FinEquity Webinar

Understanding Women’s Rural Transition and Service Needs — Opportunities for Financial Service Providers

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About us

- ISF is an advisory group committed to transforming rural economies by delivering partnerships and investment structures that promote financial inclusion for rural enterprises and smallholder farmers.
- ISF’s primary role is to act as a “design catalyst.” The emphasis is on mobilizing additional financing for rural enterprises and seeding replication of innovative models.
- ISF’s activities are backed by deep research into critical issues affecting smallholder finance.

- The Lab is a seven-year initiative of the Mastercard Foundation and is the Learning Partner of the Foundation’s rural and agricultural finance portfolio.
- The Lab provides learning guidance, conducts independent research, shares knowledge, and connects partners.
- Learning areas are: (1) understanding business model sustainability, (2) what clients want and use, (3) what works in providing effective financial solutions, and (4) building the ecosystem.
Our new State of the Sector report *Pathways to Prosperity* is a chance to take stock and define new horizons for the rural finance agenda.
Pathways to Prosperity offers a new way of thinking about rural agricultural finance

- Updated global rural finance demand and supply estimates with a summary of the latest trends
- **FOCUS OF TODAY**
  - A new Rural Pathways Model that re-casts how we think about rural households as dynamic clients
  - A new Service Delivery Model Typology that redefines provider segmentation and business models
  - A Micro-Level View to re-evaluate how we approach the impact-return trade off
  - A Macro-Level View to help drive inclusive rural transformation
Rural Pathways Model
A new way of thinking about rural clients
The Rural Pathways Model offers a dynamic view of rural clients.
Poll: In which pathway are women likely to face the most difficulties transitioning? – Pick top 2

1. Developing a Resilience Buffer
2. Farm Intensification
3. Land Consolidation
4. Transition to Formal Enterprise
5. Transition to Service Provision
6. Conversion to Rural Employment
Rural women face unique challenges and have unique segment characteristics that limit their agency and mobility across pathways.

- **Childhood**
- **Young adulthood**
- **Middle age**
- **Elderly years**

Educational, socio-cultural, and legal constraints.
### Gender-specific dynamics must be considered when designing services for women that support their rural pathway transitions

<table>
<thead>
<tr>
<th>Pathway</th>
<th>Description</th>
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<tr>
<td><strong>Developing a Resilience Buffer</strong></td>
<td>Less likely to have access to the assets necessary for improving farm production.</td>
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| **Farm Intensification** | Widening of gender gap due to lack of access to productive assets, services & markets required to support farm intensification.  
**Examples of service needs**  
- Flexible collateral & KYC requirements; market access services customized to women & adapted to their time/mobility restrictions |
| **Land Consolidation** | Particularly vulnerable to exclusion due to lack of land ownership rights. |
| **Transition to Formal Enterprise** | Women-owned businesses likely to be smaller in size & operating in lower value sectors. Limited leadership positions for women working in formal enterprises.  
**Examples of service needs**  
- Capacity building—business, financial management, and governance training; mentoring and women-targeted networking opportunities/services. |
| **Transition to Service Provision** | Likely micro or small-scale enterprises concentrated in informal, lower value-added but highly labour intensive sectors. |
| **Conversion to Rural Employment** | Nature of participation dictated by norms, reproductive responsibilities & occupational segregation, resulting in lower wages & limited upward mobility. |
In the context of the transition pathways, several gender-sensitive approaches to service delivery are emerging:

- **Capacity building approaches**, to address the human capital gap
- **Service adaptation approaches**, that tailor existing interventions to women’s specific needs
- **Collective action approaches**, that enable women to circumvent individual constraints
- **Shared dialogue approaches**, that help challenge powerful gender dynamics
- **Gender-based affirmative action approaches**, to counterbalance structural biases
- **Policy-related or enabling environment initiatives**, to drive structural transformation

pathways.raflearning.org
Examples:
Gender-sensitive or transformative service considerations for rural women in Pathways 2 & 4
[PLACEHOLDER – AGDEVCO & ROOT CAPITAL]
How to Engage with *Pathways to Prosperity*

Today:

- Visit [pathways.raflearning.org](http://pathways.raflearning.org) to explore Pathways to Prosperity – including youth and gender outcome deep dives
- Follow us on Twitter for the latest updates on the report release and upcoming events:
  - @RAFLearning
  - @ISFAdvisors
- Connect with us on LinkedIn:
  - Rural and Agricultural Finance Learning Lab
  - ISF Advisors

2020 forward:

- Stay tuned for follow up work, including additional outcome area deep dives and more!
Discussion