



– International Fund for Agricultural Development –
– Scouting and Sharing Innovation in Western and Central Africa –

– *Nug tum bonlsé bé yond*, rural microenterprises –

I. Background

1. Name of innovation

Organization of rural microenterprises in Burkina Faso's Centre-Est Region around the sales point into the Centre-Est Regional Association of Rural Microenterprises *Nug tum bonlsé bé yond*

2. Country – Region

Burkina Faso, Western Africa

3. Organization

Rural Microenterprise Support Project (PAMER)

4. Who is the innovator?

Tenkodogo local branch of the PAMER

5. Actors involved

Promoters of rural microenterprises in the Centre-Est Region

6. Implementation date

December 2006

7. Type of innovation

Institutional

II. Key issues

8. Summary

The promoters of rural microenterprises in the Centre-Est Region supported by the PAMER have been helped to establish an organization enabling them to assume responsibility when the project ends. A workshop was organized for each province so that the promoters of rural microenterprises could identify the advantages and risks entailed in the decision to organize themselves, decide on the precise form of organization, propose the content of regulatory texts and choose the directors. At a regional workshop, the form of organization was then decided, the regulatory texts were approved and the regional executive bureau members were elected.

9. What issues does the innovation address?

This organization is intended to:

- Improve the circulation of information among rural microenterprises and also with technical and financial partners, including the PAMER;
- Enable rural microenterprises to express their needs and difficulties;
- Anticipate orders for raw materials and inputs, and organize group sales;
- Provide rural microenterprises with benchmarks for use after the close of the PAMER;
- Enable rural microenterprises to share experiences and thus improve the quality of their products;
- Enable rural microenterprises to take into account any complementarities in their activities;
- Increase sales of rural microenterprises' products, not only through the sales point but also through orders they may give to one another.

10. Key success factors for replication

- Involvement of actors from the grass roots up
- Choice of type of organization by the actors
- Participation of actors in the formulation of fundamental texts
- Choice of the name of the association
- Establishment of decision-making bodies without involving staff from the PAMER branch

11. Main results

- Group sales resulting from exploratory missions
- Holding of provincial and regional assemblies
- Better circulation of information

12. Target groups

- All rural microenterprises in the Centre-Est Region (from four groups of value chains: processing of agricultural, fishery and gathered products, artisanal crafts, petty trade, provision of services)
- Young people and women
- Women's groups
- Men

13. Difficulties encountered

14. Financial aspects

The following expenditures allowed the experiment to go ahead:

- Assumption of a consultant;
- Payments to rural microenterprises to cover the expenses of workshops (transport, board and lodging).

The benefits are as follows:

- The rural microenterprises are getting to know each other better;
- The rural microenterprises are carrying out group sales;
- The rural microenterprises are sharing their experience;
- The quality of rural microenterprises' products has improved;
- Exploratory trade missions and trade promotion campaigns are organized.

III. Technical summary

15.

1. Formulation of terms of reference
2. Choice of a consultant
3. Organization of provincial workshops
4. Holding of provincial workshops
5. Drafting of the report and fundamental texts
6. Organization of the regional workshop
7. Holding of the regional workshop
8. Establishment of governing bodies

IV. Follow-up

1. Meeting of provincial bureaux
2. Meetings of provincial sections
3. Meeting of the regional bureau
4. General assembly
5. Periodic meetings of the bureau with the branch staff

16. Key contacts

Name	Organization	E-mail
Z. Modeste KONKOBO (Commercial Officer)	Tenkodogo Branch of the PAMER	modeste_konkobo@yahoo.fr
K. Nasser BILA	Consultant	bilanasser@yahoo.fr

17. Internet link

18. Key documents (document title + link or contact or other details)