



A solution to progress on equity: women-led chicken business through edutainment

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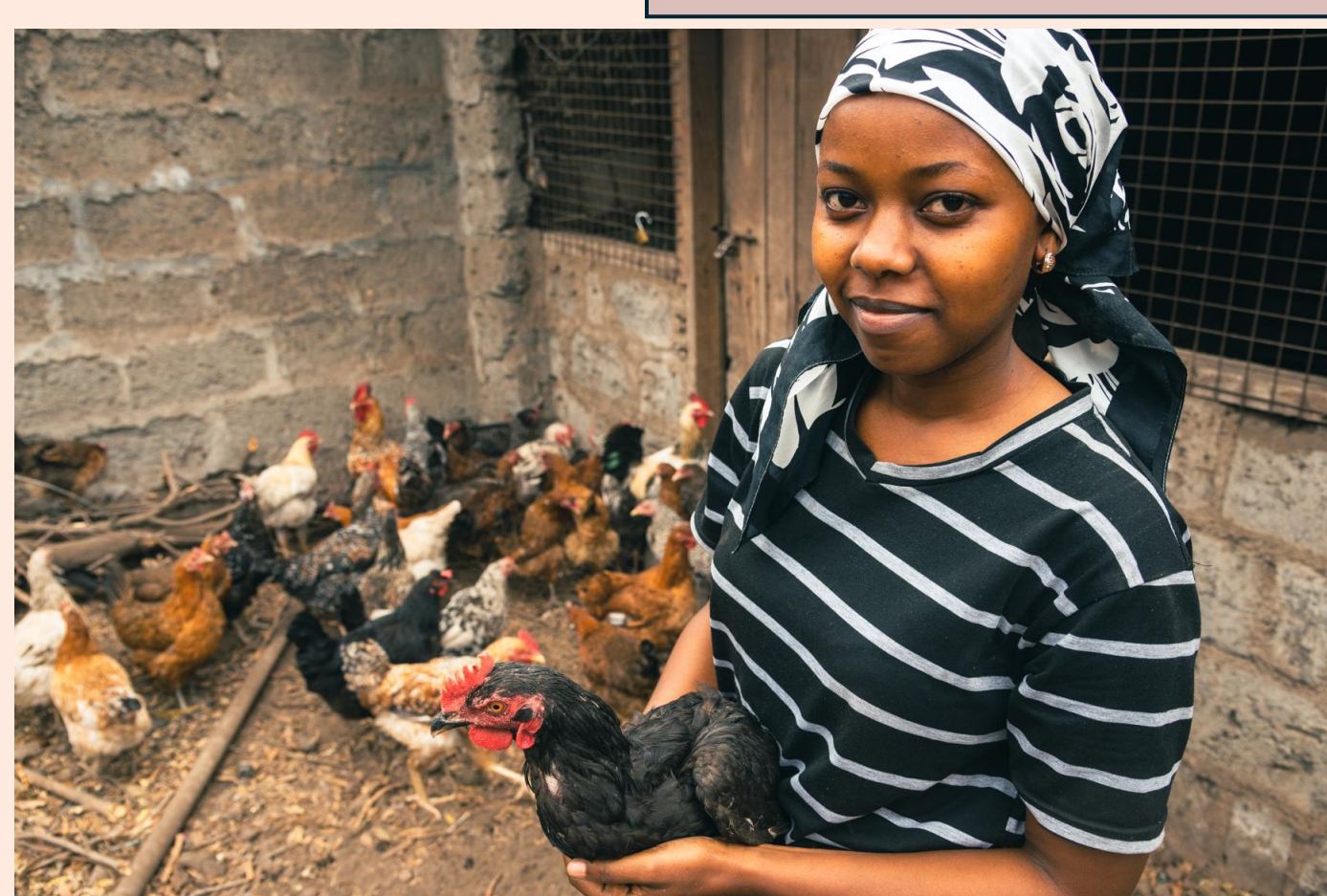
Key messages

- Women in Business (WiB) is a gender transformative model developed in Tanzania designed to reach remote women chicken farmers with good chickens, animal health services, and markets.
- The model enhanced the empowerment of women vets/paravets and farmers and improved household nutrition.
- The model was recently scaled to Kenya through a TV series that reached 4.5 million viewers in each of its 12 episodes.
- 83% of viewers want to start a chicken business. They need loan products, business training, and conducive gender norms.

Context

- Chicken production is a good business opportunity for young women.
- Good breeds are available but do not reach women farmers from remote areas; gender norms prevent young women from leading a business.
- WiB helps young women vets and paravets to provide chickens, inputs, and markets to remote farmers while addressing norms – and it is successful!
- We continue to improve WiB. We are developing loan products targeted to young women chicken farmers and exploring feed businesses with Black Soldier Flies.
- We scaled WiB through TV edutainment in Kenya with 3 key messages: tips on building a chicken business, women are good agripreneurs, men can support them!

The 3 key messages spread through Maisha Makutano



Practical tips:
How to build a chicken business

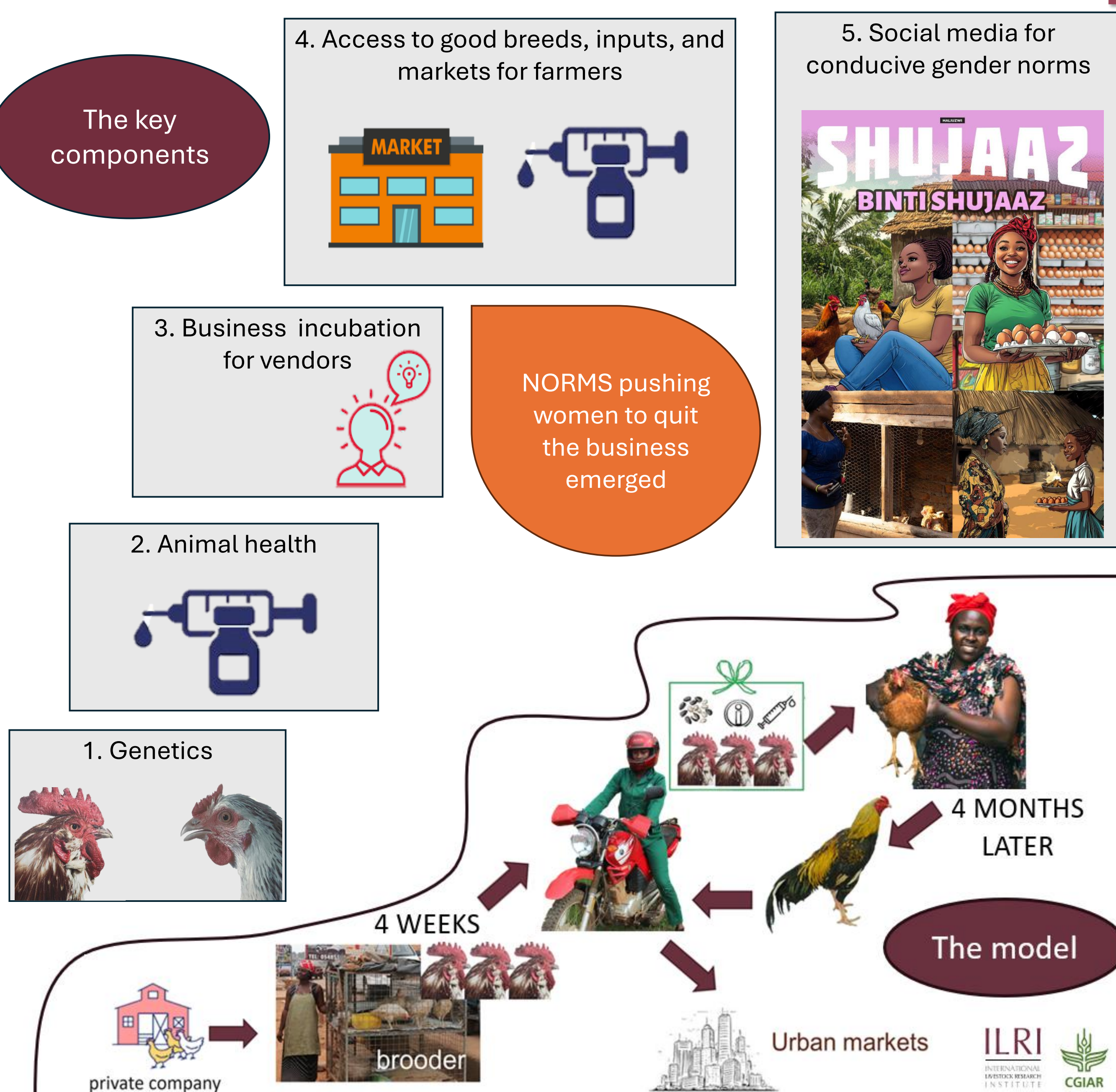


Gender transformative messages:
Women are good agripreneurs



Positive role models:
How men can support women and be proud

The WiB model



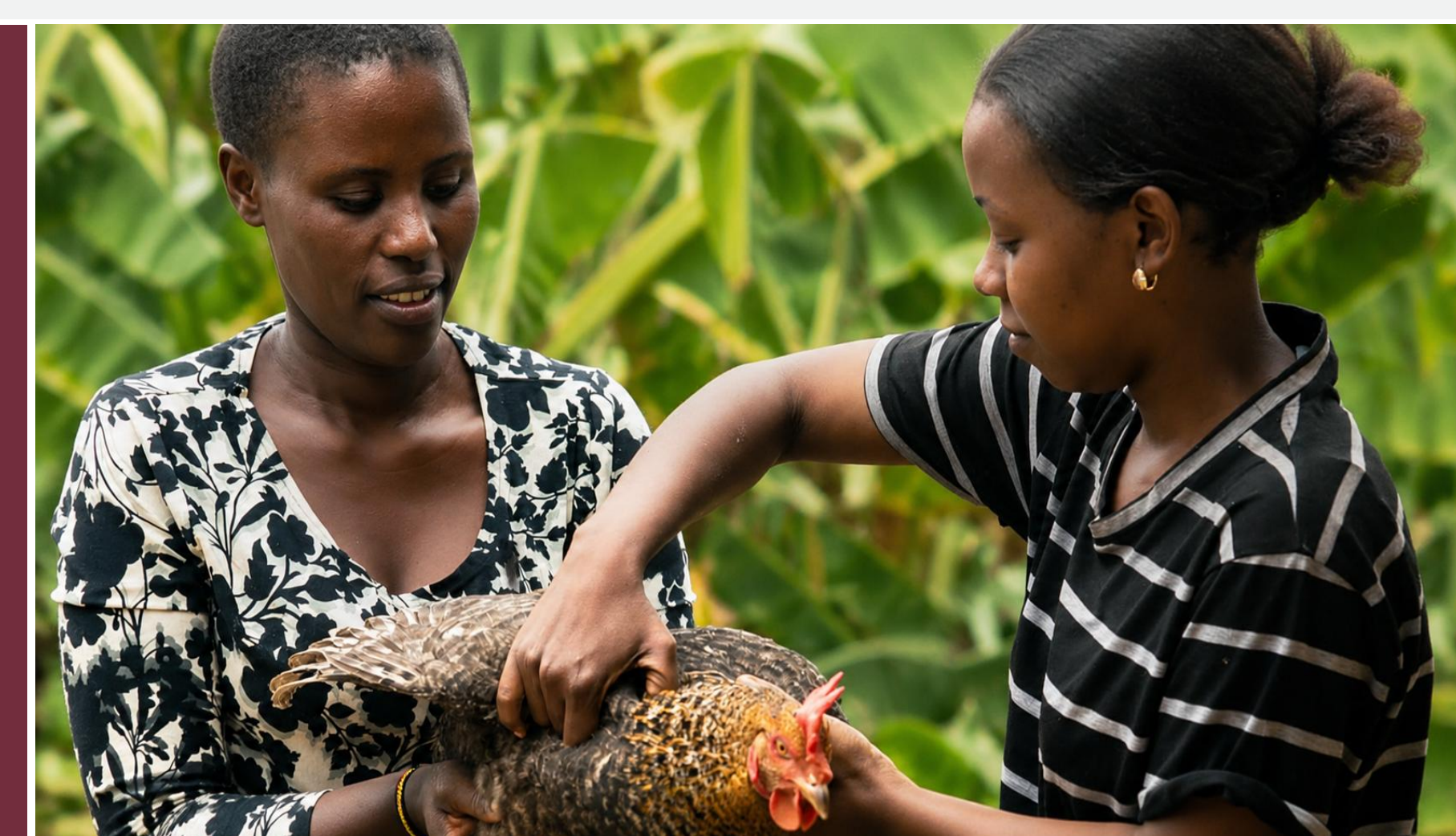
Outcomes of TV dissemination

- In Tanzania, in four years, WiB enhanced the empowerment of 21,000 young farmers and 70 young women vets and the nutrition of their households.
- The TZ government and a private chicken company scaled the model within TZ.
- In Kenya, we scaled WiB through Maisha Makutano, a TV edutainment series in 2025. We reached 4.5 million viewers in each of its 12 episodes.
- Maisha Makutano changed viewers' perceptions about the ability of women to lead a business. 83% of viewers want to start a poultry business.



Next steps

- In Tanzania, we are expanding WiB with targeted loan products, feed business (black soldier flies), and enhanced gender-transformative approaches.
- In Kenya, we will complement the TV series with targeted loan products, chicken business training, and promotion of conducive norms.
- We also want to do a rigorous impact assessment of Maisha Makutano.



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