

# **Income Generating Initiatives for Women Farmer and Rural Women**

## **A Practical Approach of Community Based Advisory Services**



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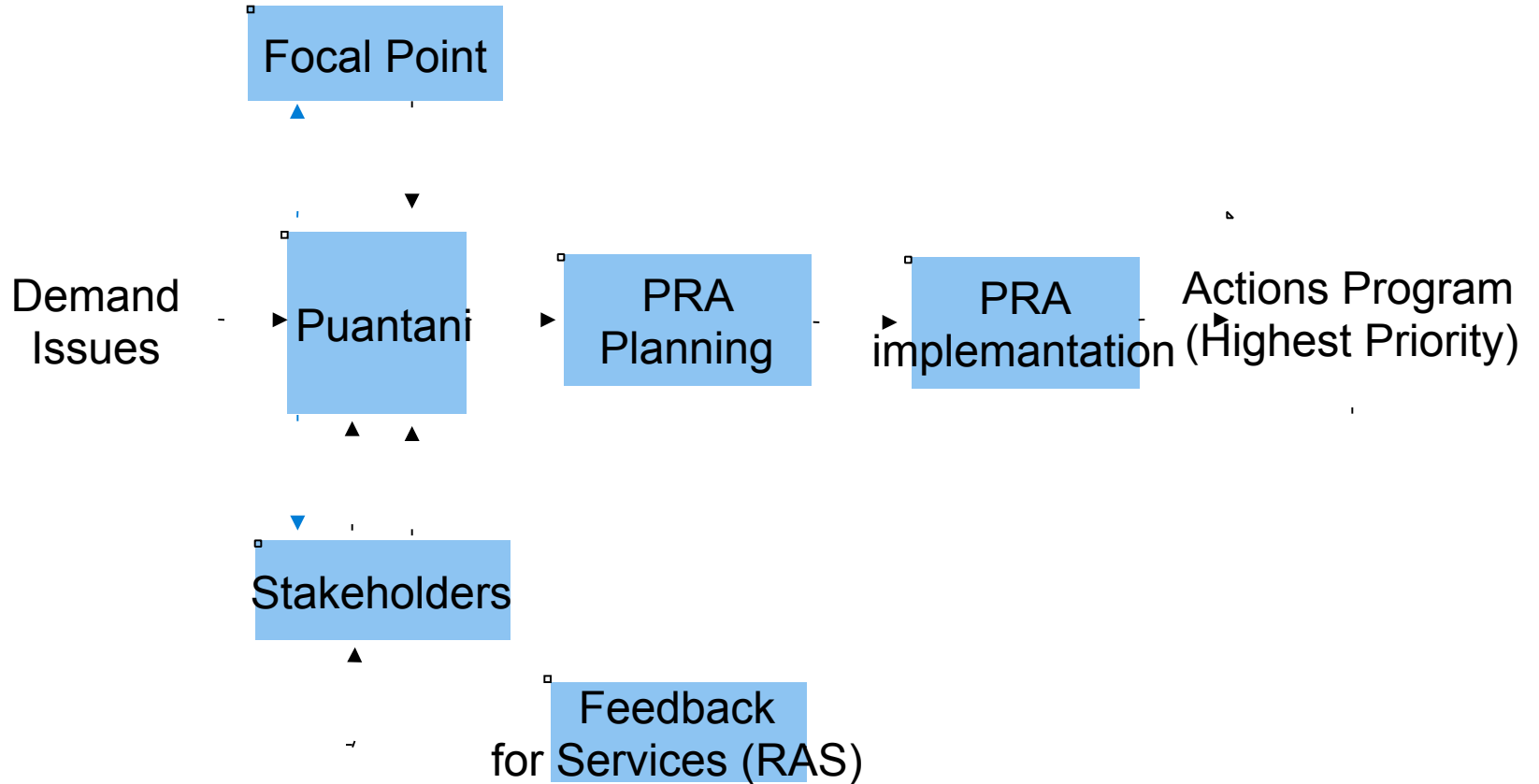
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**Background :**  
**Current Situation of the Women Farmer and Rural Women In Selareja  
Village, Lebak District, Banten Province**  
**(A case)**

- Women farmer mostly works as the labours or own a very smallscale farms (less than 0,3 ha/family), doing gardening, uncertain based partime works or labours
- Income from farming doesn't sufficient for the family needs, mostly have 3 kids minimum per family
- The needs for food, education, daily expanses tends to be increased
- Unorgaized
- Less educated, less even have no access to knowledge and informations, technology and innovations - advisory services



# Organizing Demand



# Pre Assessment

## Approach

WHAT

&

WHY

## Objective

Examine the strength of Information  
locus in the community  
with stakeholders

## Result

General Informations  
► Social, economy, culture,  
resources, environemnt, policy,  
activity, development, etc



# Formulating PRA Planning (a Participatory Rural Appraisal)

- WHO are the target audience to be invited ?
- WHEN will be conducted?
- WHERE is the appropriate place to be held?
- WHAT tools and materials are needed?
- HOW the process will be conducted?

# The Process of Implementing PRA (a Participatory Rural Appraisal)

1. Raising ideas or initiatives
2. Finding perspectives of ideas (personally)
3. Finding local potentials  
(eg social capital, physical capital, human capital, financial capital, etc)
4. Finding constrains in generating income activities  
(eg constraints : money, land, etc)
5. Finding Challenges  
(eg challenges : market, partnership, community dynamic, etc)
5. Set Up Priority Scale to identify the most feasible priority
6. Determine program of Actions of the number 1 priority (creating planning)



# Conclusion

- A Multilevel assesment will contributed to the strength of RAS to further determinate a follow up program towards community to be served
- A Multilevel assesment will resulted informations of the real need among others various and diverse needs
- A Multilevel assement can define the highest priority owned by the community and their environment to be done

## Constraints

- To brought each community members to recognize their issues and the priority needs
- The dinamic of the community to define the appropriate time

## Opportunities

- The availability of resources to implement the plan
- Economic development (e.g urban society) gives market opportunity towards the products generated by the community

## Challenges

- Lack of knowledge
- Sustainability to develop / scaling up
- Divers capacity of members
- Domestic issues (e.g attending meeting, involve in the collective enterprises, etc)

# Lesson Learned

- Throughout the intervention of rural advisory, acknowledgment of the members towards the highest priority enterprise that feasible for further generating income has been well finding and organized





# Recommendations

- Demand Consideration
- Sequences on assisting to anticipate the constraint and opportunities
- Established a well Communication system
- Focal point that have leadership capacity and communication skills
- The needs to strengthen PO to achieve the RAS purposes with possible partnership collaborations



# Paxmat - Rahmat

