

- Project:** Women Empowerment and Gender Equality - Sahi Ho! Campaign
- Project area:** Sarlahi, Sindhuli, and Rautahat districts
- Project Period:** November 2017 - February 2018
- Target group:** Elected government authority, district level line agencies, media, NGOs, Women Farmers Groups
- Partners:** Equal Access International
- Project goal:** To promote increased participation and representation of rural women farmers in local-level decision-making process through community-level awareness raising and policy advocacy

Key activities and Implementation modalities

Project was an action-oriented advocacy campaign, implemented to raise the awareness, challenges barriers and highlights women empowerment and gender equality issues at the national and sub-national levels, in participation of media bodies, government authorities, and Local NGOs.

The key activities of the project mainly included project kick-off meetings, Kachahari theatre and community dialogue, mobile based video coaching training, and preparation of promotional material for public sensitization.

Major Achievements

- Conducted 'Kachahari theatre show and community dialogue' as a multi-format community involvement activity focusing on the issues and problems of women farmers, covering 221 participants in total.
- Trained twelve Women Farmers' Group leaders on mobile based video coaching
- Initiation of community dialogue and commitment of the public representatives
- Sensitization to authorities and stakeholders on economic empowerment
- Publication and broadcasting by media: audio, visual and print

Impact

Project sensitized the authorities and stakeholders on the rural women's issues regarding discrimination in wage rate, lack of access to market, feminization of women in agriculture, structural barriers, decision making, and many others, which helped to initiate dialogue processes and commitment of public representatives to overcome such problems from different capacities.
