

Women constitute over 60% of the world's population. Women Engagements in the world's affairs remain invaluable significant for social transformation and development. Throughout the world, women, especially, in Africa, are the main economic drivers in the home. While few supports their husband to keep a home, majority, in most cases become the source of livelihood for their homes and families.



Recognising this plain truth, Action on African Women Foundation-Ghana (AAWF-Ghana), resolves to focus on helping women in Africa better position themselves so as to be able to play their roles in national development through their active participation in policy decisions and Other economic activities within their home communities, countries, and across the African Continent.

Over the years therefore, AAWF-Ghana has been working very closely within women in Ghana in areas that further showcase their invaluable talents and empower them to continue doing what has been recorded in history as their strength.

Our considered view is that this partnership we have signed on with the Ghanaian women will go a long way to help them improve the lives and livelihood of their families, communities and regions and also help promote the collective aspiration of the UN Global Compact principles. AAWF-Ghana signed up to the 10 principles of the UN Global Compact in 2008, and we are determined to helping the global community implement and advance these cherished principles with the view to advancing the cause of humanity.

In this Communications on Engagement (COE), I report on our activities over the years in Accordance with the UN Global Compact. Terms of engagements.

I also present the Foundation's outlook for the future, as we endeavour to pursue a gender-based programmes, building closer relations with counterpart institutions and the business community as we collectively aspire to promote the ten principles of the Global Compact on Human rights, Anti-Corruption, Labour and Environment.

Accra- Ghana, January 27, 2018

Isaace Kweku OTCHERE

Executive Director.



**ACTION ON AFRICAN WOMEN FOUNDATION
GHANA]**

CAP-500
**A CAPACITY BUILDING PROJECT
FOR RURAL WOMEN IN ENTREPRENEURSHIP**

Submitted by:

ISAAC KWEKU OTCHERE
EXECUTIVE DIRECTOR



**WOMEN EMPOWERMENT AND
CAPACITY BUILDING PROJECT
FOR GHANA**

CAP-500



Table of Contents

STATEMENT OF CONFIDENTIALITY AND NON-DISCLOSURE	3
1.0 INTRODUCTION	4
2.0 PROJECT SUMMARY.....	5
2.1 Foundation Profile and our Capacity.....	5
2.1.1 Vision	5
2.1.2 Mission	6
2.2 Objectives	6
2.3 Project Assumptions	6
2.4 Scope of Project	7
2.5 Project Outcome	7
2.6 Description of Project Activities	7
2.6.1 Training Workshops and Seminars.....	8
2.6.2 Advocacy and Sensitisation Programmes.....	8
2.6.3 Community Mobilisation and Participation	8
2.6.4 Knowledge Management	8
2.7 Gender Mainstreaming	8
2.8 Communication of Results and Publication.....	9
2.9 Management Team.....	9
3.0 SUMMARY OF ACTION PLAN AND TENTATIVE COST BUDGET	10
3.1 Action Plan.....	10
3.2 Tentative Budget.....	11
APPENDICES	



STATEMENT OF CONFIDENTIALITY AND NON-DISCLOSURE

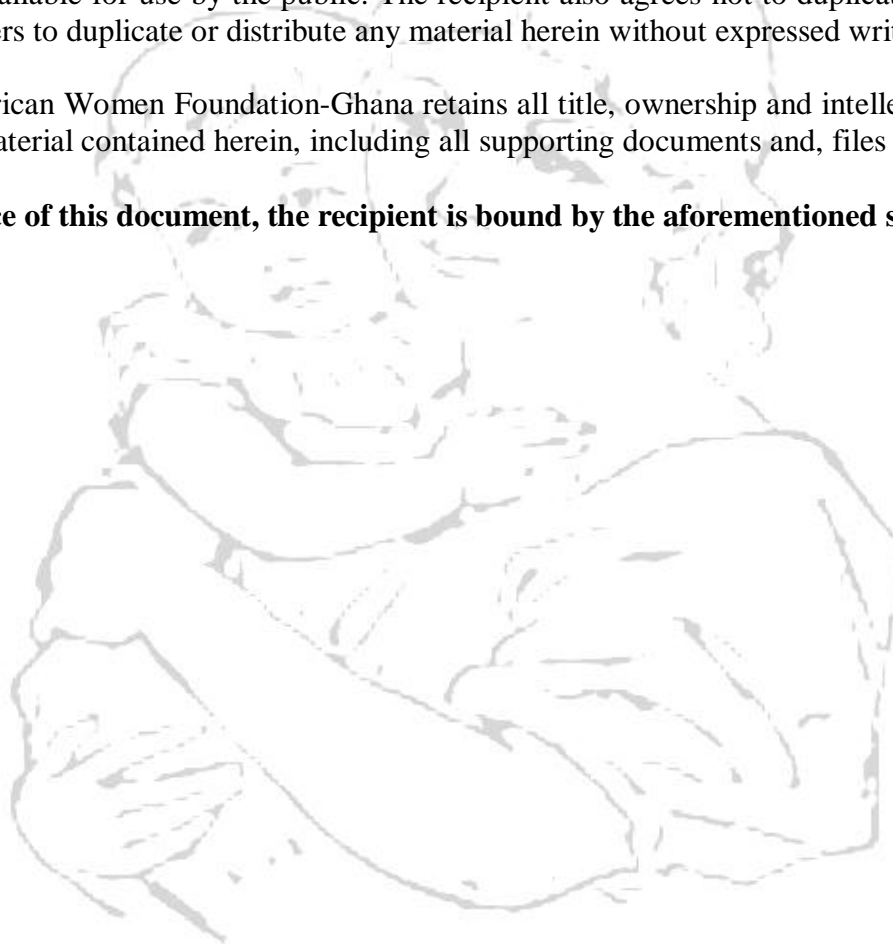
This document contains proprietary information. All data submitted to a prospective sponsor (recipient) is provided in reliance upon recipient's consent not to use or disclose any information contained herein except in the context it is presented.

The recipient further agrees to inform its present and future employees or partners, who view or have access to the document's content of its proprietary nature.

The recipient agrees to instruct each employee that they must not disclose any information concerning this document to anybody except to the extent that such matters are generally known to, and are available for use by the public. The recipient also agrees not to duplicate or distribute or permit others to duplicate or distribute any material herein without expressed written consent.

Action on African Women Foundation-Ghana retains all title, ownership and intellectual property right to the material contained herein, including all supporting documents and, files (if any).

By acceptance of this document, the recipient is bound by the aforementioned statement.





1.0 INTRODUCTION

Gone were the days when women in Ghana, especially, rural women were confined to the kitchen and raising children for their husbands. Women were not considered co-agents of development. They were constantly suppressed as they had no voice in the decisions their male counterparts took regarding development and choice of business activities, except to follow their husbands to the farms. The development of one's community was the business of central government and the men in the community.

Today, women in rural communities are considered the key drivers of rural entrepreneurship. They are the ones, who, not only engage in petty trading but also in active rural commercial farming and are therefore, the bread winners for most families. Despite their significant roles in rural development and the improvement in the livelihood of most families, most rural women have never been exposed to any capacity building and entrepreneurship training programmes.

As a result of that, most of them lack modern or basic entrepreneurship skills to be able to profitably establish and manage their enterprises. This perennial lack of basic entrepreneurial skills cause most rural businesses or enterprises to either fold up few days after they are established or stagnate, thus, retarding entrepreneurial progress in rural communities.

Recognising the immense contribution of women in rural communities and if given the needed attention what exploits they can make, we have proposed to carry out **a tailor-made capacity building and entrepreneurship training programmes** aimed to empower existing and would-be rural women entrepreneurs in selected communities in Ghana.



2.0 PROJECT SUMMARY

Our proposed project intervention is in the area of capacity building and advocacy programmes aim at consolidating the gains made so far as a country in the MDGs while significantly contributing to national efforts to effectively implement and achieve the Sustainable Development Goals (SDGs), especially, Goal 1, 2 and 3, as adopted sometime this year (2015) in New York by world leaders, This coordinated action of Advocacy and capacity building programmes entitled; **CAP-500**, will involve **workshops, seminars and outreach activities**, geared towards raising and deepening the entrepreneurial capacity of rural women, including the youth, thus inculcating in them modern business and entrepreneurial management skills. Over two million rural women and petty traders across the country are targeted to benefit from this project.

2.1 Foundation Profile and our Capacity

Action on African Women Foundation (AAWF), Ghana is a Community Development oriented, not for profit organization which focuses on facilitating and harnessing strategic business and enterprise development potential of women in Africa. Grounded in the principle that the wealth of a nation is the health of its people, inspires the Foundation's mandate to principally promote the empowerment of women through various integrated capacity building interventions – pursuing poverty reduction and health promotion programmes among women.

Empowering women in Africa means fighting two battles: the battle that combats poverty among women and subsequently improve their health; and the other battle that nurtures them to be able to take leadership positions and also being able to effectively participate in both national and local level decision making process in their respective countries.

This philosophical reasoning led to the formation of AAWF-Ghana, which was incorporated and permitted to pursue its vision in 2006, with **Mr Isaac kweku Otchere** as the Founder and on whose vision the Foundation thrives.

2.1.1 Vision

To be recognised through its works and programmes as a leading NGO in Africa that principally seeks and promotes the welfare of the rural woman in Africa in partnership with relevant stakeholders worldwide.



2.1.2 Mission

To design and implement empowerment programmes, including the empowerment of informal sector women and youth in Ghana and Africa to reduce and manage poverty, unemployment, ignorance among target population.

To achieve this, the Foundation pursues its vision by undertaking projects and social activities that focus on the improvement of the economic wellbeing and livelihood of rural women in their respective communities and countries.

2.2 Objectives

- I. Remobilise and bring under one umbrella, hundreds of thousands of rural women and create a sustainable networking experience among them.
- II. Carry out a rural enterprises survey of women, who are in various entrepreneurships to familiarize and establish critical issues confronting them
- III. Develop a tailor-made capacity building programme and organise workshops, seminars, etc with the view to enhancing their basic skills in running a successful business.
- IV. Advocate and mobilise resources, in the form of credit facilities from available institutions to support women, who are already or are willing to establish their own enterprises.
- V. Periodically monitor progress of rural women in petty trading or rural entrepreneurship and further organise refresher training programmes for them to be able to stay profitably long in their enterprising endeavours.

2.3 Project Assumptions

In implementing this project, the following assumptions have been considered:

- There is a need for advocacy programmes or interventions to promote the entrepreneurial spirit among the Ghanaian populace, especially, the vulnerable groups.
- That most Ghanaians do not fully understand or have the basic managerial skills to be able to profitably manage their own enterprises.
- That the effective implementation of the project will depend largely and principally on the citizenry's full participation.



- And that the only way citizens can fully participate in the implementation process, is to educate and sensitize them about the usefulness of the project.
- That a dire need exists for a coordinated and integrated capacity building programme for the effective harnessing of women potential in rural Ghana.
- That funds are available to fund such projects within the stipulated time frame.
- And most importantly, prospective sponsors will release funds on time, once proposal is approved to commence business.

2.4 Scope of Project

The proposed project intervention seeks to cover the whole country, which will be zoned into three parts – Northern Belt, Middle Belt and the Coastal Belt, targeting petty traders, youth and other organised women groups, the disable.

Collaboration and partnership with local NGOs, civil society organisations will be established for smooth implementation of project.

2.5 Project Outcome

- Increased entrepreneurial understanding among rural women traders
- Enhanced capacity of key stakeholders for successful implementation
- Influenced key policy decisions favourable to the successful implementation of project intentions
- Increased full participation of women and youth in rural enterprising activities.

2.6 Description of Project Activities

The Proposed project activities will include the followings;:

- Organisation of training workshops, seminars on regional and district basis
- Advocacy and Sensitisation outreach programmes
- Community mobilization



2.6.1 Training Workshops and Seminars

To ensure effective stakeholder participation in the implementation of the project, various women groups across the country will be trained and equipped with knowledge on basic rural enterprise management skills. These training workshops will bring together these identifiable groups in each district or municipality for a day or two training workshop and seminars in the respective regions.

2.6.2 Advocacy and Sensitisation Programmes

We have proposed to organise a series of sensitisation programmes on what roles women can play in their respective communities and encourage them to see petty trading and rural enterprising as important activities that can significantly improve their livelihood and reduce poverty. Women will also be sensitized to take active part in decision making process at their local levels of governance.

2.6.3 Community Mobilisation and Participation

Women mobilization activities will be vigorously pursued by encouraging all women to form umbrella groups so as to be able to network and share ideas and experiences in their business endeavours. All workshops and seminars will heavily involve the communities as active participants. This will be done on the basis of fairness, whipping up interest among civil society groups to fully participate in every activity organised by the Foundation.

2.6.4 Knowledge Management

CIBDev Consult Limited, a business research/management as well as PR/Media consultants will be engaged as our project consultants and partners to develop content for presentation at these seminars and workshops. CIBDev Consult will also provide research services and make available relevant and reliable data. Content will be shared with all key stakeholders on a regular basis and in order that these content conform to the expectations and expected outcome of these programmes. Funding institutions may be required to give approval for each activity and content or input. CIBDev Consult will monitor every activity and files progress report on each programme for the attention of all key stakeholders

2.7 Gender Mainstreaming

Even though this project is meant for women, their male counterparts will be admitted into selected programmes and workshops depending on their relevance. The project will be open to all women irrespective of political, religion or ethnic standing.



2.8 Communication of Results and Publication

Projects will be regularly monitored by CIBDev Consult Limited and results communicated to key stakeholders, using both direct and indirect models. The direct model will take the form of reports either weekly, monthly or quarterly, given which one stakeholders will prefer. The indirect model will be the heavy use of the media to constantly cover and report on all activities we will be running. As a communication experts, CIBDev Consult will be coordinating the activities of media coverage of our activities.

2.9 Management Team

The team to manage the project is well grounded in event and project managements. They have a track record to delivering and creating shared values for stakeholders. They have a long standing and diversified industry experience and track record to manage the various programmes. The following personalities constitute the Board of Directors and who will be overseeing the implementation of the entire project.

- Dr. Koojo Mensah-Abrampah
 - Madam. Kholoud Saqer Salmeen Almajed
 - Isaac Kweku Otchere
 - Hon. (Mrs.) Gifty Ohen-Konadu - MP Asante Akyem South
 - Dr. Maxwell Amoakohene - (Legal-Practitioner)
 - George Yaw Nkrumah
 - Pastor Gloria Kobi
 - John Bosco Tieyiri, Executive Consultant, CIBDev Consult
 - Alfred Yeboah Affum
- **Chairman**
 - Vice Chairperson
 - Executive Director
 - Member
 - Legal Counsel
 - Member
 - Member
 - Member/Consultant
 - **Member**



3.0 SUMMARY OF ACTION PLAN AND TENTATIVE COST BUDGET

3.1 Action Plan

Activity scheduled for the period commencing December 2015 to November, 2016

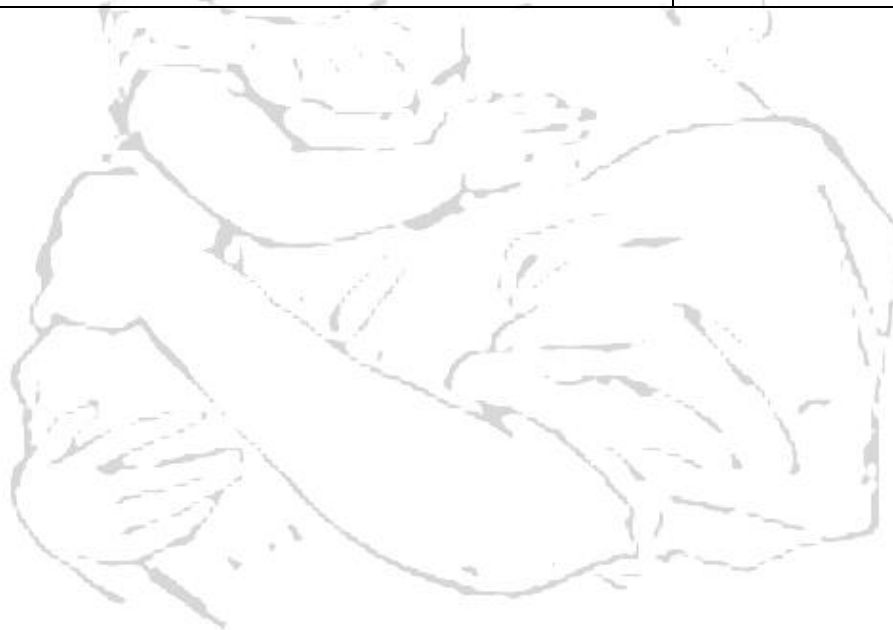
Activity	D	J	F	M	A	M	J	J	A	S	O	N	D
		4	8	12	16	20	24	28	32	36	40	44	48
Completion of Concept Paper	█												
Submission of Draft Proposal		█											
Approval for Implementation		█											
Procurement of Logistics		█											
Collection of Relevant Data			█										
Official Project Launch			█										
PHASE ONE (1)													
Participants Sensitisation/Registration			█	█	█	█	█	█	█	█	█	█	█
Printing of Registration Forms			█										
• Central Region				█									
• Greater Accra				█									
• Northern				█									
• Brong Ahafo					█								
• Ashanti					█								
• Western					█								
• Volta						█							
• Eastern						█							
• Upper West							█						
• Upper East							█						
Consultant's Report – phase 1							█						
PHASE TWO (2)													
Commencement of Training Workshops							█	█	█	█	█	█	█
Compilation of Training Materials						█							
• Central							█						
• Greater Accra							█						
• Northern								█					
• Brong Ahafo								█					
• Ashanti									█				
• Western									█				
• Volta										█			
• Eastern											█		
• Upper West												█	
• Upper East													█
Consultant's Report – phase 2													█
Monitoring and Evaluation of Progress				█	█	█	█	█	█	█	█	█	█



3.2 Tentative Budget

A summary budget on the proposed project which covers cost of venue, some logistics, workshops materials, monitoring and evaluation, honorarium, accommodation, Transportation, publicity, printings, refreshments and miscellaneous is shown below. Total budget estimate is **GHC2,662,000**

Description of Budget Item	Unit Cost GHC	Amount GHC
Five (5) major entrepreneurial training workshops in selected districts, with estimated cost of GHc250,000 per region	125,000	1,250,000
Three Pick-ups for Official Field work	250,000	750,000
Fuel and maintenance cost per year	56,000	168,000
Monitoring and Evaluation of projects	25,000	250,000
Miscellaneous	15,000	150,000
Contingencies (2% of total budget)	9,400	94,000
TOTAL TENTATIVE BUDGET		GHC2,662,000





APPENDICES

Supplementary Documents