



**ACTION ON AFRICAN WOMEN FOUNDATION
GHANA]**

CAP-500

**A CAPACITY BUILDING PROJECT
FOR RURAL WOMEN IN ENTREPRENEURSHIP**

Submitted by:

ISAAC KWEKU OTCHERE
EXECUTIVE DIRECTOR

Telephone: +233242836038, +233242382363, +974-33706104, +974-30121513
E-mail: actiononafrican@gmail.com / actiononafricanwomenfoundation@yahoo.co.uk
Isaacotchere5@gmail.com; Website: www.aawfgh.org



Score that **GOAL!!!**

H. E. MRS. REBECCA AKUFO-ADDO
FIRST LADY OF THE REPUBLIC OF GHANA



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

CAP-500



EXECUTIVE SUMMARY

CAP-500 is a tailor-made entrepreneurship training and capacity building project that has been put together by **Action on African Women Foundation, Ghana** (AAWF-GH), a non-governmental organisation working for women and children across Africa. The project is in collaboration with **the Office of the First Lady** of the Republic of Ghana, **Her Excellency, Mrs. Rebecca Akufo-Addo**. The project seeks to identify and mobilise rural women in entrepreneurship in all the 216 districts in Ghana to benefit from a two-day intensive entrepreneurial training programme with potential to empower them with working capital, where necessary, after the training to enable them undertake their respective business activities.

The project, which was started in the Central Region, last year, is an extension this year to cover all 2016 districts in Ghana. The project will take participants through Basic Bookkeeping, Fundamentals in Business Management, Customer Care, Personal Hygiene, the Importance of Banking, among others.

The project is expected to benefit at least, 216,000 rural women in entrepreneurship and it is estimated to cost GHc56,723,500.

This entrepreneurship and capacity building project is expected to fit into **His Excellency, Nana Addo Dankwa Akufo-Addo's** led Government's policy to; "...setting aside 50% of MASLOC funds for female applicants; and reintroduce and enforce the administrative directive on the reservation of 30% of poverty alleviation/credit funds of MMDA's to service women's enterprises" – NPP Manifesto, 2016, p.129).

This project will score an impressive and long-lasting political goal for any government that will try a Kick!



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STATEMENT OF CONFIDENTIALITY AND NON-DISCLOSURE

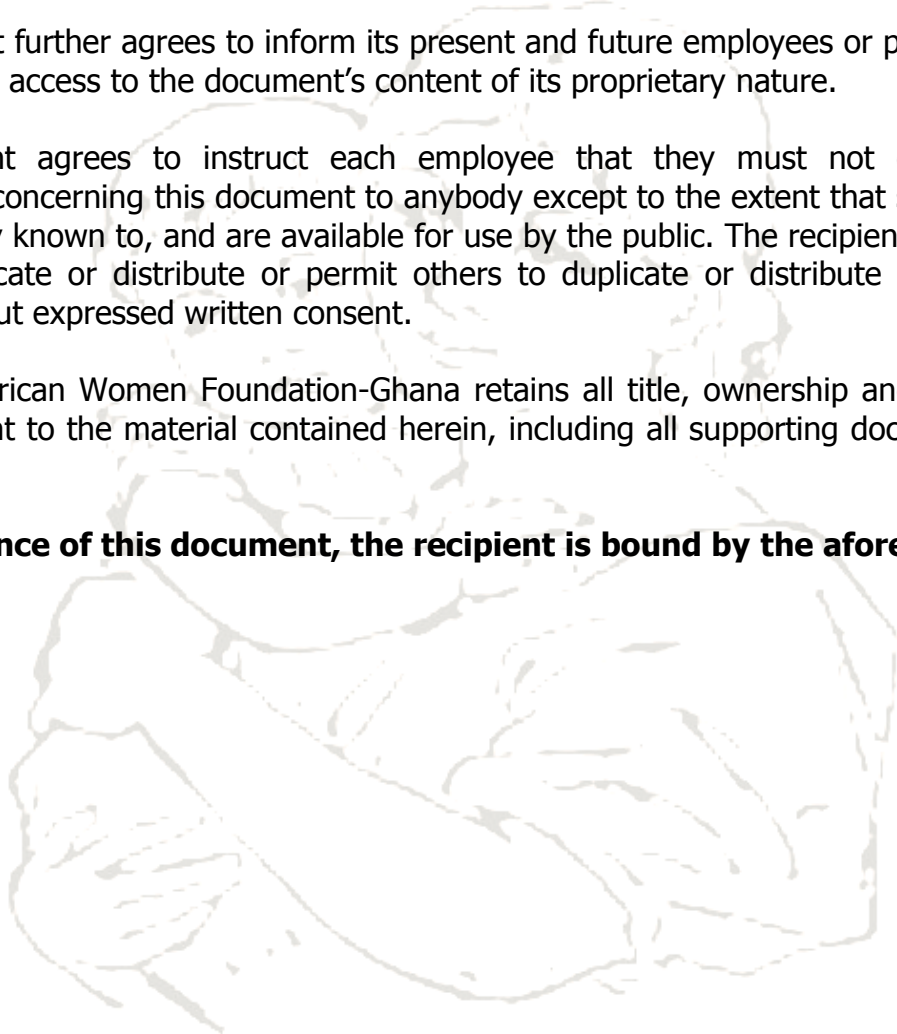
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1.0 INTRODUCTION

*The NPP Government will set aside 50% of MASLOC funds for female applicants, and reintroduce and enforce the administrative directive on the reservation of 30% of poverty alleviation/credit funds of MMDA's to service women's enterprises
– NPP Manifesto, 2016, p.129.*

Gone were the days when women in Ghana, especially, rural women were confined to the kitchen and to 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 are, not only engaged in petty trading but also in active rural commercial farming or business activities 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 of these rural women have never been exposed to any capacity building and entrepreneurship training programmes to nourish their enterprising skills.

Because of this lack of empowerment, 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 causes 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 expand the scope and roll out **a tailor-made capacity building and entrepreneurship training programmes** aimed to empower existing and would-be rural women entrepreneurs in all the 216 districts, municipal and metropolitan assemblies in Ghana.



We further propose to partner **the First Lady** of the Republic, **Her Excellency, Mrs. Rebecca Akufo-Addo**, as an extension of what was started last year with her outfit. This will be a perfect goal scored by the **Nana Addo-Dankwa Akufo-Addo** led Government, should this be embraced to give real effect to their commitment to women welfare and empowerment.

2.0 PROJECT DESCRIPTION

This 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 in 2015 in New York by world leaders, This coordinated action of Advocacy and capacity building programmes entitled; **CAP-500**, is a tailor-made programme for women in entrepreneurship and it will involves **workshops, seminars and mass mobilisation**, geared towards raising and deepening the entrepreneurial capacity of rural women, including youth, thus inculcating in them modern business and entrepreneurial management skills.

The project, which was started in 2016, selected three districts in each of the ten administrative regions of Ghana. The first phase of the project, which was **Consultations and Community Mobilisation** was started in the Central Region, where three districts were selected. The districts included Awutu Senya, Ajumaku and KEEA district assemblies. Over **216,000** of rural women and petty traders across the country are targeted to benefit from this project. The project will create **revolving funds** in each district for the various women groups that will be formed on a *need and business specific basis*. Each of these umbrella groups will comprise selected business orientation.

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, the Foundation's mandate to is principally promote the entrepreneurial capacity of women through various integrated interventions – pursuing poverty reduction and health promotion programmes.

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 on the continent 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. Principally, the project seeks to assist small businesses and rural enterprises to acquire relevant business skills with the view to improving on their business and financial management skills and adopting adequate internal control mechanisms that will facilitate the growth of their businesses.



- II. Remobilise and bring under one umbrella, hundreds of thousands of rural women to create a sustainable networking experience among them.
- III. Carry out a rural enterprises survey of women, who are in various entrepreneurships to familiarize and establish critical issues confronting them
- IV. 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.
- V. 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.
- VI. 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 capacity building programmes or interventions to promote the entrepreneurial spirit among the Ghanaian populace, especially, the vulnerable groups.
- That most rural Ghanaian women 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 on 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 will be 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 and the disable in all districts and constituencies.

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

2.5 Project Outcome

- Increased entrepreneurial understanding among over 15,000 rural women traders
- Enhanced capacity of key stakeholders for successful implementation
- Gainfully engaged over 1,500 women in each district.
- Influenced key policy decisions favourable to the successful implementation of project intentions
- Increased full participation of over 15,000 women and youth in rural enterprising activities.
- Significantly reduced the rate at which rural businesses collapse as a result of lack of capital and managerial skills of entrepreneurs.
- Above all, significantly reduced poverty in all forms and improved most household living standards in both rural and urban Ghana.

2.6 Description of Project Activities

The Proposed project activities will include the followings;:

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



2.6.1 Training Workshops and Seminars

To ensure effective stakeholder participation in the implementation of the project, various women groups, averaging over 15,000 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/project management as well as PR/Media consultants and P. K. Consult, a financial consulting firm, all based in Accra will be engaged as our project consultants and facilitators to develop and present content 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.

After the training programme is completed, the project owners will pursue effective monitoring and evaluation (M&E) scheme to be implemented by a joint team of professionals (CIBDev Consult and P. K. Consult) to ensure that beneficiaries are tracked on a constant basis, monitoring and evaluating their business activities and reporting such progress and other critical matters to project owners and financiers for consideration.

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 and Project 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.



Management Team

- 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, Project Consultant, CIBDev Consult
 - P. K. Consult
- **Chairman**
 - Vice Chairperson
 - Executive Director
 - Member
 - Legal Counsel
 - Member
 - Member
 - Member/Consultant





4.0 ACTION PLAN AND TENTATIVE COST BUDGET

4.1 Action Plan

Activity scheduled for the period commencing May 2017 – April, 2018

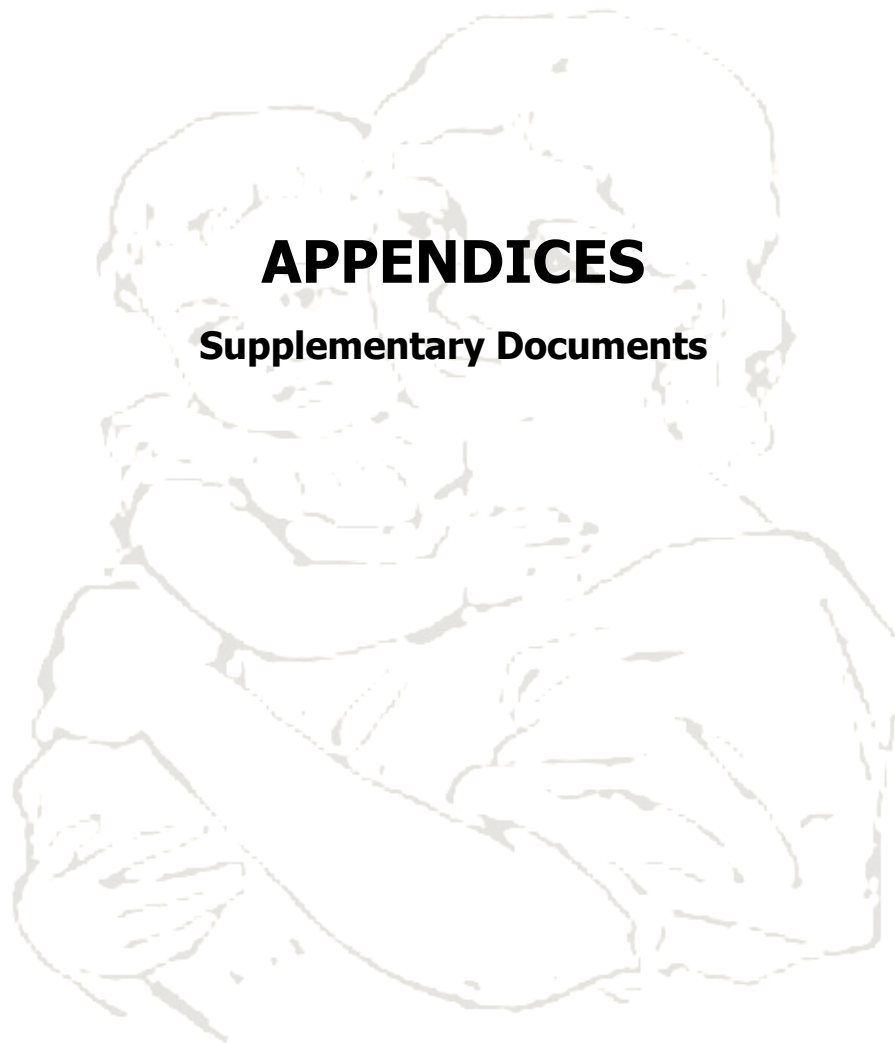
Activity	D	M	A	M	J	J	A	S	O	N	D	J	F
		4	8	12	16	20	24	28	32	36	40	44	48
Submission of Draft Proposal													
Approval for Implementation													
Procurement of Logistics													
Collection of Relevant Data													
Official Project Launch by First Lady													
PHASE ONE (1)													
COMMUNITY MOBILISATION													
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)													
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													



4.2 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 **GHC56,723,500**

BUDGET ON WORKSHOPS AND SEMINARS FOR 216 DISTRICTS					
PHASE ONE (1): COMMUNITY MOBILISATION AND CONSULTATION					
	No.	Cost/Unit (Ghc)	Districts	Duration	Total (Ghc)
Transportation		150	216	2	64800
Honorarium for Chiefs		200	216		43200
Honorarium for Media	10	200			2000
Accommodation	5	150	216	2	324000
Feeding	5	60	216	2	129600
Publicity	10	500	0	0	5,000
Allowance for field staff	5	100	216	2	216000
Fuel and maintenance Cost (monthly)		800	216		172800
Miscellaneous		0	0		20,000
Contingencies (5%)		0	0		39,980
Subtotal					1,017,380
PHASE TWO (2): TRAINING					
Transportation		150	216	2	64800
Honorarium (Media)	10	200	0	0	2,000
Honorarium (Resource Persons)	4	7000	0	0	84,000
Accommodation	9	150	216	2	583,200
Feeding for officials/staff	9	60	216	2	233,280
Allowance for field staff	5	100	216	2	216000
Workshop materials		0	0	0	20,000
Refreshments/snacks	1000	12	216	0	2,592,000
Publicity	20	1,500	0	0	30,000
Professional Charges				0	35,000
Fuel and maintenance Cost (monthly)		800	216		172800
Miscellaneous		0	0	0	20,000
Contingencies		0	0	0	39,980
Monitoring and Evaluation		10,000	216	0	2,160,000
Subtotal for Seminars					27,853,060
Proposed Revolving Fund		100,000	216	0	21,600,000
TOTAL BUDGET					56,723,500



APPENDICES

Supplementary Documents