

Value Chain and Market Assessments for West Mosul, East Mosul and Hamdaniya

The consequences of regional instabilities and widespread displacement have impacted employment and livelihood. Women in particular face significant challenges in accessing employment because of a combination of limited economic opportunities and individual and community-level factors. According to World Bank data, women's labour force participation in Iraq is among the lowest in the world. The overall objective of the Safe Returns project is to build integrated, inclusive and resilient market systems by empowering women, people living with disabilities, the poor and other marginalized groups to participate and interact with markets.



Methodology

A mixed method study approach was used. The study covered three districts; West Mosul, East Mosul and Hamdaniya. A total of 1277 questionnaires were completed, 45 in depth interviews and 18 focus group discussions were held.



KEY Findings

(i) Commodity Market

Most stores in the three districts open five days in a week and are easily accessible by people living in the location. All household products are locally available in the market throughout the year, people do not have to travel long to purchase products.

Challenges

- The business registration process is cumbersome
- Lack of innovation and the ability to forge opportunity and business idea-most businesses are developed based on capability rather than an opportunity.
- Limited access to capital for Startup and expansion forcing most businesses to operate below their potential.
- Difficulties in finding the right business location (closer to home) barrier to participation of women and Persons Living with Disability.

Recommendations

- Plan for targeted interventions that promote the participation of women and persons with disabilities in market activities, such as giving financial support to establish businesses.
- Provide business development support, including financial literacy and business management skills to enhance business performance and market participation. Facilitate access to finance, help starts-up and women and Persons with disability in business skills, and pitch and present their ideas to potential investors.
- In collaboration with the government department, sensitize the communities on obtaining business licenses.

(ii) Employment Market

Most SMEs and MSMEs in the targeted location do not require minimum qualifications for skilled and unskilled workers. Equally, there are no minimum wages for skilled and unskilled jobs. It is primarily based on individual agreements between the employer and employee.

Challenge

Supply

- Lack of experienced workers and persons who could work under pressure.
- Limited access to vocational training to improve job-seekers access to labour market nepotism in identifying skilled workers (for small businesses mainly).
- Lack of motivation by the local population to work (according to the employers).
- Difficulties in finding industry-specific skills locally.

Demand

- Lack of regulation on minimum wage could cause a decline in wages and deterioration of working conditions for desperate employees, especially IDP and refugees.
- Lack of contacts/social networks to secure better jobs (nepotism).
- Low salaries are offered by small businesses and privately-owned companies.
- Lack of human resources management strategy for companies in the private sector.

Recommendations

- Incentivise employers who hire persons with disability as long as the work does not pose a health and safety hazard to such persons.
- Advocate and collaborate with the government to open and support vocational schools and institutes for women and Persons with disabilities.



Core Value Chains

(i) Garment Value Chain

The value chain has great potential in the local and external markets. Raw material and constituent products (fabrics, thread, zippers, buttons, ready-made fabric, etc.) are readily available locally.

The sewing sector covers a wide range of products for men, women, and children's cloth. It also includes uniform clothing such as student clothing in the primary stages, police, medical staff cloth, work suits, and others. The sector is preferred for women and Persons Living with Disability as it gives women the freedom to participate while tending to other household chores.

Key recommendations

- Improve product quality and marketing to compete effectively with cheaper imports.
- Market facilitation activities such as linking seamstresses to government and institutional contracts boost small scale businesses and enable them to expand.
- Equip beneficiaries with the right (modern) equipment and skills to produce high-quality clothing reasonably per market requirements.

(ii) Confectionery Value Chain

The confectionery industry is one of the most vibrant sectors in Mosul, Hamdaniya and Bartella, providing many opportunities for young people, women and people with disabilities. However, locally made sweets are considered substandard and not attractive because of the packages. Value addition, packing and labelling locally made confectionery products has a great potential in increasing the product's value.

Key recommendations

- Value addition of confectionery, including product diversification.
- Facilitate access to equipment and machines for packaging to reach out to wider markets that prefer packaged products.
- Product standardization, adopting a common brand and common marketing could increase product outreach.

(iii) Dairy Value Chain

The dairy value chain is underdeveloped, lacking quality control and management to ensure that supplies can meet demand. As a result, milk is sold on a spot market, experiencing fluctuating prices driven by supply. Lack of fodder during prolonged periods of drought, on the other hand, affects production cost impacting milk profitability.

The dairy industry can create sustainable opportunities for income generation beyond primary production for women. Opportunities exist in value addition in dairy products such as processed milk, butter, cheese, yoghurt, dairy desserts, flavoured milk and ghee.

Key recommendations

- Support fodder production and its improvement through improving production techniques and nutrient value.
- Support diversification of milk through value addition and processing to increase profitability.
- Improve milk production and quality standards to enable access to wider markets
- Facilitate farmers to access farmer extension service and animal healthcare to increase production.
- Provide skills for value addition and preservation and food safety and quality control to dairy farmers along with storage equipment.