



## From the Executive Director’s Desk



**G**reetings from AWAN-AFRIKA,

On 15th October 2020, the world will once more mark International Day for Rural Women, a day set aside by the United Nations to draw attention to issues surrounding Women and Girls in Rural Areas.

This year, we will dedicate the whole month of October to highlight the need for African Agricultural Mechanization to achieve Rural transformation by running a campaign to “Retire the Handheld Hoe to the Museum”.

### **The Face of Agriculture in Africa is Female!**

We all have Women and Girls (mothers, sisters, aunties or cousins) in our families who are still using the handheld hoe and it is our responsibility to bring change for them and create the Africa We Want.

I would like to invite you to join AWAN-AFRIKA and our campaign to promote #TheirAfricanDream and #ChampioningRuralTransformation.

Join the African Dream,

*Beatrice Gakuba*

Executive Director, AWAN-AFRIKA



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## AFRICA'S VOICE PLATFORM FOR WOMEN AND YOUTH IN AGRIBUSINESS

**"RETIRING THE HANDHELD HOE TO THE MUSEUM"**  
**CAMPAIGN**  
**(International Day of Rural Women)**  
**15th October, 2020**

### The Afrika We Want (Agenda 2063 African Union)

We envision an integrated, prosperous and peaceful Africa, driven by its own citizens, representing a dynamic force in the international arena.

We envision an Africa whose development is people driven, relying on the potential offered by African People, especially its Women and Youth, and caring for Children.

We envision an Africa that is a Strong, United, Resilient and Influential Global Player and Partner.

**But...**

### The Africa We Don't Want

*The Africa we want **MUST FIRST** deal with **the Africa we don't want!***

**Did you know...**

- Women grow 70% of Africa's food on smallholder farms, a task anchored by their physical labor
- African woman with **hoe in hand is the default symbol of Agriculture in Africa**, according to the late Calestous Juma, African academic and former Harvard Kennedy School professor, who used that image to convey the drudgery-filled farming that women on the continent face
- In Gender and Agricultural Mechanization, the few available studies provide some, but not yet comprehensive evidence,

of women's lower rate of access to, and adoption of, mechanized equipment, as compared to men Africa overall has less than two tractors per 1,000 hectares of cropland

- Currently, mechanization levels on farms across Africa are very low, with the number of tractors in sub-Saharan Africa, ranging from 1.3 to 43 per square kilometer, compared with 128 per square kilometer in India and 116 per square kilometer in Brazil.
- Agriculture is crucial to Africa's development and yet it continues to perform well below its potential. About 60% of Africa's population depends on agriculture for jobs and livelihoods, yet its contribution to the gross domestic product stands at 21%.

The unfortunate reality is that for centuries, human muscles, mostly from women, the elderly and children provide over 60 percent of Africa's farm power, which inhibits **Rural Women and Girls** from improving their productivity and reduces their contributions to the agricultural sector.

**Rural Women and Girls** continue to lag behind rural men and urban women in all development indicators, which data is available to support.

At the same time, COVID-19 has highlighted and worsened all the gaps that existed before the Pandemic and reduced the gains made to Economic Empowerment of Rural Women and Girls made in the last decade.

These same **Rural Women** are the **Foundation for building resilience** in Rural economies and have been at the forefront in the fight against COVID-19. They have played a significant role in **feeding our nations** despite the lockdowns and all kinds of disruptions in Value Chains and Supply Chains. That is the African spirit **we all MUST** nurture and use to create **The New African Dream!**



## #TheirAfricanDream

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AWAN Afrika welcomes you to **Retiring the handheld Hoe to the Museum Campaign** that stands out as a strategic platform for **Africa’s Voice and Agency** in Advocating and promoting Agriculture Mechanization and Industrialization as envisaged in Malabo Declaration on Accelerated Agricultural Growth, and Agenda 2030 on Sustainable Development so that **NO ONE IS LEFT BEHIND**.

As we revive and promote awareness on “Retiring the handheld Hoe to the Museum’ in relation to the International Day of Rural Women (15<sup>th</sup> October, 2020), together we will gradually move towards Agricultural Mechanization as a key driver for African Economic Recovery.

## Retiring the Handheld Hoe to the Museum Campaign

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### Objectives:

The Campaign goal is to **mobilize one million signatures by December 2020** to begin engaging Continental and Global stakeholders in advocating for “Retiring the handheld hoe to the museum” and **Mechanize African Agriculture by 2030**.

**Agricultural Mechanization** is an indispensable pillar for attaining the Zero Hunger vision by 2025, as stated in the Malabo Declaration of 2014, Aspiration 1 of the AU’s Agenda 2063 and **Goal 5,8,2,1 of the Sustainable Development Goals (SDGs)**.

Africa must therefore apply Mechanization across the entire Agricultural value chain, making it private sector-driven, climate-smart and affordable to small-scale farmers. It must also target the youth by making **Agriculture more attractive and a choice for Employment and Entrepreneurship**.

### Our Strategy:

- To create a movement of African identity, self-awareness and **self-worth** of being an African who wants to bring change on the continent by Industrializing Agriculture
- To create a chain of solidarity both online and offline through individuals, partner institutions such as academia, industry, and diaspora across the Globe
- To inspire each African to envision The Africa We Want through #TheirAfricanDream, campaigning for the transformation of Rural Africa
- To create a proactive online and offline communication platform to drive the Agenda 2030 and for the Africa We Want.

### Targeted audience:

- Governments
- International Development Agencies, Foundations, NGOs and philanthropic organizations
- Youth from around the Globe
- African diaspora and people of African descent
- Agricultural mechanization industries
- Corporates
- Academia and research institutions
- Agri-tech companies

### Expected Outcomes:

- Reach one million signatures by December 2020
- Deliver the signatures to the Chairman of the African Union and other development partners by January 2021
- Establish a follow-up mechanism for reporting and sharing on the achievements of the Campaign
- Continue the campaign through providing a proactive platform for Africa’s Voice and Agency for Women and Youth in Agribusiness and in advocating for Rural Agricultural Transformation.



## **Campaign Portals**

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To be part of the campaign, the following platforms will be available for engagement:

- Twitter - @Awan\_Afrika
- Email - 2020campaign@awanafrica.org
- Facebook - @Awan\_Africa
- Instagram - @Awan\_Afrika
- YouTube - @Awan\_Afrika
- Website - [www.awanafrica.org](http://www.awanafrica.org)
- Link to submit signature - <https://bit.ly/346sSh3>

## **Clarion Call**

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**No one will create The Africa we want, except ourselves.** We are all responsible to bring change for our mothers, sisters and aunties because we all have family members still using a handheld Hoe!

**Join the African Dream!**

**#TheirAfricanDream**

**#ChampioningRuralTransformation**