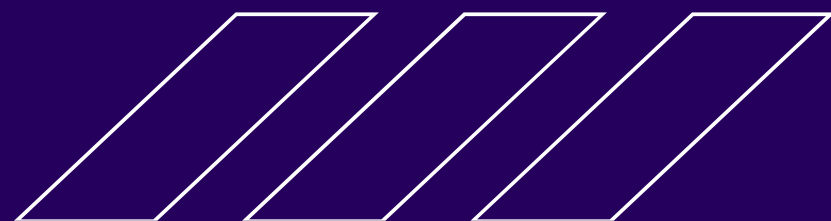




KEY STRATEGIES / GOOD PRACTICES FOR BUILDING MSMES RESILIENCE IN DEVELOPING COUNTRIES

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Overview

Micro, Small, and Medium Enterprises (MSMEs) are the foundation of developing economies, providing employment, driving innovation, and contributing to GDP. However, they are also the most vulnerable to crises, therefore there is need for their resilience.

Key Strategies / Good Practices For Building MSMEs Resilience in Developing Countries:

Business formalization

Digital Transformation and Innovation

Capacity Building and Skills Development

Peer Networks & Partnerships

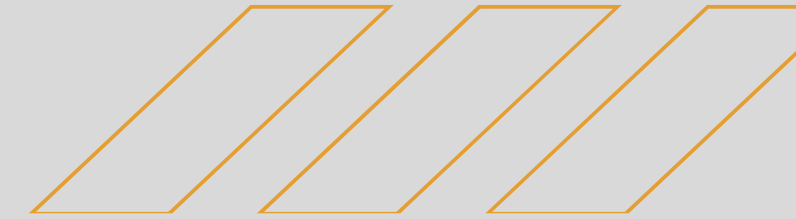
Health and Safety Protocols

Good Practice of The Government of The Gambia in Building MSMEs Resilience



- Business Formalization
- Access to Finance
- Capacity Building

Business Formalization for MSMEs



This is important for MSMEs' resilience because it provides them a stronger foundation to survive and thrive in the face of challenges. Business formalization supports MSMEs with Access to Finance, Legal Protection, Market Access, Government Support and Incentive, Credibility and Trust, Compliance with Regulations and Capacity Building and Training.

The Government of The Gambia has supported the resilience of MSMEs in the following ways:

- Advocacy and National Consultation
- Simplification of Business Registration processes
- Access to finance for Formalized Businesses
- Inclusion of Women and Youth Owned Businesses
- Public Procurement for Formalized MSMEs



Access to Finance



The Government of The Gambia has introduced initiatives to enhance financial access for MSMEs, recognizing its importance for resilience and sustainable growth. Key measures include:

- Credit guarantee schemes for MSMEs
- Microfinance programs for MSMEs
- Grant / matching grants

Capacity Building



The Gambia has launched initiatives to strengthen MSMEs through crisis management, financial literacy, and digital skills training. Key programs are delivered by the Gambia Investment and Export Promotion Agency (GIEPA), the Gambia Chamber of Commerce and Industry (GCCl), and the Gambia Women's Chamber of Commerce (GWCC), with support from international development agencies, to enhance market access and export development.

Entrepreneur Highlight: Binta Khan Badjie's Journey to Resilience



Nopal Jegg is a woman own business in The Gambia owned by Binta Khan Badjie , Nopal jegg which mean in English "Give the Lady a Break" specializes in ready to cook cereals and a variety of locally processed food products. The mission of the business is to offer healthy, convenient options while supporting local farmers and contributing to food security.

Steps to Resilience:

1. Business formalization
2. Capacity building
3. Access to Market
4. Access to finance

1. Business Formalization



- **Challenge** : Binta sold processed foods informally, limiting access to larger retail opportunities and government support.
- **Good Practice** : She registered her business, obtained certifications, invoices, receipts, business accounts and bookkeeping, and complied with regulations such as paying social security for her staff, gaining access to support programs and credibility.
- **Outcome** : Formalization allowed Binta to scale her production and secure partnerships with supermarkets and catering companies, boosting her revenue.

2. Capacity Building



Challenge: Binta wanted to enhance her skills in food processing, preservation, and packaging.

Good Practice : She joined the Gambia Women Chamber of Commerce (GWCC), which offered capacity -building workshops in food processing, preservation, packaging, digital marketing, and financial management, connecting her with mentors in the industry.

Outcome: The training improved Binta's product quality and packaging, streamlined her operations, and enabled her to supply more supermarkets and establish an online presence, expanding her customer base.

3. Access to Markets



Challenge : Binta struggled to connect with buyers beyond her local community.

Good Practice: She participated in trade fairs, expos, and food events, and started selling online, expanding her reach to local and international customers.

Outcome: Binta gained recognition, attracted larger supermarkets, and began exporting to neighboring countries, significantly increasing her sales and market reach.

4. Access to Finance



Challenge: Binta needed funding to expand production but had limited access to traditional financing.

Good Practice : After formalizing her business, she joined a micro -finance cooperative for women, secured a government grant, and received support from the Tony Elumelu Foundation.

Outcome : The funding allowed Binta to invest in new equipment, hire staff, and improve packaging, helping her meet demand and grow sustainably.

Thank
You



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