



ENTREPRENEURSHIP IN THE MAKING

ENTREPRENEURSHIP SKILLS DEVELOPMENT TRAINING
REPORT

AMHARA, OROMIA AND SNNPR REGIONAL STATES OF
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Executive Summary

The entrepreneurship skills development training is meant to cultivating future entrepreneurs and develop the capacities of existing entrepreneurs to grow their business to greater levels of success. Through support from ICARDA's TAAT project, in the first round 27 participants from six different partner institutions has attended Three-days entrepreneurship skills Development training. Then at Kebele level, 20 groups with 433 (154 female) youth and champion famers members from six woreda 13 kebele have attended a day long entrepreneurship training. The TOT training was supported by audio-visual, games, and practical exercise and actives. While the Kebele level training was given at village level and focused experiential and adult teaching method. The overall objective of the training was to help participants develop the entrepreneurial skills to support the youth groups and cooperative in their localities to enhance creativity, innovation and self-employment. This capacity building training is expected to help the youth improve their business performance and engage in profitable ventures.

Training Objective

The Kebele level training is designed to enable training participants of the project partners to:

- Familiarize participants with fundamental entrepreneurial and life skills
- Enable participants, understand, learn and practice business model of the project
- Understand the basic terms of business and business plan development
- Familiarize themselves with entrepreneurial behaviors to start and run sound Business

Training methodology

Following the TOT training, kebele level training has been facilitated. The training in all nine kebeles were predominantly

TAAT PROJECT GOAL

To use global and regional knowledge and skills to scale out improved sheep fattening practices and technologies to enable enhancement of incomes from sheep fattening in Ethiopia.

The approach will include a progressive expansion of a network of benchmark sites in form of sheep fattening youth cooperatives (YCoop) and on-farm model farmers (champions) as disseminators of proven sheep fattening technologies and practices and facilitators of participatory learning. This is within the context of Ethiopia's Ministry of Livestock's strategy to improve farmers' incomes through livestock fattening (Ethiopian Livestock Master Plan 2015-2020) and the Ministry of Cooperative Promotion's strategy to harness youth employment. The focus is on a basket of synergistic options, rather than on single technologies.

experiential teaching technique as well as adult learning methods were applied. The training contents were designed through a thoughtful process that enable the participants to bring their wisdom to the stage. The training facilitator has used training motivational tactics and games to increase the learning outcome of the training. As the kebele level trainings were given in the participants village i.e. rural setting, the topics covered in each session was concise and focused mostly on attitudinal change and vision setting to inspire the youth in entrepreneurship.

Training Topics, learning objectives and anticipated outcomes

Training topics	Learning objective	Anticipated outcome
Team formation and ice breaking	To enable participants to know each other and orient themselves to the workshop	Convinces participants to act as a team and to know each other very well.
Attitude - the success mindset	To enable participants, understand the very truth that “they themselves are creators of themselves.”	It makes people release the barriers that have held them against their ambitions for long time.
Change -the only constant	To enable participants, adjust to the ever-changing dynamic world in a winning manner.	Participants will be able to believe change is possible and is continuous process.
Introduction to entrepreneurship	To acquaint participants with the fundamentals of entrepreneurship	Participants will understand the foundational skills to be an entrepreneur
The power of Goal setting	To enlighten participants with the importance of foresightedness.	Participants will be exposed to see their life 5 to 20 years from now.
Opportunity seeking	To enlighten participants to the notion that opportunity is everywhere.	It makes participants open their eyes wide by to see opportunities from challenges
Risk taking - The Difference Maker	To educate participants that life’s reward lies behind one’s boldness.	Participants will be forced to take bold actions towards their business while keeping things under calculation.
Team working - Public Victory	To enable participants, understand the higher level of effectiveness resides in working with others.	Participants will create a mindset that tends to mutually benefit through an independent and collaborated efforts to get maximum benefit.
Planning - The Choice and Decision	To help participants involve themselves in making a sight into tomorrow.	Participants will sit down and plan their scarce resources and time to achieve their goal.
Persistence and determination	To instill the mindset that anything worth earning requires hard work and tenacity.	Participants will be convinced that they had been failing so far, the same as those successful except that they did not persist. As a result, participants will develop an attitude of staying till the reward is achieved.
Introduction to Business Models	To help participants key elements of business plan making and business models regarding the project	Participants expected to have common understanding of the project

The Profile of the woreda where the trainings were conducted

Doyogena: district is located in Kembata Tembaro Zone in the Southern Nation, Nationalities, and Peoples' region. It is bordered on the south by Kacha Birra; on the west and north sides by the Hadiya Zone; and on east side by Angacha district. The altitude of Doyogena is 1900–2300 meters above sea level (masl) and the agroecology of the district are classified as mid-land (30%) and highland (70%). Annual rainfall is 1200–1600 mm and the mean temperature varies 10–16°C. Within the district there are 14 farmers' associations covering 17,263.59 hectares (ha) of land. Of this, 86% is used for cultivating crops, 11.8% contains forest and bushes, 2% is used for grazing, and 0.2% comprises degraded land. The district has livestock of cattle, sheep, goats, horses and poultry.

Bonga site – Adiyu District: Adiyu Kaka is located in 36 ° 47'E longitude and 7 ° 26 'N latitude with altitude ranging from 500 to 3500 meters. For Adiyu Kaka the maximum and minimum annual temperature is 36 °C and 3 °C, respectively. Its main rainy season occurs between May and September and the dry season lasts from October to April. The altitude ranges from 1800 to 2835. Adiyu Kaka district consists of 20.45% *dega* (highland >2300 m.a.s.l), 61.53% *Woinadega* (intermediate highland 1500-2300 m.a.s.l) and 18.02% (lowland < 1500 m.a.s.l). The land use pattern is composed of 30,925. 5 ha covered with annual crops, 418,205 ha perennial crops, 7599.3 ha grazing land, 17,944.98 ha forest and bush land and 10, 352 ha man made forestlands (SUDCA, 2007). The major soil type in the district is red soil. Agro-ecologically, *dega* (highland), *woinadega* (mid-highland) and *kola* (lowland) accounted for about 43% (33525 ha), 56% (43661 ha). Clay and sandy soils are the major soil types of the zone.

Horro Guduru: Horro Guduru Wollega zone is one of the eighteen administrative zones in Oromia National Regional State. The capital of the administrative zone, Shambu, is located at 310 km west of Addis Ababa. It has nine administrative districts. The 2007 population and housing

TRAINEES IMPRESSION AND FEEDBACK ABOUT THE TRAINING

Trainees reflection about the training they have received

"The training is useful for personal growth and development by creating an opportunity to be the best entrepreneur and helped me to take my fattening business seriously"

"The training is a life changing"

"It boosted my confidence level and made me optimistic youth"

"This one day training you gave us can't be gained in one year"

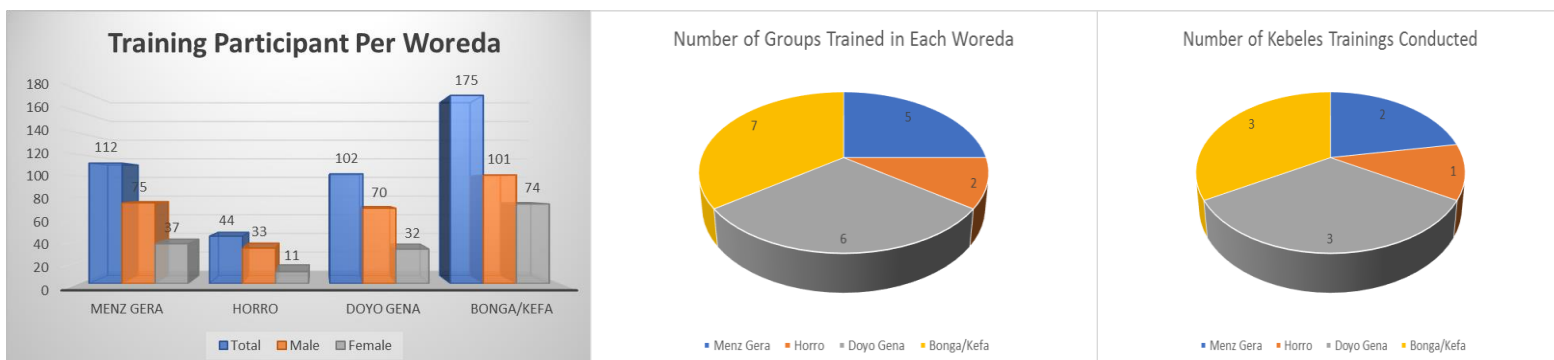
"Trainees appreciated the training methodology, delivery and asked about follow up and continuity"

census of the Central Statistical Agency (CSA) shows that the zone has a total population of 576,737 out of which 50.1% are male and 49.9% are female. About 89% of the population in the zone lives in the rural areas. The total area of the zone is 712,766.22 hectares. Agro-ecologically, 37.89% is highland, 54.75% is mid-highland, and the remaining 7.86 % is lowland (Archives of HGWOARD). Its rainy season of the zone occurs between May and September and the dry season lasts from October to April. The rainy season of the area actually fluctuates from year to year, but it covers about five months. Clay and sandy soils are the major soil types of the zone. The agricultural system in the Horro-Guduru Wollega zone is predominantly mixed crop livestock production system. The major crops grown in the area include wheat, teff, maize, and pulses. In the 2008/2009 cropping season, about 235,262.8 hectares of the cultivated land was under cereal crops, more than 56,133 hectare was under oilseeds, and 17016.44 hectare was under pulses (CSA, 2009). Livestock production is virtually equally important economic activity in this zone. the livestock is composed of cattle, sheep, and goats. Sheep production has always been an integral part of the traditional subsistence mixed crop-livestock production system in this area.



Menz Gera Midr: is located 283 km northeast of Addis Ababa on the road to Dessie. The district covers 1,644 square km of land and has a population of 121,676. The topography consists of flat plain (39%), mountain (25%), gorge (12.8%), undulated land (23%) and water bodies (0.2%). Annual rainfall, which is distributed bi-modally, ranges from 900 to 1000 mm per year. The altitude ranges from 2800 to 3100 metres above sea level (masl). The major crops by coverage are barley (52%), wheat (23%), beans (15%) and others (10%). The district is known for its small ruminant of sheep and goats.

Participants Demography Per Woreda



Key takeaways from the training

- Trainees equipped with the basics of life skills on how to change their livelihood by changing their attitude and business acumen
- Trainees motivated and trained on the concept of basic Personal and Entrepreneurial Competency (PEC's)
- Trainees were thought on how to manage their start up on sheep fattening business, different business models and team work.
- Trainees got awareness on source of financing available to them and how they can develop and expand their business in near future
- YCoops were coached to proactively utilize partner organizations and research experts follow up and feedback to increase their productivity and be a model cooperative at national level.
- Business development concept made familiar to the trainees so that they can start, expand and run their business with optimum profit.



Areas for improvement

- **Communication and youth mobilization:** Almost in all the site the trainers went except for Menz Gera, all participants were coming late to the training and this created delay and forced us to reschedule to reach subsequent kebeles training.
- **Duration of the training:** Though we were able to optimize the day to cover important topics of the training, the duration of Kebele training i.e. one day is too short.
- **Training location and venue:** Some of the training location were very off from the main road and lack adequate facilities to use motivational teaching aids such as audio-visuals. In addition, there were no adequate spaces to facilitate group exercises. In some of the kebeles training were facilitate under trees.
- **Language:** Language barrier was faced in Bonga Woreda, though translator from Bonga research center came to troubleshoot.
- **Age the participants:** Though the training was targeting youth groups, in some locations especially in Doyogena area, older participants have attended the training.
- **Gender gap:** women participation is the training stands at 35%. In most cases women entrepreneurs, especially in rural areas are successful in running micro and small businesses so in the future would be great if women participation is increased.



Recommendations

- **Training module and manual:** for future trainings, if the project develops standard and basic entrepreneurship modules and manual it would benefit the youth groups to have a reference manual after the training
- **Refresher Training:** As the participants were new to the entrepreneurship concept and life skills training, they should have to have a follow up trainings periodically to enhance their skills and manage their business in a meaningful way. For example: all of the project participants that have been in this training are engaged in sheep fattening. The youth are expecting to have a better market opportunity during the Ethiopian Easter holiday. If they receive a refresher training before the big sales time, they would be encouraged to reinvest their sells income for another round of fattening. Otherwise, with the current mindset some of the participants might spend the income for consumption as oppose to reinvesting.
- **Local capacity building:** The project can bring impact at scale if it builds the local experts capacity in entrepreneurship such that they can cascade the training at scale. They could also serve as a focal point when the youth entrepreneurs want an advice and business coaching.
- **Financial literacy and direct marketing training:** in addition to the entrepreneurship training the youth will be more productive and profitable if they receive follow on trainings in financial literacy and direct marketing.
- **Follow up and Monitoring:** More focus should be given on monitoring and follow up of the youth performance after the ESD and Business Development Service Training. Experts and project partners should continuously follow up and address challenges faced by the youth on the spot.

Conclusion

This entrepreneurship training was an eye opening for the youth who are running their fattening business in the project target woredas. The TOT training as well the kebele level training has created motivation and developed their business and life skills to manage their business in a profitable and sustainable way. As way forward, the project is recommended to continue facilitating such training and additional training such as financial literacy and marketing.

Consent Statement: “Personal information including Name, Business Title, Email, Phones, Images and GPS points included in this report have been authorized in writing or verbally by the data subject” **Esayas Mulatu**