



MARS



GrowHer: Kakao

Stories and Learning

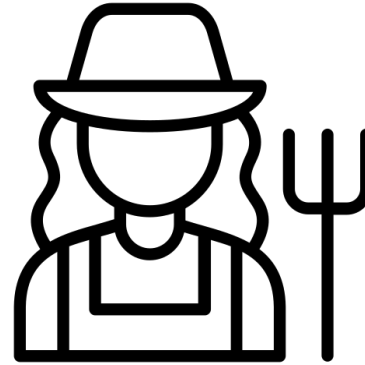
Meet - Ibu Nora, Ibu Bintang, & Ibu Milea*

*Ibu
Nora*



Her husband, who usually managed the cacao field, fell ill and could no longer work. She had no prior experience in cacao maintenance.

*Ibu
Bintang*



She lived a classic tale of a woman's role, where she performed all the household chores while her husband did nothing.

*Ibu
Milea*



She and her husband seemed like the ideal couple, sharing domestic responsibilities equally. This harmony was disrupted when her in-laws criticized her and their friends teased her husband.

**) Their names have been changed to protect their privacy.*

GrowHer Kakao



PISAgro



Save the Children

AMBITION

Cocoa value chains are gender-equitable and sustainable, with women participating and benefitting. Institutional structures recognize and celebrate women's contribution, and gender norms that disadvantage women are transformed.

Financial
Empowerment

Alternative Sources of
Income

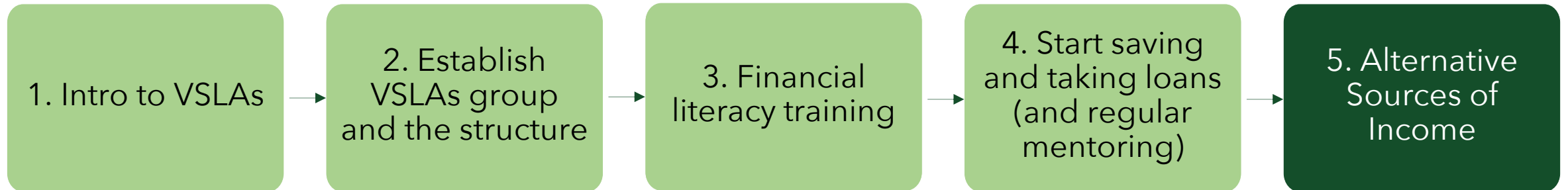
Good Agricultural
Practices

Participating in
Village Planning

TRANSFORMING HOUSEHOLD GENDER DYNAMICS

[Gender Action Learning System – GALS]

Financial and Economic Empowerment



Impact on women:

- The group saving initiative accumulated IDR 1.3 billion (USD 84,108) from 1,407 members across 75 groups, with 1,361 members being women.
- Through this scheme, women can have enough funds to buy fertilizers, have business capital, pay school fees and home repairs
- Helped a single mother cover her three children's school fees
- ***Access to finance empowers women to contribute more to the household, fulfill their roles, or achieve their aspirations.***



GrowAsia

MARS

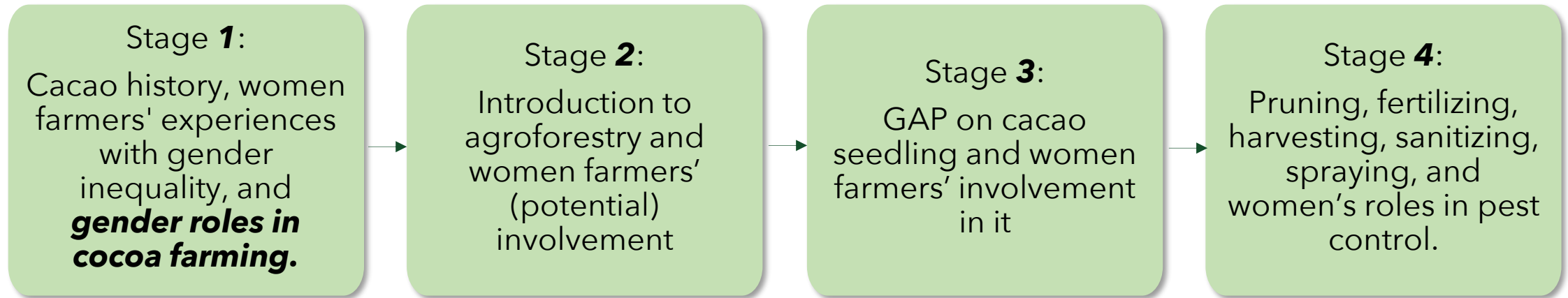


Save the Children



PISA Agro

Good Agricultural Practices Training



Impact on women:

- Some groups of women found an opportunity to start a seedling business after the training
- Women's skills and knowledge in cacao farming increased; more on-farm involvement.
- ***GAP training, enhanced by the GALS approach, empowers women with increased knowledge and skills, enabling them to exert greater influence and make better decisions regarding their household's cacao GAP practices.***



GrowAsia

MARS



Save the Children



PISAgro

Giving Women and Children a Voice

1. Intro to gender-sensitive village planning and gender equality training

2. Identify the needs and challenges of children and women

3. Lobby and Dialogue

4. Simulation

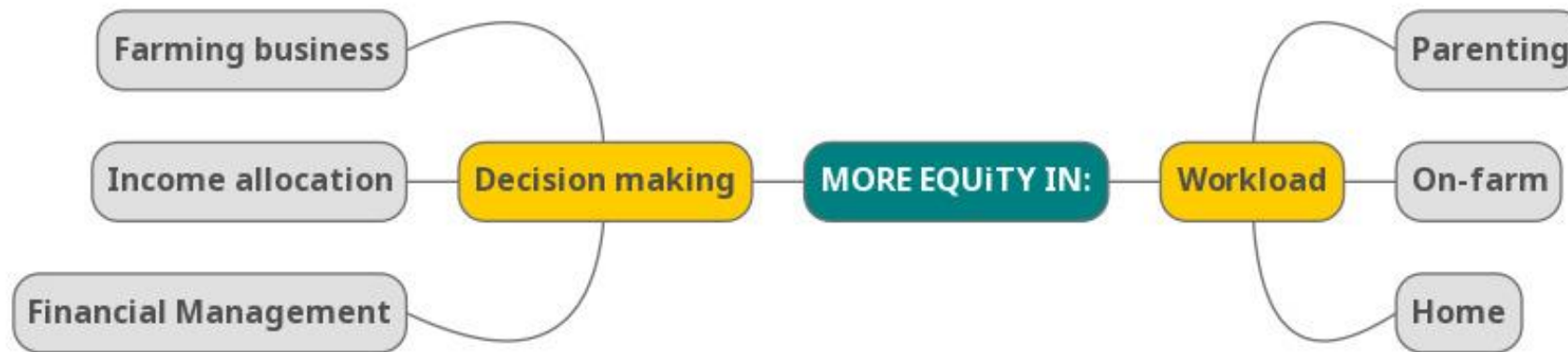
Impact on women:

- Women's and children's issues covered during village meetings:
 - domestic violence, positive parenting, stunting
 - child labor, education, child/forced marriage
- **Pride and satisfaction in advocating for women's and children's issues**
- **Gained new friends**
- **Leadership skills**
- **Confidence to talk about these issues to other women in the community**



GALS: Transforming Household Gender Dynamics

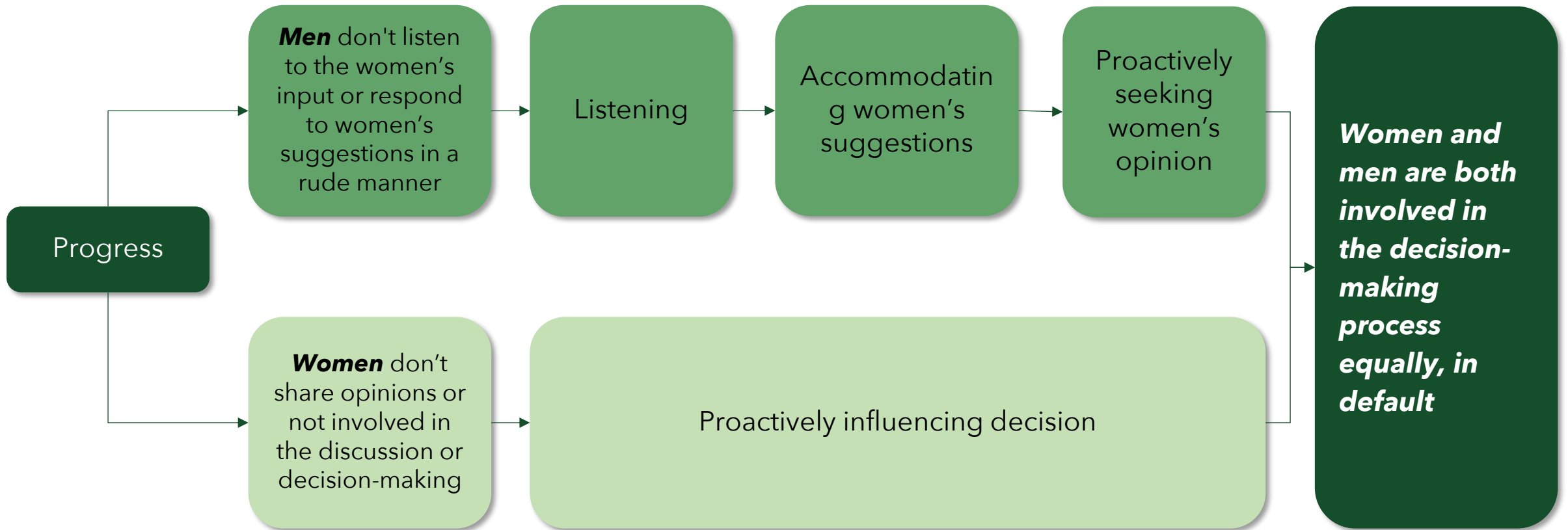
Transforming household gender dynamics to achieve gender equality ensures that upskilling activities are sustainable and women can negotiate effectively within the household.



Improved communications and conflict management

GALS: Example of Monitoring Indicators

Indicators of monitoring measurement for cacao farming decision-making area



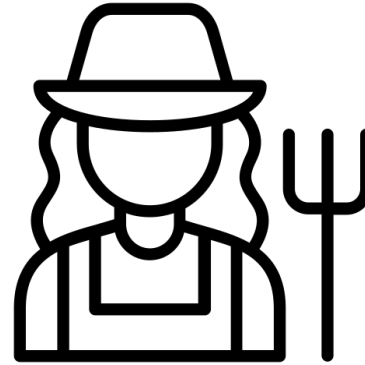
How their lives have changed...

*Ibu
Nora*



After receiving gender-sensitive GAP training, Ibu Nora became actively involved in cacao farming, even after her husband's health improved. It turns out she's passionate about it!

*Ibu
Bintang*



Ibu Bintang's husband no longer just helps with domestic chores; he now considers them part of his shared responsibilities.

*Ibu
Milea*



Ibu Milea's husband now understands that his actions toward her are justified. He's become more courageous in defending his wife and standing up for his beliefs, even in front of his friends.

**Their names have been changed to protect their privacy.*



Thank you



Engage with us!

GrowHer Kakao Project



www.growasia/growher-kakao

Chrissa Marey Borja
Head of Programs
Grow Asia
chrissa@growasia.org

Fay Fay Choo
Asia Cocoa Director
MARS
fay.fay.choo@effem.com

Yudha Lubis
Head of Resource Mobilization
Save the Children Indonesia
Yudha.Lubis@savethechildren.org

Insan Syafaat
Executive Director
PISAgro
isyafaat@pisagro.org





Grow**Asia**