

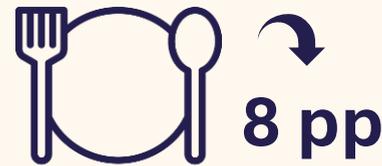
IMPACT BRIEF: SHE FEEDS THE WORLD PAKISTAN

SHE FEEDS THE WORLD



CARE Pakistan and Farmers Development Organization (FDO) implemented a two-year She Feeds the World (SFtW) project with funding from PepsiCo Foundation in Punjab Province, Pakistan.

Impact



Food insecurity decreased by 8 percentage points.



Women's dietary diversity more than quadrupled



Households using negative coping fell sharply by 37 percentage points

Overview

Timeline: 2023-2025

Grant: \$2M

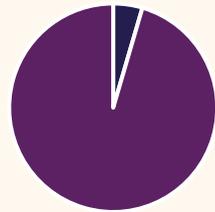
Program area: Okara and Vehari Districts, Punjab

Objective:

To enhance the livelihoods of small-scale farmers, making them more secure and resilient in terms of food, nutrition, and water security. Specific objectives include:

- Women's Empowerment
- Access to and control over productive resources
- Improved nutrition and health practices
- Access to inclusive markets
- Multiplying impact

76,072 Direct Reach



1,599,940 Indirect Reach

Total Reach: 1,675,272

+58pp Significant improvement in women's confidence and negotiation skills

+86pp Access to ag inputs among women farmers increased dramatically by 86pp

8X Decision-making power among women in agriculture grew eightfold

+44% Exclusive breastfeeding rose by 44pp

3X Adoption of regenerative practices tripled

+12pp Increase in women's role in household financial decision making

+85pp Women farmers' access to output markets expanded

2X More than double the number of women farmers now have access to productive resources

+16pp Households consuming vegetables from their own production rose by 16pp

1247 Farmers joined 6 Farmer Melas – 11% adopted climate-smart practices

PP: Percentage Points

Key Lessons



Digital Literacy is essential for sustaining women-led businesses and accessing digital finance and growing women-led businesses.



Community partnerships and engagement in planning, financing, and maintaining water infrastructure leads to sustainable development.



Financial literacy tailored for small-scale farmers, women entrepreneurs and youth is critical and expands their access to financial products.



Enhancing collective bargaining power improves farmers' negotiation abilities, market access, and addresses social norms promoting equality.



Community theatre drives cultural change as performances highlight social issues, raise awareness, and encourage community dialogue on sensitive topics.



Her village's first potato farmer

Musarrat Bibi, a Lead Farmer in village 22/1 RB, Okara district, actively participated in the Farmer Field Business School (FFBS). After boosting her maize yields, she boldly expanded into potato farming, demonstrating innovation and leadership.

With support from the SFTW project, Musarrat led a group of farmers in her village and developed a demonstration plot for potato farming. With her leadership farmers used improved agricultural practices such as organic fertilizers, eco-friendly pesticides, and other climate-smart agriculture practices.

The results were remarkable. The demo plot yielded 1,000 kg more potatoes than the control plot, generating an additional income of PKR 40,000 (\$141). Encouraged by Musarrat and her group's success, neighboring farmers visited their farm to observe and learn improved ag techniques.

Musarrat's journey reflects the power of adopting climate-smart and regenerative agricultural practices to transform rural livelihoods—empowering small-scale farmers with knowledge, resources, and resilience.

