

Gender responsive budgeting guide

Best practices to create and allocate budgets based on gender needs

Gender responsive budgeting or gender sensitive budgeting is a resource framing tool that ensures that farmer facing organizations' budgets respond to the needs of all clients and customers. Gender responsive budgeting is as much about inclusive outcomes as it is about inclusive processes. This implies for a useful budgeting outcome, men, women and gender diverse groups should be able to engage meaningfully.

This guide is meant to spark your thinking on how various steps in the budgeting process can include a gender lens and better serve women smallholders. What is guide is not meant to be is a standard template to generate budgets as gender responsive budgets will be nuanced depending upon the organization and department.

This tool can be used with the sex disaggregated data collection guide ([access here](#)), the customer segmentation tools ([access here](#)) and go-to-market tools ([access here](#)).

Directions to use the gender responsive budgeting guide:

1. The guide is set in the context of a marketing and branding budget for better understanding, however the same can be used for other use cases such as research budgets, overall business budgets, hiring and recruitment budgets etc.
2. Go through the steps of creating a gender responsive marketing budget and the example in the following, taking note to understand the key prompts for gender lens and how that impacts budgeting decisions.
3. Ideate with your teams on the possible iterations in your current budget after taking into account a gender lens.
4. If possible, the iterated gender responsive budget should be included in this financial year's budgetary provision. If not, consider including it from the following year.
5. At the end of the tool we have provided a glossary of some commonly used terms which will aid in better understanding of some of the language.



Primary audience
Gender intentional and transformative



Tool type
Guide



Personnel
Department heads



Duration
5-8 hours

GOALS

- (1) Understand if and how budgeting policies might be creating gender biases.
- (2) Unpack resource needs to serve men and women smallholders.
- (3) Understand how budgeting can be used to mainstream gender.

REQUIREMENTS

- (1) Utilizing this tool will require access to or understanding of prior years' budgets and data.
- (2) Availability of the finance or accounting team will be required.
- (3) Availability of a gender advisor or expert will be beneficial
- (4) If there are terms which are unclear refer to the [Gender concepts glossary](#) or consult your Gender Advisor.

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GENDER RESPONSIVE MARKETING BUDGET GUIDE WITH PROMPTS

Go through the below template to familiarize yourself with the various steps in a marketing and branding budget where gender lens can be incorporated.

Identify key marketing approaches that will reach a wider audience

(What are the various above the line mass media and below the line targeted media approaches that can be adopted to reach farmer groups?)

- ★ *Are there gender differences in which men and female farmers interact with different marketing approaches? For example, if using market days for creating awareness of a product or service will it reach women farmers equally considering that it might be mostly men farmers attending such days?*
- ★ *Are there social norms which promote certain types of marketing approaches over others?*

Determine allocation of resources to reach men and women farmers

(What are the resources required to create awareness among farmers and what are the channels to deliver the message?)

- ★ *Are there gender differences in the level of awareness between men and women farmers for a given product or service?*
- ★ *Does reaching women farmers need higher level of resources for field agents than men farmers?*
- ★ *Are there gender roles or social norms which lead to differences in the way men and women farmers prefer to be reached?*

Determine allocation of resources to reach different women groups

(Do various customer segments within a market have different requirements in terms of channel through which the message is delivered?)

- ★ *Do all groups of women farmers interact the same way with the product or service?*
- ★ *What are the variations in the profiles of different women customer segments that might impact how they are reached?*

Monitor effectiveness and impact

(Did the marketing and branding activities lead to improved business metrics such as higher brand recall, increased customer acquisition, increased conversion rates. etc. ?)

- ★ *Did different promotion patterns between men and women and between women farmer groups lead to varied uptake of products and services?*

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GENDER RESPONSIVE MARKETING BUDGET GUIDE WITH EXAMPLE

Below is an example of a Kenyan farm input provider aiming to create a gender responsive marketing budget to promote its new range of products.

Identify key marketing approaches that will reach a wider audience

Company X is planning to introduce a new range of farm inputs such as fertilizers and animal products to Katani Village in Kenya. Their marketing and branding department wants to launch a campaign for the products. Keeping in mind that their previous campaigns in other villages (which were mostly focussed on doing talks and demonstration drives during market days) were able to reach more men than women, this time round they are keen on reaching more women customers.

Determine allocation of resources to reach men and women farmers

Part of launching their campaign is drafting a budget for it. They have to place different factors into consideration such as, which marketing mediums do women farmers respond best to, which locations is it easy to find them, are they technologically savvy, do they prefer face to face interactions? etc. These factors will determine the costs that will go into the marketing and branding campaigns and eventually affect the budget. They understand that they should not allocate their entire budget to market day activation drives as fewer women attend them and they might need targeted branding for women such as going through farming associations or savings groups.

Determine allocation of resources to reach different women groups

After deciding on allocating a part of the branding budget to promote to women's savings groups, they note that women in this village are also involved in various women groups. These groups have a huge influence in the decision making processes of women, their purchase decisions, their savings habits and cultures etc. The company also has to be aware of the different socio-economic statuses of the groups because that will determine how to approach them and how to allocate resources to different approaches. They decide to target two types of savings groups - one which is used by older women with just farming income and another that is used by younger women with diversified income sources.

Monitor effectiveness and impact

At the end of the campaign, they will be able to compare the different promotions patterns and results from different campaigns to determine whether a gender responsive budgeting plan will be effective in reaching more women customers in the long run. To do this they compared the ratio of sales per women group targeted and the branding budget allocated to them and looked at if that varied from men and from other regions where they did not have gender targeted budgeting. They found that for older women the branding through savings groups was highly effective in getting higher sales, as these women trusted their groups to make any such input investment decision.

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GENDER RESPONSIVE MARKETING BUDGET GUIDE - BLANK TEMPLATE

Based on your understanding of the data for customers and use case for the budgeting template, use the below blank template as a guide to create your own gender responsive marketing and branding budget.

Identify key marketing approaches that will reach a wider audience

Determine allocation of resources to reach men and women farmers

Determine allocation of resources to reach different women groups

Monitor effectiveness and impact

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RELEVANT GLOSSARY

As you work through this tool, you may have come across terms that are unfamiliar or confusing. Below is a list of some terms, knowing which would aid in better understanding of the tool. If there still are terms that you do not understand, it is recommended to refer to the [Gender Glossary](#) and other linked sources or consult with your Gender Advisor (if your organization has one).

Gender analysis refers to the critical examination of the differences between men and women, boys and girls, in their access to and control of resources, their roles and responsibilities, and the constraints they face in a given situation or context relative to each other. For instance, an assessment of the differences in access to and control of digital agricultural solutions between women and men smallholder farmers.

Gender bias refers to the conscious or unconscious, explicit or implicit prejudiced actions or thoughts that could lead to unfair treatment of people based on their perceived gender. For instance, male farm laborers hired by women farm owners are likely to be less hardworking and reliable due to the lower perceived strictness of women.

Gender intentional refers to a gender aware organisation that designs its products, service lines, and/or investments to reduce barriers in access to resources across genders or to increase the information base and awareness around gender gaps. For instance an agri-input loan provider designs shorter tenure loans linked to savings products to cater to the researched needs of female smallholder farmers.

Gender lens refers to a perspective that aims to identify and understand gendered power differences and biases among different groups in economic, social and legal contexts by analysing the relationship between different gendered groups, their access to resources and opportunities, and the constraints they face relative to each other.

Gender mainstreaming / integration is a process that involves embedding of a gender perspective into the entire spectrum of an organization's activities including its strategies, structures, policies, culture, systems and operations. It ensures that the needs and interests of all genders are included in the design, implementation, and M&E of any planned activity.

Gender roles refer to socially determined behaviours, tasks, and responsibilities assigned to different individuals based on perceived differences in their sex. These are socially-prescribed norms on how people should think, act, speak, and feel based on their perceived sex. For instance men farmers going to the market to sell produce even if women farmers worked on the fields based on men's role to handle money.