**ICT and policies for markets**

Reducing poverty amongst women and youth in Malawi

"85% of the population employed in primary agriculture production"

"Approximately 2 million farm families, with 32% owned by women"

![Graph showing mobile phone penetration from 2000 to 2019.]

"48% mobile phone penetration in 2019, and growing steadily"

**Barriers to market access**

- Distance to markets and lack of access roads
- High illiteracy and the prohibitive cost of ICT
- Underdeveloped and non-inclusive value chains

"Only 12% of all smallholder farmers accessed financing (loans)"

**To improve access to markets, the govt should promote**

**IMPROVED ACCESS TO ICT**

- Will provide farmers with market related information

**FARMER ASSOCIATIONS**

- Will help to aggregate their produce and easily access local and international markets.

**ALIGNMENT OF NATIONAL TRADE POLICIES WITH REGIONAL TRADE POLICIES**

- Regional and international agreements need to be domesticated

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Improving women's access to ICT for market engagement will strengthen their capacity to engage and influence the private sector and government, both at local (by-laws) and national levels, creating an enabling policy and business environment.

"Only 12% of all smallholder farmers accessed financing (loans)"

"48% mobile phone penetration in 2019, and growing steadily"

"Reducing poverty amongst women and youth in Malawi"