



WIMA MEMBERS' FAMILY SUPPORT CLUB CHARTER (He4She Club)

Strong Families. Empowered Women. Productive Agriculture.

BACKGROUND



Affordable mechanisation technologies



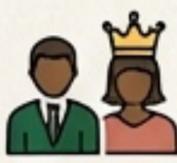
Labour-saving equipment



Inclusive financial services



Lower access to credit and machinery



Unequal decision-making power



Household and marital tensions linked to economic empowerment



WIMA conducted a **Gender and Power Assessment** following family conflict among MSPs.



WHAT WE LEARNED



Gender roles affect access to resources



Power dynamics influence decision-making



Family and community support is critical



Dialogue reduces resistance and conflict



WIMA engaged husbands, fathers, traditional and religious leaders in GEDSI dialogues.

WHY He4She WAS CREATED



The assessment led to the creation of this Charter and the launch of the HeForShe campaign through the **WIMA Members' Family Support Club (He4She Club)** —a platform to mobilise families and communities as allies for women in mechanised agriculture.





What We Stand For

(Mission, Objectives, Endorsement)

ARTICLE I – NAME

WIMA Members' Family Support Club (He4She Club) ("the He4She Club").

ARTICLE II – MISSION STATEMENT

To promote gender inclusion and shared responsibility by engaging husbands, fathers, sons, families, community leaders, religious and traditional leaders as partners and advocates for women's leadership and entrepreneurship in mechanised agriculture.

ARTICLE III – OBJECTIVES

- ✓ Promote acceptance of women as mechanisation service providers, operators, and agribusiness leaders
- ✓ Create safe spaces for dialogue on gender, power, and household decision-making
- ✓ Strengthen family and community support systems
- ✓ Build awareness of local and global GEDSI principles
- ✓ Support capacity building, education, and livelihoods for husbands, fathers, and youth
- ✓ Catalyse collaboration between families, communities, and WIMA
- ✓ Reduce conflict and promote shared prosperity

ARTICLE IV – STATEMENT OF ENDORSEMENT

By joining the He4She Club, members affirm that:

Women have the right and capacity to operate, own, and manage agricultural machinery.
Women MSPs contribute to productivity, food security, income, and national development.
Supporting women aligns with cultural values, religious teachings, and community wellbeing.
Men are partners and allies, not gatekeepers.

ARTICLE V – MEMBERSHIP

Eligibility

- Husbands, fathers, and sons of WIMA members
- Adult children and youth from WIMA households
- Community, religious, and traditional leaders

Commitments

- Support WIMA and He4She values
- Participate in at least two activities per quarter
- Uphold respect and non-discrimination

Membership is voluntary and non-remunerated.

HOW We Act (Roles, Activities & Governance)



ARTICLE VI – ROLES & RESPONSIBILITIES



Household Level

- Encourage women's participation
- Support access to training, finance, and mobility
- Promote shared household responsibilities



Community Level

- Speak publicly in support of women MSPs
- Address stigma and misinformation
- Support peaceful dialogue and conflict resolution



Advocacy

- Participate in WIMA campaigns and events
- Support community sensitisation
- Be role models for boys and young men

ARTICLE VII – CLUB ACTIVITIES (Icon grid)



Community dialogues & workshops



GEDSI awareness sessions



Mobile crèche support during trainings



Capacity building for men and youth



Community sanitation & WASH activities



Field days & agricultural fairs

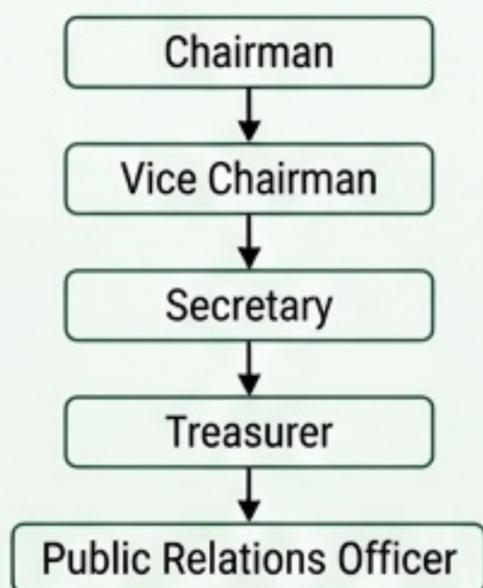


VSLAs for school-age children



Community infrastructure support

ARTICLE VIII – LEADERSHIP & GOVERNANCE (Simple org chart)



All officers operate under WIMA oversight.

ARTICLE IX – MEETINGS

- Monthly regular meetings
- Quarterly meetings with WIMA
- Special meetings as needed

ARTICLE X – STANDARDS OF CONDUCT

Members shall:

- Reject discrimination and harassment
- Oppose violence and economic restriction
- Promote dignity, respect, and dialogue
- Uphold ethical behaviour

Violations may result in suspension or removal.

ARTICLE XI – ALIGNMENT WITH DEVELOPMENT GOALS

Aligned with:



SDG 5: Gender Equality



SDG 2: Zero Hunger



SDG 8: Decent Work



SDG 13: Climate Action



SDG 17: Partnerships

ARTICLE XII – ADOPTION

This Charter is adopted by the Women in Mechanised Agriculture Association (WIMA) to guide the operation of the He4She Club.

MOTTO: "Strong Families. Empowered Women. Productive Agriculture."