



**From:** Hope and Care Ministries

**Subject:** Training entrepreneurs on Alternativ's Curriculum model

**Course:** Business Essentials Programme

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## BACKGROUND TO THE TRAINING.

In the world today, approximately one billion people are chronically poor (United Nation report, 2014). Majority of these poor are women and youths yet equipping them with business skill plays a central role in poverty reduction.

In Uganda, agriculture is acknowledged as the major source of livelihood especially to the rural. Although agriculture is the backbone to the livelihood of an ordinary Ugandan, it has greatly been characterized by numerous challenges. For example, it has been argued that an Indian farmer receives double, a Chinese farmer receives four times and an American farmer receives five times of what an average African farmer gets (Kasanda, 2017). This is attributed to limited knowledge regarding agri-business and enterprises mixing for increased productivity and profitability.

Literature points to the fact that 70% of business started in our communities don't live to celebrate their first birthday. This is largely due to lack of essential business knowledge, limitation in factors of production and lack of relevant business skills and network.

**Hocam** is an organization operating in Kalonga village Mubende district in Uganda located 120km west of Kampala (the capital of Uganda).

In light of the challenges faced by the community of Kalonga, the organization has a mission to provide sustainable financial and business literacy skills to entrepreneurs with the aim of improving their livelihood and offer alternative source of sustainable income.

The organization will be undertaking to train fifteen to fifty (*15-50*) selected students in Business essentials programme course. The training is scheduled to take place in Kalonga village and in different districts of Uganda three times in a year ie December, April and August from 10am to 4:30pm, (refer to the schedule for details). The training will be conducted under Alternative's curriculum model. This model is based on two primary beliefs;

- a. All people deserve the right to thrive economically.
- b. All people have the ability to direct their destiny with the proper tools.

## JUSTIFICATION.

This project is premised on the passion to rescue and improve on the livelihood of people in Kalonga village and other surrounding areas, cause economic transformation and offer sustainable tools to financial liberty for prosperity.

The training therefore targets people who have kin interest in entrepreneurship and business, to equip them with relevant business skills and contemporary knowledge to start, grow and manage their own business.

Business operations and performance suffers if the owners are not aware of what is required of them in running a business venture.

Conflict of interest usually occurs when entrepreneurs are not aware of their responsibilities and boundaries, when they can't differentiate between business and personal financing with all its adverse effects, useless and wasteful competition, duplication of business which ends in conflicts and in most cases causing huge loss and eventual death of the business.

## TRAINING OBJECTIVES.

**Main Objective**, the overall objective of the training is to impart knowledge and skills to the entrepreneurs in understanding the nature of their business, the roles and responsibilities involved and how to carry out these activities for their ventures to fulfill its objectives.

**Specific Objectives**, in particular the training seeks to achieve the following specific objectives;

- a. To provide essential business knowledge.
- b. To establish network for business linkages.
- c. To equip participants with relevant business skills.
- d. To undertake follow up activities after training.
- e. To offer technical and professional business guidance.
- f. Disseminate knowledge on tools for effective business management.
- g. To promote cooperation between and among the participants for collective bargaining.
- h. Facilitate meaningful professional relationship between trainers and participants.
- i. To offer continuous business mentorship.

## **STATEMENT OF THE PROBLEM.**

Uganda has the youngest population in the world, with 77% of its population being under the age of 30 years. The unemployment rate for young people ages 18-24 is 80%( UBOS 2014).

Entrepreneurship training therefore is appreciated as one of the major efforts in personal and community economic development and a way through which livelihood for majority of people, particularly in developing countries can be enhanced.

Youths and women need to be empowered with relevant skills for economic growth and sustainability; this will improve on the value of their businesses and sustain them through the market competition.

Farmers will be trained in various skills including business management, record keeping, book keeping, business growth and development among others. Farmers will be encouraged to adopt mixed enterprises as a strategy to ensure that the household is able to produce more with the same resources to guarantee increased productivity and profitability. As farmers produce more, they will be able to sale, increased productivity and profitability of farming will lift the households out of abject poverty and dare need. Therefore if farmers are not empowered just like other business ventures, men and women in these local communities will continue to invest and engage in unrewarding agriculture ventures.

## **CONTEXT.**

Unemployment is a social, economic, spiritual and political threat in Uganda today. Many youths have turned their unemployment frustrations to harmful and undesirable lifestyles which endanger not only themselves but also the society at large. Some of these acts include increased cases of theft, drug abuse, school drop outs and early pregnancies for girls. Most attempts to address unemployment have focused more on job creations and giving startup capital to unskilled and ill equipped youths and members of the community, much of which has not yielded positive results. Giving capital to an unskilled person can be likened to giving money to a baby, who may not fully understand its value and how it can be reproduced.

Therefore, the communities and individual entrepreneurs need to be empowered, and imparted with knowledge and skills which when strategically applied will enable the business men and women improve on the livelihood of the household.

## **SITUATION ANALYSIS.**

Kalonga is a rural village with approximately 3200 families located in the heart of Uganda. Residents are largely subsistent farmers who earn less than \$1 per day. Factors such as HIV and AIDS, poverty, migration, refugee influx, family breakdown, child abuse and neglect have contributed to the increase in the society's vulnerability hence the need for a sustainable economic intervention.

While significant progress has been made in the attempts to eliminate poverty by supporting small and medium business, the conditions for systematic change remain significantly unstable, fragmented and sometimes nonexistent.

- The linkages between the professional and local businesses are not yet fully established.
- There are limited and fragmented models of good entrepreneurship practices.
- Financial institutions are not interested in skilling, funding and supporting local and ordinary entrepreneurs.

## **TRAINING METHODOLOGY.**

The business essentials course training will be offered as an intensive introductory training over the course of 2 weeks (ten working days) and its meant to touch on the most essential skills necessary to start and /or improve a small business. Students who participate in the full course will receive a certificate of completion at the graduation ceremony. The training will be organized in the form of facilitate group and plenary discussions as well as question and answer sessions. Facilitators on different subjects have been identified to facilitate these sessions and lead small group discussions. The plenary sessions are designed to provide students with a good understanding of the key topics under study and the groups sessions are intended to enable participants discuss the applicability of the knowledge acquired and share business best practices. The training will benefit a total of fifteen to fifty (15-50) students each term who will be selected from among the applicants. The 2 weeks training will be nonresidential for students; however the facilitators will be accommodated.

## **SUMMARY.**

Despite the numerous challenges faced by entrepreneurs in Uganda, it is evident that business management skills and essential knowledge for entrepreneurship is fundamental and key to addressing business failure rates. It is for this very reason therefore that this proposal is written to request for your support to undertake a 2 weeks training of entrepreneurs, three times in a year(December, April and August) in Kalonga village Mubende district in Uganda.

### **Outcomes of this program.**

If completed successfully, the Business Essentials training Programme would lead to the birth of successful businesses in Kalonga and other districts through the students equipped with relevant entrepreneurship knowledge and skills, as a result, we expect them to start and successfully manage businesses, improved record keeping, improved business financing hence a better livelihood for the households and the community.