



bluis - ENTREPRENEURSHIP - DEVELOPMENT

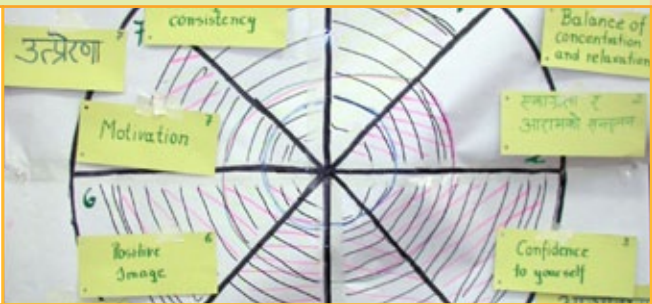
Small enterprises in developing countries are generally production-oriented. Very often they continue production patterns based on family traditions rather than changing them based on their own strengths. Communication skills, essential for the market, need to be further developed. Consequently small scale entrepreneurs have little knowledge about market demand, successful contracting and the advantages of cooperation. Access to information and assistance to improve one's own enterprise are not easily available.

bluis stands for farmers and entrepreneurs training and comprises a systematic and participatory development process. bluis helps these small entrepreneurs to orient themselves within the market place and to be more satisfied with themselves and their business. It leads these men and women to more success in business and a better quality of life for their families and communities.

THE THREE MODULES OF bluis (Each module takes two days)

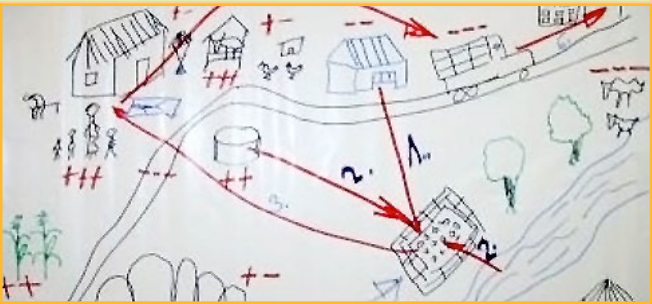
1 → **MY OWN CAPACITIES:** Personal strength and abilities, success factors for personal development as well as individual and external limits are in the centre of the first module.

- KEY TOOLS OF THIS MODULE**
- Responsibility
 - The wheel of success
 - My limits



2 → **MY ENTERPRISE AND MY MARKET:** Analysing production system and products, value chains, the market and market demands lead participants to future oriented enterprise development.

- KEY TOOLS OF THIS MODULE**
- Birds eye view
 - Market orientation
 - Portfolio
 - My environment



3 → **MY WAY FORWARD:** Development of a clear concept for participants and their business, including detailed planning of the way forward guides participants through this module.

- KEY TOOLS OF THIS MODULE**
- Vision
 - Alternative ways
 - Decision making matrix
 - Action plan





bluls - IN BURKINA FASO

There was a need in the intervention area of the GIZ Agriculture Development Program (PDA) in the West and East of Burkina Faso to assist small farmers, traders and processors to improve their entrepreneurial attitudes and skills in order to strengthen their position in the marketplace.

After a presentation of bluls in 2006, local independent trainers as well as members of governmental and non-governmental organisations were trained in three courses. In between the courses, trainees gained field experiences which enriched the next training.

After a first training period in the field, an evaluation indicated the success of the approach. On request of the program, the modules were reorganized into two training sessions of 3 days each. Due to the high interest of farmers in bluls, a second group of trainers was trained in 2009 and a third group in 2011. Today 45 trainers are available, working mostly in the intervention area of the program. In addition to those intervention areas, they carry out trainings all over Burkina Faso for actors of different value chains like cashew, sesame, rice and manioc. 2500 entrepreneurs have been trained up to March 2011. Various trainings, back stopping in the field and improvements of the method and the training material maintain the quality of this approach.

Two separate and independent evaluations have already shown the many and substantial effects of the bluls training on small scale entrepreneurs and their businesses. These trainings have resulted in the development of new products, the reorganisation of production, entry into new markets, better communication and higher satisfaction with business profitability. bluls orients entrepreneurs within the value chain to have an optimum product and to receive their fair share of the value added.

A national partner organisation coordinates the trainings since October 2010 together with the bluls experts in order to assure program quality. The Department of Entrepreneurial Development of the Ministry of Agriculture prepares itself to take over the quality control of the training.





bluls - IN NEPAL

In 2009 the GIZ program “Inclusive Development of the Economy (INCLUDE)” in Nepal supported the national “Youth and Small Entrepreneurs Self Employment Fund”. The program was in need of an approach to help young people to establish new businesses and small businesses to further develop. A combination of bluls and CEFE fitted in perfectly. More than, 50 representatives of Chambers of Commerce and Industry from most parts of the country became trainers. The trainees applied their skills in several pilot training courses with over 120 participants under the assistance and coaching of the bus experts.



SUCCESS STORIES OF bluls

“Since the union members participated in the training, we study the market demands and the prices;

We discuss with the client what he or she wants and produce accordingly.”



“I realised that I do too many activities at the same time. But you can not succeed if you do so.

I stopped with the activities which are less profitable and concentrated on the profitable ones.”



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ADDITIONAL MODULES READY FOR TRAINING:

4 → **ORGANIZATION OF "MY WAY":** A detailed planning of the future enterprise: time management, priorities, life balance (TOT started in Burkina Faso)

5 → **MARKETING:** Strategy, target group, competitors, publicity

THE PHILOSOPHY OF bluis

- Select and apply tools
- Facilitate consultation and communication between participants
- Focus on individual and actual circumstances
- Simulate, anticipate, plan out future business scenarios

THE TRAINING AND MANAGEMENT TEAM OF bluis

OUR OFFER: *Concept development for specific objectives and target groups, preparation of training, training and coaching of trainers, quality assurance*



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PARTNER OF bluis

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