

Supporting vulnerable women's agribusiness start-ups

Alumni grantees:

- **Tran Thi Thanh Tam:** Master - Flinders University; Vice Director- Northwest Cooperation & Development Center
- **Ho Ngoc Son:** PhD - Australian National University; Deputy Director - Agriculture and Forestry Research & Development Centre for Mountainous Region
- **Pham Kieu Oanh:** Master - Monash University; Founder, CEO - Centre for Social Initiatives Promotion

Implementation period

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Issue

In rural areas, most women, especially those from ethnic minority backgrounds and women with disabilities, are not well equipped with the marketing and business management skills crucial for women's economic empowerment. These women often face barriers in accessing markets, developing their product brands and building partnerships.

Action

Three Australian alumni supported nearly 100 women with disabilities and women from ethnic minority groups in the suburbs of Hanoi and in Hoa Binh province by equipping them with skills to better manage their businesses, attract investors, access markets and improve product quality and packaging.

Achievements

1. 25 women with disabilities and 70 ethnic minority women were trained in business model development, marketing, and pitching ideas.
2. 14 outstanding business initiatives developed by these women were presented at the Start-up Day in Hanoi to showcase products and attract investors.
3. Businesses producing chilli, "doi" seeds (spice), chicken, fresh mushroom and herbal tea from Lac Son, Hoa Binh and Soc Son, Hanoi have been certified as "safe food" producers after receiving technical support from the project.
4. Three products from Lac Son producers are now sold at provincial supermarkets and safe food stores in Hanoi.
5. A woman with disability who participated in the training has gone on to set up the Tam Ngoc Cooperative which specialises in herbal tea production and trading. This cooperative has created jobs and income for 26 people with disabilities in Soc Son, Hanoi.

“ The success of this project can be attributed to the Australian alumni trainers. Not only did they help us improve our production and business skills, they also inspired us to live with passion and hope. ”

Ms Thanh, a woman with disability - owner of an Organic Vegetable initiative in Soc Son, Hanoi