



## **Activity report**

**Name of Activity:** Entrepreneurship Training

**Target Group/Audience:** Parents of Children with Neurodevelopmental Disabilities

**Date:** 30<sup>th</sup> August 2022 to 03<sup>rd</sup> September 2022.

**Venue:** Kafue District (Chilambila Community School)- Chilambila

**RESULT 4: 360 members of the direct target group participate in training on income-generating activities**

**Objective:** Empower parents of children with neurodevelopmental disabilities with entrepreneurial knowledge, skills, and information.

**Attendance Total:** M: 05 (3 Fathers & 2 Coordinators) F: 17

### **Activity details**

**Result Area/ Activity No.:** B 2.1/A01.6 Entrepreneurship Training

It is a universal phenomenon that Small and Medium Enterprises (SMEs) are playing an essential and vital role in the nation's economic and social configuration. Enterprise is the antithesis of command and control. The worldwide perception of small and micro-businesses or firms has reached noteworthy importance in the economic progress of a nation. Globalization has placed small enterprises unswervingly in the limelight and attention. These among others are gradually and progressively the main strength for national economic development. In an effort of empowering parents of children with neurodevelopmental

disabilities acquire entrepreneurial knowledge, skills, and information, a five-days entrepreneurship training was conducted in Kafue district at Chilambila Community School from 30<sup>th</sup> August 2022 to 3<sup>rd</sup> September 2022. The training was attended by 22 participants comprising twenty (20) parents of children with neurodevelopmental disorders and two (2) coordinators. Among the twenty-two (22), twenty (20) participants indicated that they were engaged in micro businesses operating as informal enterprise. Many of them indicated that they were involved in farming and general trading of goods such as chitenges, tomatoes and bananas. While two on the other hand indicated that they were not involved in any kind of businesses.

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The overall objective of the training was to equip parents of children with neurodevelopmental disabilities with entrepreneurship skills, knowledge and information that may be used to start or improve their enterprises. To ensure that the participants understood the overall objective of the training, the facilitators ensured that the training covered general concept of entrepreneurship with a focus on 4 key terminologies creativity, innovative, risk taking and progressive imagination, as well as personal entrepreneurship characteristics, which highlighted that an entrepreneur must be an individual who is goal oriented, must have a vision, be creative, innovative, persistent, be able to track progress, refine ideas / vision, risk taker, and confident among others. The facilitators also covered topics how to identify opportunity and generate business ideas.

The trainers also ensured that the participants got to understand the challenges and opportunities of micro enterprises and how to check when they encountered them.

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#### CHALLENGES

The facilitators highlighted that these were factors that affected the small businesses that most small-scale entrepreneurs faced or may face. The Challenges included having inadequate managerial and planning skills, lack of access to work opportunities, prolonged economic recession, lack of financial skills, competition, incompetent employees and lack of basic business, technical and pricing skills.

Further, the facilitators encouraged the participants to be proactive in their thinking as they run their small enterprises or embark on businesses of their choice. For example, if an entrepreneur lacked managerial and planning skills, he or she could consult from people within their community to help him /her understand how he / she could overcome the risk of mismanaging their small businesses to avoid losses. while another alternative was explained that it was vital for them to take time to think through a business and come up with a proper plan that would help them run the business effectively rather than just

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embarking on a (business) a project just because the neighbors or a friend was doing it without understanding the dynamics of it. Furthermore, the facilitators explained to the participants that in business, competition was inevitable, therefore it was important for them to find innovative ways to deal with it and to be very resilient in order not to fail.

### CONCEPTS

To develop a deeper customer understanding and basic marketing knowledge, the participants through group works were asked to define who a customer was and where they could be found. They defined a **customer** as anyone who would require a product or service from a seller in exchange of money and that a customer may be found anywhere- they may either be young people or adults, black or white, female or male. After their presentations the facilitator commended them for doing great in their presentations and thereafter advised them **therefore** to always treat all customers with respect and always be kind to them. The facilitator further said that being rude or mean to customers were not good traits of an entrepreneur as it would affect the business one might be running.

Having talked about 'who is my customer' the trainers moved on to talk about **market**, under this session participants were introduced to the 4Ps as they were driving forces of the market among others. The 4Ps were Pricing, Promotion, Place and Product. It was highlighted that as an entrepreneur it was very important to consider the 4Ps in order to run a successful business in the sense that- pricing could be used to attract customers, as an entrepreneur also responded to the demand and supply of goods and services, secondly promotion could also be used to attract customers, and it was important for an entrepreneur to assess what kind of products would be suitable to sell on the market- must ensure that the products being sold were those that were needed by the people. and the last P representing place. It was said that when doing business, an entrepreneur had to ensure that the location of the business was accessible, clean and attractive so that customers would be willing to buy from there.

In addition, to help the participants understand basic accounting and controlling principles and apply simple financial tools. The facilitators used the concept of the the micro business simulation game. In this haptic board game, the players were entrepreneurs who ran a small fresh juice shop. During the training, they formed teams that had to get to deal with various incidences and events. They encountered opportunities for business growth but also experienced challenges in their role as employers. Further, they had to handle business risks and seize development opportunities. The players literally took money into

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their hands and moved it across the board over four rounds of the game. In the process, they had to deal with various topics such as financial education, business management and investment-driven market expansion and borrowing. The game covered four (4) rounds (the rounds were representing months) each consisting of 2 periods (number of days in a month) then supported by know how sessions. The rounds focused on the following information and knowledge: round one was aimed at Increasing the financial knowledge and get to run the business, round two was to help them identify new business opportunities and introduce products, round 3 aimed at helping them understand how to expand their market and needed investments, and the last round which was round 4 helped them understand how to increase profit in their businesses. Additionally, the game enabled the participants understand the interface between micro finance institutions and clients and realized the implications thereof. Before the game commenced the facilitators ensured that the participants understood the concepts of the game.

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Last but not the least, Comprehension levels for some participants were generally low. To ensure that they understood the contents of the training, the facilitators used languages that the participants could understand and also used very participatory methodologies to deliver the sessions- which in turn required participants to be very involved and alert as they were mostly engaged in activities such as group work and presentations, gallery walks, role plays as well as brain storming. The training was very interactive such that participants who were shy to contribute during the start of the training were able to make contributions and presentations as the training progressed.

#### **Outline achievements:**

- Appreciation of the knowledge gained in entrepreneurship
- Improved networking among parents of children with disabilities as demonstrated during the trainings.
- After training 95% indicated the willingness to implement lessons learnt

#### **Challenges:**

Attendance was affected on the 2nd day due to a community bereavement (one of the participants lost a child), therefore 21 of the 22 participants attended the trainings the last 3 days of the training.

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### **Lessons Learnt:**

Participants indicated that the training was an eye opener as most of them lacked adequate information, knowledge and skills on planning, investment, and savings among others. The training was well received and appreciated by the participants. This could be seen from the positive feedback received and attendance of 100% throughout despite one parent withdrawing due to the loss of her child. Participants indicated that the training gave them an opportunity to reflect on how they can start and manage their enterprises, challenges, and opportunities they encounter and best approaches of managing enterprises. At the end of the training, Participants expressed willingness to apply the knowledge that they acquired and thanked the organisations involved on the BMZ project to continue inviting them to such meetings that had the potential to transform their livelihoods.

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### **Recommendations**

- Participants should be supported with establishment of enterprises for them to fully achieve their goals.
- conducting a stakeholder mapping to identify potential stakeholders in the community where the trained entrepreneurs could be linked for possible support.
- Entrepreneurs engaged in farming should be supported with technical skills on selected agricultural value chains that will help them increase their income.
- Participants should be encouraged to formalize their enterprises.
- Constant follow up should be done on the trained participants to monitor progress and further couch and mentor the participants

## Pictures



Participants listen to the facilitator during the training



Participants during group discussion





Participants in a group reading the instructions of the game





*Parents doing an energizer outside with the facilitators.*



Ms. Belita M. Making a presentation

Convener/Organizer: AHDI/CHESHIRE HOMES

Report compiled by: Ms. Betty M. Mukonka

Date when compiled: 08<sup>th</sup> SEPTEMBER, 2022.