

Better Gender Equality



Women in Mali have an active role to play in all stages of cotton production. Yet in spite of this, women cannot always access basic knowledge such as safe pesticide use, and when it comes to selling the cotton none of them know its real value.

To promote better gender practices, BCI's Implementing Partner (IP) - the Association of African Cotton Producers (AProCA) - is training rural women in Koutalia, Mali and they are the winners of the 2013 BCI 'Proud to be an IP' competition for their crucial work.

AProCA works with both women and men in rural villages around BCI principles and requirements, and offers women a chance to build key skills in literacy, leadership and communication, to improve their daily lives. In one month alone, AProCA trained hundreds of Malian women from some of the hardest to reach rural communities, spreading the word about how to grow Better Cotton.

Rokiatou Traore de N'Tonasso, a training participant, shared the women's feedback from the training:

"Before, we didn't know that we could use fewer or no insecticide sprays. We didn't know that women and children can be more sensitive to pesticides than men. That's why, we women, we will now come together to reach Better Cotton Standards in our fields. We have learnt ways to communicate which will help make sure our cotton income is distributed fairly. Thanks to this training, we have more self-confidence, and understand our essential role in our villages. Now, we know we can change things for the better."

**PROUD
TO BE AN
IP WINNER!**

