

# Integrating Gender Mainstreaming from the Client all the way to the Board



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**Your female borrowers are interested in your loans. However, nevertheless, you realize that women are more likely NOT to renew their loan mentioning tensions at home.**

## **What do you do?**

- You decide to focus on male customers**
- You change the loan contract to require the husband's signature as well**
- You study the women's experience of your services and their impact, using the data available in your MIS and carrying out a qualitative study**
- You try to understand what are the social norms affecting the situation and make changes to ensure women can use your products**





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**A young female borrowers cannot repay her loan  
some months after she got married.**

**What could you do  
to better understand the situation and find  
solutions?**

- You go and visit her while her husband is away
- You discuss directly with her husband
- In the future, start offering capacity building services, social advocacy and individual counselling





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During a board meeting, one director maintains that Mr X's application is stronger than that of Ms Y because “he's a man and there's no risk of him going on maternity leave”

- ❑ You realise just how important a person's gender is in this province in terms of getting the job done.
- ❑ You diplomatically remind the manager that the candidate's gender is not a skill and you plan a discussion to go back over the profile of the two candidates.
- ❑ You reply that you find his remark sexist and that you wonder how he feels about beneficiaries who are 90% female and moreover from ethnic minorities. At the same time, you suggest opening a day nursery next to the office.





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# Q&A



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