



## Gender Responsive Market Assessment

### Background:

Economic Vulnerability Analyses show that Nepal experiences large losses due to frequent exposure to disasters. These disasters not only cause loss of lives and property, but also pose severe threats to physical infrastructure while disrupting economic development<sup>1</sup>.

In Nepal, more than half of the country's population is under the age of 35, and each year, approximately 300,000-350,000 young people join the ranks of those looking for work<sup>2</sup>. Only ten percent of the youth entering the workforce are absorbed in the domestic market and more than 30% leave the country in search of jobs<sup>3</sup>.



As a result, women and the elderly in rural and remote areas of Nepal are responsible for an increasing portion of the agriculture work. An Asian Development Bank (ADB) study found that migration has had an overall negative impact on the yield and productivity in agriculture leading to food insecurity with more than 40% of the children being stunted.

The rationale behind conducting this Gender Responsive Market Assessment (GR-MA) is to identify the opportunities, challenges, capabilities and potential of the market that exist for both women and men. The findings of this assessment would benefit the men, women and youth to build their businesses or seek job opportunities based on the market needs. The assessment was limited to Gorkha, Nuwakot and Sindhupalchowk.

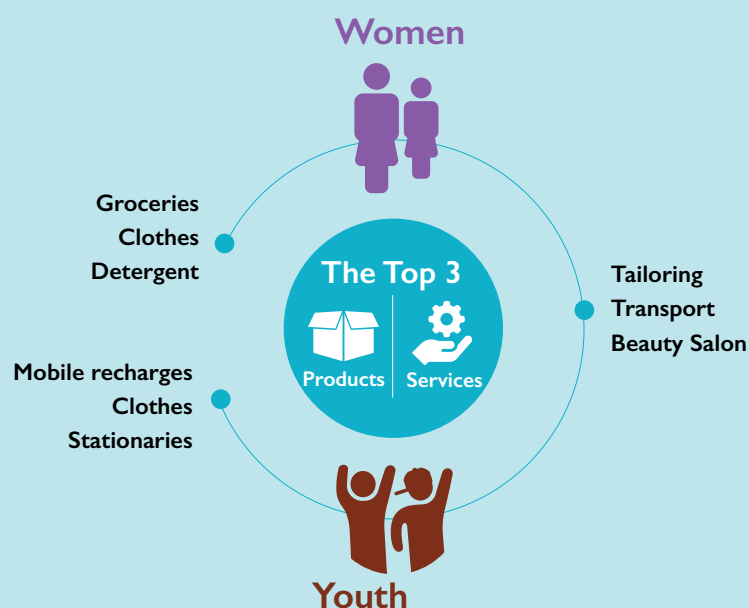
- 1 DRR Portal Nepal Risk Profile. Accessed from: <http://drrportal.gov.np/risk-profile-of-nepal>
- 2 USAID Economic Growth and Trade profile. Accessed from: <https://www.usaid.gov/nepal/economic-growth-and-trade>
- 3 UN Nepal Information Platform: Under and Unemployed youth (15-29 years)

## Methodology:

A mixed methods study was conducted through Key Informant Interviews, business surveys with vendors and consumers and focus group discussions with women and youth groups who are the prime focus of this project. The data was triangulated with secondary data on the macro economy of the country, industry surveys before and after the earthquake and other existing assessments. A total of 870 respondents were part of this Gender Responsive Market Assessment (GRMA) of which there were 12 KIIs with owners of Small Scale Industries (SSIs), DLSO, FNCCI and DADO. The survey had inputs from 47% women, 13.5% employers, 8.5% youth and vulnerable groups. The assessment also covered 115 employers.

### Key Findings:

- Women are generally considered as primary caregivers which limits their access to education, employment, finances and assets
- Women and Dalits are generally employed as daily labourers in unorganized businesses like agriculture, coffee cultivation, grocery shops and dairy production
- On average the daily wage for men is \$10 while that for women is \$6.



### Recommendations:

1. Strengthened engagement of the local bodies with small scale producers and entrepreneurs along with incentives and subsidies would help economic progress.
2. More localized, short term and focused technical training would help in better women's involvement
3. Adaptation of adult learning opportunities and distance learning programs would help in skill building.
4. Improve road conditions and public transport would lead to business development
5. Equal wages for women and men would encourage more women to participate in the labour market
6. Market regulation of input prices would create a fair playing field and encourage women to improve their production

- Most number of traders are involved in the Grocery business (80%) followed by Vegetable and fruit selling (12%), Mobile recharges (3%), Meat (2%), Clothes (2%) and Alcohol (1%).
- The most traded items were Rice (18%), Oil (14%), Pulses (14%), Sugar (13%) and Vegetables (12.5%)
- 87% of the households surveyed purchased products/services on credit and the major ones are food, household items and agri-inputs
- 74% of the traders in the survey plan to expand their business but felt these factors are required for business growth: Improved roads and transportation (42%), Stable power supply (22%), Banking and financial services (18%), Regulation of prices (13%) and Improved security (5%)