

# The Influence of Community Mobilization Strategies on Women Participation in Agricultural Development Activities in Arumeru District, Tanzania

Mary William Mnyawi, Prof. Peter A. Kopoka

**Abstract:** *The study examined the influence of community mobilization strategies on women participation in agricultural development activities. A descriptive design was applied to examine the influence of community mobilization strategies on women participation in agricultural development activities in Arumeru District, The target population comprised of women who are farmers in Usa-River town, with a sample of 80 women selected using purposive sampling. Data analysis involved use of frequencies, percentages and correlation was used to examine the influence of dependent variables on dependent variables. The data collected in the study was analyzed using regression analysis with the help of Statistical Package for Social Science (SPSS) a software package used for statistical analysis. The results indicates that over 55% of the respondents showed that are aware with the influence of leadership, education and culture on women participation in agricultural development activities. The study concluded that leadership, culture and education influence women participation in agricultural development activities in Arumeru District. The study recommends that the Government and development agencies can institutionalize mechanisms to effectively involve of women in agricultural and rural policy making, implementation. There must be good cultural policies concerning women so that to enable women empowerment which may influence them to more participation in agricultural activities. There must be establishment of training institutions, initiatives to build capacity for producing products. To strengthen education as a path to enhance women's participation in agricultural activities and opportunity in Tanzania.*

**Keywords:** Women participation, Agricultural development activities, Leadership, Culture and Education

## 1. Background of the Study

The study explored the influence of community mobilization strategies on women's participation in agricultural development activities because it is important that women's participation to agriculture production is enhanced since they are the major contributors towards agricultural development activities in Tanzania and in other developing countries. Government and non-governmental development projects and programs put much emphasis on women's participation in agricultural development activities. Women constitute over 50% of the population of the World but they are relegating to the background in every facet of life (Igbuzor, 2008). Women as a part of the social group play a critical role in agricultural development activities and they are the backbone of rural development and national economies. They comprise 43% of the world's agricultural labor force, which rises to 70% in some countries (Saquina, 2013). In Africa, 80% of the agricultural production comes from small farmers, who are mostly rural women. Women comprise the largest percentage of the workforce in the agricultural sector, but do not have access and control over land and productive resources (*Ibid...*2013). Women's limitation to access and control over land and productive resources is further explained in FAO 2006 report. It indicates that if women had the same access as men to agricultural resources, production would increase by 20-30% and has the potential to reduce the number of hungry people in the world by 12-17% (FAO, 2006). Since women participation in leadership roles and positions is also limited, it becomes difficult for women needs to be prioritized. The 1995 Beijing Platform for Action, emphasized on women's equal access to and full participation in all power structures and decision making,

to increase women's capacity to participate in decision making processes and leadership. This is due to the belief that women participation can help to increase the proportion of women decision makers, planners, technical advisers, managers and extension workers in environment and development fields. Various scholars have shown that women have been participating in development activities as one of the strategies to address poverty and improve livelihoods, and also to maintain the stability of their families and role in the sustainable development and economic development of their communities and countries (Fabiya *et al.*, 2007; Onguono 2009; FAO 2008; Karki 2009). Kabane (2010) asserts that tradition and cultural norms are a major contributing factor that limits women's participation in agricultural development activities and access to resources. Elimination of cultural barriers to women's participation in agricultural development activities and access to productive resources would lead to productive participation of women in agricultural development activities and also women would earn recognition as important players in the development process (Azahari, 2008).

Therefore, since women account for half of any country's talent base, empowering their participation in the workforce greatly enhances productivity and fosters economic growth (Katie, 2012). (Muhammad, 2008). A social mobilization approach involving women can enhance the effectiveness of development efforts across a wide range, including forest management, watershed development, irrigation or agriculture. Women constitute more than half of the population. Any development strategy which does not consider the participation of women will be incomplete and unsustainable. Community mobilization strategies therefore can raise awareness and motivate women on participation in agricultural

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development activities; it is an empowering strategy that includes leadership, culture and education. In spite of efforts made by the Government and different non-Governmental organizations to promote women participation in agricultural development activities like the formation of the Tanzania Women's Organization (UWT) and other many, with the aim of empowering women to have an active and fully involvement in the development process in Arumeru District, there have been too little changes seen. (Policy on Women Development in Tanzania (PWDT), 2012).

## 2. Purpose of the study

The purpose of this study was to examine the influence of community mobilization strategies on women participation in agricultural development activities in Arumeru District, Tanzania. Specifically, the study sought to examine the influence of leadership, culture and education on women participation in agricultural development activities in Arumeru District, Arusha.

## 3. Research Methodology

The study adopted descriptive research design covering a sample size of 80 respondents comprising of women farmers, professionals and business people and employees. Data was collected using structured questionnaires. Before administration of the research instrument, it was pilot-tested and subjected to reliability Yin, (2009) cited in Magembe, (2011). The key statistical analysis tools used were percentages, frequencies and correlation. Whereas descriptive statistics were used to determine the status of the variables under study, correlation was used to determine and explain the relationship between the interdependent and dependent variables.

## 4. Results and Analysis

### Response rate

The study achieved a response rate of 50% out of a sample of 80 respondents, which was considered adequate for data analysis. The high response rate was due to the use of Both English and Swahili during data collection

The influence of leadership, on women participation in agricultural development activities in Arumeru District, Arusha

The first objective sought to determine the influence of leadership on women participation in agricultural development activities. Respondents showed that are aware with the Influence of leadership, on women participation in agricultural development activities in Arumeru District, Arusha. The findings has identified that leadership influence women participation in agricultural development activities in Arumeru District, Arusha because it provides freedom of participation, ensure rule of law, initiates women rights, also influences democracy to women.

Correlation was done to measure the influence of leadership and women participation in development activities in Arumeru District, Arusha as shown in table 1, that the Pearson's r for the correlation between the leadership and women participation in agricultural development activities in Arumeru District, Arusha was 0.812. This means that there is a strong influence of leadership and women participation in agricultural development activities in Arumeru District, Arusha. This means that changes in leadership is strongly correlated with women participation in agricultural development activities in Arumeru District, Arusha. The number of Pearson's is close to 1. For this reason, it can be concluded that there is a strong relationship between Pearson's r.

When Pearson's r is positive (+) this means that as leadership increases in value, women participation in agricultural development activities in Arumeru District, Arusha also increase in value. Similarly, as leadership decreases in value, women participation in agricultural development activities in Arumeru District, Arusha also decreases in value. This is called a positive correlation. Since the Pearson's r is positive, it can be concluded that when leadership increases (in the first variable), then women participation in agricultural development activities in Arumeru District, Arusha (in the second variable) also increases. Sig (2-Tailed) value is 0.001 which means there is a statistically significant correlation between leadership and women participation in agricultural development activities in Arumeru District, Arusha since it is less than 0.05. That means increases or decreases in leadership do significantly relate to increases or decreases in women participation in agricultural development activities in Arumeru District, Arusha.

**Table 1:** Correlation coefficient of leadership and women participation in agricultural development activities

|   |                     | leadership | Women participation in agricultural development activities in Arumeru District, Arusha |
|---|---------------------|------------|--|
| <b>leadership</b>   | Pearson Correlation | 1          | .812**   |
|   | Sig. (2-tailed)     |            | .000   |
|   | N                   | 80         | 80   |
| <b>Women participation in agricultural development activities</b> | Pearson Correlation | .812**     | 1  |
|   | Sig. (2-tailed)     | .000       |  |
|   | N                   | 80         | 80   |

Today, leadership is commonly viewed as central to community's success, and more importance is placed on leadership in development than ever before. (McCauley and Van Velsor (2003). As a result, leadership will be understood as the collective capacity of all women of a community to accomplish critical tasks as setting direction, creating alignment, and gaining commitment.

**The extent at which culture influence women participation in agricultural development activities in Arumeru District, Arusha**

Objective two sought to examine how culture influence women participation in agricultural development activities in Arumeru District, Arusha. Findings have identified that culture influence women participation in agricultural development activities and it indicated that respondents are aware with culture influence to women participation in agricultural development activities in Arumeru District, Arusha. It ensures better social value on women, Enables proper social beliefs on women, Enables proper, Enables proper social perceptive on women and social Traditions on women.

Correlation was done to measure the relationship between culture and women participation in agricultural development activities in Arumeru District, Arusha as shown in table, 2 below that the Pearson's r for the correlation between the culture and women participation in agricultural development activities in Arumeru District, Arusha was 0.782. This means that there is a strong relationship between culture and women participation in agricultural development activities in Arumeru District,

Arusha. This means that changes in culture is strongly correlated with women participation in agricultural development activities in Arumeru District, Arusha. The number of Pearson's is close to 1. For this reason, it can be concluded that there is a strong relationship between Pearson's r. When Pearson's r is positive (+) this means that as culture increases in value, women participation in agricultural development activities in Arumeru District, Arusha also increase in value. Similarly, as culture decreases in value, women participation in agricultural development activities in Arumeru District, Arusha also decreases in value. This is called a positive correlation. Since the Pearson's r is positive, it can be concluded that when culture increases (our first variable), then women participation in agricultural development activities in Arumeru District, Arusha (our second variable) also increases. Sig (2-Tailed) value is 0 .001, which means there is a statistically significant correlation between, culture and women participation in agricultural development activities in Arumeru District, Arusha since it is less than 0.05. That means increases or decreases in culture do significantly relate to increases or decreases in women participation in agricultural development activities in Arumeru District, Arusha.

**Table 2:** Correlation coefficient of culture on women participation in agricultural development activities

|  |                     | Culture | Women participation in agricultural development activities in Arumeru District, Arusha |
|--|---------------------|---------|--|
| Culture  | Pearson Correlation | 1       | .782**   |
|  | Sig. (2-tailed)     |         | .000   |
|  | N                   | 80      | 80   |
| Women participation in agricultural development activities | Pearson Correlation | .782**  | 1  |
|  | Sig. (2-tailed)     | .000    |  |
|  | N                   | 80      | 80   |

\*\*Correlation is significant at the 0.01 level (2-tailed).

**Influence of education on women participation in agricultural development activities in Arumeru District, Arusha**

Objective three sought to examine the influence of education on women participation in agricultural development activities in Arumeru District, Arusha.

Findings have identified that education influence women participation in agricultural development activities in Arumeru District, Arusha. It reduces cultural abuse against women, Provides skills on self employment, Provides skills on self employment, Provides skills on how to make profit as shown in the table below.

Correlation was done to measure the relationship between education and women participation in agricultural development activities in Arumeru District, Arusha as shown in table 10 that the Pearson's r for the correlation between the education and women participation in agricultural development activities in Arumeru District, Arusha was 0.724. This means that there is a strong relationship between education and women participation in agricultural development activities in Arumeru District, Arusha. This means that changes in education is strongly

correlated with women participation in agricultural development activities in Arumeru District, Arusha. The number of Pearson's is close to 1. For this reason, it can be concluded that there is a strong relationship between Pearson's r.

When Pearson's r is positive (+) this means that as education increases in value, women participation in agricultural development activities in Arumeru District, Arusha also increase in value. Similarly, as education decreases in value, women participation in agricultural development activities in Arumeru District, Arusha also decreases in value. This is called a positive correlation. Since the Pearson's r is positive, it can be concluded that when education increases (our first variable), then women participation in agricultural development activities in Arumeru District, Arusha (our second variable) also increases. Sig (2-Tailed) value is 0 .001 which means there is a statistically significant correlation between education and women participation in agricultural development activities in Arumeru District, Arusha since it is less than 0.05. That means increases or decreases in education do significantly relate to increases or decreases in women participation in agricultural development activities in Arumeru District, Arusha.



**Table 4.1:** Correlation coefficient of education and women participation in agricultural development activities

|   |                     | Education | Women participation in agricultural development activities in Arumeru District, Arusha |
|---|---------------------|-----------|--|
| <b>Education</b>  | Pearson Correlation | 1         | .724**   |
|   | Sig. (2-tailed)     |           | .000   |
|   | N                   | 80        | 80   |
| <b>Women participation in agricultural development activities</b> | Pearson Correlation | .724**    | 1  |
|   | Sig. (2-tailed)     | .000      |  |
|   | N                   | 80        | 80   |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## 5. Conclusion

Based on findings, the study concluded that leadership influence women participation in agricultural development activities in Arumeru District, because it provides freedom of participation, ensure rule of law, initiates women rights, also influences democracy to women. Also Culture influences women on participation in agricultural development activities in Arumeru District, since culture ensures better social value on women, Enables proper social beliefs on women, Enables proper social perceptive on women and social Traditions on women. Lastly, education also influence women participation in agricultural development activities in Arumeru District, because it provides skills on self-employment, Provides skills on self-employment, and Provides skills on how to make profit.

## 6. Recommendations

Leadership is important in enhancing women's participation in agricultural development activities. Government and development agencies can create more appropriate and sustainable agriculture development policies and programmes. There must be good cultural policies concerning women so that to enable women empowerment which may influence them to more participation in agricultural activities. The aspect of gender balance and the importance of women's participation in agricultural activities are the main vehicles of development.

Education is a key issue in enhancing women's participation in agricultural development activities as it is a tool for skill development. Formal education and training on management and entrepreneurship, providing with appropriate production and marketing premises, organizing women in cooperatives for mutual support and exchange of business ideas and empower the decision making ability of women at the grass root level are strategies which can immensely contribute full and high participation of women in agricultural development activities.

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