Gender Responsive Equitable Agriculture and Tourism (GREAT)

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Key Figures

Disbursement Lao Cai  
AUD $13,112,832

Disbursement Son La  
AUD $11,170,182

Private sector co-investment  
AUD $7,569,995

Signed partnership agreements  
61

Women joining business networks  
14,902

Number of women trained  
55,671
Women with productive access and inputs: 17,030
Women-led collective groups: 491
New production area expanded: 19,477 ha

Women with increased income: 15,415
Women with new jobs: 834
Women with increased confidence: 82%
New rice variety improving lives

Buot is a village located in the remote mountainous area of Chien Yen Commune, Van Ho District in Vietnam’s Son La Province. The Village is home to Thai, Muong and Dao ethnic groups. More than 90 per cent of the villagers earn their livelihood from agriculture. However, they struggle to make enough income from their produce and often migrate to cities to work as hired labour.

In 2019, GREAT in partnership with the Agriculture and Forestry Research and Development Centre for Northern Mountainous Region (ADC), the Northwest Cooperation Development Center, and TABA Social Enterprise began the Ethnic Minority Women’s Empowerment through Developing the Specialty (Te Rau) Rice Value Chain in Son La Province project.

New agriculture practices empowering women in Van Ban

Van Ban District is one of the key districts in which GREAT is working in Lao Cai Province. Van Ban District has a population of 89,503, the majority of whom (85%) identify as one of 13 ethnic groups that call Van Ban home. GREAT’s work is focused on increasing the income and economic participation of these ethnic groups.

Agriculture plays a vital economic and subsistence role for the predominantly rural population of Van Ban District. Read more about GREAT’s work in the District.
GREAT Success Stories

Change Begins at Home

Thanks to sustainably growing medicinal plants intercropping with shan tea with support from GREAT partner Helvetas Vietnam, Trang Thi Ngoc Linh from the Mong ethnic community in Ta Van Chu Commune, Bac Ha District, Lao Cai Province is now a breadwinner for the family alongside her husband and confident in her own abilities.

Read the full story of Trang Thi Ngoc Linh in Ta Van Chu Commune, Bac Ha District, Lao Cai Province.
The recent COVID-19 wave is likely to continue to have an impact on the implementation of GREAT-supported projects and market conditions. Please read the latest COVID-19 Update for more details on what GREAT has been doing to help partners and beneficiaries respond to and rebound from the economic impacts of COVID-19.

GREAT Gender Equality Spring Campaign

GREAT’s Spring Gender Equality Campaign ran from March to May 2021 to promote shared decision making and balanced workloads in local communities in Lao Cai and Son La. Find out more by watching a compilation video of key moments and high-level results from the campaign.

Watch video
Partner Snapshots

Choan Then Village in Y Ty Commune, Bat Xat District, Lao Cai Province was approved as a community-based tourism site by the Lao Cai Provincial People’s Committee, with support from Bat Xat Department of Culture and Information.

Dao farmers joining the project led by Duc Phu Company in Nam Tha Commune, Van Ban District, Lao Cai Province are confident about the prospect of benzoin production.

Farmers working in a field in Chieng Cang Commune, Song Ma District, Son La Province, as part of a ramie value chain project led by HTM Dragon Company.

A leadership training courses led by CRED was organised for 80 enterprise leaders working in the agricultural and tourism sectors in Lao Cai and Son La.
Mong growers in Van Ho District, Son La Province harvesting vegetables to sell to GreenFarm Company. The produce will then be processed by IC Food's factory to supply the Korean market.

Vinasamex's expert introducing organic cinnamon cultivation techniques to local cinnamon growers in Nam Tha Commune, Van Ban District, Lao Cai Province.

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### Where We Are

#### Key Past Activities

- March-July 2021: Systemic Change Assessment
- March-June 2021: Mid-term Assessment
- April 2021: Launch of Leadership Program for selected business managers and groups leaders
- June 2021: Full rollout of mobile app for partner field activity reporting
- June 2021: Completion of gender audit with six enterprises
- June 2021: New partnership with Ministry of Planning and Investment to draft the National Target Programs Decree

#### Key Upcoming Activities

- July-October 2021: Gendered Sector Analysis
- August 2021: Endline Longitudinal Study fieldwork
- September 2021: Steering Committee Meeting
- October 2021: National consultation workshop on draft government decree on management principles for three National Target Programs
Key Quotes

High-value Cinnamon

"Local women like me have been supported to have more time to join social activities. We are now more confident to raise our voices in public meetings."
- Ms Trieu Thi Khe, a member of Nam Det Cinnamon Group, Bac Ha District, Lao Cai Province

Gender Equality

"I am very happy and would like to thank the GREAT Program for allowing me to participate in this event. Through the event, I have learned more knowledge about gender equality."
- Ly May Pham, Ta Phin Commune, Sa Pa Town, Lao Cai District
Bamboo Shoots

"Joining the GREAT-supported project, we have been participating in training on bamboo shoots growing techniques. My family's life now is quite good economically."
- Trieu Thi Mui, Nam Xe Commune, Van Ban District, Lao Cai Province

Photovoice Training

"After the training course, I learned how to film, take photos to record beautiful images of ramie and introduce it to our villagers and more."
- Nguyen Quang Huy, Chairman of the Ramie Cooperative in Song Ma District, Son La Province

Spring Campaign

"I used to think that men were the breadwinners of the family. After attending the event, I understood that women and men are equal."
- Pham Khac Tuan, Moc Chau Farm Town, Moc Chau District, Son La Province
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