



Empowering vulnerable and marginalized groups (VMGs) in Pyrethrum Value Chain in Kenya



Introduction

Persons with visual and mobility impairments face low representation and a heightened risk of marginalization compared to those without disabilities. However, these individuals still have the potential to contribute to the pyrethrum value chain. Therefore, affirmative action is essential to facilitate their active participation in the value chain. In doing so, attention should be paid to the varying range of conditions among vulnerable and marginalized groups. There is a need to determine the measures to put in place to ensure the effective inclusion and participation of such persons in the pyrethrum value chain.

Challenges experienced by VMGS in pyrethrum value chain in Kenya

1. Limited access to crucial resources such as land and financial support.
2. Lack of inclusive training programs and training materials formatted to suit VMGs.
3. Agricultural practices and technologies that do not accommodate diverse physical abilities.
4. Inaccessible agricultural extension services and negative social attitudes contributing to the exclusion of VMGs individuals.
5. Mobility/movement barriers and limited availability of adaptive tools.





VMGs living with disability do not own land



Mobility for some VMGs is difficult



Trainings targets able bodied people



Some activities might not be possible for some VMGs

Strategies of empowering VMGs in Pyrethrum value chain in Kenya

1. Provision of comprehensive training in pyrethrum cultivation, harvesting, and

processing with materials accessible to VMGs.

2. Introduction of technologies sensitive to the physical conditions of VMGs, coupled with adaptive tools and

equipment, to accommodate diverse abilities.

3. Development and implementation of support programs and partnerships to facilitate VMGs' access to agricultural resources, fostering independence and empowerment.
4. Provision of access to hybrid

extension services that are physically and virtually accessible to overcome geographical barriers.

5. Facilitating access to tailored financial resources, grants, and loans to empower VMGs economically, with negotiable repayment terms enhancing financial sustainability.



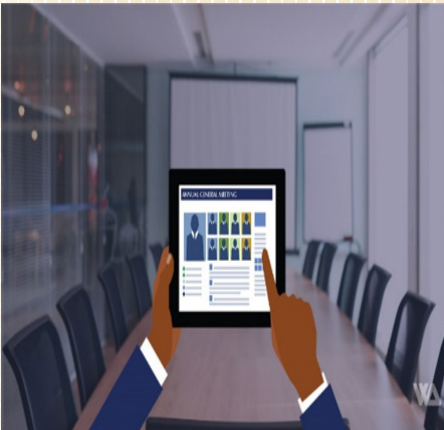
VMGs participate in pyrethrum workshops



Hand-pushed tractor good for VMGs



Digital access to information for VMGs



Virtual training and workshops to provide skills to VMGs

Outcomes of empowering VMGs

1. Empowering visually and mobility impaired individuals leads to more value chain actors contributing to enhanced pyrethrum production.
2. Empowered VMGs gain access to financial resources, grants, and loans tailored to their needs, fostering economic independence and sustainability.
3. The introduction of technologies and tools suitable for VMGs makes the value chain more inclusive.
4. Positive narratives and challenging stereotypes lead to improved social perceptions about VMGs, fostering a more inclusive and supportive community within the pyrethrum industry.



*VMGs work with able bodied people
in pyrethrum farms*



*VMGs become economically
empowered*





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