

# Impact Spotlight

Kasigau Corridor REDD+ Project  
Q3 2021



EVER  
LAND

WILDLIFE  
WORKS





## Empowering women, preserving tradition, transforming communities



Magdaline Mbula

The Kasigau Corridor REDD+ Project has multiple avenues of engagement with women's groups throughout the project area. One of the most impactful and widespread initiatives is the Hadithi Crafts Support Community Based Organization (CBO), an umbrella organization that represents 61 women's groups which make traditional handicrafts, providing economic alternatives for sustainable livelihoods to 1,773 women living in the Kasigau Corridor REDD+ project area.

*"Life has changed since I started to weave baskets. My children now go to school, I can buy food, clothes, and life is better now. I feel good, it gives me money and I sleep well at night."*

- Magdaline - Hadithi Basket Weaver





## Key activities

Hadithi is aimed at preserving beautiful traditions like weaving baskets and beading jewelry and provides a learning platform for younger generations to continue on with these traditions. Hadithi facilitates its member groups with training in craft making and provides access to raw materials such as sisal, dyes, beads, and fabric. The CBO also provides access to the market so skilled artisans can diversify their livelihoods and earn an income from their craft making.

This initiative helps to reduce reliance upon farming, which is an unreliable source of income due to scarcity of rain in the semi-arid area the project is located in and provides a viable alternative to poaching vulnerable wildlife or cutting down the forest for charcoal, timber, and farming land. Most importantly, Hadithi helps to empower women to sustain themselves and their families, with money earned from the sale of their crafts going towards education and the health and nutrition of their families and communities.





## Milestones

The Hadithi Crafts Support CBO started with 24 women's groups, representing 512 artisans. Over the years the organization has grown to now support 61 groups representing 1,773 artisans (as of October 2021).

Substantial growth of impact (2015 to 2021)



- ✓ 1 to 7 full time employees
- ✓ 24 to 61 groups supported
- ✓ 512 to 1773 female artisans supported
- ✓ Yearly revenue of \$10,000 USD created for these artisans (2015) to revenue of \$250,000 USD generated in 2021 (Expenditure crafts 2021 expected – surpassed \$22M)
- ✓ Between 2015 and 2021, total revenue paid in the hands of individual artisans: \$780,000 US dollars
- ✓ 12 women groups trained in the skills of sisal basket weaving from scratch
- ✓ All women groups have significantly improved their weaving and production skills
- ✓ Solid logistical systems set up at HQ to buy, sell and market the handicrafts to over 50 wholesale clients
- ✓ Satellite shops are set up in 10 villages to ensure raw material availability all the time



# The important difference this initiative has made

## Created opportunities for the artisans to earn an income

According to Hadithi's 2021 survey, handicrafts are the main source of income for the beaders, with 70.69% (41/58) having no other job. 49.47% (465/940) of the weavers also produce farm produce, which on top of the income from weaving will provide their families with an additional livelihood. Severe dry seasons make this livelihood unreliable.





# The important difference this initiative has made

## Poverty Probability Index (PPI) reduced

The mean overall poverty likelihood % of the artisans against the National Poverty Line was 47.6% and against the Global Poverty Line was 43.2%, based on the PPI (2021) (Poverty Probability Index). This result indicates that nearly half of the artisans that Hadithi work with are likely to be living in poverty. The survey shows a difference in poverty likelihood levels between the weavers and the beaders. 45.3% weaver households were likely to be living in poverty, compared to 49.9% beader households, against the NPL and against the GPL, 40.8% of weaver households were likely to be living in poverty, compared to 45.6% of beader households, suggesting the women who bead are poorer.

From Hadithi's PPI Data of over 900 interviews, the 'year of Hadithi CBO involvement' shows to be a statistically significant predictor of poverty. Per year less time of Hadithi membership, the poverty likelihood of the group goes up by 1.857%, so the higher their poverty level.

It shows that the longer Hadithi CBO have been involved with the group, the less likely the women are to be living in poverty. This is really positive news and shows that Hadithi's work with women is making a difference.

## Empowerment impacts

According to the Hadithi survey question: "Which support your group receives from Hadithi CBO feels most useful?" Most of the respondents chose training in crafts, as being most useful to them. Other support that was important to the majority of weavers were finance for craft sales and materials for craft.

82.87 % of the weaving women believed being a member of Hadithi CBO has meant they have become a stronger individual, along with becoming more skilled, 86.28% (811/940) and their ability to earn money, 96.28%

60.21% households are financially dependent on the woman weaver and 87.93% households are financially dependent on the woman beader, which is not surprising based on the strong role the women play in their household and the community.



## Current news

Hadithi recently added two groups (33pax) to the CBO and Hadithi weavers trained three new groups (around 81 ladies total) from scratch in basket weaving during August – September 2021, with seven training sessions in each group (Note: These newly-trained groups are not yet official members of the CBO). After three training sessions in financial literacy and business skills to all the groups in Q2, the Hadithi groups opted to continue with training on poultry keeping - something they can do at home and will give them additional income without too many barriers. The ladies from the new group in Kwa Mwasi Matanginyi are part of the communities bordering Sagalla Ranch. They were mainly involved in poaching and charcoal burning and are happy to have received the weaving training and for Hadithi working with them to find an alternative way of feeding their families.

The ladies from the new group in Maungu are motivated and working hard. They don't want to depend on the business from truck drivers anymore and want to embrace this alternative income stream. The Hadithi team were halfway through delivering poultry training sessions when new COVID regulations caused issues with the planning process - they have now resumed the training which will be finalized before the end of November 2021.





## The future



The success of this initiative means that women are empowered with handicrafts and business skills and that they can earn a fair income. Their success is a significant contribution to their household incomes and helps lessen the pressure on the local environment and wildlife.

Continuing to empower the female artisans in the Wildlife Works project area as a means to contribute to the conservation of cultural and natural heritage and enable them to earn a fair and viable income from their traditional handicrafts is the ultimate ambition of this initiative. Hadithi wants to enable every woman in the project area that has the skills to make handicrafts to have access to the market and have the opportunity to earn a livelihood.