

Tried and tested concept for the sustainable implementation of b|u|s

All b|u|s training courses are held by national trainers in local languages close to where participants live. Trainers are carefully selected and undergo an 8-day preparatory course per module on content and participative approach. The practical application of the contents in test trainings with farmers is part and parcel of the trainers' preparatory course and is supervised by experienced master trainers.

In the follow-up to the course, participants meet regularly, provide each other with mutual support and/or get support from local organisations. The objective is to help participants help themselves.



The local trainers are qualified farmers or educationalists who either work on a freelance basis or are employed by local organisations. They know the target groups in the project area well and have a good command of local languages. Thanks to their expertise, the b|u|s training concept can be continuously adapted to local conditions.

Train the Trainer courses are held by experienced international experts in English, French or German. They might also be supported by qualified trainers from the region (e.g. in West Africa).

b|u|s training courses for target groups are held in collaboration with supporting partners of development projects to guarantee effective implementation in the region. This could, for example, be an education institution, a rural NGO or a government agricultural agency.

The objective is to hand over the b|u|s training scheme to a national organiser as soon as possible whilst safeguarding the quality of the training programme through follow-up support given by b|u|s experts of AHA and GEFAK. To this end, experts carry out annual follow up courses for trainers and monitor the b|u|s courses in the field.

Internal and external evaluations are conducted to ensure that the entire implementation process meets top quality standards.



Effective introduction of b|u|s thanks to experienced team of experts

The b|u|s training scheme is usually introduced within the framework of a development project by an experienced team of experts from AHA (www.andreas-hermes-akademie.de) and its partner GEFAK (www.gefak.de). This collaboration ensures a synergy of competences: the b|u|s training scheme, longstanding knowledge of the agricultural sector in developing countries and efficient project management. If required, the b|u|s training scheme for target groups in the field can also be organised by AHA and GEFAK together with local partners.

On request, we develop a detailed and individualised implementation proposal to meet country-specific requirements and prepare an offer. All work steps are coordinated with the client, and comprehensive reports are provided on project progress.



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Challenges for farmers

Markets and value added chains are changing faster and faster in rural areas in developing countries. Markets have become more complex and global, and with new opportunities come growing risks.

Subsistence production no longer suffices, for families have an increasing need for cash, e.g. to pay for education and health services. These requirements can only be met if greater efforts are made to market agricultural raw materials or processed products on national and international markets. At the same time, we see a growing urban demand for raw materials and products.

Farmers and their family-run businesses must adapt to this new situation. Traditional know-how no longer suffices to make the most of market potential. This is where the b|u|s training scheme by the Andreas Hermes Akademie comes into play. The scheme has successfully promoted the entrepreneurial competences of farmers for more than 25 years.

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»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.« (Training participant)



»I realised that I do too many activities at the same time. But you cannot succeed if you do so. I stopped with the activities which are less profitable and concentrated on the profitable ones.« (Training participant)

Seize the opportunities with b|u|s

b|u|s gives producers and processors the possibility to adapt to the new situation, generate added value and achieve greater satisfaction. The b|u|s training scheme is a systematic three-stage development process.

The three stages illustrated comprise modules b|u|s 1, b|u|s 2 and b|u|s 3 which together consist of about 60 effective training hours (spread out over 3 x 3 days).

1

b|u|s 1 capacities (3 days)

First, participants analyse their skills, potential and limits. Do I take on responsibilities or do I tend to avoid them? What are my personal success factors? Am I able to make decisions, do I have self-confidence, do I stand by my decisions once I've made them? Where are my limits? How do I deal with others, with family members, with business partners? Participants also take a closer look at their business and its potential, first from a bird's eye view and then from an economic perspective.

b|u|s 2 enterprise (3 days)

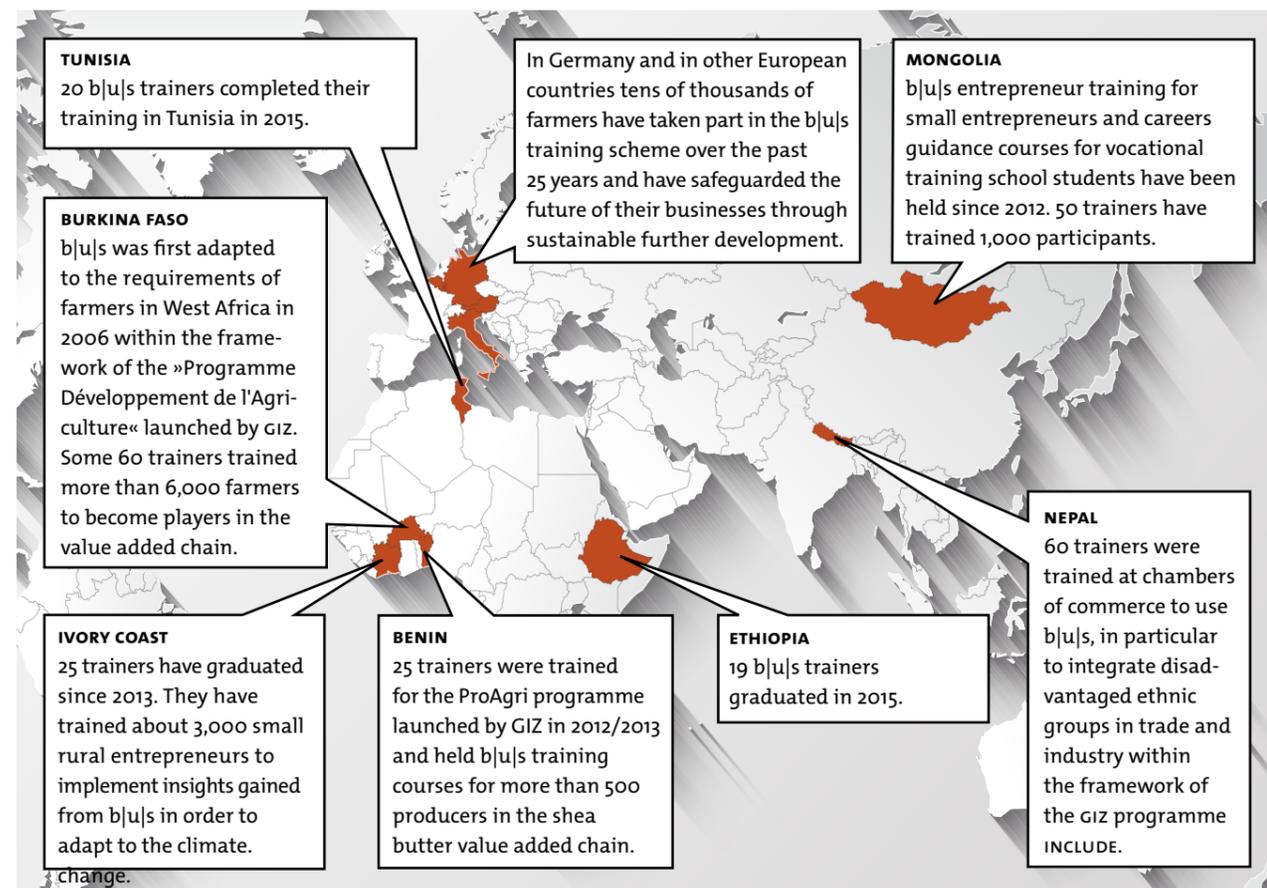
In the second stage, participants assess their market situation. Could I improve my position in the value added chain? Which products should I phase out and which are positioned in a growing market segment? How and to whom can I sell my products? This assessment will help the participants define their path forwards. What is my vision in 10 years' time? What different paths can my family and I take to achieve this vision? What criteria should I use to find out what the right path is? At the end of this phase, participants will have clear ideas and a concrete action plan for the next steps.

2

3

b|u|s 3 business plan compact (3 days)

In the third phase, participants translate the right path into a business plan. Step by step they work out the content needed to establish or carry on their business. At the end of module b|u|s 3, participants have a clear and compact business plan with which they can go to a local bank and ask for a loan to make the investments required.



The impact of b|u|s

The b|u|s training scheme has promoted the personal development and economic success of thousands of farmers and small entrepreneurs in West Africa and Asia. Comprehensive evaluations conducted by GIZ in Burkina Faso have shown that the b|u|s training scheme has had manifold impacts in terms of personal and professional development. These include:

- › Better self-direction and greater readiness to make decisions
- › Improved work climate and integration of successor generations
- › Cultivation of new market-oriented crops
- › Closure of unprofitable business segments
- › Installation of additional systems to process raw materials
- › Tapping of new markets
- › Improved customer relations and orientation towards customers
- › More extensive and responsible integration in value added chains
- › Mutual learning through visits to other businesses
- › Greater participation in the development of the village community

Diverse methods and empowering of own initiative

b|u|s training courses for approx. 20 participants are characterised by various participative methods: introduction to tools with discussion; participants work on their own; presentation of results in small groups with feedback given by other participants; presentation of examples in the whole group followed by discussions. These methods encourage participants to take initiative, exchange experiences and ensure that the entire group plays an active part. Participants work independently and support each other in order to find potential for improvement. Additional illustrations are used for those who cannot read or write. After the training course, participants meet and assist each other with implementation.

Special importance is attached to »ART«. Every training unit begins with ACTION – in other words, participants experience and try things out for themselves; this is followed by a phase of REFLECTION, in which findings are evaluated. Afterwards, each participant works out for himself how to TRANSFER the insights gained.