



April - July 2007 Update

**"Women's Entrepreneurship Development: Strengthening BDS Providers and
Improving the Market Access for Women Entrepreneurs"
(INS/06/M20/NZE)**

FUNDED BY NZAID

1. PROGRESS

**Final selection of project implementing
partner organizations & signing of MOUs:**

Through in-depth discussions with various Business Development Services Providers and an assessment of potential partner organizations, six final implementing project partner organizations (POs) have been selected and MOUs with all six were signed in the second week of May 2007. IWAPI has been confirmed as the main project partner, whereas Aceh ka Bangkit, Beujroh, Ivan Enterprise, UKM-Center and Yayasan Sejati have been confirmed as smaller project implementing partners.

**Capacity building needs assessment of
partner organizations:**

As a follow-up to the preliminary assessment of the six partner organizations a more in-depth capacity building needs assessment was undertaken from 15 May to 15 June 2007. Main findings of this assessment are the following: At the organizational level internal communication as well as networking are main challenges for all six partner organizations. Other challenges for the majority of partner organizations' staff is related to proposal writing and reporting, maintaining a clients database, and monitoring & evaluation of programme activities. At the service delivery level organizations need to be strengthened in assessing the needs of their clients better in order follow a more demand-driven rather than a supply-driven

provision of services. The training skills of organizations' staff need to be developed further in order to enable trainers to choose and use the most suitable training methodology for their clients. The staff especially of some of the newly established organizations also lack some business knowledge and experience.

Training of Trainers on GET Ahead:

As to strengthen the capacity of training staff of the six implementing POs a Training of Trainers (ToT) on Gender and Entrepreneurship Together: GET Ahead for women in enterprise was organized from 02 - 07 July 2007 by a Master trainer from Bangkok and a Gender trainer from Jakarta. A special focus of this ToT was to enable 19 training staff of POs to use the Experiential Training Cycle (ELC) as this has



Photo 1: ToT participants conduct a training session on "Business Building in her Environment", Jul 2007

proven to be especially suitable for lower educated micro and small women entrepreneurs and group businesses in rural areas, which is the main target group of the



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majority of POs. Another focus was placed on the three topics of marketing, networking and financial management as these are topics found most micro women entrepreneurs struggle with. Following up on this ToT it is anticipated that participants will conduct Training of Entrepreneurs courses being coached by the Master trainer. One PO (Ivan Enterprise) has reported that it already conducted a training course on a different matter using the ELC with the great satisfaction of its client (German Agro Action).

Needs Assessment of IWAPI members:

In order to address the need of IWAPI to be better informed about their members in NAD, a needs assessment of these estimated 6.000 women entrepreneurs has started in Mid-July 2007 and will continue for approx. eight weeks. The aim of this assessment is two-fold: 1) create a client database, and 2) get more information on women entrepreneurs expectations geared towards IWAPI as an association. This assessment is being undertaken as a collaboration between the UKM-Center (based at the Economic Faculty of Syiah Kuala University) and IWAPI, within which the UKM-Center also provides guidance and training to IWAPI staff in undertaking an assessment of this size.

Project Advisory Committee Meeting:

A Project Advisory Committee (PAC) has been established earlier on in the project. Dinas Koperasi, DEKRANAS, DEPERINDAG, and the BRR agreed to be part of the PAC. The PAC met in the ILO office in Banda Aceh on 26 July 2007. Committee members that attended the meeting include representatives of the BRR, Dinas Koperasi, DEPERINDAG, the ILO, as well as four of

the project implementing POs (Aceh ka Bangkit, Ivan Enterprise, UKM-Center, Yayasan Sejati). The committee members that have missed the meeting have been provided with the minutes of the meeting so as to keep them in the loop on issues discussed and progress made. The main agenda of the meeting consisted of a presentation on the project progress, project strategy, planned activities and a discussion on these topics in particular regarding the event of the "Best Women Entrepreneurs of Aceh Awards 2007".



Photo 2: PAC Meeting at the ILO office in Banda Aceh, 26 Jul 2007

Among other things it has been discussed which organization/institution would be best suited to take this event under its roof and install these Awards as an annual event. Suggestions made were to either approach the Governor's Office directly and/or encourage IWAPI to pursue sponsors i.e. from the private sector. DEPERINDAG is organizing Awards for Best Entrepreneurs at the national level for many years, though usually candidates will be recommended by the different offices without call for nominations. All committee members present agreed that Awards specifically for women entrepreneurs in Aceh are a very good initiative in order to encourage women in pursuing economic opportunities.



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Taskforce Meeting

In order to follow-up on recommendations drawn up through the WED study verification meeting in October 2006 and the first taskforce meeting in December 2007, a second taskforce meeting was conducted on 30 July 2007. The task force consisted of 7 sectors and each was chaired by local government institutions or organizations, to ensure sustainability of implementation of agreed action plans after the ILO has withdrawn from Aceh. The meeting was attended by 20 people from various government ministries such as DEKRANAS, DEPERINDAG, Dinas Koperasi and the BRR as well as representatives of a selection of disabled people's organizations and organizations working in the field of women's entrepreneurship development. The main agenda of the meeting was to discuss progress made by each participating organization or institution regarding the according action plan committed to in December 2006, as well as the way forward. The main findings are as the following: there are needs to increase knowledge on marketing concepts as the entrepreneurs' understanding is still limited to selling and does not include packaging, promotion or networking. Most of the agreed action plans have been implemented with the exception of integrating and involving disabled entrepreneurs. The task force agreed to focus future activities on marketing and by involving the disabled entrepreneurs more.

Capacity Building Activities:

A national consultant has taken up work on 18 July 2007 in order to provide intensive technical assistance to IWAPI NAD (provincial level office) as well as few selected IWAPI district offices for an initial period of three weeks. His main focus

area is to support IWAPI in preparing and initiating an appropriate internal and external communication strategy. This includes preparing an information fact sheet about IWAPI for distribution at the "Saudagar Aceh Serantau 2007" and other events in the future. On 29 July 2007, the technical assistant held a presentation on the importance of communication and lining out the communication strategy to the heads of the 22 IWAPI district offices at an internal IWAPI meeting in Banda Aceh.

An initial half day training course on reporting standards has been conducted by the ILO project team on 23 July 2007 involving twelve finance and administration staff, two each per the six implementing partner organizations. Standard reporting templates as well as sample reports were explained and distributed in hard copy and as electronic files. The participants also practiced using the templates preparing financial reports, TORs and activity reports.

Market Access:

IWAPI has been supported to organize an exhibition in connection to the conference "Saudagar Aceh Serantau 2007" of KADIN from 27 - 29 July 2007, which was attended by 2000 people, among others was Mr. Jusuf Kalla, Vice President of Indonesia. The WED project cost-shared 50% of 30 dismountable exhibition stands, which can be used by IWAPI members at the many up-coming exhibitions avoiding the cost of constructing single use timber booths that usually are demolished following the completion of an exhibition. IWAPI has prepared a rental strategy in order to put in place a small financing mechanism for the association. The first time this strategy has been implemented was at the "Saudagar



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Aceh Serantau 2007" conference, where KADIN was charged a rental fee by IWAPI for utilizing these stands some time during the conference. The remaining time IWAPI used the stands at the same event for displaying products of women entrepreneurs from throughout the province.

Best Women Entrepreneurs of Aceh Awards 2007:

The preparation and selection procedure for the "Best Women Entrepreneurs of Aceh Awards 2007" has started in July 2007. IWAPI is responsible for organizing the event, whereas the BRR, DEKRANAS, Dinas Koperasi, and BQB are contributing to the implementation through seconding representatives as jury members, making a financial contribution and/or promoting the event among their stakeholders.



Photo 3: Awards Ceremony in Banda Aceh, 08 Mar 2006

Awards for three categories will be presented to the winners. These are the following: (1) Best Disabled Woman Entrepreneur, (2) Most Innovative Micro Woman Entrepreneur, (3) Best Marketing. The Awards Ceremony will be held on 05 September 2007 in Banda Aceh.



Photo 4: ToT role play "coffee shop" to understand differences of variable & fixed costs, Jul 2007



Photo 5: ToT participants line up for sexy relay race, Jul 2007



Photo 6: ToT practical networking, special guest from Bank BRI, Jul 2007

Table 1: Actual Progress of Capacity Building Activities

POs	Project Target				Actual Progress Jul 2007			
	Staff		Trainers		Staff		Trainers	
	F	M	F	M	F	M	F	M
IWAPI					30		5	
Aceh ka Bangkit					2		2	
Beujroh					2		2	
Ivan Enterprise		60		32		2	2	2
UKM-Center					2		3	
Yayasan Sejati					2		1	
Others					0		1	1
Total		60		32		40		19



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Around 120 women entrepreneurs benefited directly through activities up to July 2007, mainly through participating in the Saudagar Aceh Serantau exhibition organized by IWAPI in collaboration with KADIN in Banda Aceh.



Photo 7, 8 & 9: Exhibition organized by IWAPI at "Saudagar Aceh Serantau", Banda Aceh, July 2007

Table 2: Actual Progress of Activities

	Actual Progress Apr - Jul 2007		
	Completed	On-going	Total
ToTs	1	0	1
Promotional Events	1	1	2
Training & TA	1	1	2
Outlet-shops	0	0	0
Pilot Activities	0	1	1
Total	3	3	6

2. ISSUES

Due to an initial delay in project staff recruitment, the majority of project activities only started in late June, early July 2007. However, as the project team is highly motivated, prior to recruitment was already familiar with the project and is now working at increased speed, it can be assumed that the lost time mostly has already been made up.

3. PLAN FOR AUGUST

Activities started in July will be continued. The Jury responsible for selecting Award winners of Best Women Entrepreneurs of Aceh Awards will review the nominations, conduct business site visits and make final selection of winners.

It is anticipated that a series of TOEs on GET Ahead will be conducted by newly trained trainers in the course of August with coaching by an experienced master trainer.