

RURAL ENTERPRISES PROJECT (REP II)

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Duration : 2003-2011

Amount:

- i. IFAD USD 11.24 million (38%)
- ii. AfDB USD 10.01 million (34%)
- iii. GOG and others USD 8.2 million (28%)

Responsible Ministry: Ministry of Environment and Science
Postal Address: Post Office Box M 232, Accra - Ghana

| IFAD RESPONSIBLE |
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I. – OBJECTIVES

The overall goal of the project is to alleviate poverty and improve living conditions in the rural areas and especially increase the incomes of women and vulnerable groups through increased self- and wage – employment. The immediate objective is to develop a competitive rural micro- and small enterprise sector in participating districts which is supported by relevant, good quality, easily accessible and sustainable services.

II. - INTERVENTION AREAS

Kumasi Zone: Bibiani-Anhwiaso-Bekwai District, Sefwi-Wiawso District, Bosomtwi-Antwima-Kwanwoma District, Asante-Akim North District, Amansie East District, Ejura-Sekyedumase District, Sekyere East District, Afigya Sekyere District, Offinso District, Sene District, Asutifi District, Dorma District, Berekum District, Jaman District, Kintampo District, Tano District, Wenchi District, Atebubu District, Nkoranza District

Tamale Zone: East Gonja District, West Mamprusi District, Kasena-Nankana District, Bawku West District, Nadowli District

Koforidua Zone: Krachi West District, Dangme East District, Abura-Asebu-Kwamankese District, Afram Plains District

III – COMPONENTS

COMPONENTS I - BUSINESS DEVELOPMENT AND MARKETING SERVICES

The Business Development and Marketing Services component focuses on the provision of training in small business management and community-based skills for rural micro- and small-scale entrepreneurs through district-based Business Advisory Centres that facilitate the delivery of services to clients. The BDMS component aims at improving the technical skills and strengthening the management capabilities of micro- and small-scale entrepreneurs in participating districts. This component encompasses the following cluster of activities:

- ❖ Literacy and Numeracy Training
- ❖ Business Orientation Seminars
- ❖ Community-based Training
- ❖ Management Training and business Counselling
- ❖ Marketing
- ❖ Information and Referral Services

Activities implemented

- ❖ Organised 11 Start-up workshops in 11 new project districts
- ❖ Establishment of new Business Advisory Centres in 11 new districts
- ❖ Organisation of orientation training for staff of BACs and members of District Implementation Committees in 11 new districts
- ❖ Conduct of Business Opportunities Identification Surveys
- ❖ Organisation of business orientation seminars
- ❖ Organisation of information dissemination seminars
- ❖ Delivery of skill training to project clients
- ❖ Organisation of business counseling
- ❖ Organisation of Clients' Exhibition and Trade Show

COMPONENTS II - TECHNOLOGY PROMOTION AND SUPPORT TO APPRENTICESHIP TRAINING

The Technology Promotion and Support to Apprenticeship Training component has the objective of upgrading the skills of master craft persons and apprentices in various metal trades and providing appropriate and productivity-enhancing technologies to rural micro- and small – scale enterprise operators. The activities of this component are carried out by the Rural Technology Facilities which are sited in strategic locations to serve three adjoining project districts. The major activities undertaken by the Technology Promotion and Support to Apprenticeship Training component include:

- ❖ Technology Promotion and Upgrading
- ❖ Training of Mastercraftpersons
- ❖ Traditional Apprenticeship Training
- ❖ Support to Graduate Apprentices for starting-up businesses through the Apprentice Graduate Start-up Fund
- ❖ Equipment Services
- ❖ Training in Occupational Safety and Environmental Management
- ❖ Counselling and Extension Services
- ❖ Support to Graduate Apprentices for certification by the National Vocational Training Institute

Activities implemented

- ❖ The training of mastercraftpersons
- ❖ Training of apprentices at the Rural Technology Facilities
- ❖ Supporting 172 unemployed youth to undergo apprenticeship training under mastercraftpersons

- ❖ Training of mastercraftpersons, agro-processors and clients in occupational safety, health and environmental management
- ❖ Youth counseling services were also offered
- ❖ Rural Technology Facilities (RTF) undertook counseling and extension services
- ❖ Introduction of improved technologies was undertaken through the production of one hundred and sixty-three(163) pieces of equipment(this included palm oil processing equipment, beehives, cashew processing equipment, gari processing equipment)

COMPONENT III - RURAL FINANCIAL SERVICES

The Rural Financial Services component aims at enhancing access of rural small-scale entrepreneurs to sustainable financial services through the establishment of efficient local finance providers that offer deposit facilities and small-scale loans to community members for rural business activities. The component provides credit to qualified clients through the Rural Enterprise Development Fund which is managed by Bank of Ghana and administered through Participating Financial Institutions.

Activities implemented

This included

- ❖ Orientation training was organized for directors and operational staff of Participating Financial Institutions of eleven new districts that were enrolled in 2004 for project support;
- ❖ Initiated processes for credit delivery to clients;
- ❖ In collaboration with the Project External Facilities Office of Bank of Ghana, on-site monitoring of three participating banks to ascertain the actual disbursement of the Rural Enterprise Development Fund;
- ❖ Establishment of rural banks Efficiency Monitoring Unit within the ARB Apex Bank Ltd..

COMPONENT IV - SUPPORT TO MICRO- AND SMALL-SCALE ENTERPRISE (MSE) ORGANIZATIONS

This component aims at empowering local trade associations and building up their social capital. The component consists of two parts:

- i) Support to rural MSE organization and partnership building
- ii) Support to the Working Group on Micro-enterprise Development (WG-ME)

Under this component the project aims at increasing the competency and professional standards of members of rural MSE organizations, improving the skills of their leaders as well as their leverage in terms of advocacy and strengthening their presence in the sector. This is achieved through:

- ❖ assisting rural MSE organizations to assist their members with better service provision
- ❖ facilitating partnerships between District Assemblies and Local Trade Associations
- ❖ facilitating and building of coalition among rural MSE organizations
- ❖ assisting civil society to engage in policy dialogue at district, regional and national levels.

Activities implemented

Activities undertaken in 2004 under this component include:

Two consultative meetings were held with some NGOs in Kumasi and Tamale as part of efforts to develop institutional collaboration. about 24 institutions attended the meeting. The NGOs included Integrated Social Development Centre (ISODEC) Tamale, Technoserve, World Vision International, Centre for the Development of People, OXFAM, GILLBIT, Catholic Diocesan Development Office

An assessment of institutional capacity and performance of 93 local trade associations was undertaken

One round table meeting was organized in Navrongo in Kassena-Nankana District for 96 executives of Local Trade Associations from three project district. The meeting was part of efforts to improve the technical capacity of local trade associations.

IV – INFORMATION AND COMMUNICATION

Production of Radio or Television programme:

Coverage of the Clients' Exhibition and Trade Show by a local FM Station - produced once, production in local language (Twi), covered district where Trade Show was held as well as adjoining districts

Morning Show on a national radio station to explain the objectives of and raise public awareness on the Clients Exhibition and Trade Show – produced once, production in English, covered entire country.

Breakfast Show on the national television, Ghana Television, to explain the essence of the Trade Show and raise public awareness on the event - produced once, production in English, covered entire country

Various clips on Start-up Workshops shown on the national television, usually produced in English.

Medium producing : Video