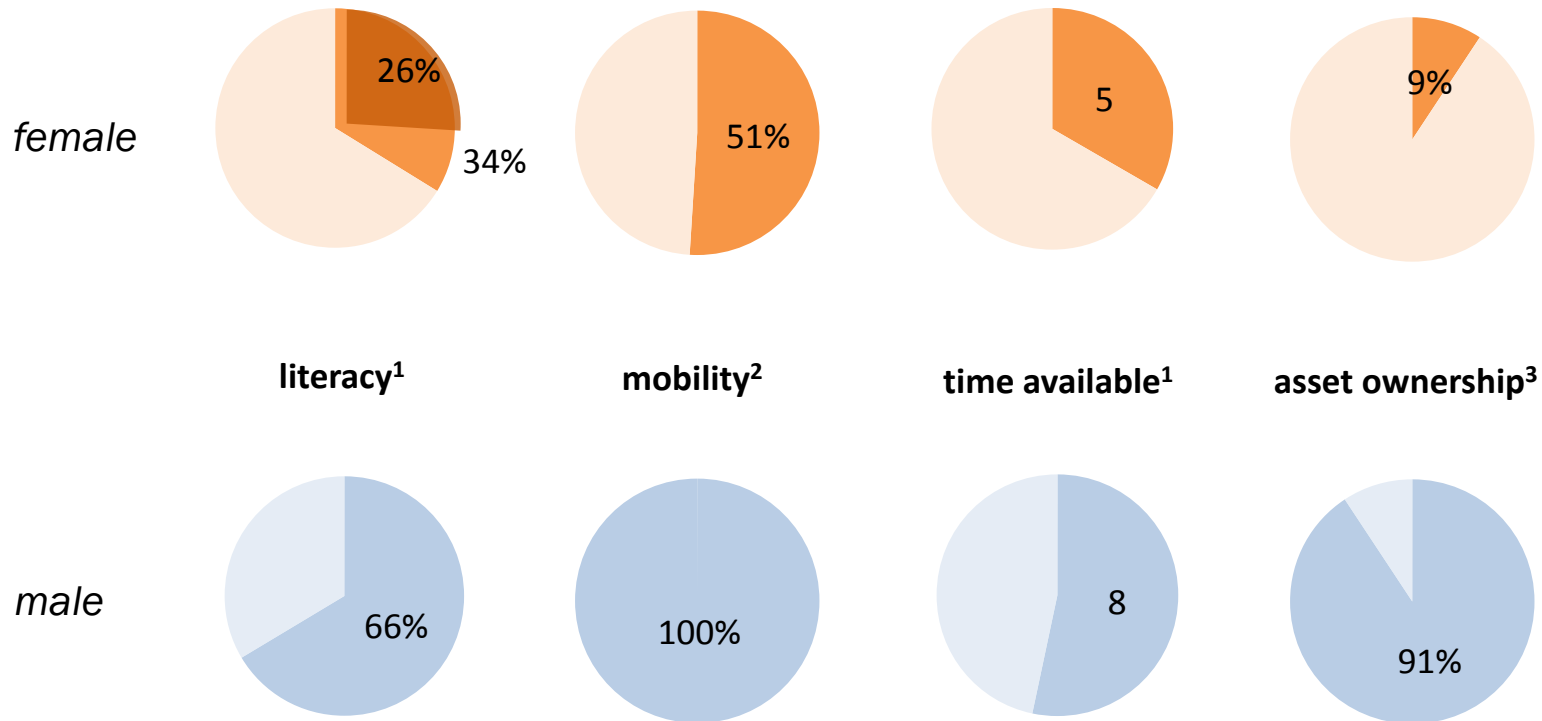
The opportunity

~30% of rural households consume something they produce

Consumption farming is done by women

By focusing on women farmers, we can self-select the most marginalized households

Women farmers face several constraints



¹ NSSO, GoI, Rural India, 2009-2010; Women Farmers ² IIMB Study, Rural Karnataka, 2011 (5000 sample size); Rural Women

³ Time Use Survey, Central Statistics Office, 98-99 ; Rural Women; ³ Agriculture Census 2005/ 2006, Department of Agriculture and Cooperation, GoI, Women Farmers

Impact?

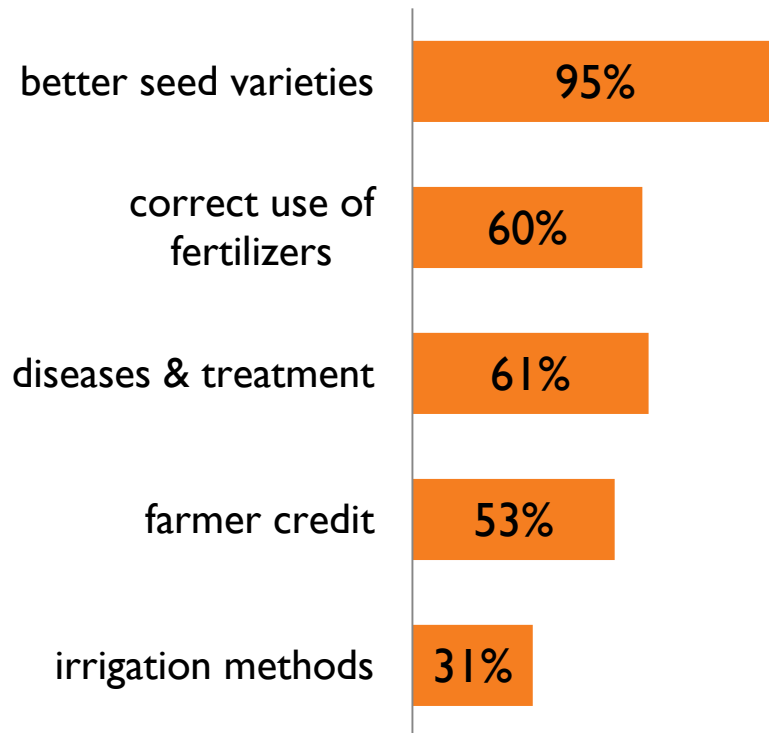


**Only 8-10% have access to agri-information
...from any source**

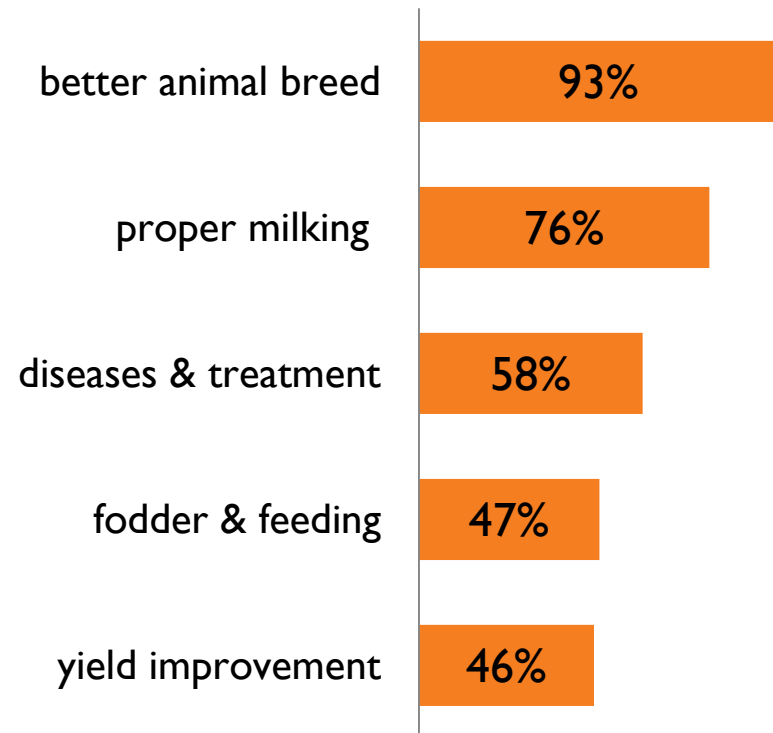


Women want more information

63 % of cultivators

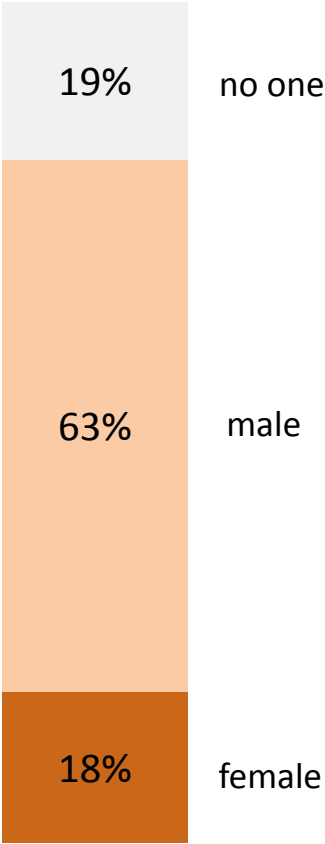


77 % of livestock keepers

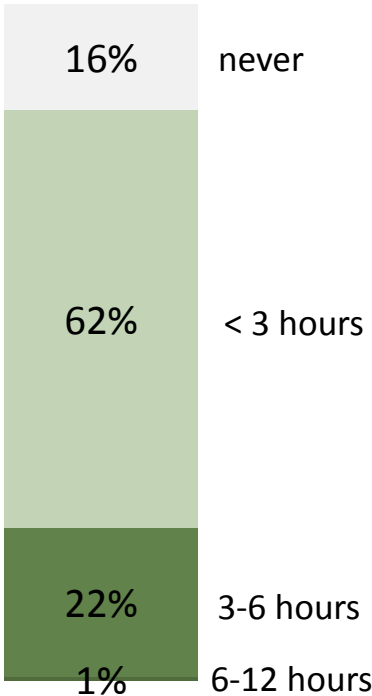


Technology, a popular solution, is not gender-neutral

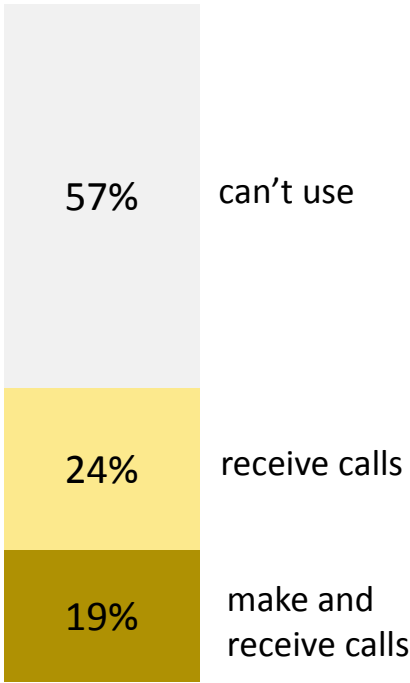
ownership



access



usage





The Challenge

Improve nutrition
directly
or indirectly

By finding creative ways
to reach women farmers

To provide them
information and support
for agri activities



1000+ survey responses

100+ field visits, farmer groups,
stakeholder interviews

Statistical trends

A close-up photograph of a young child with dark skin and hair, wearing a light-colored sleeveless top and small earrings. The child is holding a whole carrot in their mouth and looking directly at the camera with a curious expression. The background is blurred, showing blue and white patterns.

**Women farmers:
multi-level impact**

**Identify
or develop
replicable
techniques
for engaging with
women farmers**



[link](#)

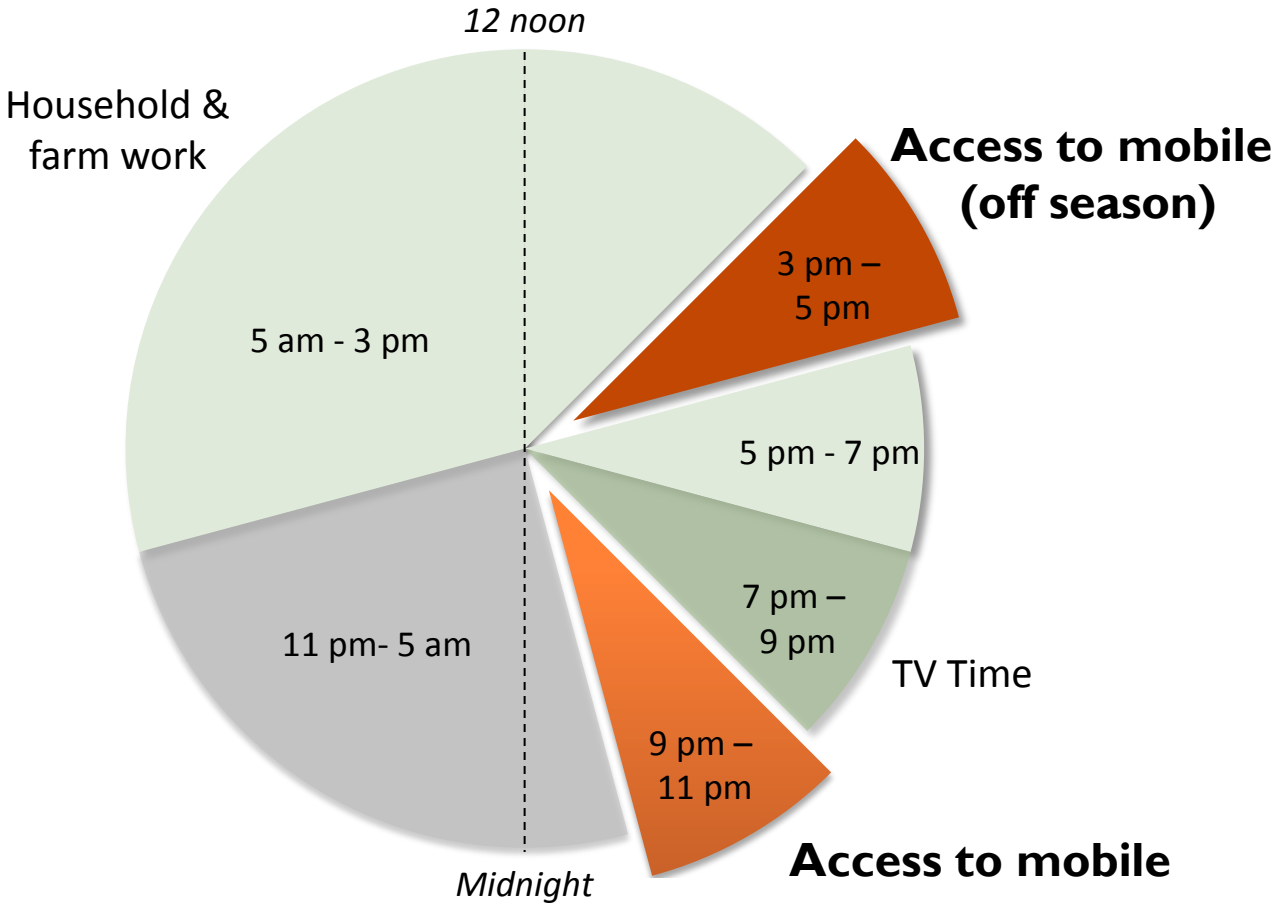


The Approach

Ashoka and Ashoka
Fellows are codifying and
co-designing replicable
techniques for working
with women farmers

Technique #1

Time of Day
Agri information services provided at the time of the day preferred by women (e.g. mobile phones)



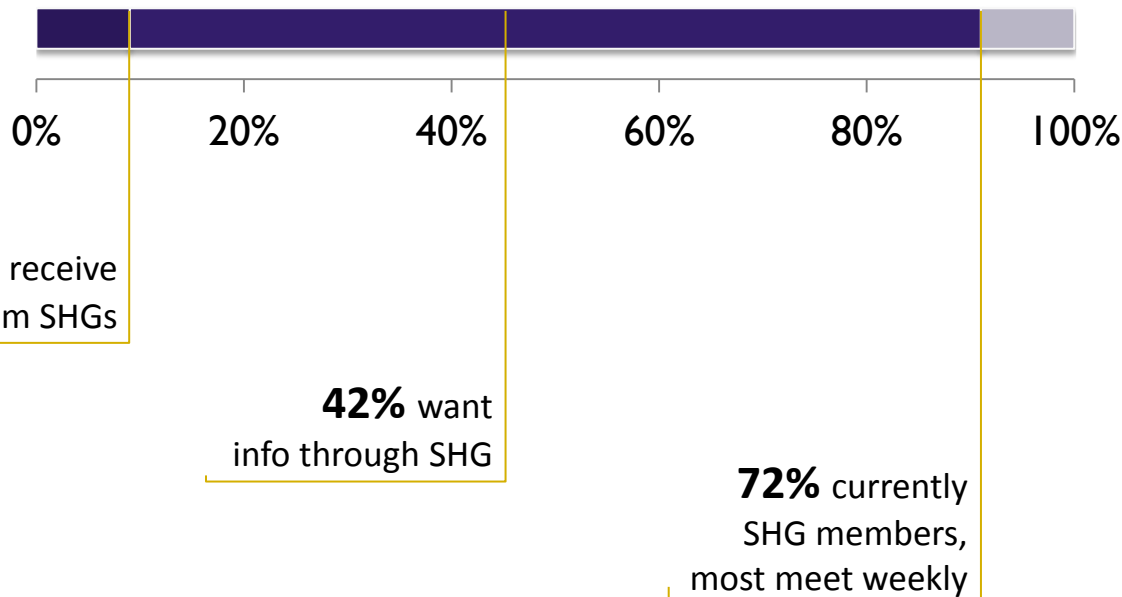


Technique #6

The luxury
of fruits

Indigenous
nutrient-rich
fruit trees on
common land or
on boundary of
fields

Technique #2



Leverage SHGs
Overcome constraints faced by women farmers by disseminating agri info through SHGs (self help groups)

SHG is the most preferred source of information, both among current members and non-members

A woman wearing a bright blue sari is shown from the side, working in a lush green field. She is holding a large, dense bundle of harvested crops, possibly sugarcane, with both hands. The background is a vast field of similar crops under a clear blue sky. The overall scene depicts a woman engaged in agricultural work.

**Women farmers:
self-selected
multi-level role
changemakers
leaders**

**identifying and co-designing
replicable techniques**



Thank you!

There are many opportunities for collaboration:

- Conduct studies and surveys
- Design, adapt and replicate initiatives
- Scale the work of Ashoka Fellows
- Fund programs and initiatives

Do get in touch!