### Myanmar: Economic Empowerment of the Poor and Women in the East-West Economic Corridor

<table>
<thead>
<tr>
<th>Project Name</th>
<th>Economic Empowerment of the Poor and Women in the East-West Economic Corridor</th>
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</thead>
<tbody>
<tr>
<td>Project Number</td>
<td>48322-001</td>
</tr>
<tr>
<td>Country</td>
<td>Myanmar</td>
</tr>
<tr>
<td>Project Status</td>
<td>Active</td>
</tr>
<tr>
<td>Project Type / Modality of Assistance</td>
<td>Grant</td>
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<tr>
<td>Source of Funding / Amount</td>
<td>Grant 9184-MYA: Economic Empowerment of the Poor and Women in the East-West Economic Corridor</td>
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<tr>
<td></td>
<td>Japan Fund for Poverty Reduction</td>
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<tr>
<td></td>
<td>US$ 3.00 million</td>
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</table>

#### Strategic Agendas
- Inclusive economic growth

#### Drivers of Change
- Knowledge solutions
- Partnerships

#### Sector / Subsector
- Public sector management
- Public administration

#### Gender Equity and Mainstreaming
- Gender equity

#### Description
The project will support micro and small enterprise (MSE) development, and increased employment and economic opportunities for the poor and women selling crafts and local food to tourists and residents in the East West Economic Corridor (EWEC). The project locations are Chaungzon Island, Kyakhto Mawlamyine, and Mudon four townships in Mon state. The project comprises an integrated approach to enable microentrepreneurs to access technical training, skills in business management, appropriate technology, finance, and markets to build competitive and sustainable businesses and contribute to reducing household poverty.

#### Project Rationale and Linkage to Country/Regional Strategy
Myanmar is classified as a low human development country; the 2014 Human Development Report ranks it 150th of 187 countries. Approximately 26% of the population lives in poverty. Poverty is gendered, and concentrated in rural areas and among some ethnic groups. A key objective of the government’s development agenda is to attain sustainable inclusive growth, job creation, and poverty reduction. The government’s current 5-year National Development Plan emphasizes transition from predominantly low-productive agriculture to higher-value products by promoting micro, small, and medium-sized enterprises and trade, as one channel to facilitate inclusive growth. In Myanmar, micro, small, and medium-sized enterprises account for 90% of all business and are the largest source of employment, accounting for 70% of the total workforce. Investing in their development is, therefore, essential for inclusive growth and poverty reduction.

#### Impact

#### Project Outcome
**Description of Outcome**
The outcome will be MSEs are enabled to increase business activities and employment in project areas.

**Progress Toward Outcome**
- On-going

#### Implementation Progress
**Description of Project Outputs**
1. Skills and management capacity of MSEs and their employees developed
2. Access to business services, credit, and commercial networks strengthened
3. Infrastructure to support access to markets and processing facilities improved
4. Capacity of executing and implementing agencies, and key stakeholders enhanced

**Status of Implementation Progress (Outputs, Activities, and Issues)**
- The value chain and market study was conducted and the following products were initially selected for their market potential: weaving, cookies, bamboo and jams. Product improvement and development started in October 2017 for weaving and cookies. Several trainings took place ranging from natural dying techniques, weaving design, soap making, packaging, branding and food safety.
- Natural dyed textile products under the project are of high quality and a second training on natural dyeing took place in January 2018 and November 2018. New designs and products were also developed and a workplan for further development of textile products was prepared. Initial contacts with buyers were made and samples were sent to them. Additional trainings took place in May 2018 and a study tour took place in Amarapura.
- Several trainings were delivered by local experts covering business planning, leadership and networking.
- A “Made in Mon” logo/brand was created and registered to protect its trademark.
- Small cookies processing facility was completed and is functioning and women group formed and trained. A study tour to Yangon Bake house was organized.
- Several products (textile, soap, jams and cookies) started to be sold and demand is increasing.

#### Geographical Location
- Chaungzon, Kyakhtaw, Mawlamyine, Mudon

#### Safeguard Categories
- Environment: C
- Involuntary Resettlement: C
- Indigenous Peoples: B
### Summary of Environmental and Social Aspects

#### Environmental Aspects
The project category is C therefore no impact is foreseen. A safeguards expert undertook a mission in October 2018 and did not find any major issue.

#### Involuntary Resettlement
The project category is C therefore no impact is foreseen. A safeguards expert undertook a mission in October 2018 and did not find any major issue.

#### Indigenous Peoples
The project category is B therefore no major impact is foreseen. A safeguards expert undertook a mission in October 2018 and did not find any major issue.

### Stakeholder Communication, Participation, and Consultation

#### During Project Design
During Project Implementation
ADB conducted several review missions/visits to Mon State since the signing of the project grant agreement. The multi-sector project steering committee (PSC) was established after the project became effective in August 2016. The project has been following MOPI’s instructions. ADB met with the Union Minister - MOHT in Nay Pyi Taw 5 times and with the Mon State Chief Minister, H.E. Dr Aye Zan and several State Ministers on 21 March 2017 and on 15 September 2017 in Mawlamyine. The Chief Minister (appointed in February 2017) showed very strong support for the project activities and would like to be regularly briefed about project implementation progress. ADB met with the head of the Mon Women Organisation (MWO), villagers producing bamboo and cookies in Chaungzone Island and women producing longyis in Mudon. and jam/fruit producers in Khaytho and other NGOs working in Mon State. Debriefing meetings with the PIU and PMU took place at the end of each mission. A series of consultations on the construction of a market and of a processing facility were conducted in 2017 with the participation of several stakeholders. Meetings with several stakeholders took place during the review missions in February 2018 and in November 2018.

### Business Opportunities

#### Consulting Services
11 consultants for 217 person-months

#### Procurement
National competitive bidding (2 contracts) (Civil works for market and processing facility) $0.65 million Shopping (8 contracts) $0.17 million

#### Responsible ADB Officer
Stefania Dina

#### Responsible ADB Department
Southeast Asia Department

#### Responsible ADB Division
Myanmar Resident Mission

#### Executing Agencies
Ministry of Hotels and Tourism
TOURISMMYANMAR.ORG@GMAIL.COM
Building No. 33, Nay Pyi Taw, Union of Myanmar

### Timetable

<table>
<thead>
<tr>
<th>Event</th>
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<tbody>
<tr>
<td>Concept Clearance</td>
<td>07 Nov 2014</td>
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<tr>
<td>Fact Finding</td>
<td>31 Mar 2015 to 08 Apr 2015</td>
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<tr>
<td>MRM</td>
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<td>Approval</td>
<td>15 Dec 2015</td>
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<tr>
<td>Last Review Mission</td>
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<td>Last PDS Update</td>
<td>23 Jan 2019</td>
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### Grant 9184-MYA

#### Milestones

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<th>Approval</th>
<th>Signing Date</th>
<th>Effectivity Date</th>
<th>Closing</th>
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#### Financing Plan

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#### Status of Covenants

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<td>Satisfactory</td>
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### Project Page
https://www.adb.org/projects/48322-001/main

### Request for Information
http://www.adb.org/forms/request-information-form?subject=48322-001
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