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Australian Government

Empowering women's small-scale Businesses in East Nusa Tenggara through Platforms to Access a Wider Market

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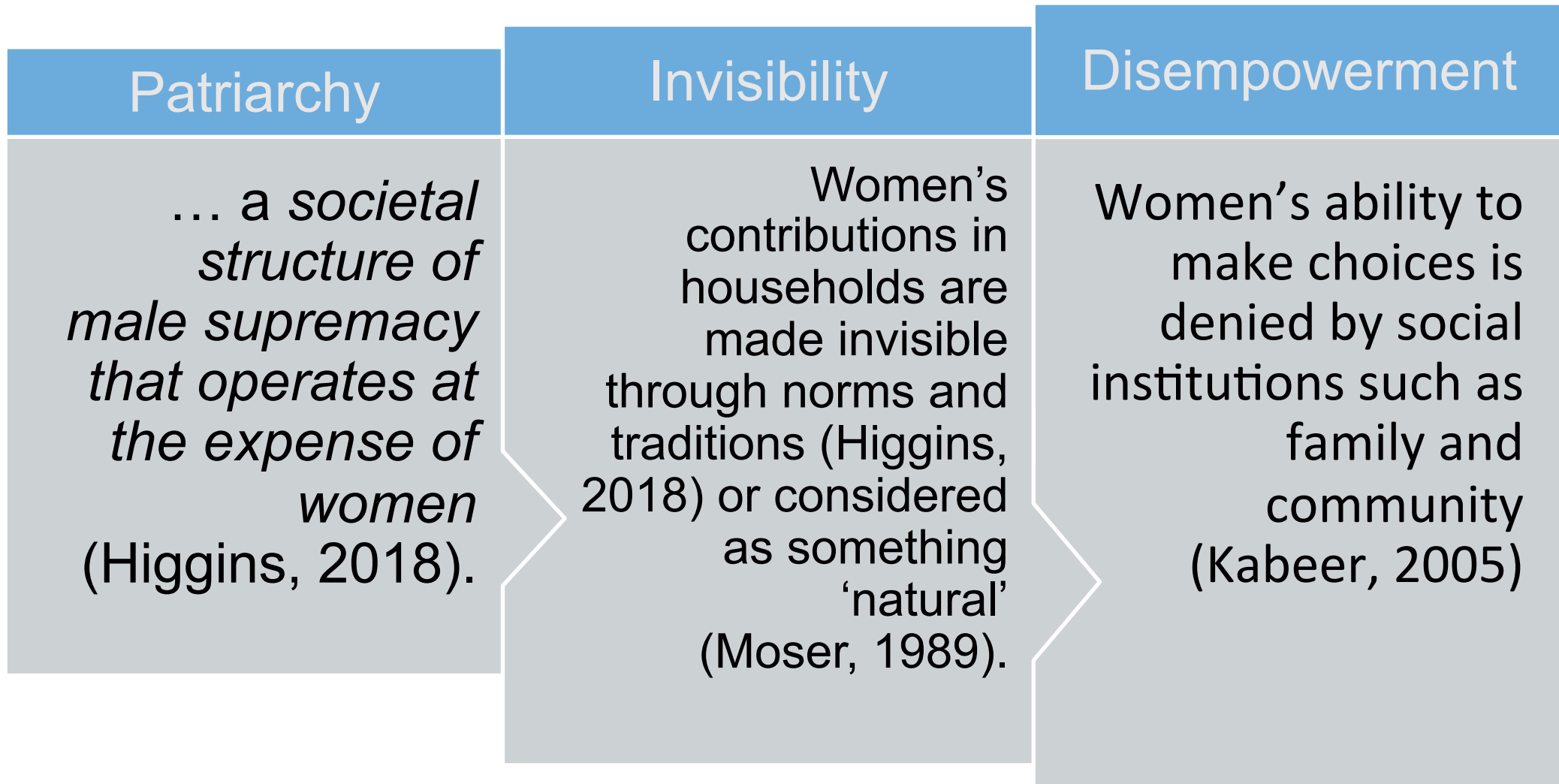
Sayuri Ichikawa, Master of Environmental Management & Development

Australian National University



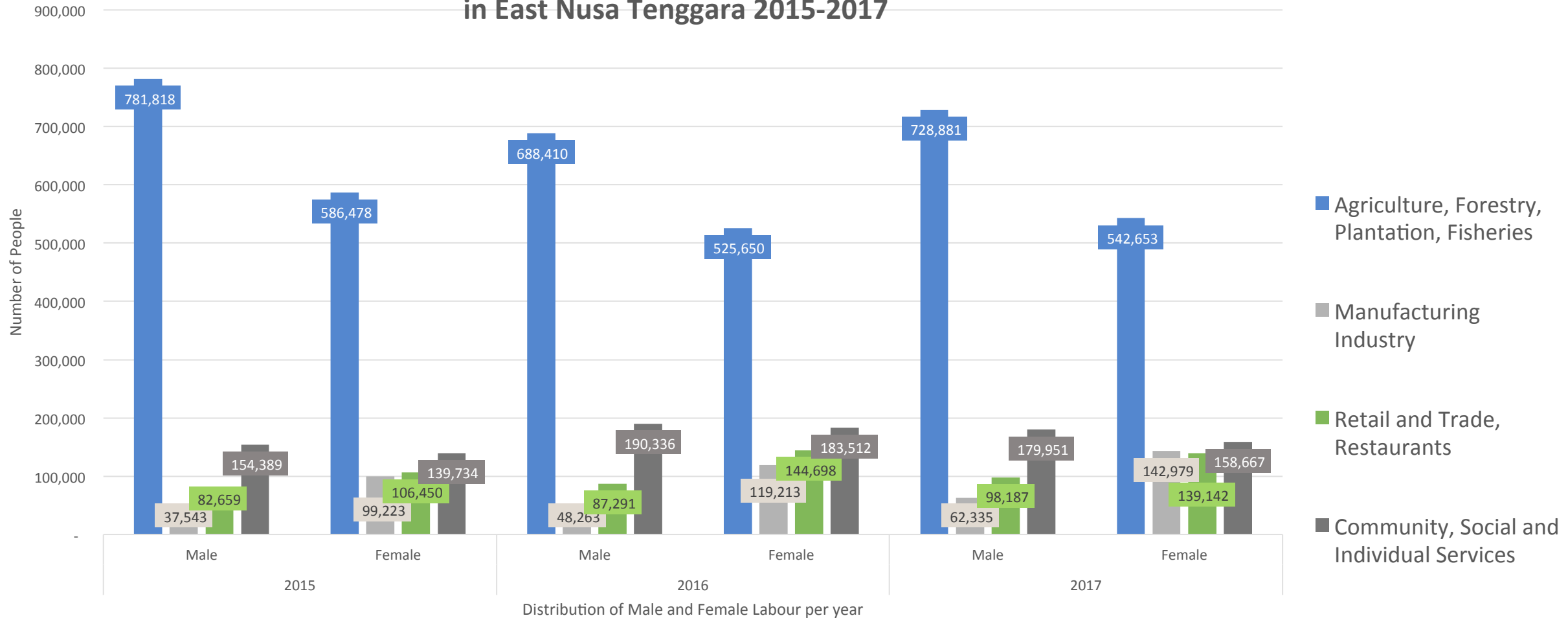
Fundamental issue of gender inequality in ENT

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ENT: An environment that reproduces patriarchy

The Main Livelihood of Men and Women in East Nusa Tenggara 2015-2017



Source: BPS NTT, 2018



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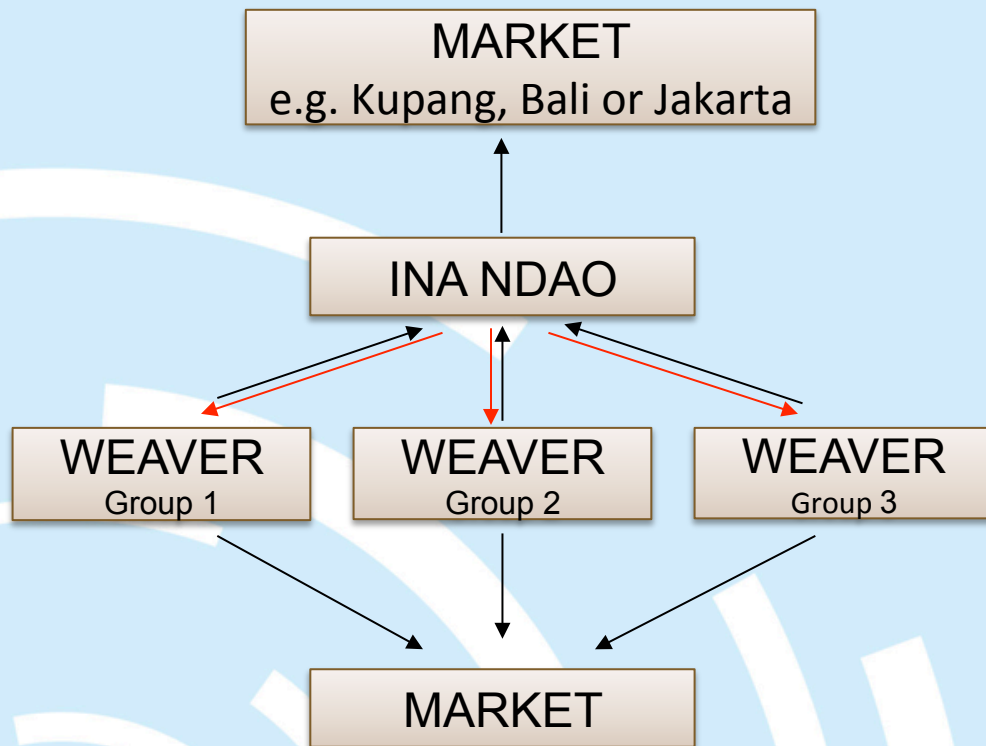
Government scheme for women's empowerment

- **Production-stage inputs since early 2000s**
 - a. Soft loans from state-owned banks (BRI)
 - b. Mentoring for women's businesses as part of women's empowerment program (P3EL)
 - c. Mentoring for women's businesses to improve economic productivity (PPEP)

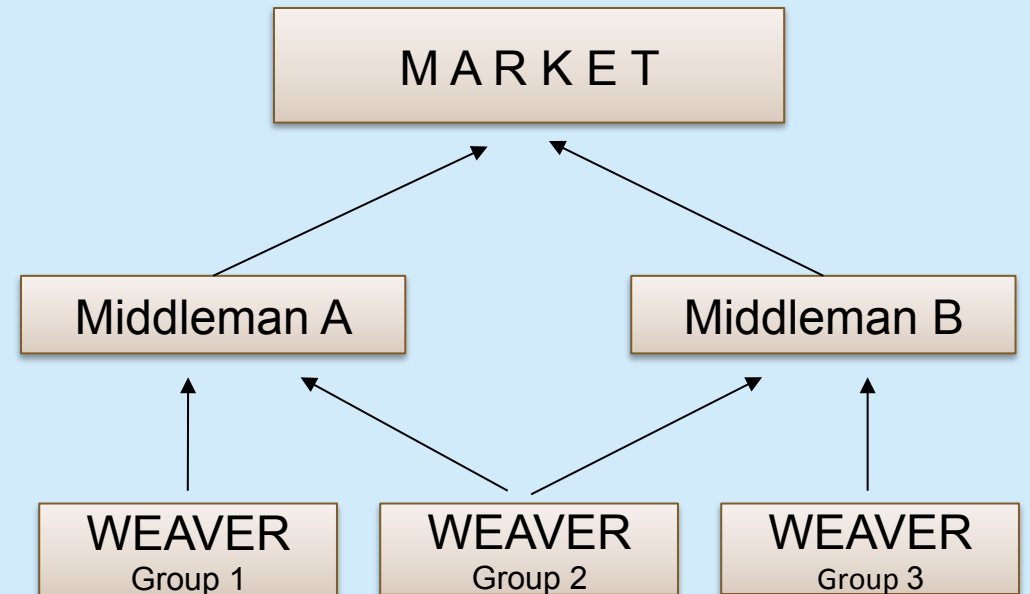
- **Marketing program**
 - a. Exhibitions
 - b. Compulsory dress-code for civil servants

What are the existing models?

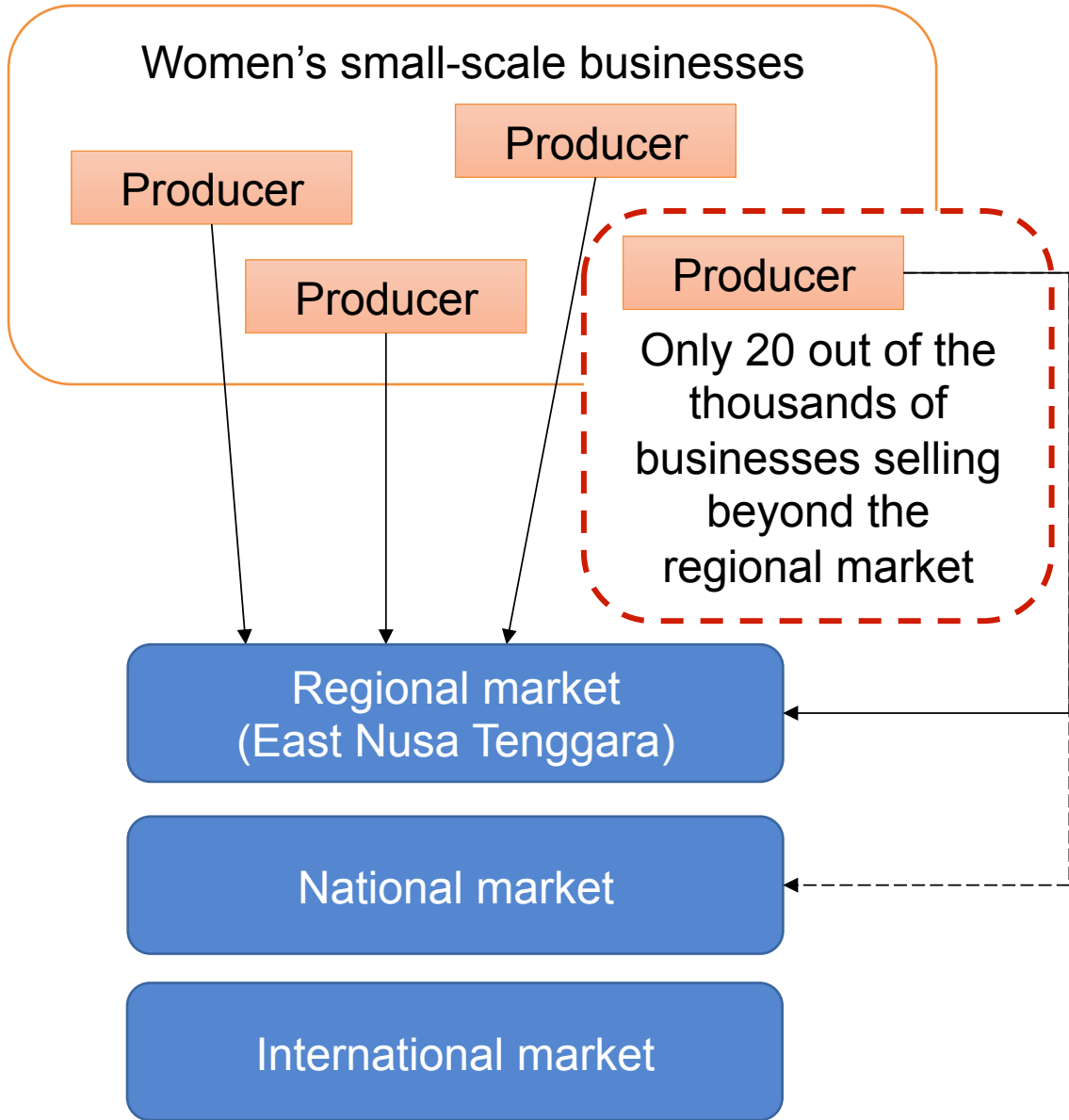
Ina Ndao model



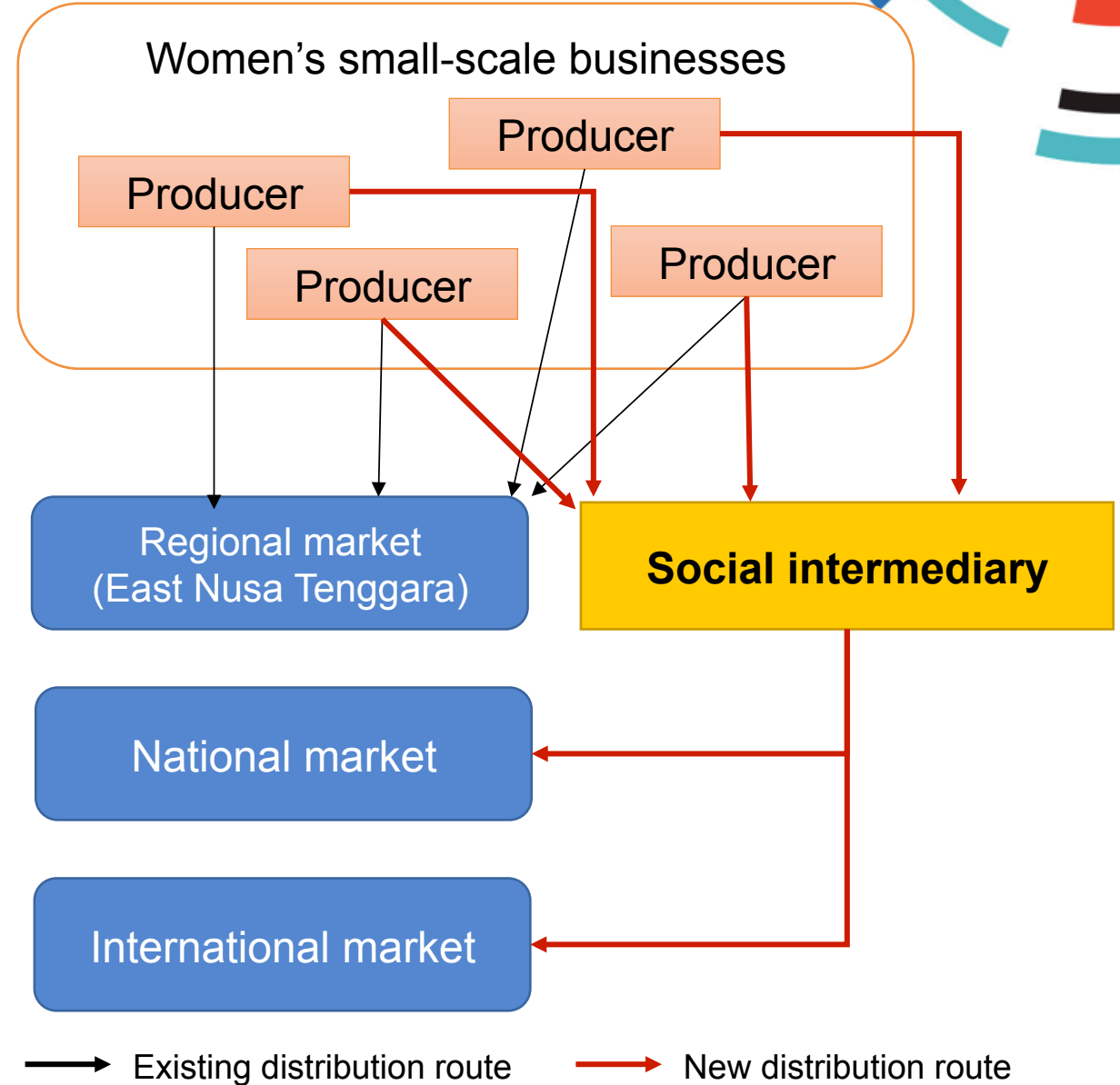
Traditional handicraft business model

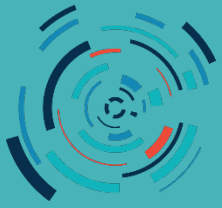


Current market access and distribution



New market access and distribution with social intermediary





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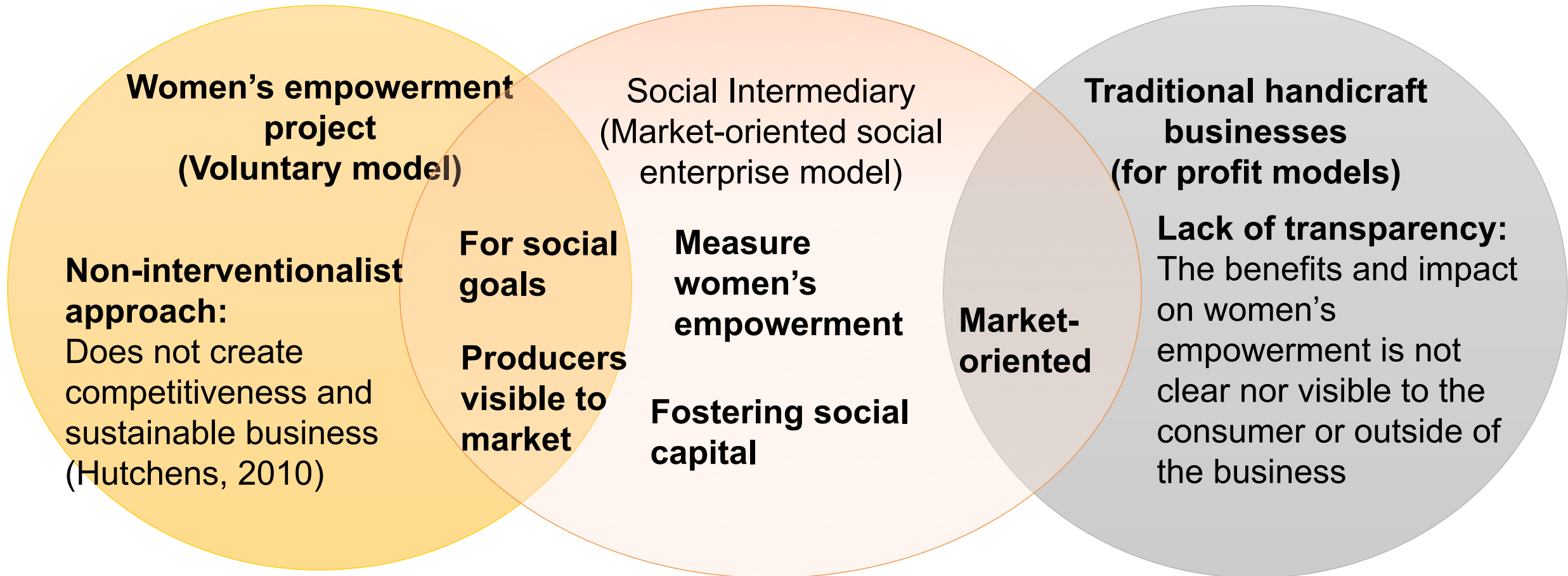
**Need for a social intermediary to bridge
BoP market in ENT with more
developed markets**

What is a social intermediary?

- Social intermediary = Social enterprise + Intermediary
- Social enterprise: organizations driven by social goals and combines the pursuit of financial objectives with social and humanitarian values
- Intermediary: economic agent that purchases from suppliers for resale to buyers or helps buyers and sellers meet and transact

What makes it unique?

Combining the best of the two mainstream interventions in the region



How can businesses be empowered?



Take a market-oriented approach

- Bridge existing tourism business in the region and the women's small-scale handicraft businesses by finding a “win-win” partnership
- Function as a platform to raise awareness on both the handicrafts and tourism businesses through providing marketing methods that are weak in the region.

How can we foster strong relations?



Strengthen and bridge social capital

- Work to leverage the existing social network and social structures among women's small-scale businesses producing traditional handicrafts
- Work closely with local practitioners who are familiar with the local businesses and frequently engage with local producers

How can empowerment be ensured?

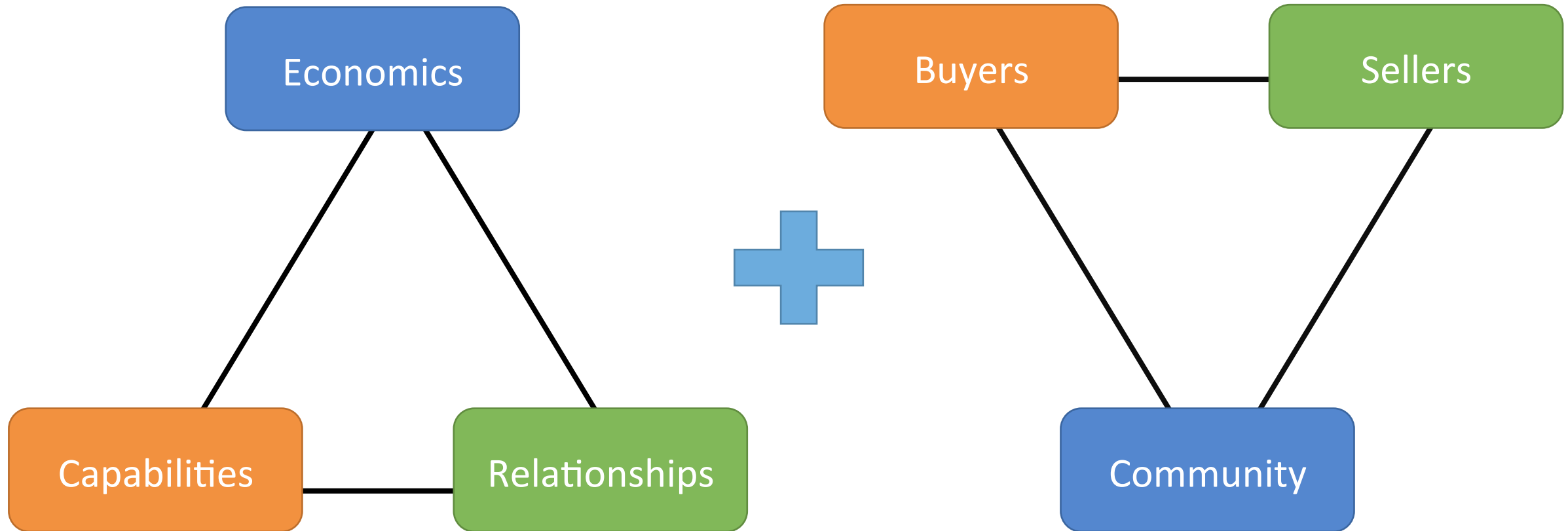


Measure the impact of women's empowerment

- ***Measuring potential changes***: first evaluate the current effects of the social intermediary, and then evaluate its expected magnitude and its relative likelihood of occurrence (London, 2009)
- Integrating Kabeer (1999)'s concept of three dimensions of empowerment; ***agency, resources, achievements***

Measuring impact in BoP

Using the Base of the Pyramid Impact Assessment Framework to measure impact of women's empowerment in terms of potential changes in economics, capabilities, and relationships, and targets the buyers, sellers and community



Measuring women's empowerment

Applying Kabeer (1999)'s concept of empowerment to look beyond women's economic empowerment

Resources:

Not only material resources but also human and social resources that enhance the ability to exercise choice

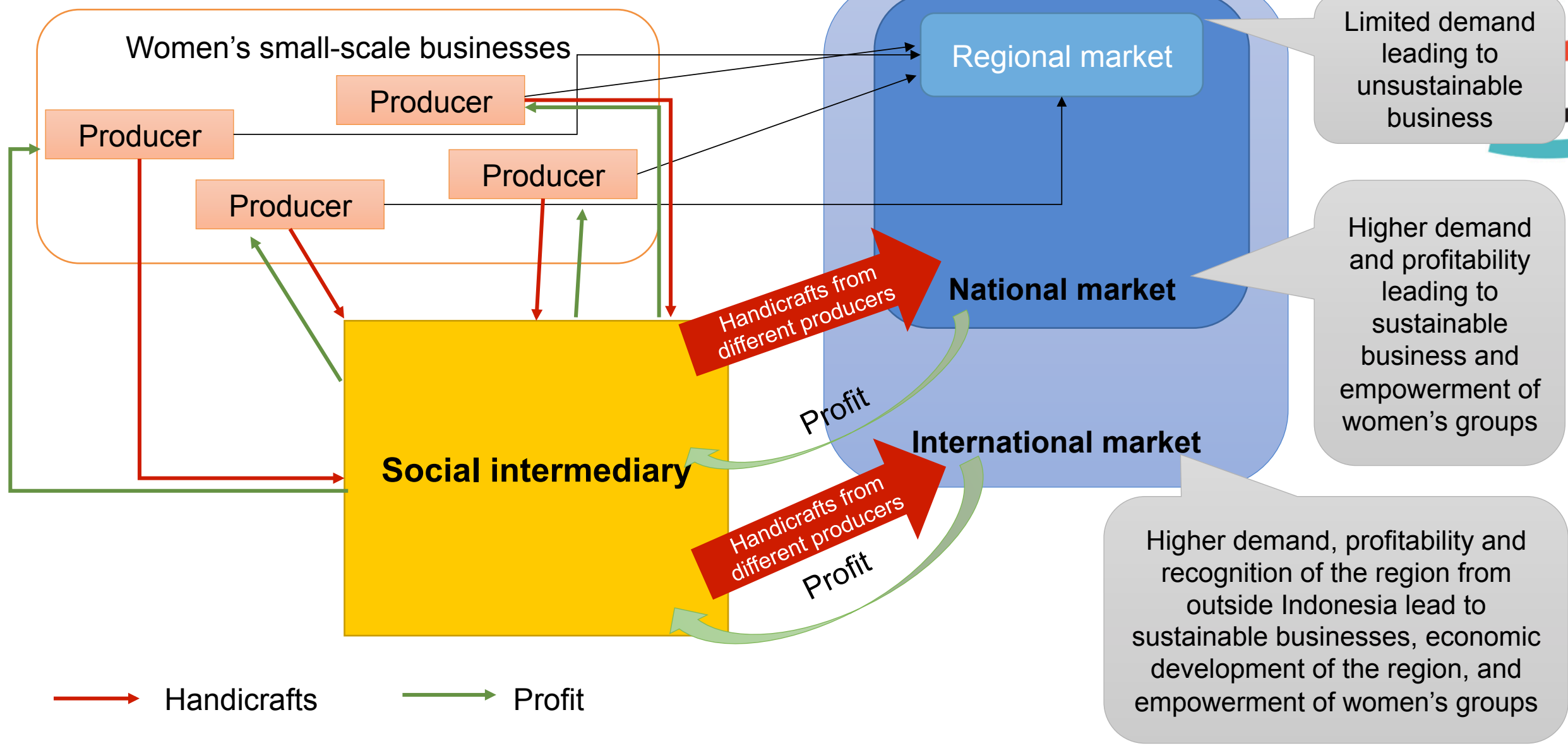
Achievements:

Empowerment is achieved when resources and agency together lead to capabilities; the potential to live the life one wants

Agency:

The ability to define one's goals and act upon them, including but not limited to decision-making.

Potential impact of social intermediary



Ultimately allows these businesses to grow into sustainable businesses



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THANK YOU



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