

UN DSDG/DESA

**Strengthening national capacities for enhancing
MSME resilience and building forward better to
accelerate the implementation of the 2030
Agenda in developing countries participating in
the Belt and Road Initiative**

AND

**Strengthened Resilience of Micro-, Small and
Medium-sized Enterprises (MSMEs) in Africa & Asia**

The background features abstract, overlapping geometric shapes in various shades of blue, creating a modern and dynamic visual effect.

EMPRETEC ZIMBABWE BUILDING ENTREPRENEURS AND THE SME SECTOR GOOD PRACTICES

**Paper presented by
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EMPRETEC ZIMBABWE

- ▶ Started in 1992 as a project of UNDP and Zimbabwe Government
- ▶ Mandate: To develop Entrepreneurs & the SME sector
- ▶ H/O in Harare, Regional Office in Bulawayo; Satellite Offices in Gokwe & Mutare

THE EMPRETEC ZIMBABWE MODEL

Values & Principles

Mobilisation & Recruitment

Selection

Methodology

Product Range

Partnerships

VALUES & PRINCIPLES

- ▶ Several values - focus on 3:
- ▶ Transparency & Integrity – openness, governance
- ▶ Professionalism – NGO but work ethic is business oriented
- ▶ Entrepreneurship – in line with the clients we serve
- ▶ Partnerships –Ecosystem building

MOBILISATION & RECRUITMENT

- ▶ Depends on target group for a specific intervention
- ▶ Use various channels to disseminate information
- ▶ Special tools to recruit. Scoring
- ▶ Existence of entrepreneurial competences

SELECTION

- ▶ Various stages in selection
- ▶ Application scoring
- ▶ Interviewing stage – behavioural traits
- ▶ Business knowledge and experience
- ▶ Existence of a business idea

METHODOLOGY

- ▶ Unique methodology
- ▶ Focus on the strengths & weaknesses of successful entrepreneurs
- ▶ Learning by doing
- ▶ Highly participatory
- ▶ Paradigm shift

PRODUCT RANGE

- ▶ Services respond to market needs & opportunities identified
- ▶ Needs driven, not one size fits all
- ▶ Customised to suit the target group
- ▶ Takes into account the market dynamics
- ▶ Responds to the environment – COVID 19

EXAMPLES OF PRODUCTS/SERVICES

- ▶ Entrepreneurship Training Workshop
- ▶ Micro Entrepreneurship Training
- ▶ Business Advisory & Support Services
- ▶ SME Governance – standards critical for SME success
- ▶ SME Formalisation Support – registration, ZIMRA compliant

EXAMPLES OF PRODUCTS/SERVICES

- ▶ Access to Markets- fairs, Trade Fair, on line
- ▶ Financial Literacy - Access to Finance
- ▶ Skills Training – Green energies; Small livestock; Waste Management; Detergents
- ▶ Sector specific customized interventions

PARTNERSHIPS

- ▶ Partnerships that work – fundraising/innovation
- ▶ Expertise & skills that Empretec doesn't have
- ▶ Associates in the Advisory Services Unit
- ▶ Gokwe RDC (business environment) & Bulawayo working with youth (workspace).

COVID 19 RESPONSE

- ▶ Services on line – whatsapp, zoom
- ▶ Stimulus package
- ▶ Smaller groups interventions – advisory
- ▶ ETW now offered online with UNCTAD support
- ▶ Customised MTW for online delivery
- ▶ Recovery – exchange visits

THANK YOU

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ACCESS TO FINANCE & GOVERNANCE

- ▶ One of the greatest challenges for entrepreneurs is the issue of access to finance. The focus for entrepreneurs often is creating solutions and coming up with innovations for a specified market and not how to fund those innovations. This is not an issue of availability of finance or financial products. It is the knowledge and understanding of what makes a project or a company fundable. As EMPRETEC we are often approached by finance companies looking for entrepreneurs to fund. And at the same time, we have innovative entrepreneurs with great ideas looking for funding. To bridge this divide, EMPRETEC has added to its value proposition a program on access to finance from experts to help entrepreneurs to prepare their businesses for funding and scale. Over and above access to funding, EMPRETEC has a module on Governance which is core to the success of any enterprise. Funders often consider the team behind an enterprise and the governance thereof as critical to the success of an enterprise. EMPRETEC has created a program to ensure that entrepreneurs are conscious of governance standards critical to the success of their enterprises especially as they scale.

THE ABC PROJECT

Implemented in Gokwe South

Project Purpose

- ▶ A 3 pronged project. (a) Production (b) Youth Entrepreneurship (c) Local Economic Development

Youth Entrepreneurship

- ▶ 4800 trained in entrepreneurship
- ▶ 358 trained in ISALs
- ▶ 2600 received Follow ups and Business Advisory
- ▶ 92 formally registered Private Business Corporations

Mentorship and coaching

- ▶ Business plans for both existing and start ups
- ▶ projected sales and cash flow statements
- ▶ Record keeping
- ▶ Continuous market scan to adapt to changes in the market
- ▶ Facilitate market linkages through the ABC - farmer groups or Commodity Associations, crop aggregation and bulking, access to inputs.

Mentorship cont..

Exposure/ Link to Markets

- ▶ Peer to peer mentorship
- ▶ Mentorship by established entrepreneurs / business people
- ▶ Look and learn exchange visits
- ▶ Market fairs / exhibitions e.g. Gokwe Agricultural Shows, Women's Day Commemorations, ZITF
- ▶ GEW -business pitching, exhibitions to showcase products and services

Access to Finance

- ▶ Facilitate accessing loans and grants
- ▶ over 500 youth accessing loans, and/or grants

Mentorship cont. ..

- ▶ Formation of Youth Village Savings groups (sustainable financial support system in rural settings, savings pegged at affordable levels according to group circumstances)

Formalisation of Businesses

- ▶ Company registration, council permits and trading licenses (compliance to regulations and contribution to the fiscus)
- ▶ Contribution to economic growth in Gokwe district

Global Entrepreneurship Week

- ▶ Pitching
- ▶ exhibitions
- ▶ Business presentations
- ▶ Competition
- ▶ Youths, farmers, farmer groups, ISALs and SACCOs winning hard cash that was channeled to business expansion/ growth.

Local Economic Development

- ▶ Ease of doing business through development of entrepreneurial supportive bye laws
- ▶ Facilitate process of:
 - Strategic Planning,
 - entrepreneurial approach, and
 - Documentation of bye laws, policies and procedures.

Opportunities for Youth Employment project

- ▶ Opportunities for Youth Employment
- ▶ 3 districts - Bulawayo, Umguza and Mangwe

Components:

- Opportunity Identification
- Basic Life Skills and Business Training
- Technical Skills training
- Mentorship and coaching
- Entering employment (employed or self-employing)
- ▶ Targeting under privileged out of school youth aged 15-35years

Strengthening Competitiveness and Potential for Export for Inclusive Value Chains Project in Zimbabwe (SCOPE4IVC)

PROJECT OBJECTIVES

- ▶ To improve the competitiveness and export capacity of Small and Medium size enterprises (SMEs) in selected value chains
- ▶ MSMEs in chili, nyimo and marula have improved productivity and export competitiveness
- ▶ BSOs deliver high value services to MSMEs at all levels of the value chain

TRAINING PROGRAMS

TRAINING PROGRAMS:

- ▶ Training MSMEs in ACCESS! Export Marketing Program
- ▶ Training of MSMEs in Farming as a Business and Micro Entrepreneurship
- ▶ Capacity Building of Business Support Organizations in; Financial, Strategy and Governance.

BSO AND MSME ACTIVITIES

- ▶ BSO to BSO visits – Horizontal exchange of Business Support Organisations facilitated for BSOs to look and learn from another BSO that had organized an Annual Seed Fair.
- ▶ Chili, Nyimo and Marula Processors jointly exhibited their products in the SCOPE4IVC pavilion at the ZITF in September 2021.
- ▶ The Project won an Award for being the Best Exhibitor in the Agricultural sector.

MACRO BSO COLLABORATION

- ▶ ZIMTRADE AND STANDARDS ASSOCIATION OF ZIMBABWE

The two Macro BSOs conducted business audits, export and standards readiness checks for MSME Processors

in chili, nyimo and marula in Bulawayo and Harare.

- ▶ The BSOs are to train the Processors on how to prepare for export markets.

SERVICES FROM BSOs TO MSMEs

Farmer Group Formalization:

- ▶ BSOs have trained farmer groups in preparation for formalization.
- ▶ Groups have been registered into District and National Associations. Purpose of group formalization; to facilitate bulk selling of produce, price negotiations and cost sharing.
- ▶ Other services to MSMEs; training on the benefits of joining SACCOs, financial literacy, Constitution making and Leadership.

THE SPOTLIGHT INITIATIVE

Women Economic Empowerment Project

SPOTLIGHT INITIATIVE

WHAT WAS WEE ADDRESSING ?

- ▶ PROMOTING SELF SUSTANANCE THROUGH LIVELIHOODS
- ▶ PROMOTING REDUCTION OF VIOLENCE AGAINST WOMEN AND GIRLS

THE TARGET GROUPS

- WOMEN and GIRLS VULNERABLE TO GBV and HPs CAUSED BY DISCRIMINATION
- WOMEN and GIRLS LIVING WITH DISABILITIES and with ALBINISM
- WOMEN and GIRLS IN EXTREME POVERTY

Targets

- ▶ 300 women to be trained in 4 districts
- ▶ 75 women per district

Implemented in four districts:

- Umzingwane
- Hopley
- Chipinge
- Muzarabani

Skills Training

- ▶ Poultry production
- ▶ Goat farming
- ▶ Detergent making
- ▶ Maputi production
- ▶ Juice making
- ▶ Vegetable drying

Entrepreneurship

- ▶ Entrepreneurship training
- ▶ Financial literacy
- ▶ Business management
- ▶ Sexual and Gender Based violence

WEE KITS

- ▶ Goats -vet kits
- ▶ Juice making kits-machine, drums and packaging
- ▶ Maputi gun-construction of shelter, packaging and safety clothing
- ▶ Solar driers- solar panels
- ▶ Poultry kits-chicks, vaccines, feeds, feeders and drinkers and feathers plackers
- ▶ Detergents making kits- ingredients, company specific packaging, equipment

STRATEGIES

- ❑ Women working in groups to avoid personalization of assets by perpetrators
- ❑ Also helps in reducing chances of failure
- ❑ Increases accountability
- ❑ Groups work as psychosocial support and platforms of counselling
- ❑ Individual businesses were assisted by trainers eg gardens and referred to the bank for funding of assets eg irrigation pumps
- ❑ Groups started ISALS as a sign that they had benefited from the project

Traditional leaders engagements

- ▶ As gate keepers and custodians of culture as well as leaders at traditional courts.
- ▶ Engagement of leaders from the 4 districts together with perpetrators and male champions through men's forums

ADVISORY SERVICES

- ▶ business advisory services
- ▶ Business health checks
- ▶ Follow up and market linkage trainings

THANK YOU
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TATENDA

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