



Greater Participation of Women in Society 1100 Female Farmers in the District of Bogor-Sub District Cibungbulang

May-July 2015

HEAD OF MISSION FUND (HOMF)-NATA SAMASTHA FOUNDATION AND 8VILLAGES



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Introduction

The success of agriculture development in some countries is associated with the government support mainly related to agricultural research and development, regulation in particular market, price and distribution and on top of that the capacity and willingness of farmers who committed to their professions.

In Indonesia and without a question the success of farmers or more precisely called as peasants due to their own small farm land, is always connected with the supports of their supposes who appear to go hand in hand in dealing not only on the issues of daily business farm but also with the choice of crops but also in undertaking their daily financial.

In the light of that, Nata Samastha Foundation¹ and 8villages² with the single support of New Zealand Aid Program: Head of Mission Fund (HOMF) in Indonesia has committed to improve the capacity of women farmers in Sub-District of Cibungbulang, District of Bogor, in coping with financial literacy, crops management and market price including market chain with the presumption that farmers in the area would be more knowledgeable and successful.

The project is not classified as large one but is important to stimulate the female farmers in improving their daily business related agriculture and hopefully would produce positive lesson learned which will be replicated in other agriculture community areas.



¹ The Indonesian Foundation which promote a balance between development and conservation of biological resources

¹ The non-profit organization which promote sustainable business and public partners to rural population

The Agreement

The spirit of improving the capacity of female farmers in certain villages in Indonesia, the New Zealand Aid Program: Head of Mission Fund (HOMF) on 10 April 2015 has agreed to provide grant funding to Nata Samastha Foundation (NaHa) and 8villages on the program of Greater Participation of Women in Society of 1100 Female Farmers in the District of Bogor-Sub District of Cibungbulang.

The objectives of the program is to develop a joint small project activities in enhancing the capacity of female farmers to deal with day-to-day agriculture issues and businesses as well as financial literacy in the Sub District of Cibungbulang, District of Bogor, West Java. The program is using short message service (SMS) through LISA (*Layanan Informasi Desa*) Program which designed to run for 3 months.

The total amount of support to implement the agreed program is IDR 188,728.100 which was disbursed on 27 April 2015. The support is designed to run the program for 3 (three months) starting from the commencement of activities which took place on 5st May 2015 (See appendix 1). Even though there is written agreement among the parties involved, as written in the proposal Naha and 8villages have agreed to HOMF that by the end of the program through the AJAK-AJAK (Inviting other friend farmers) Program there will be at least 1100 female farmers participated with this program.

The Project Commencement

The project was officially started with a small ceremony in the office of the Office of Agricultural Extension (*Balai Penyuluhan Pertanian Perikanan dan Kehutanan/ BP3K*) of the Sub District Cibungbulang, District of Bogor. During the head of the BP3K in his opening speech underlined the need of female farmers in the area to understand and enhance their capacity not on farming technics but also knowledge on managing daily financial earning from their farming businesses.

For the purpose of introducing LISA Program and familiarizing the program to the female farmers who attended the opening ceremony, a short training on the program was conducted. There were 34 female farmers who attended the training. Those attendees were expected to be the initiator or pioneer of LISA and the AJAK-AJAK Program in the Sub-District of Cibungbulang. The representative of HOMF (Ms Hernani Tena) has opportunity to introduce and explain the programs in simple way to the attendees and expect the success of the program.

The Implementation

Compared to the record of participations in July 2015, at the end of the programs, it appears that are no additional participants who actively involved in LISA. As a matter of a fact the number could have been higher than that. However, to avoid overpaid expenses for SMS cost it was deliberately curbed at that number. However, this number has surpassed the target written in the proposal and agreed by HOMF. Hence the graphic of participants joining the program looks to be flat since June 2015 (Fig. 1).

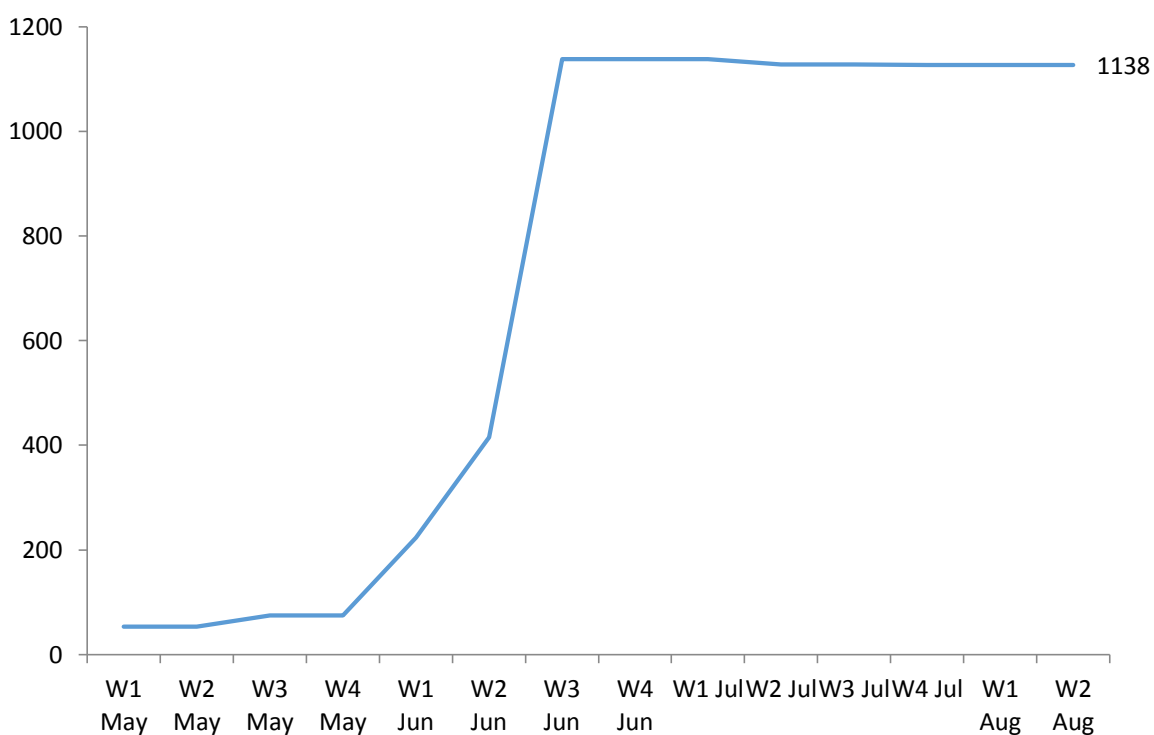


Fig. 1. Number of female famers participated in the Project of Women in Society of Female Farmers in Sub District Cibungbulang between weeks 1 of May until week 2 of August.



LISA AJAK - AJAK

AK PETANI LAIN GABUNG DI

lisaAjakAjak

GABUNG	CARA GABUNG IKUTI (spasi) LISA (spasi) (NO HP) Contoh : IKUTI LISA 38123456789 ke 2000
PETANI LAIN	LAPORKAN NO HP YANG DIAJAK LISA (spasi) AJAK (spasi) (NO HP YG DIAJAK) Contoh : LISA AJAK 08123456789 ke 2000
GABUNG	PETANI LAIN GABUNG spasi LISA (spasi) (NO HP) IKUTI LISA 08123456789 ke 2000

Man speaking on the left side of the stage.

Woman in black dress standing in the center of the stage.

Man in batik shirt standing on the right side of the stage.

Audience of women wearing various colorful hijabs (red, purple, floral, black with flowers) seated in the foreground.

Where are the participants come from?

LISA has recorded that the female farmers participated in the program is distributed in 12 villages under the Sub-District of Cibungbulang. It appears that farmers from the village of Cibungbulang are the highest participants, partly because the project socialization was conducted in this village. On the other hand there are two villages which indicate very inactive; village of Cemplang and Cibatok (Fig. 2). Our field evaluation revealed that most farmers in the two later villages are freshwater fisheries and animal husbandry which are slightly out of our focus area.

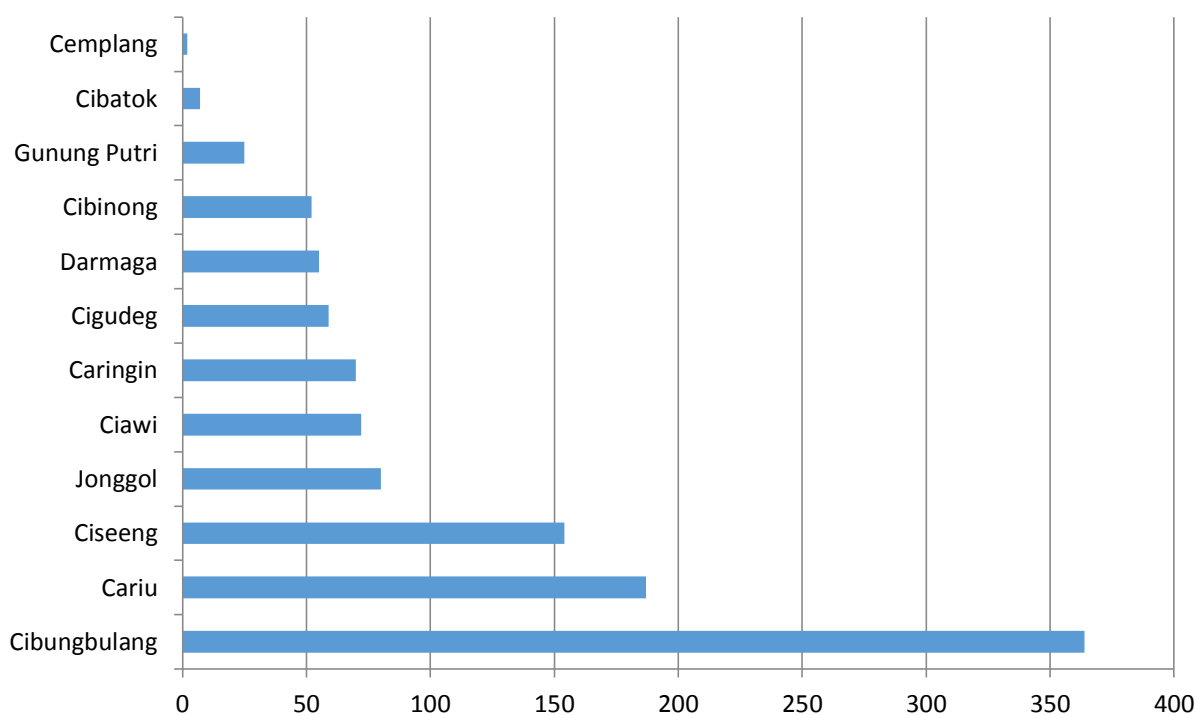


Fig. 2. Distribution of female farmer who participated in the Project of Women in Society of Female Farmers in Sub District Cibungbulang between week 1 of May to week 2 of August 2015.

The Farmer issues

There are four cluster of frequent questions addressed to and recorded by LISA. The most frequent question is regarding the pest control (38%) and followed by daily financial management (28%). These figures are in line with the project's expectation as most of the problems dealing with farmers are related to pest control while the daily constraint face by female farmers are the issues of managing their daily earning cash.

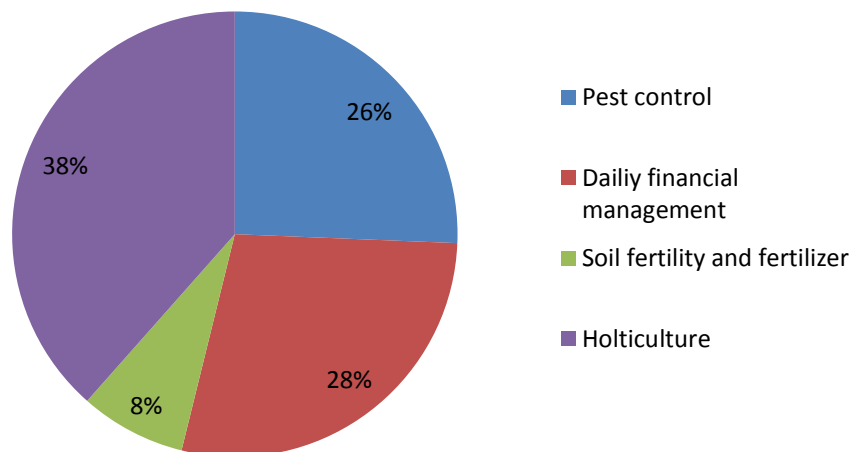


Fig. 3. Cluster of frequent questions addressed by female farmers who participated in the Project of Women in Society of Female Farmers in Sub District Cibungbulang between 1 of May to week 2 of August 2015.



One day training to female farmers on communicating with LISA Program

Evaluation

For better future program and implementation, the project has conducted a periodical evaluation to the participants. As the project was, among other, designed to enhance the literacy of female farmers, the first evaluation on such activity was mainly focused on the issues of financial management. This evaluation was run in July 2015. Upon the feedback from the participants it was discovered that most of the farmers (33%) have saved their income and about 16% intended to use the saving money for kid education. Unfortunately, only 12% of participants are now started recording their earning and spending (Fig 4).

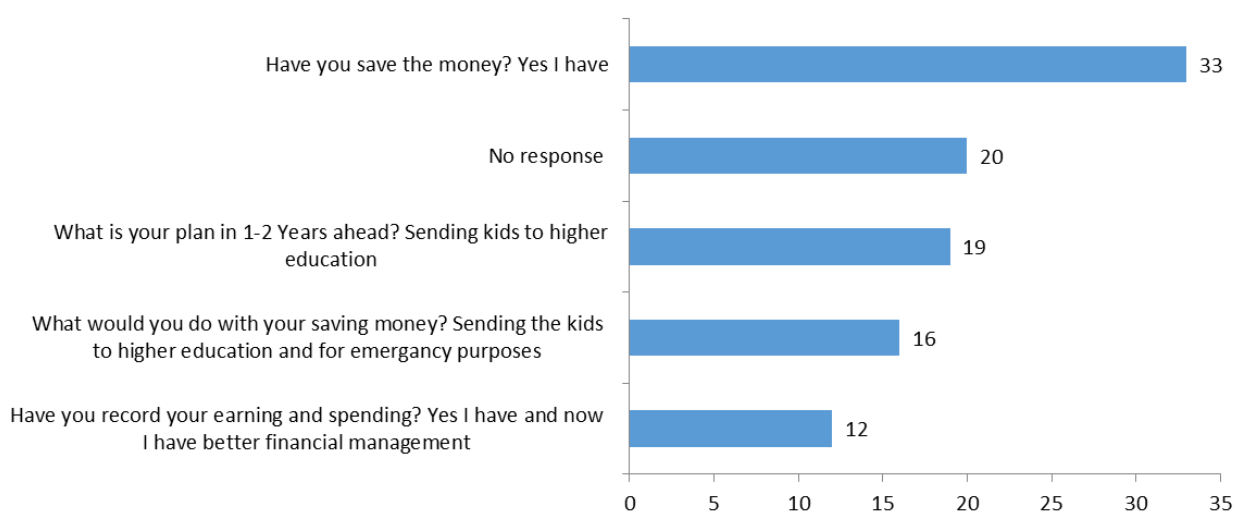
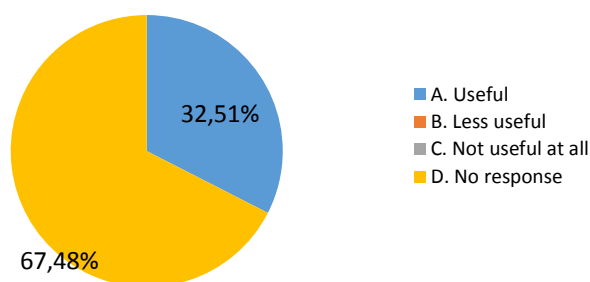


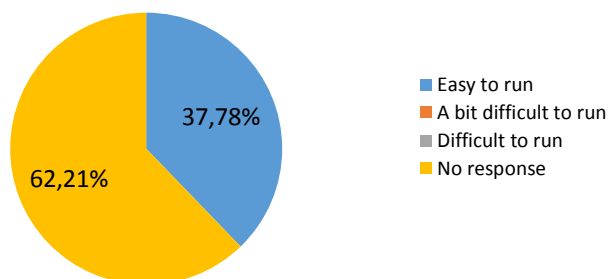
Fig. 4. The percentage opinion of female farmer participants who provided feed back to the program on the issues of financial management.

The second evaluation was considered as the final one and carried out in the first week of August 2015. There are four main questions addressed to the farmers and the percentage feedback of each questions are depicted below (Fig. 5).

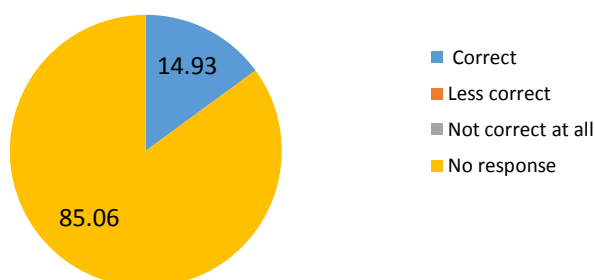
- Do you think the SMS LISA program is useful to the female farmers?



- Do you think the SMS LISA program is easy to run by the farmers?



- Do you think the SMS LISA program provide correct answers?



- Do you think the SMS LISA program could be extended or replicated in other places?

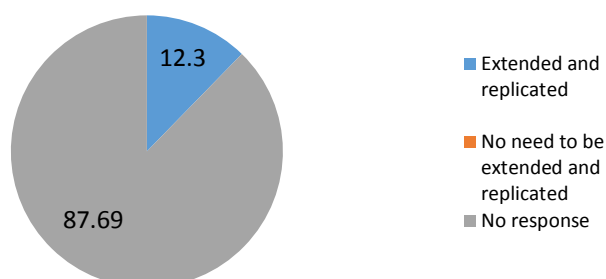


Fig. 5. Feedback opinion from farmers in response to each questions related to the SMS LISA program

It appears that farmers do not interesting on the evaluation activities as the respond to this activities are very low.

Lesson Learned

The project of Project of Women in Society of Female Farmers in Sub District Cibungbulang has suggested a number of lessons learned.

- Technology is proven to be effective in supporting agricultural development in Indonesia. This exercise shows that the mobile short text message (SMS) are able to recruit significant farmer participants, from 37 female farmers to 1,138 farmers in 17 villages within the District of Cibungbulang in 3 months, to join and active with the program;
- Women have clearly demonstrated their roles as primary support for family and agriculture development. This project suggest their active and eagerness in address questions related to agriculture issues and financial literacy;
- Incentive appears to be the driving force in running this project. Without such an incentive this programs may not be as easy as it was in recruiting the participants and encouraging the farmers to involve in this project;
- The project has stimulated saving activities. At the end of the project, there are approximately 33% of farmers who started saving their revenue and some of them are intended to use their saving money for kid educations. In addition, there are farmers who started recording their daily revenue and spending for better family financial management;
- The project evaluation does not seem too attractive to the farmers as there are significant numbers of participants (between 62-87%) who do not respond to the evaluation questioners.

Recommendation

- This short project with proper technology has been able to show good results in dealing with agriculture development. Hence it is strongly recommended to be replicated in other area with certain improvement on scope of issues and technology;
- It appears that most of the mobile phone belonging to the farmers is equipped with browsing technology and with the spread 3G and 4G telecommunication across the country, the SMS technology in the future could be replaced by free messaging system such as Whats app, Line and other popular messengers.
- The use of free messengers may reduce the cost but increase the coverage of target areas. However, the incentive system should be maintained in such a way that will not become major interest of the participants.

Appendix 1.

HEAD OF MISSION FUND (HOMF)-NATA SAMASTHA FOUNDATION: Greater Participation of Women in Society 1100 Female Farmers in the District of Bogor-Sub District Cibungbulang.



10 April 2015

Dr Tonny Soehartono MSc
Supervisory Board
Yayasan Nata Samastha
Pangandaran Golf 37 Sentul City, Bogor
Jawa Barat 17145

Dear Bapek Tonny,

**New Zealand Aid Programme: HEAD OF MISSION FUND (HOMF)
Nata Samastha Foundation: Greater Participation of Women in Society 1100 Female Farmers In the District of Bogor – Sub District Cibungbulang**

We are pleased to advise that Yayasan Nata Samastha application for grant funding for the above project has been successful and a total of IDR 188,726,100 has been approved under the New Zealand Aid Programme Head of Mission Fund (HOMF).

The grant will be paid into the following bank account:

Account Name : Yayasan Nata Samastha
Bank Name : Bank Negara Indonesia (BNI)
Bank Address/Branch : Darmaga Bogor
Account Number : 022 5360763

The fund will be released on receipt of a signed copy of this letter. Please acknowledge receipt of these funds as soon as possible.

Conditions

1. The funding will only be used for the purposes outlined in this agreement and in your application of July 2014.
2. If any funds are unspent at the end of this project, or the project cannot proceed as planned, either the funds will be returned to the New Zealand Aid Programme or a proposal will be made to New Zealand Aid Programme for a redirection of funds to other related activities. New Zealand Aid Programme reserves the right to seek full recovery of unspent funds.
3. A Project Completion Report is due within three (3) month of the date of completion of the project activities. This report should contain:
 - A summary of achievements and activities completed throughout the whole duration of the project including photos of related activities ;
 - A financial statement comparing the agreed project budget against actual expenditure incurred. Copies of receipts for purchase over IDR 1,000,000 should be attached to the financial statement.
4. Yayasan Nata Samastha will comply with Indonesian legislation in ensuring safe, healthy, equitable and non-discriminatory workplace conditions for any of its workers, whether they are paid or unpaid.

5. Ownership of assets purchased with grant funds shall become the property of Yayasan Nata Samastha.
6. During the course of the project, or after it is concluded, there may be monitoring visits to the project by personnel from the New Zealand Embassy or by independent financial auditors arranged by New Zealand Aid Programme.
7. New Zealand Aid Programme will be acknowledged as a project donor in any publications or presentations made by Yayasan Puspita.

Agreement

On behalf of each organisation, we agree to the conditions mentioned in this agreement.

For New Zealand Aid Programme

For Yayasan Nata Samastha



Dr Trevor Matheson
Ambassador
(Date: 10/04/2015)



Dr Tonny Soehartono MSc
Supervisory Board
(Date: 10/04/2015)

