Gender Responsive Equitable Agriculture and Tourism (GREAT)

Volume 8  April 2021

Key Figures

Disbursement
Lao Cai
AUD $11,824,460

Disbursement
Son La
AUD $10,231,075

Private sector co-investment
AUD $8,680,675

Signed partnership agreements
54

Women joining business networks
13,419

Number of women trained
43,739
Women with productive access and inputs
11,936

Women-led collective groups
442

New production area expanded
14,141 ha

Women with increased income
8,660

Women with new jobs
834

Women with increased confidence
78%
Tay people in Ban Lien Commune warmly welcome tourists

Ban Lien Commune is located 30km from Bac Ha Town in Vietnam’s Lao Cai Province and, with its scenic landscape, stilt houses on hillsides, tea plantations and palm trees. It has great potential to develop into a tourism destination. Furthermore, the community are friendly and hospitable hosts and the local food serves as another experience for tourists to enjoy. However, as tourism remains an emerging industry in the Commune a community-based tourism project is being implemented by CRED with support from GREAT to improve the tourism destination and service offerings and attract more people to the Commune.

Mobile app helps farmers with organic cinnamon planting

The application, “QGS Electronic Diary”, has been recently introduced to over 700 families joining the organic cinnamon planting project implemented by Vina Samex JSC supported by the GREAT Program funded by the Australian government. Experts from Vinasamex are working hard to help people apply smartphone app to organic cinnamon cultivation to improve productions and save labor. Local people have planted cinnamon for many years, the company and GREAT’s project ensures market for the products, which also helps secure stable income for locals. Organic planting also helps improve the local environment.
GREAT Story:

Happiness Sprouts from Ramie

A married couple in Van Ho, Son La and their local community have changed their lives thanks to switching from growing staple crops to ramie, a material in textile industry. The incomes from growing ramie are four times higher than the incomes they earned from maize and casava.

Read the full story of Quach Thi Tuyen and Mr Ngan Van Dinh in Lien Hoa Commune, Van Ho District, Son La Province.

GREAT Knowledge Series: Issue 2

Bridging Gaps between Businesses and Producers in Agriculture

Bridging Gaps Between Businesses and Producers is the second publication in the GREAT Knowledge Series. This Knowledge Series shares emerging lessons as the Program builds an understanding of opportunities and challenges relating to Women's Economic Empowerment within the Vietnamese context, and how GREAT is addressing these challenges.
Partner Highlights

A Thai woman in Van Ho, Son La presenting life changes through her engagement with the bamboo shoot project led by CRED at a photovoice exhibition.

The first solar drying house in Van Ban, Lao Cai, led by Covestro Company and Son Thuy Cooperative to support development of bamboo shoots.

Ethnic minority students in Lao Cai taking an Australian-standard vocational training course led by Lao Cai College.

Products of GREAT supported projects being promoted on e-commerce platforms as a part of the E-commerce project led by VietED.

Organic cinnamon growers in Bac Ha, Lao Cai at a recent bonus payment award session organised by Son Ha Company.

Muong husband and wife in front of their newly-renovated homestay in Na Bai Village, Van Ho, Son La with support from AOP.
Where We Are

Key Past Activities

January 2021: Project level midline surveys
January-March 2021: Pilot photovoice campaign with partner CRED
January 2021: GREAT Program Reflect and Refocus Workshop
January-April 2021: DFAT commissioned mid-term assessment
March 2021: Launch of a training course on digital marketing and E-business models for micro and small businesses
April 2021: Launch of GREAT Leadership Program
April-May 2021: Department and District Competitiveness Index 2020 Report Release in Lao Cai

Key Upcoming Activities

May 2021: Full rollout of mobile app for partner field activity reporting
May 2021: Joint Monitoring Mission
June 2021: GREAT National Symposium - knowledge sharing event

Key Quotes

Improved Livelihoods

“The GREAT Program has brought a new light to the lives of ethnic minority women in Van Ban, Lao Cai. From staying in the "shadows" in the house, they have stepped out of their comfort zone, be more self-confident to do business and achieve equality.” - Ms Tran Le Thuy, Journalist of Vietnam Women Online News

Photovoice Engagement

“I've always wanted to learn how to tell stories about myself and my homestay and how to take good photos to introduce my homestay to other people. Now after the training, I feel more confident to write my stories and use mobile phones to take better photos to document the changes.” - Sung Thi Chau, Owner of Cho Family Homestay in Bac Ha, Lao Cai
Growing Ramie

“We have learnt a lot of new knowledge from training courses supported by GREAT. All the villagers feel secure because we can earn a sustainable income from ramie production.”
- Ms Luong Thi Dien, Xa Pho ethnic, a ramie grower in Van Ban, Lao Cai

Agriculture Development

"Non-woven fabric, greenhouse and automatic irrigation technology supported by Fresh Studio and FAVRI has helped the Cooperative members save labour and get higher economic efficiency than before." - Mr Kim Van Dung, Director of Dung Tien Cooperative in Moc Chau, Son La

Spring Campaign

"GREAT’s Gender Equality events in the Spring Campaign has raised our awareness of gender equality in the family, helped us better understand each other. We will share more with each other in family’s economic development." - Phan May Vi and Chao Ta Khanh, Bat Xat, Lao Cai