

CONTENT

The training covers the following areas of entrepreneurship development:

- Review of general business concepts
- Concept and importance of natural product based enterprises
- Problems and prospects of natural product based enterprises
- Business fundamentals and characteristics of a successful entrepreneur
- Building community capacity for gathering and analyzing information
- Identification of enterprise opportunities
- Business screening and prioritization
- SWOT analysis
- Policy, regulatory and institutional environment
- Concept, tools and methods of marketing and market survey
- Concept of enterprise management and factors affecting enterprise functioning
- Developing enterprise management and leadership skill

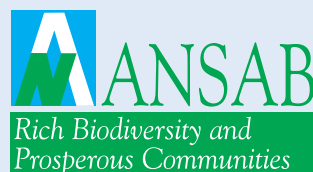
METHODS

The training uses a combination of different methodologies, including lectures, business games, simulations, individual and group exercises, discussion and field visits. It is delivered both in English and Nepali or in either of the two languages as per participants' requirement.

COSTS

Costs are determined through mutual discussion between ANSAB and the clients according to the length, content and number of participants in the training. ANSAB's overall objective is to expand natural resource based community enterprises in Nepal and, as such, it strives to keep costs as low as possible.

FOR MORE INFORMATION,
PLEASE CONTACT



ASIA NETWORK FOR SUSTAINABLE AGRICULTURE
AND BIORESOURCES (ANSAB)
P.O. Box 11035
Kathmandu, Nepal

Tel: (977-01)-4497547 or 4478412
Fax: (977-01)-4476586
E-mail: ansab@ansab.org
Website: www.ansab.org



TRAINING ON

Entrepreneurship Development

FOR NATURAL RESOURCES DEPENDENT COMMUNITIES



BACKGROUND

The majority of rural communities in Nepal uses natural resources in a subsistence mode. This approach creates little incentive for the poor to conserve and manage their resources sustainably. As such, they can neither harness the optimum potential of the resources, nor generate good income and employment. The underutilization of natural resources is in fact one of the main reasons for the persistence of rural poverty and degradation of the resource base in the country.

In this context, the establishment of natural products enterprises provides tremendous opportunities. However this is not an easy task as the locals are not traditionally tuned to enterprise activities. Developing entrepreneurship within these communities therefore usually first requires outside facilitation.



TRAINERS

Established in 1992, the Asia Network for Sustainable Agriculture and Bioresources (ANSAB) is a civil society organization working in South Asia and headquartered in Kathmandu, Nepal. Its mission is to “implement community-based, enterprise-oriented solutions that conserve biodiversity and improve the livelihoods of the poorest of the poor while bolstering national economic development and addressing climate change”.

ANSAB pioneered the establishment of natural product based community enterprises in Nepal and has since developed the most extensive experience in the field. It has repeatedly tested a series of practices addressing the environmental, social and economic issues to create jobs and income for poor people in remote but resource-rich areas. Based on these experiments, ANSAB's staffs have produced several manuals and published dozens of scientific articles in peer reviewed publication on the topic. ANSAB has also advised many international NGOs and foreign government across South Asia interested in replicating its approach. This training package is the latest dissemination tool developed by ANSAB to help the largest number of communities for possible benefit from natural resource based enterprise creation.

ANSAB has a large pool of experienced, dynamic and qualified training facilitators for community based natural resource based enterprise development. These facilitators have already provided national and international level trainings and will be used as per the need and level of participants.

INTENDED PARTICIPANTS

This training is mainly intended for users and practitioners interested in developing entrepreneurship at the community level, including:

- Community facilitators from governmental and non-governmental organizations
- Program designers
- Community groups, existing entrepreneurs, students and teachers

LENGTH

The training is designed for 5 days, but the training period and contents can be modified according to the needs and the previous knowledge of participants.

