The Role of Standardization in Women’s Empowerment & Development
Towards AU Agenda 2063
By
Masego B B Marobela
Managing Director
Botswana Bureau of Standards
2016 - 06 - 22
Overview Plan

1. National Strategies
2. Government through the Gender Affairs Department
3. Private Sector through Business Botswana
4. National Policy on Gender & Development
5. Economic Status of Women
6. Women Economic Empowerment Programme
7. Private Sector Development Programme
8. Some thoughts….
• Government through the Gender Affairs Department

• Private Sector through Business Botswana
• Promotion & Assurance of full integration of Women & Men in the country’s socio-economic, legal & political development

• Implementation in partnership with other economic sectors of Govt, Private & Parastatal sectors as well as Civil Society

• Implementation of the National Gender Programme that addresses the empowerment of Women
National Policy on Gender & Development

- Focuses on Economic Development, Prosperity & Poverty Eradication
- Social Protection & Social Services, Political Power, Democratic Governance & Decision Making
- Access to Justice, Protection of Human Rights & Freedom from Violence
- Special Measures targeting vulnerable groups of Men, Women, girls & Boys (Cross Cutting Issue)
• Poverty identified as one of the key issues inhibiting women from making a meaningful contribution to the socio-economic development of the country
• Males account for 38% & Females 29.6% of the labour force (Botswana Core Welfare Indicators Survey: 2010)
• 22.6% Women & 17.7% Men unemployed (Population Census: 2011)
• 67% Women in the Informal Sector (Ongoing Informal Sector Study)
ECONOMIC STATUS OF WOMEN CONT’D

• Review of the MDGs (2013). Disparities between Women & Men in terms of access to & control of productive resources

• e.g. ownership of assets: Agriculture related assets; for every 100 Men owning Farmland, 64 Women own

• Cattle ownership: 100 Men and 39 Women
WOMEN ECONOMIC EMPOWERMENT

- Funding Programme availed for eligible Women for Projects in Manufacturing, Agriculture, Tourism, Construction & Services

- Aligned to Nation’s Vision, NDP, EDD & other imperatives

- Eligibility prioritised for those unemployed and without access to mainstream financial institutions
EMPOWERMENT CONT’D

• Individual Women shareholders, Women NGOs, CBOs & other Women’s Groups

• Technical Support to start and grow income generating projects

• BOBS’ input and involvement through availing required standards & conformity assessment services…. relevant standards, Workshops & Seminars, Women’s Expos’ provision of judging exhibitions etc
Private Sector Development Programme

• Women Entrepreneurial Development Programme
• Implemented through Business Botswana, partnering with CDE, WIBA & the Chanel Foundation (2013 – 2016)
• 30 Women Entrepreneurs participating covering food processing, manufacturing, tourism & other services
• Technical assistance & capacity building (Standards & CA, Management, Administration & Financial Planning)
• BOBS’ input Focus: Strategic use of standards for competitiveness, Improved ability to meet legislative and regulatory requirements, Innovation & Research
• Training on standards, Gap Analysis, Workshops & Seminars
• Results thus far; some Women’s businesses have opened new markets and experiencing improvement in their businesses
• Mid term evaluation of programme has indicated some graduating from S>>>M
SOME THOUGHTS…

• Implementation of standards & conformity assessment key to all businesses …SMEs too… where the majority of Women’s businesses are… ( survival chances )

• Encouraged as some financing institutions, (DFIs) starting to require provision for standards’ & CA implementation in project proposals…. Which should go a long way
• Thank you