

### Key Lessons Learned

- Gender-disaggregated data and insights is fundamental to understanding the key challenges and pathways for tailored solutions
- Value chain coordination is essential as gender-sensitivity needs to be built across the value chain to achieve impact at scale. Access to inputs, knowledge, services, credit and markets can only be advanced at scale in an integrated way
- Governments are critical catalysts in not only shaping a supportive policy and regulatory environment, but also in activating community and stakeholder coordination (e.g. self-help groups in India). Catalyzing collaborations across diverse value chain stakeholders is essential
- Governments can also showcase and disseminate best practices to help organizations and value chains coordinate, focus, scale up their efforts and speed up their learning. This will help stakeholders avoid 'reinventing the wheel' and ensure that efforts are also sensitive to socio-cultural factors
- Improving women's smallholder livelihoods is underpinned by advancing their health and wellbeing. Agricultural and health/wellbeing efforts should be integrated where possible and applicable
- Be mindful of inadvertent consequences. Well intentioned interventions must be stress-tested and assumptions checked against the reality of implementation. Consulting women smallholders on effective interventions is a must
- Gender inequality is not just an issue for women. Men must be consulted and empowered to effectively engage women. This applies to smallholder farming communities and to the workforce of agriculture value chain stakeholders such as input companies, extension officers etc

### Innovations

- Embedding gender factors into the design and delivery of business operations, partnerships & advocacy will improve the scale of an organisation's impact. Like other areas of sustainable development, 'bolt-ons' will not achieve impact at scale. Systems thinking is critical when identifying and addressing gender inequalities
- Bayer is leveraging its expertise across life sciences to design new approaches to supporting smallholder women and girls. This approach leverages our capabilities and networks across agriculture, pharmaceuticals, and consumer health
- Bayer is now focusing on strengthening its gender disaggregated insights to reach more women through our business operations and partnerships across three key areas:
  1. **Capacity Building:** Improving access to essential resources, inputs & tailored information (including through digital platforms)
  2. **Upward Mobility:** Strengthening connection to value chains & markets
  3. **Health & Wellbeing:** Improving health, safety and life planning

### Best Practice Case Studies

#### Better Life Farming (BLF)

- Bayer's BLF alliance works with partners across the agri-value chain and is working to empower women smallholders in India in unique ways by providing solutions which are more flexible, approachable, and equitable. Of the 470+ BLF centers in IBSL, around 50 are led and managed by women. we highlight women-led BLF centers to promote agri-entrepreneurship among rural women? (Click [here](#) to read the story).

- Through the BLF Alliance, Bayer is also partnering with the IFC to run gender sensitization trainings to bring women smallholders into mainstream commercial farming. The trainings are designed to initiate conversations with male farmers from rural communities. Gender inequalities exist in the household and at the farm on issues such as division of labor, ownership of resources, decision-making and the access to and control over resources. These realities are presented to participants and they are encouraged to rethink their gendered assumptions. The training programs help create awareness on gender issues and design solutions to bridge gender gaps in farming. They have also helped create new avenues to empower women through capacity building for becoming successful agri-entrepreneurs.

#### Bayer's Covid Response

- This was designed with a particular focus on women smallholders. This ensured women get the resources and knowledge they need so as to increase their productivity and profitability and allow them to emerge from this situation stronger. (View a LinkedIn post [here](#))
- *Vietnam Case Study:* Bayer and its partners provided care packages to nearly 80,000 smallholder farmers in the Southeast and Mekong Delta provinces of Vietnam, which included a combination of Bayer's seeds, crop protection products and the corresponding training materials tailored to farmers' local needs in 2020. Many of these farming households have already been struggling with the damaging effects of saline intrusion and prolonged drought that have blighted the region in recent years. The packages were given to help restore livelihood for many crops on salt intrusion soil and overcome the problems caused by the COVID-19 pandemic. In collaboration with Grow Asia, the National Agriculture Extension Center (NAEC), and the International Cooperation Department under the Ministry of Agriculture and Rural Development (MARD), the project has almost met the target of 48% of beneficiaries were women. (Click [here](#) to read the story).
- *India Case Study:* Recognizing the need to rebuild rural livelihoods and improve women's health awareness in under-developed areas of Maharashtra, Bayer is partnering with [GIZ GmbH](#), a global service provider in the field of international cooperation for sustainable development and international education work, and [MAVIM](#), a semi-government corporation focused on women's development. MAVIM is a key implementing agency for state government livelihood programs in Maharashtra and international donor funded projects including USD 413 million from the International Fund for Agriculture Development (IFAD). (Click [here](#) to view a story)

#### Bayer's Partnership with the Collectives for Integrated Livelihood Initiatives

- To promote self-reliant agri-entrepreneurship and generate employment for rural farming communities, Bayer partnered with [CInI](#), (Collectives for Integrated Livelihood Initiatives), an associate organization of Tata Trusts, in July 2020. CInI leads the '[Mission 2020 – Lakhpati Kisan: Smart Villages](#)' initiative in India that runs across Jharkhand, Odisha, Maharashtra and Gujarat. This project aims to help farmers earn INR 100,000 per annum and serve the rural poor through an integrated livelihood approach that enhances both day-to-day quality of life and overall standards of living. Through their joint interventions, Bayer and CInI aim will also lay special focus on economically and socially empowering women smallholders as producers and entrepreneurs. (Click [here](#) to view a story)

#### Bayer's Samaresh Initiative:

- Supports the industry readiness and employment prospects of women from life science universities. This program has been endorsed by the Industry Skill Councils of India. The exclusive partnership between Bayer and ATAL will further accelerate efforts in supporting innovation and education initiatives in agriculture & healthcare (Click [here](#) to view the story).