

BUILDING A MOVEMENT OF GRASSROOTS WOMEN AND GIRLS

## WELCOME TO THE MOVEMENT

In the first quarter of 2023, GROOTS Kenya continued to facilitate grassroots women effective engagement and movement building, focusing strongly on livelihoods, access to land, climate change adaptation, and fighting gender injustices. We are proud of Wairimu Kanyiri's participation at CSW67 and the lively discussions at the grassroots annual assembly. International Women's Day is always a special moment and this year's theme promoted innovation and technological change for achieving gender equality and the empowerment of all women and girls.

Read more about what has been going on!

### Ardhi KwaKinaMama (AKKIMA) PROJECT

The AKKIMA project is a 3-year project (2020 - 2023) contributing to increased access to women's land rights by strengthening grassroots land rights defenders.



#### [WATCH VIDEO](#)



In partnership with EU, WE Effect East Africa and Pamoja Trust we have built safe spaces for grassroots land rights defenders and are advocating for women to realize their land rights in Busia, Kakamega, Nairobi and Mombasa counties. Through our work in Busia and Kakamega 120 Grassroots women have filed succession deeds or gotten land title deeds in 2022.

# KEY PROJECT ACHIEVEMENTS

## Rural Women Cultivating Change (RWCC)

### GOAL:

To change cultural attitudes and structures that restrict rural women, empowering them to take charge of their own lives and assume leadership roles by strengthening food security and increasing awareness and knowledge about SGBV.

#### • Food Security

To enhance the ability of grassroots women to adapt to climate variability and anchor their food security, we set up demo farms in Laikipia. The knowledge farmers gain will be shared within their communities, promoting a wider adoption of Agro-Ecology and a more resilient food system.



#### • Training of SGBV Champions

Seasoned Champions from Kiambu and Kakamega have built the capacities of 262 new Champions on SGBV Rescue, Response, and Advocacy.

## JASIRI

Jamii Yenye Amani Haki na  
Usawa

On the international Day of ZERO TOLERANCE FOR FGM, we partnered with the County Government of Tana River to transform social and gender norms.

It was noted that men and boys play a vital role to create a safe environment for women and girls by;

- Reporting Cases of FGM
- Supporting their sisters and daughters
- Speaking up against harmful social norms
- Raising awareness of FGM

To address the effects of COVID-19, JASIRI works with women to restore their livelihoods and thrive. Interventions include business development support services, access to affordable loans as well as strengthened GBV response services including legal advice, psychosocial support, and rescue & shelter facilities.





# KEY PROJECT ACHIEVEMENTS

## Access to Agricultural Markets

**Goal:** Women farmers economic empowerment and improved livelihoods through enhanced agricultural production and access to markets.

Since 2015, GROOTS Kenya, in partnership with EquityBank and WorldBank, has disbursed more than Kshs 150,000,000 in terms of affordable loans to farmers in the horticulture, dairy and poultry value chains in Nakuru and Kitui County. We continue to support grassroots women farmers access affordable loans through the credit guarantee scheme.



## Community Resilience Building in Livelihood and Disaster Risk Management (REBUILD)

### Champions-led Mentorships

Seasoned champions came together for a month of mentoring 30 women-led community groups in Tana River Sub-county to advance gender equality at community and household levels. They provided knowledge and shared insights on critical issues such as land rights, decision-making, and women's role in advancing community and personal development while fighting gender injustices.

REBUILD is an initiative in Tana River County aiming to increase resilience of communities in arid and semi-arid land (ASAL) areas of Kenya to drought and other effects of climate.

### Village Savings Association Loans (VSLA)

Building alternative livelihoods and increasing community assets is at the centre of climate change adaptation. Since 2020, GROOTS Kenya has supported farmers' and pastoralists' women groups with technical equipments and financial capital to diversify into poultry and bee keeping.

### Irrigation

We provided pipes to xxx farms and trained coaches who support their groups and communities in the optimal and sustainable use and maintenance of irrigation implements including, machines operation.





## NETWORKING EVENTS

### MEETING LAIKIPIA COUNTY GOV AND TETU CONSTITUENCY MP

GROOTSKenya attended the stakeholders validation meeting of the draft Laikipia County Intergrated Development Plan (CIDP) 2023-2027. We are glad to report that H.E. Governor Joshua Irungu committed to partnering with us to ensure the voices of grassroots women and girls are heard across the Public Finance Management (PFM) cycle.



Our Founder Esther Mwaura, and ED Fridah Githuku met with Hon. Geoffrey Wandeto MP, Tetu Constituency, to discuss areas of collaboration on matters of youth and grassroots women empowerment. He also attended TVET open day in Tetu to connect with young men and women microentrepreneurs.



### GRASSROOTS ANNUAL ASSEMBLY

Grassroots women continue to take charge. During the 3-day Grassroots Annual assembly they reflected on the achievements and challenges faced in 2022 and laid out the strategies and action plans for 2023, We are also streamlining our goals and objectives and together, we're building a stronger movement and future for everyone.



### UN WORLD DATA FORUM

At the United Nation World Data Forum data meets action, and numbers become stories to drive change. This year, GROOTS Kenya ED Fridah Githuku and MERL Manager Dennis Njung'e participated in the discussions on how to maximize the use and value of citizen generated data for decision making. The Hangzhou Declaration launched recognizes the need for investments in data and statistics in low-income countries to close data gaps for vulnerable groups and enhance country resilience to climate change, food insecurity and economic crisis.



[WATCH VIDEO](#)



# NETWORKING EVENTS AND OTHER NEWS

## Commission on the Status of Women CSW 67

Wairimu Kanyiri, our community coach in horticulture and value addition from Nakuru County made her remarks at the high level events on getting rural women ahead alongside the UN women chief economist, and other panelists. The session was on technology and secure women land rights. "Most women cannot even reach government subsidies like fertilizer, because to access that you need a land title deed- which we know women don't have access to "



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Our ED Fridah Githuku was in a panel discussion looking at data and information asymmetry and how we can bridge the gap. "To reflect the realities on the ground, we need to have recent, accurate data, which gives a better understanding of what is happening on the ground. If we invest in citizen-generated data, we can have meaningful information for decision making", Fridah Githuku said.



## INTERNATIONAL WOMENS DAY 2023





On International Women's Day (IWD), we participated in the global campaign to advocate for gender equality and women's rights. This year's theme was "Digital, Innovation, and Technology for Gender Equality," which he role of technology in advancing women's rights and achieving gender equality.

As a way of promoting positive change in cultural behavior and people's perceptions and attitudes towards grassroots women and girls, we partnered with County Governments and supported 450 of our Grassroots women and girls to attend International women's day in different counties.



# GROOTS Kenya in the NEWS



" In Kenya, @GROOTSKenya, a member of the @landcoalition, used #technology to increase rural women's access to agricultural markets. "



[READ MORE](#)

We are glad to have our #data impact featured by our partner Equal Measures 2030's Impact Report: <https://impact.equalmeasures2030.org/>

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