Regional Social Enterprise, Market Systems and Financial Graduation Training
1-12 October, 2018.
Plaza Beach Hotel- Mombasa, Kenya

What you can expect
This two-week course focuses on building skills and knowledge in community-based approaches to sustainable development initiatives. The course emphasis is on economic strengthening models such as the Social enterprise, Market systems approach and Community Microfinance and Financial Graduation. Participants will learn about latest developments and innovations in the fields through in-depth case-studies, field visits, and with experienced guest faculty / practitioners. The course brings together the right mix of practice and theory and shares practical tools and material.

Participants will be intensively trained on the following courses:

1. Social enterprise
   Social enterprises are businesses which trade in order to address social and environmental problems. They generate income like other businesses, but are used to further a social mission. They create jobs, reduce inequalities and are accountable for their actions, bringing together the entrepreneurial skills of the private sector and the values of public service.

   Application
   Social enterprises can effectively address sustainability issues for those institutions working with volunteer resource persons like Village Agents, Volunteer Trainers/Animators, and Community Health Workers, Agricultural trainers etcetera. Discounted sales packs can be developed through negotiated partnerships with participating manufacturers to promote the course of social enterprises and project participants provide a ready market for the identified products.

   Topics to be covered
   o Concept of Social Enterprise, Policy and Government engagement
   o Market assessments and developing product packs
   o Developing partnerships across businesses, media and donor engagement
   o Developing supply chains for social enterprise products
   o Role of microfinance in promoting social enterprises
   o Impact assessments.

2. Market systems approach to enterprise development and agriculture
   The training will expose participants to new conceptual frameworks and models that assist to identify development opportunities of rural localities and spin-offs for rural wealth creation. Participants will also have a better and more comprehensive understanding of the critical linkages that exist between smallholder production systems, local market systems, agribusiness development and effective service delivery that can revitalize and catalyze rural economies. Finally it will equip participants with participatory approaches and methodologies, and tools and instruments for analysis, and a strategic action planning process that, taken together, initiate positive and innovative change.

   Trainings to be covered will include:
   o Market systems concept
   o BDS concept and principles
   o Value Chain Approach and Sub-Sector Analysis

   The course focuses on building skills and knowledge in community-based approaches to microfinance and community development.

   Courses will include:
   o Community managed microfinance
   o Financial Graduation
   o Linkages concept, strategies and process
Personal benefits
- Improve your community programs by learning about sound practices and innovations in community-based approaches to microfinance and enterprise development from around the world.
- Build practical skills in designing and managing context-appropriate community development programs; access tools and training material for planning and implementation.
- Gain in-depth understanding on subjects such as product design, governance, networking and partnership development, links between microfinance, livelihoods and markets, strategies for creating women’s empowerment and social impact.
- Learn with global sector leaders, fellow practitioners, and experienced facilitators.

Organizational benefits
- Strengthen program design and management capacity in community-based approaches to reach remote rural regions and underserved urban slum communities.
- Incorporate sound community based approaches as a key strategy for strengthening food security, livelihoods, women’s empowerment programs, and for achieving broader social and community development goals.
- Increase program outreach and impact by linking informal community groups with formal financial institutions and other market actors.
- Strengthen capacity to analyze policy issues and influence inclusion agenda.

Who is best suited for the program?
Ideal for medium to senior level people in County Governments, NGOs, financial cooperatives, rural finance practitioners, government agencies, trainers, and donors promoting community-based approaches. Two years’ experience in any livelihood, health and economic development field is desirable.

Fees
KES280,000 or $2,800 per person – includes full board accommodation for 12 days at Plaza Beach Hotel, two field visits, tuition fees, all course materials in a flash disk and certificate.

Location
The training will take place at Plaza Beach Hotel, Nyali along Mtawa road, Mombasa Kenya.

MEFI was the convener of the New Hampshire University/Mastercard2014 International VSL/MIS training workshop in Mombasa with representation of organizations from 12 countries (FAO, Plan, World Vision, Concern worldwide, World Vision, DRC, CRS, Feed the Children, Weefect, Fadhili Trust, Food for the Hungry, IFAD/FGN Rural Finance Institution Building Programme, Project Hope amongst others)
How to Apply

Applicants should apply by 1st September 2018. Attached is the enrollment form. All applications should be sent by email to:
Microenterprise and Financial Inclusion Associates
PO Box 55071-00200, Nairobi.
Phone +254717609265/+254772987915
Email contact@mefiassociates.net
Website: www.mefiassociates.net
2018 Regional Social Enterprise, Market Systems and Community Microfinance Training
1-12 October, 2018 - Plaza Beach Hotel, Mombasa, Kenya.

Important:
REGISTRATION DEADLINE:
1st September 2018

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Payment must be received on or before training date to secure participation. Registration will only be confirmed upon receipt of full payment. Since space is limited, participants will be accepted on a first come first served basis.

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(Fill and send to: contact@mefiassociates.net)