



# POLICY OPTIONS TO SUPPORT WOMEN FARMERS TO BENEFIT FROM STRENGTHENED LINKAGES BETWEEN AGRICULTURE AND TOURISM





## INTRODUCTION

This advocacy document presents policy options and introduces an implementation framework based on the findings of the report entitled “A gender assessment of Myanmar and of the Inle Lake area with a focus on the agriculture and tourism sectors”.<sup>1</sup> The report and the advocacy document were developed within the framework of the Swiss Secretariat for Economic Affairs (SECO) – United Nations Cluster on Trade and Productive Capacity, Myanmar Project entitled “Enhancing horticulture supply and sustainable tourism to develop business linkages”.

The aim of this advocacy document is twofold. First, it provides ideas on how to further develop linkages between the three agricultural value chains - tea, ginger and avocado, and the tourism sector in the Inle Lake area, Southern Shan, and make women farmers benefit from them. Second, it introduces an implementation and monitoring framework in the following areas: indirect farmer-tourist interaction, direct farmer-tourist interaction, supply-side constraints faced by farmers, demand for local produce by tourists, communication and marketing channels, infrastructure development, other facilitators for supply-demand match, and COVID-19 policy response.

The report on which this advocacy document is based presents an analysis of the agricultural and tourism sectors in the Inle Lake area from a gender perspective and investigates how to improve women’s wellbeing through their participation in the selected value chains and tourism. Developing and strengthening linkages between the agriculture and tourism sectors would likely contribute to women’s empowerment and gender equality, as well as to economic development in the area.

## GENERAL CONTEXT

Myanmar is a least developed country (LDC) with a dominant share of agriculture in its employment – mostly informal – and a slow pace of growth in manufacturing. Opium and other drugs’ production and export also play an important role in the economy and are intertwined with ethnic conflicts. Since the country began moving towards a more democratic system of governance at the end of the first decade of the 2000s, the government of Myanmar has started a series of economic reforms for modernization and opening up the country to the world. Women however have benefited little from this wave of modernization mainly because they were by and large absent from the policy- and decision-making process, the government did not consider gender equality and women’s rights as priority areas, and social norms and attitudes limited the tasks and functions that women could undertake. The situation is however improving, and a National Strategic Plan for the Advancement of Women has been developed and is being implemented.

## AGRICULTURE AND TOURISM SECTORS IN MYANMAR

Low productivity, inequality and high price volatility are among the main characteristics of the agricultural sector in Myanmar. The Myanmar Agriculture Development Strategy and Investment Plan 2018/2019 - 2022/2023 aims to expand agriculture and livestock production, increase farmers’ incomes, and enhance farmers’ access to international markets. The Plan identifies “gender inequality and insufficient women’s rights in agriculture” as a weakness of the agricultural system and includes several goals such as facilitating women farmers’ access to microfinance, their participation in cooperatives and community development activities, delivery of services and tailoring of extension services and entrepreneurship programmes to their needs. Overall, inclusion and increased women’s participation are regarded as the pre-condition for the Plan to yield results.

<sup>1</sup> UNCTAD, 2020. A gender assessment of Myanmar and of the Inle Lake area with a focus on the agriculture and tourism sector. Geneva

In the three agricultural value chains – namely tea, ginger and avocado – covered by this study, a gender-based division of labour is common to all townships.<sup>2</sup> Men are more involved in tasks related to the preparation of the soil or ploughing while women's work is usually related to planting, weeding, transplanting, harvesting, threshing, postharvest and marketing. Farmers' view of agriculture as a traditional activity rather than a business is an important obstacle to developing and modernizing the agricultural sector. This, coupled with the many supply-side constraints they face, results in farmers' failure to meet the quality and quantity standards required by traders, processors and final consumers, including tourism outlets.

The Inle Lake area is the most popular tourist destination in Southern Shan and tourism has grown fast in the area. The 2012 Myanmar Responsible Tourism Policy provides the platform for developing tourism strategies at the national and regional levels; the Myanmar Tourism Master Plan (2013-2020) includes seven cross-cutting issues including gender. The Plan encourages community-based tourism, which provides employment opportunities for local people, contributes to preserving local cultural heritage and can be particularly beneficial to women.

## BUILDING LINKAGES BETWEEN AGRICULTURE AND TOURISM SECTORS

The domestic and foreign economies are linked via tourists who, while abroad, consume agricultural goods and services either directly - for example by visiting farms, or indirectly through hotels, restaurants, and other tourism outlets. Domestic farmers and foreign tourists are also linked via agricultural exports that extend the period of consumption of domestic goods by tourists during the period preceding or following their travel.<sup>3</sup> The same model can apply to domestic tourists coming from other states in Myanmar who visit Southern Shan.

Farmers can sell their produce to local shops/stalls or other forms of intermediaries, from where tourism enterprises can buy their agricultural produce. It is also possible to directly sell to hotels, restaurants and large buyers such as supermarkets, though it is less frequent. There is need for matching buyers' and sellers' expectations as well as introducing the necessary infrastructure to facilitate this match. There is also need for creating incentives for farmers to reach out to the tourism sector. Producer associations can be instrumental in this regard. Community-based tourism can also support the formulation of linkages between the agriculture and tourism sectors.

The policy framework developed in this document aims to facilitate both direct and indirect farmer-tourist interactions, increase demand for local produce, develop communication and marketing channels and further increase supply-and-demand match between the horticultural value chains and the tourism sector with a specific focus on women farmers in the Inle Lake area. In addition to developing linkages, it is equally important to address farmers' supply-side constraints, and meet their infrastructure needs, which are more severely felt by women. This way, it would become possible to enable women farmers to better benefit from these possible sectoral linkages between the selected horticultural value chains and the tourism sector in the Inle Lake area. These supply-side constraints are briefly summarized below.

Access to extension services, especially on modern farming techniques and/or enhancing crop varieties, is a key supply-side constraint in Shan State. Most extension services (particularly provision of inputs) delivered by the government are reserved to holders of land titles, hence excluding many producers, most

<sup>2</sup> The townships covered by the analytical report are: Hopong, Kalaw, Nyaung Shwe, Pekon, Pindaya, Pinlaung and Ywangan in Southern Shan.

<sup>3</sup> Fischer, C. 2019. Agriculture and tourism sector linkages: Global relevance and local evidence for the case of South Tyrol, *Open Agriculture*, 4: 544-553.

of whom are women. Limited availability of training programmes targeting the specific needs of farmers further contribute to the lack of dynamism in the sector. Moreover, existing extension services primarily reach men because they do not take into consideration women's time and mobility issues to enhance women's participation.

Adequate access to inputs, technology and information is critical for value chain development and women's empowerment within value chains. In the Inle Lake area, production is labour-intensive and there is little evidence of contract farming or other systems to promote scale access to technology. Gender inequality is evident in access to technology as it is mainly men who first learn how to use a new technology in a given household or community when the technology is first acquired. The issue for women farmers is also about having the financial means to buy or rent new machines and be able to compete with other farmers. Information on market prices, varieties and quality of produce is mostly accessible on an *ad hoc* basis through merchants, brokers, retailers, and truck drivers. Access to market information remains a big challenge for women farmers according to UNCTAD's surveys.<sup>4</sup>

Access to infrastructure such as transportation, roads, water and electricity is critical for all farmers. It is a more important issue for women than men because limited availability of basic infrastructure affects women's security concerns and unpaid work burden besides affecting their participation in paid work. Transportation and roads is an area where there is big space for improvements in the Inle Lake area. According to UNCTAD's farmer survey, women rely heavily on private transport to reach the markets, however, they consider it unreliable. Women further face challenges in terms of time and security concerns while reaching pick-up and drop-off points. Electricity services need to be developed in the area also for tourism development. Water access is a challenge in the Inle Lake area, and most farmers do not have access to irrigation technology and depend on rainwater, well/spring and river/lake water. There are projects to address the water issue but they remain marginal. According to UNCTAD's buyer survey, access to reliable sources of clean water is among the key factors for improving women's business activities.

Access to finance is critical for investment and business development as well as for reaching markets outside farmers' townships. It is also important for the survival of firms during downturns. In Shan State, borrowing is mainly dominated by informal sources such as friends or family, and informal lenders in the ward or region, and more so for women. Microfinance institutions and international development programmes are also relevant for accessing finance in the area. However, micro loans' ceiling is too small to make serious investment towards higher value-added production. International development programmes often have strict procedures for loan applications often excluding their target population.

In addition to addressing issues related to different dimensions of agriculture-tourism linkages in the Inle Lake area, the government should also ensure the full implementation of laws and commitments aimed at supporting women's empowerment in economic and social life and eliminating all kinds of discrimination. It should also incorporate a gender perspective to address the economic impacts of the COVID-19 pandemic. Myanmar is expected to be disproportionately affected by the pandemic in terms of its socioeconomic effects compared to the relatively low spread of the disease in the country. Alike previous shocks, the COVID-19 pandemic is not gender neutral and the recovery measures need to incorporate a gender perspective in all areas including paid work, unpaid work, and domestic violence.

<sup>4</sup> Three surveys were administered by UNCTAD in Hopong, Kalaw, Nyaung Shwe, Pekon, Pindaya, Pinlaung and Ywangan townships in the last quarter of 2019. The surveys were carried out with (i) female farmers in the selected agricultural value chains; (ii) buyers and employers in the tourism sector; and (iii) local and international NGOs and development agencies working with women in the agriculture and tourism sectors and with farmers' associations.



# Policy options to support women farmers to benefit from strengthened linkages between agriculture and tourism



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## Indirect farmer-tourist interaction

- Pilot contract farming projects could be developed between women farmers in each value chain and hotels and restaurants in the region while providing the necessary inputs and training for quality assurance. Producer organizations and cooperatives could be instrumental in this process in helping women farmers gain competitive advantage by pooling resources and selling in larger quantities to tourism companies.
- Local governments could provide free or subsidized stalls, childcare services and transportation facilities to ease women farmers' access to local markets.
- Tourism companies such as large hotels, resorts and tour operators could incorporate new local products and services into their tourism service packages to support women farmers in the three horticultural value chains. Examples of such local products and services are given in the policy implementation table. Such events and initiatives could be introduced as tourism companies' social responsibility projects on rural development and women's economic empowerment.



## Direct farmer-tourist interaction

- Government could encourage tourism companies such as hotels, resorts and tour operators to introduce supplementary services enabling direct farmer-tourist interaction. Government could support women farmers to start on-farm tourism facilities, develop high value-added products (e.g. special blended tea, ginger oil, avocado cream) and services (e.g. recreational, educational and cultural services) to be sold to visiting tourists. Examples of possible actions and activities to these ends are given in the policy implementation table.
- Government could increase the number of cultural festivals in the region and provide women farmers with subsidized or free stalls to sell their produce in temporary markets and farmer markets.



## Supply-side constraints faced by farmers

- Government could fully implement and monitor laws and policies on gender equality. Specific measures that could be taken are presented in the policy implementation table.
- Investments are needed in the education system to both improve educational attainment and close the gender gap in adult literacy and numeracy skills. Training programmes could be tailored to the needs of farmer groups. These trainings need to be conducted on a regular basis, accompanied by follow-up activities, and should take into account women's mobility and time constraints. Gender sensitization training could be combined with technical training programmes and extension services.
- Capacity building and farmer support programmes could be developed to address issues related to access to inputs, technology and information.
- The procedures to apply for a credit through banks, micro finance institutions and international development programmes could be simplified and positive discrimination for women could be practiced.

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## Demand for local produce by tourists

- Nation-wide campaigns such as “Eat local” or “Buy local” could be developed to promote local cuisine and local sourcing.
- Local governments could develop a programme that provides financial (e.g. tax discounts) and/or non-financial incentives (e.g. free advertising) to tourism companies (i.e. guesthouses, hotels, resorts, restaurants, tour operators) that source locally. They can establish desks in local markets to advertise the programme.
- Government could introduce labelling programmes such as “locally made by women of Inle Lake” which identifies local products produced by women farmers, and “sourcing locally from women farmers” which positively distinguish tourism companies that source locally and buy mainly from women farmers.
- In addition to labelling which could become a tool of advertisement, government with the support of international development programmes could provide financial incentives to tourism companies which source locally and mainly from women farmers.



## Communication and marketing channels

- Producer associations and women’s self-help groups could play a role in facilitating women farmers’ access to information in the Inle Lake area through reliable means of information, such as online platforms, trade portals, websites, social media, mobile applications and local newspapers in partnership with government agencies and local governments. Access to existing similar tools such as the Greenway Agri-Livestock mobile app could be expanded. However, central and local governments should first invest in infrastructure for Internet accessibility to increase the share of the population with access to such platforms.
- Access to mobile phones needs to be expanded so that female traders can take advantage of applications such as mobile money which provides a solution for insufficient access to formal credit.
- Government agencies, in partnership with local governments and associations, could work to increase the number of women self-help groups and their reach given the many benefits they provide to women farmers in terms of technical training, market information and getting better prices.
- Government authorities could liaise with large hotels and resorts in the Inle Lake area to help them develop farmer programmes. In such programmes, hotel managers and an extension officer funded by the hotel could work directly with women farmers in the three horticultural value chains to improve production, quality and marketing of their produce in return for guaranteed supply of fresh produce at competitive prices. This is not likely to result in a loss of revenues for women farmers as most of them currently sell their produce to intermediaries or processors.
- As a complementary channel, government could introduce a marketing agency/initiative in charge of matching women farmers with tourism companies. The agency could provide the necessary inputs and tools to women farmers through a favourable loan programme and deliver extension services with the support of government agencies and NGOs for quality assurance.



# Policy options to support women farmers to benefit from strengthened linkages between agriculture and tourism



## Infrastructure development

- Seed bank facilities could be introduced in all horticultural value chains similar to the one developed by the Myanmar Institute for Integrated Development (MIID) for ginger.
- Government could develop transportation infrastructure and expand public transportation taking into consideration women's time and security needs while reaching pick-up and drop-off points.
- Government could expand access to clean water and irrigation technology through targeted projects developed in partnership with international development programmes, international organizations and development banks.
- Government could increase investments in storage, processing, and packaging facilities in each value chain to help farmers weather price fluctuations and meet the standards set by traders, processors and tourism companies.



## Other facilitators for supply-demand match

- Government agencies and local governments could support producer organizations, women self-help groups and cooperatives including Myanmar Fruits, Flowers, Vegetable Producers and Exporters Association (MFFVPEA) and Myanmar Organic Growers and Exporters Association (MOGEA) in expanding their reach and activities.
- Government could facilitate the ongoing establishment of Southern Shan association of ginger producers and introduce other similar associations in each value chain.
- Government agencies in partnership with international development programmes could organize training programmes for managers and staff of producer organizations and cooperatives on production management, pricing and marketing. Staff in turn could provide training on basic business management and entrepreneurship skills to its members on a regular basis and accommodate the needs of women farmers to increase their participation in such programmes.
- Government could target the relatively new ginger and avocado value chains to support farmers about selecting high value varieties, planting and harvesting methods.
- Given the long history of tea production in the area, government could mobilize small-scale tea producers into region-wide cooperatives to increase their bargaining power and make investments in processing facilities viable through pooling of sources.
- Central and local governments could create incentive programmes for contract farming with the support of international development organizations in the area.
- Government could support MOGEA to provide training on organic production and ease access to inputs in each value chain as in the case of Golden Ground Organic Farming Group in Pindaya and to form business contacts with large wholesale companies for organic produce.
- Government could expand the reach of Participatory Guarantee System to women farmers in the area, introduce certification schemes with a women's label in each value chain in partnership with international certification organizations, and support women farmers to qualify for certification.
- Government should increase the number of community-based tourism projects in the Inle Lake area.

# Policy options to support women farmers to benefit from strengthened linkages between agriculture and tourism




## COVID-19 policy response

- Support measures could go beyond workers who hold formal employment and include informal, part-time and seasonal workers, categories that include many women in Myanmar, as well as farmers and producers. This is particularly necessary in female-dominated sectors such as the garment, hospitality, food and tourism sectors.
- Government could simplify the procedures to apply for loan programmes by SMEs introduced through the rescue measures of Myanmar COVID-19 Economic Relief Plan to ease women enterprises' and farmers' access to rescue loans. Programmes such as postponement of tax liabilities could also be expanded to this end.
- Public day care centres and other programmes for children could be made accessible in rural areas to reduce the increased unpaid work burden of women farmers during the pandemic.
- Policy measures such as hotlines, women shelters, etc. could be expanded to help victims of domestic violence, and gender sensitization training could be given to government officials that handle such cases.
- Government could introduce a quota to ensure adequate participation of women officials in agencies and committees that design and implement the recovery and adjustment measures.


# Policy options in practice: Implementation and monitoring

	TARGETS	STAKEHOLDERS	POSSIBLE ACTIONS AND ACTIVITIES	MONITORING (Performance Indicators)
INDIRECT FARMER-TOURIST INTERACTION	1a. Increased number of contract farming arrangements between farmers and tourism companies 1b. Increased access of women farmers to local markets	<p><i>Government/institutional:</i> Myanmar National Committee on Women; Department of Agriculture, Ministry of Agriculture, Livestock and Irrigation; Ministry of Hotels and Tourism; Ministry of Planning, Finance and Industry; Ministry of Transportation and Communication</p> <p><i>Civil society:</i> Producers associations; Myanmar Rural Women's Network (May Doe Kabar - MDK); Women's Organization Network of Myanmar (WON); Gender Equality Network (GEN)</p>	<ul style="list-style-type: none"> <li>• Pilot contract farming projects in partnership with producer organizations and cooperatives</li> <li>• Supporting producer organizations and cooperatives to leverage farmers' bargaining power while sourcing inputs, tools and equipment</li> <li>• Provisioning of free or subsidized stalls to women farmers at local markets</li> <li>• Public childcare services at local markets</li> <li>• Transportation facilities to local markets</li> </ul>	<ul style="list-style-type: none"> <li>• Number of contract farming projects in each value chain in the Inle Lake area</li> <li>• Share of farmers that undertake contract farming with tourism companies, disaggregated by sex</li> <li>• Share of farmers selling their produce at local markets in each value chain and township, disaggregated by sex</li> </ul>
	2a. Increased share of local products and services in tourism service packages	<p><i>Government/institutional:</i> Directorate of Hotel and Tourism's regional office in Shan State; Shan State Tourism Committee; Inle Lake Management Authority; Myanmar National Committee on Women; Technical Working Groups on Women and Participation and on Gender Mainstreaming</p> <p><i>Civil society:</i> Myanmar Rural Women's Network (May Doe Kabar - MDK); Myanmar Women Entrepreneurs Association (MWEA); Women's Organization Network of Myanmar (WON); Gender Equality Network (GEN)</p>	<ul style="list-style-type: none"> <li>• Local food sections in hotel menus</li> <li>• Local food night events at hotels</li> <li>• Other events using local produce (e.g. local food cooking, tea varieties brewing, educational sessions on nutrition and health benefits)</li> <li>• Weekend-long events such as "Celebrate the Inle Lake Cuisine and Culture"</li> <li>• Locally-made complimentary gift packages for hotel guests</li> <li>• Small stores or sales stands at hotels to sell products made by local women</li> </ul>	<ul style="list-style-type: none"> <li>• Share of hotels organizing events to promote local products</li> <li>• Number of events organized by such hotels per year</li> <li>• Share of hotels that offer locally-made complimentary gift packages</li> <li>• Share of hotels with a small store or sales stand exclusively for local products</li> </ul>

# Policy options in practice: Implementation and monitoring


	TARGETS	STAKEHOLDERS	POSSIBLE ACTIONS AND ACTIVITIES	MONITORING (Performance Indicators)
DIRECT FARMER-TOURIST INTERACTION	 <p>3a. Increased number of women farmers engaged with farm stays, farm visits, farmer markets and cultural festivals for income-earning purposes</p> <p>3b. Increased variety of products and services offered by women farmers directly to tourists on their farms and at farmer markets and cultural festivals</p>	<p><i>Government/institutional:</i> Ministry of Hotels and Tourism; Directorate of Hotel and Tourism's regional office in Shan State; Shan State Tourism Committee; Inle Lake Management Authority; Myanmar National Committee on Women; Technical Working Groups on Women and Participation and on Gender Mainstreaming; Department of Agriculture, Ministry of Agriculture, Livestock and Irrigation; Ministry of Religious Affairs and Culture</p> <p><i>Civil society:</i> Associations of tea and avocado producers; Myanmar Organic Growers and Exporters Association (MOGEA); Golden Ground Organic Farmers Group in Pindaya; Myanmar Women Entrepreneurs Association (MWEA); Myanmar Women's Affairs Federation (MWAFF); Mennonite Economic Development Associates (MEDA); Myanmar Rural Women's Network (May Doe Kabar - MDK); Women's Organization Network of Myanmar (WON); Gender Equality Network (GEN)</p>	<ul style="list-style-type: none"> <li>• Local cultural excursions by tourism companies to nearby farms owned or run by women farmers in each value chain</li> <li>• Subsidized loans for investments in on-farm guesthouses and boutique hotels with more favourable conditions for women farmers</li> <li>• Farm visits and farm stays organized by tourism companies</li> <li>• Farmer markets and cultural festivals organized by local governments</li> <li>• Technical and financial support to women farmers in developing new products and services such as local dance and music shows, farm-related competitions, on-farm cooking and nutrition classes, ethnic ceremonies, and on-farm harvesting and tasting sessions</li> </ul>	<ul style="list-style-type: none"> <li>• Number of local cultural excursions to farms in each value chain, disaggregated by sex of farm's owner</li> <li>• Number of guesthouses and boutique hotels in each township, disaggregated by sex of owner</li> <li>• Number of farm visits organized per year in each value chain</li> <li>• Number of domestic and foreign tourists that stay on farms in each value chain</li> <li>• Number of farmer markets in each township</li> <li>• Number of cultural festivals in each township</li> <li>• Number of farmers that develop a supplementary product or service for visiting tourists in each value chain, disaggregated by sex</li> </ul>

# Policy options in practice: Implementation and monitoring


	TARGETS	STAKEHOLDERS	POSSIBLE ACTIONS AND ACTIVITIES	MONITORING (Performance Indicators)
 SUPPLY-SIDE CONSTRAINTS FACED BY FARMERS	4a. Protections in the laws against gender-based discrimination and gender-based violence and sexual harassment 4b. Gender equality in land tenure, employment and social protection 4c. Increased awareness on gender equality issues in the society	<i>Government/institutional:</i> Parliament; Myanmar National Committee on Women; Ministry of Labour, Immigration and Population; Ministry of Agriculture, Livestock and Irrigation; Ministry of Education; Ministry of Planning, Finance and Industry  <i>Civil society:</i> Women's Organization Network of Myanmar (WON); Gender Equality Network (GEN)	<ul style="list-style-type: none"> <li>• Ratification of the Prevention and Protection of Violence against Women Bill</li> <li>• Reforming the Constitution and laws to eliminate discriminatory clauses that reproduce traditional gender roles</li> <li>• Enacting legislation on abuse and sexual harassment in the workplace</li> <li>• Introducing equal land ownership and use rights among men and women in the same household</li> <li>• Reforming the required areas in labour and social security laws for gender equality</li> </ul>	<ul style="list-style-type: none"> <li>• Number of laws and policy frameworks to promote gender equality</li> <li>• Independent evaluation of laws and policy frameworks on non-discrimination and gender equality in land tenure, employment, and social protection</li> <li>• Share of women farmers with their names on land tenure documents</li> <li>• Tracking the position of the country in international gender equality rankings (e.g. World Bank's Women, Business, and the Law index and its sub-dimensions)</li> </ul>
	5a. Increased literacy and numeracy skills among farmers, and closing of gender gaps in literacy and numeracy 5b. Increased school enrolment and completion at all levels among girls	<i>Government/institutional:</i> Ministry of Education; Ministry of Planning, Finance and Industry; Myanmar National Committee on Women  <i>Civil society:</i> Myanmar Rural Women's Network (May Doe Kabar - MDK); Women's Organization Network of Myanmar (WON); Gender Equality Network (GEN)	<ul style="list-style-type: none"> <li>• Education programmes on literacy and numeracy skills for the adult population</li> <li>• Incentive programmes for families to encourage girls' education</li> <li>• Increased investment in educational infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>• Adult literacy and numeracy rates, disaggregated by sex</li> <li>• Net enrolment rate and completion rate, disaggregated by sex and level of education</li> <li>• Number of schools and number of teachers per pupil, by township</li> <li>• Evaluation of students at all levels</li> </ul>
	6a. Tailored training programmes for farmer groups and gender-sensitive delivery of them 6b. Improved knowledge of farmers on modern farming techniques and crop varieties in each value chain 6c. Enhanced access of farmers to good quality and affordable inputs and new technologies	<i>Government/institutional:</i> Department of Agriculture, Ministry of Agriculture, Livestock and Irrigation; Ministry of Commerce; Ministry of Labour, Immigration and Population; Myanmar National Committee on Women  <i>Civil society:</i> Mennonite Economic Development Associates (MEDA); Myanmar Rural Women's Network (May Doe	<ul style="list-style-type: none"> <li>• Surveys to determine farmers' training needs and constraints for attendance (e.g. time, mobility) in each value chain</li> <li>• Gender sensitization programmes for training officers</li> <li>• Increased funding for extension services on modern farming techniques and crop varieties in each value chain</li> </ul>	<ul style="list-style-type: none"> <li>• Number of technical training programmes (e.g. farming, productivity, crop varieties) in each value chain</li> <li>• Share of farmers attending each training programme, disaggregated by sex</li> <li>• Periodical evaluation of training programmes in each value chain</li> </ul>





# Policy options in practice: Implementation and monitoring

	TARGETS	STAKEHOLDERS	POSSIBLE ACTIONS AND ACTIVITIES	MONITORING (Performance Indicators)
		Kabar - MDK); Women's Organization Network of Myanmar (WON); Gender Equality Network (GEN)	<ul style="list-style-type: none"> <li>• Providing financial support to ease farmers' access to new technologies</li> </ul>	<ul style="list-style-type: none"> <li>• Level of funds dedicated to agricultural extension services in each value chain</li> <li>• Share of farmers with access to new technology, disaggregated by sex</li> </ul>
	<p>7a. Increased access of women farmers to formal sources of credit</p> <p>7b. Increased capacity and reach of micro finance institutions</p>	<p><i>Government/institutional:</i> Department of Agriculture, Ministry of Agriculture, Livestock and Irrigation; Ministry of Planning, Finance and Industry; bank and non-bank financial institutions</p> <p><i>Civil society:</i> Micro credit foundations; International development organizations; Myanmar Women's Affairs Federation (MWAFF); Myanmar Women Entrepreneurs Association (MWEA); Myanmar Rural Women's Network (May Doe Kabar - MDK); Women's Organization Network of Myanmar (WON); Gender Equality Network (GEN)</p>	<ul style="list-style-type: none"> <li>• Introducing and expanding credit programmes with preferential terms and lower interest rates targeting women farmers</li> <li>• Strengthening micro credit foundations and their lending capacity in the area</li> <li>• Using international development organizations' funds to finance targeted programmes for access to credit</li> <li>• Easing the procedures for getting a credit</li> </ul>	<ul style="list-style-type: none"> <li>• Share of farmers with access to formal sources of credit, disaggregated by sex</li> <li>• Share of farmers with access to micro credit, disaggregated by sex</li> <li>• Average value of micro credits per recipient</li> <li>• Independent evaluation of the efficacy of micro credit programmes</li> <li>• Number of credit programmes financed by international development organizations</li> <li>• Independent evaluation of banking and credit application procedures</li> </ul>
 <p>DEMAND FOR LOCAL PRODUCE BY TOURISTS</p>	<p>8a. Increased level of local sourcing by tourism companies from women farmers in each value chain</p> <p>8b. Increased variety of products and services offered directly by women farmers to tourists</p>	<p><i>Government/institutional:</i> Directorate of Hotel and Tourism's regional office in Shan State; Shan State Tourism Committee; Inle Lake Management Authority; Myanmar National Committee on Women; Technical Working Groups on Women and Participation and on Gender Mainstreaming; Department of Agriculture, Ministry of</p>	<ul style="list-style-type: none"> <li>• Nation-wide "Eat local" and "Buy local" campaigns</li> <li>• Incentive programmes for tourism companies that source locally</li> <li>• Labelling programmes such as "locally made by women of Inle Lake" and "sourcing locally from women farmers"</li> </ul>	<ul style="list-style-type: none"> <li>• Number of such campaigns organized</li> <li>• Share of tourism companies that source locally and/or from women farmers in the Inle Lake area</li> <li>• Share of tourism companies that qualify for the stated labelling programmes</li> <li>• Share of locally sourced goods and services in total procurement of hotels in the region</li> </ul>


# Policy options in practice: Implementation and monitoring

	TARGETS	STAKEHOLDERS	POSSIBLE ACTIONS AND ACTIVITIES	MONITORING (Performance Indicators)
		<p>Agriculture, Livestock and Irrigation</p> <p><i>Civil society:</i> Myanmar Fruits, Flowers, Vegetable Producers and Exporters Association (MFFVPEA); associations of tea and avocado producers; Myanmar Organic Growers and Exporters Association (MOGEA); Golden Ground Organic Farmers Group (in Pindaya); Myanmar Women's Affairs Federation (MWAFF); Mennonite Economic Development Associates (MEDA); Myanmar Rural Women's Network (May Doe Kabar - MDK); Women's Organization Network of Myanmar (WON); Gender Equality Network (GEN)</p>		
 COMMUNICATION AND MARKETING CHANNELS	9a. Farmers' access to market-related information in a systematic way	<p><i>Government/institutional:</i> Myanmar National Committee on Women; Department of Agriculture, Ministry of Agriculture, Livestock and Irrigation; Ministry of Commerce; Ministry of Information; Ministry of Labour, Immigration and Population</p> <p><i>Civil society:</i> Associations of tea and avocado producers; Myanmar Organic Growers and Exporters Association (MOGEA); Golden Ground Organic Farmers Group (in Pindaya); Myanmar Women Entrepreneurs Association (MWEA); Myanmar Women's Affairs Federation (MWAFF); Mennonite Economic Development Associates (MEDA);</p>	<ul style="list-style-type: none"> <li>• Expanding farmers' access to mobile phones, applications (e.g. Greenway Agri-Livestock mobile app), social media and online platforms</li> <li>• Ensuring systematic delivery of market information to farmers through such channels</li> <li>• Supporting hotels to develop their farmer programmes for local sourcing</li> <li>• Establishing a public marketing agency or initiative to connect women farmers with tourism companies</li> </ul>	<ul style="list-style-type: none"> <li>• Share of farmers with a mobile phone, disaggregated by sex</li> <li>• Share of farmers that use social media and online platforms to access market information, disaggregated by sex</li> <li>• Number and scope of hotel farmer programmes</li> <li>• Share of farmers that sell their produce to tourism companies in each value chain and township, disaggregated by sex</li> </ul>

# Policy options in practice: Implementation and monitoring

	TARGETS	STAKEHOLDERS	POSSIBLE ACTIONS AND ACTIVITIES	MONITORING (Performance Indicators)
		Myanmar Rural Women's Network (May Doe Kabar - MDK); Women's Organization Network of Myanmar (WON); Gender Equality Network (GEN)		
 INFRASTRUCTURE DEVELOPMENT	10a. Improved access of farmers to production-related infrastructure 10b. Reduced gender gap in access to infrastructure	<p><i>Government/institutional:</i> Department of Agriculture, Ministry of Agriculture, Livestock and Irrigation; Ministry of Transport and Communications; Ministry of Planning, Finance and Industry; Ministry of Electricity and Energy; Ministry of Construction; Myanmar National Committee on Women</p> <p><i>Civil society:</i> Myanmar Women Entrepreneurs Association (MWEA); Myanmar Women's Affairs Federation (MWAFF); Myanmar Rural Women's Network (May Doe Kabar - MDK); Mennonite Economic Development Associates (MEDA); Women's Organization Network of Myanmar (WON); Gender Equality Network (GEN)</p>	<ul style="list-style-type: none"> <li>• Introducing seed bank facilities in all value chains</li> <li>• Developing transportation infrastructure and expanding public transportation</li> <li>• Gender-sensitive design of transportation system</li> <li>• Investments in energy, clean water and irrigation technology and farmer subsidies to ease access to them</li> <li>• Building processing, packaging and storage facilities in production centres for each value chain</li> </ul>	<ul style="list-style-type: none"> <li>• Number of seed banks in each value chain</li> <li>• Coverage rate of adequate roads and other transportation infrastructure by township</li> <li>• Share of farmers with access to markets outside the area, disaggregated by sex and township</li> <li>• Share of farmers with access to energy and clean water, disaggregated by sex and township</li> <li>• Share of farmers that use irrigation technology, disaggregated by sex and township</li> <li>• Number of processing, packaging and storage facilities for each value chain</li> </ul>
 OTHER FACILITATORS FOR SUPPLY-DEMAND MATCH	11a. Increased number and reach of producer organizations, women self-help groups and cooperatives 11b. Regular delivery of trainings on business management and entrepreneurship skills through women's organizations 11c. Promotion of organic production and certification schemes	<p><i>Government/institutional:</i> Department of Agriculture, Ministry of Agriculture, Livestock and Irrigation; Ministry of Hotels and Tourism; Directorate of Hotel and Tourism's regional office in Shan State; Shan State Tourism Committee; Inle Lake Management Authority; Ministry of Natural Resources and Environmental Conservation</p>	<ul style="list-style-type: none"> <li>• Establishing new producer organizations, cooperatives and women self-help groups in each value chain</li> <li>• Supporting the existing ones (e.g. MFFVPEA, MOGEA)</li> <li>• Training staff of such structures to deliver courses on basic business management and entrepreneurship to their members</li> </ul>	<ul style="list-style-type: none"> <li>• Number of producer organizations, cooperatives and women self-help groups in each value chain and township</li> <li>• Number of training programmes organized by each structure per year</li> <li>• Independent evaluation of the content and reach of training programmes organized by such structures</li> </ul>

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	11d. Expansion of community-based tourism in the area	<i>Civil society:</i> Associations of tea and avocado producers; Myanmar Organic Growers and Exporters Association (MOGEA); Golden Ground Organic Farmers Group (in Pindaya); Myanmar Women's Affairs Federation (MWAF); Myanmar Rural Women's Network (May Doe Kabar - MDK); Women's Organization Network of Myanmar (WON); Gender Equality Network (GEN)	<ul style="list-style-type: none"> <li>Expanding the reach of Participatory Guarantee System to women farmers</li> <li>Cooperation with other stakeholders to introduce organic farming (e.g. Golden Ground Organic Farming Group in Pindaya) and certification schemes in the area</li> <li>Increasing the number and scope of community-based tourism projects in the region</li> </ul>	<ul style="list-style-type: none"> <li>Share of farmers that perform organic farming and/or hold certification in each value chain, disaggregated by sex and township</li> <li>Share of farmers engaged with community-based tourism, disaggregated by sex and township</li> </ul>
 COVID-19 POLICY RESPONSE	12a. Expanded coverage of recovery measures to all groups affected by the pandemic 12b. Increased access of SMEs to emergency loan programmes and other producer support measures 12c. Expansion of public social services 12d. Prevention of domestic violence 12e. Increased participation of women in the design and implementation of recovery measures	<i>Government/institutional:</i> Parliament; Ministry of Planning, Finance and Industry; Ministry of Labour, Immigration and Population; Ministry of Social Welfare, Relief and Resettlement; Myanmar National Committee on Women  <i>Civil society:</i> Myanmar Women's Affairs Federation (MWAF); Women's Organization Network of Myanmar (WON); Gender Equality Network (GEN); International development organizations	<ul style="list-style-type: none"> <li>Income support schemes that cover all workers and firms – formal and informal</li> <li>Simplification of procedures to apply for loan programmes by SMEs</li> <li>Expansion of programmes such as postponement of tax liabilities of SMEs affected by the pandemic</li> <li>Establishment of public or subsidized day care centres</li> <li>Introduction of hotlines, women shelters, etc. to help domestic violence victims and gender sensitization training to government officials that handle such cases</li> <li>Introducing a quota to ensure adequate participation of women officials in the committees for recovery programmes</li> </ul>	<ul style="list-style-type: none"> <li>Share of workers, producers and farmers covered by income support programmes</li> <li>Share of SMEs that use emergency loan programmes</li> <li>Share of SMEs that benefit from fiscal remedy measures</li> <li>Number of day care centres in the area</li> <li>Reach of domestic violence victims to hotlines</li> <li>Number of women shelters in each area</li> <li>Share of women officials in each committee for recovery measures</li> </ul>







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