



# WIMAC

Women's Improved  
Marketing and Asset  
Control Project

## Working Women Organize for Improved Representation

The WIMAC Project partnered with local government to empower women through formal associations

For many years, female farmers in Zambia's impoverished Rufunsa District lacked opportunities to organize themselves into formal associations due to chronic structural and logistical barriers. Without formal associations, women in Rufunsa had few ways to collectively express their ideas and represent their business interests, missing opportunities to access resources that could improve their businesses and lives.

As part of its goal to empower women, Agribusiness Systems International's (ASI) Women's Improved Marketing and Asset Control (WIMAC) Project, funded by the Walmart Foundation as part of its Global Women's Economic Empowerment Initiative, is helping working women in Rufunsa make their voices heard.

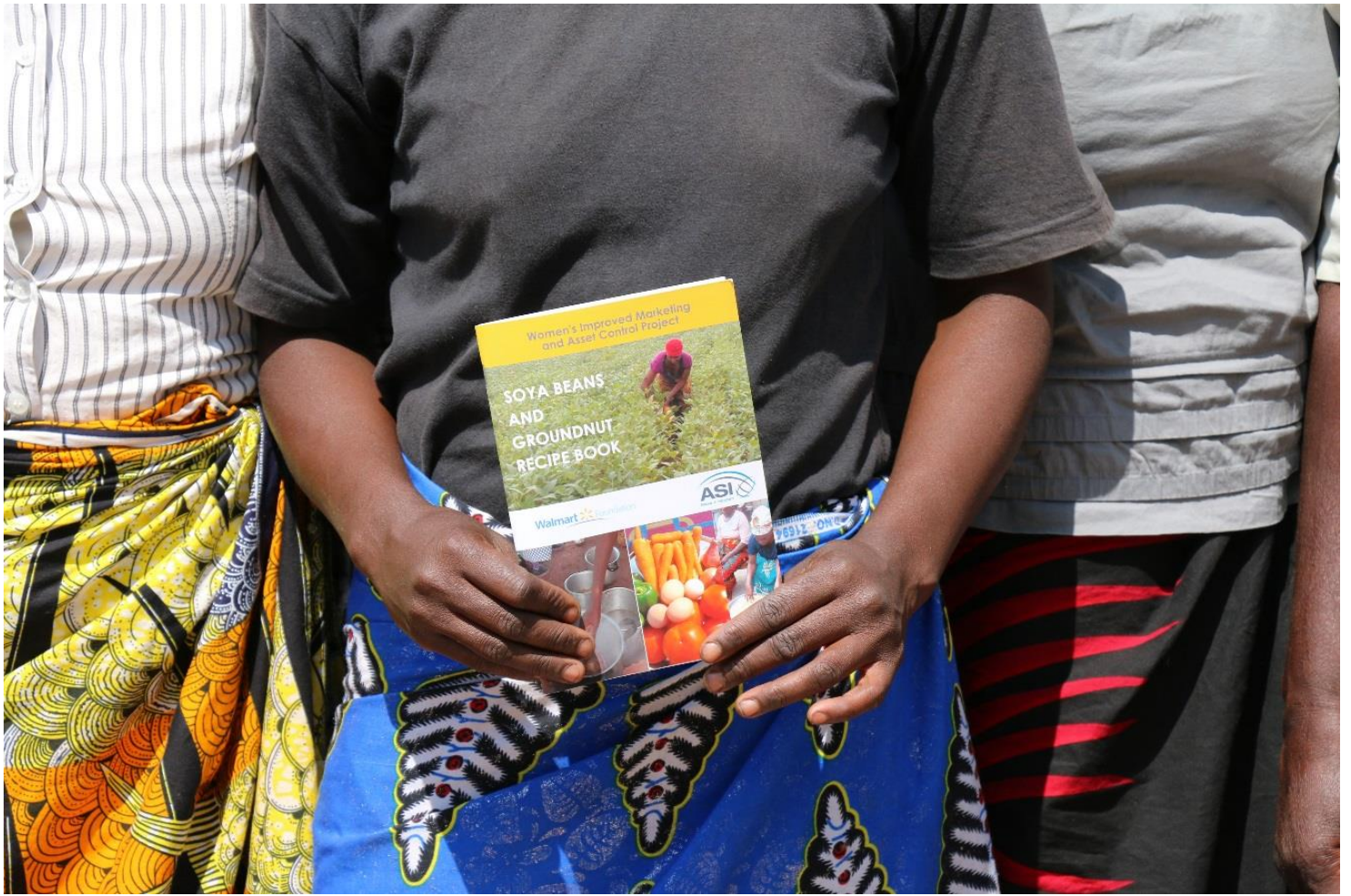
In partnership with Zambia's Ministry of Community Development, WIMAC identified local informal women's groups and trained them in ASI's Sell More For More curriculum—a learning experience designed to increase the organizational capacity of farmer groups. The course trained participants in leadership, organization, money and business management, and recordkeeping.

Empowered by this training, the women of Rufunsa incorporated their newly acquired knowledge and pooled their resources to begin selling their products and crops. Four groups started selling baked goods while six began selling their groundnuts and soya beans. Thanks to WIMAC, women in these more formalized



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*-Christine Mayoya, Rufunsa association member*



groups—now equipped with the skills and know-how to more effectively run their associations— have elected district level representatives and can apply for grants and participate in government-sponsored programs. Through these opportunities, which were previously unavailable to them, they will be able to grow their businesses and increase their incomes.

Free of barriers, women in Rufunsa are enjoying their new-found sense of empowerment as they move forward together. In the words of association member Christine Mayoya, “WIMAC has taught us to be women of integrity, women who are able to provide for our homes and not looking to men. With the coming of WIMAC, we have been taught, we have been enlightened. Now, we are doing the selling ourselves.”