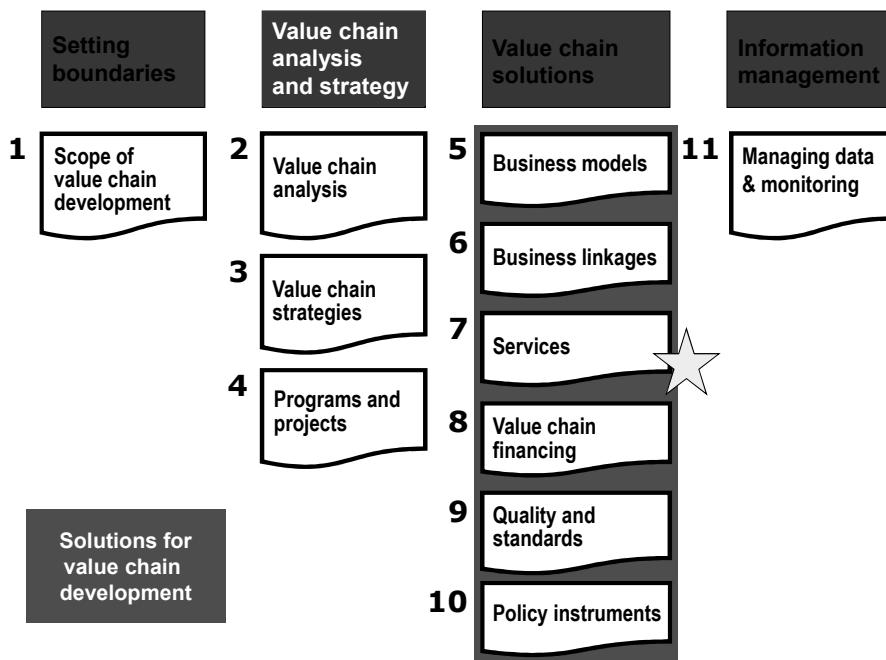




ValueLinks Module 7

Services

Structure of ValueLinks 2.0





Value Chain Services

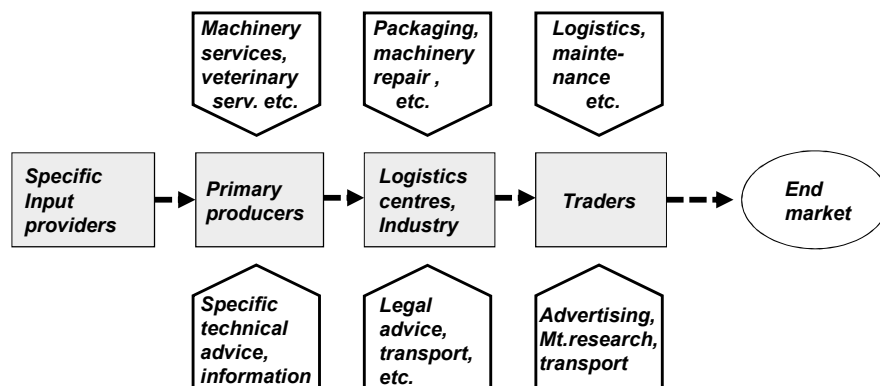
Contents

- 1 Operational and support services in value chains
- 2 Analysis of business service needs and provision
- 3 Entrepreneurship training

Operational Services in VC (Micro Level)

The actors along the value chain need services in order to perform their tasks (B 2 B service):

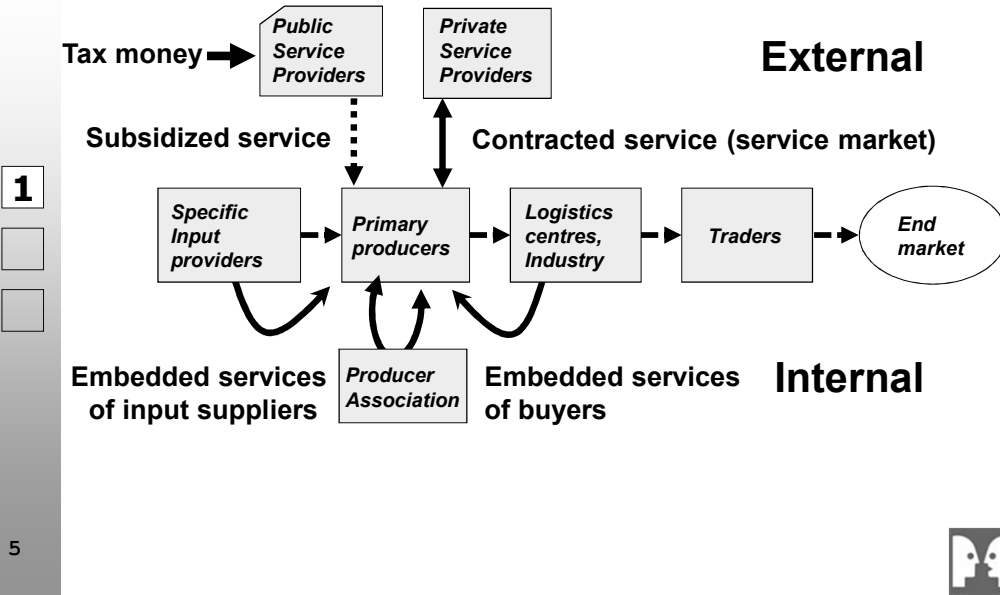
1



With increasing sophistication of the VC, more and better services are required (→ partly subcontracted)



Operational Services – Mode of Delivery

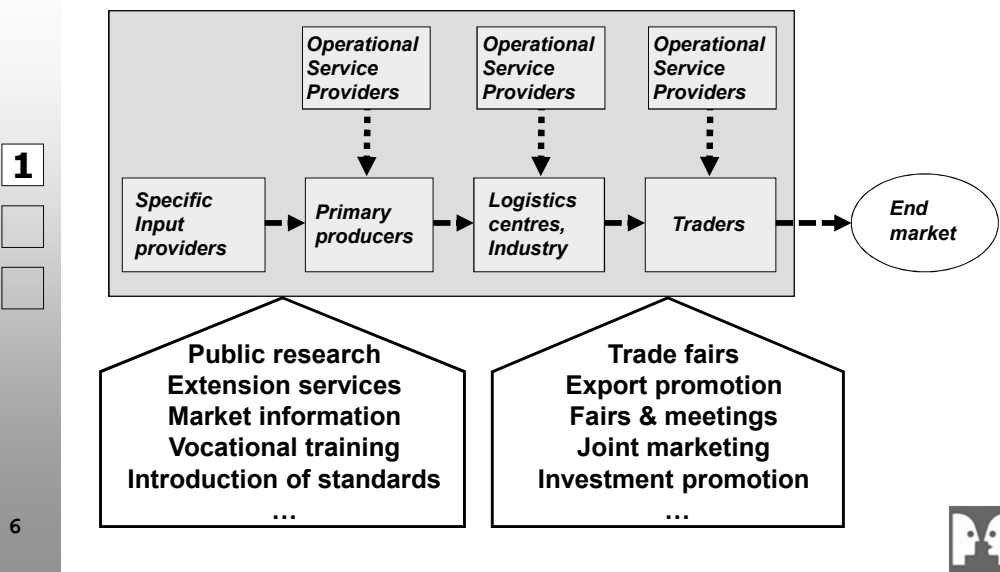


5



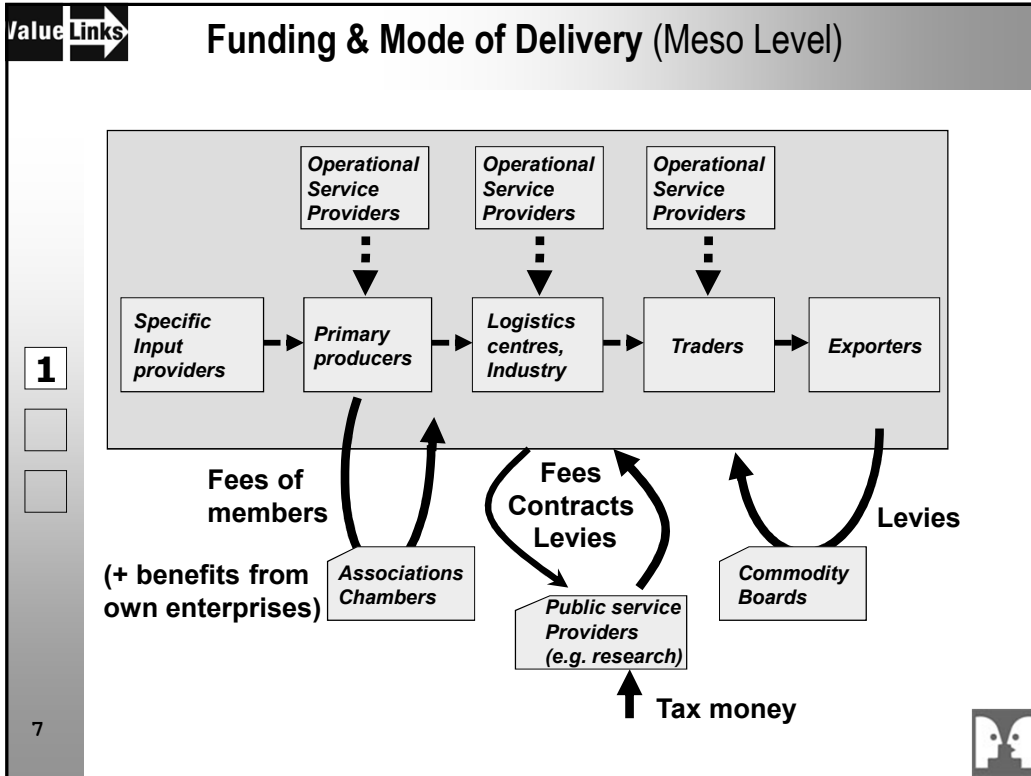
Support Services for VC (Meso Level)

Benefiting chain actors collectively - often public services



6





Value Links **Value Chain Services**

Contents

- 1** Operational and support services in value chains
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Analyzing the Demand for Services

2

Groups of chain operators along the value chain	Operational service needs of the groups of operators	Characterization of the services needed (e.g. volume, frequency of demand)	Obstacles of access to the services
Farmers Traders/collectors ...	to be specified	to be specified	
Groups of chain operators along the value chain	Support service needs of the groups of operators	Characterization of the services needed (e.g. volume, frequency of demand)	Obstacles of access to the services
Farmers Traders/collectors ...	to be specified	to be specified	



Analyzing the Supply of Services

2

Operational and support service needs	Existing service providers	Problems of service provision
(taken over from the demand analysis)	to be specified	Suggested areas of analysis: <ul style="list-style-type: none"> ▪ Mechanisms of demand formulation ▪ Pricing of services ▪ Linkages between operators and providers ▪ (In)adequacy of service arrangement
Operational and support service needs	Potential service providers	Obstacles to service provision





Value Chain Services



Contents

- 1** Operational and support services in value chains
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Entrepreneurship trainings



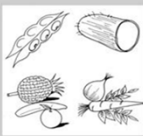









- **Generic instruments for business skills training**
ILO: “Start and Improve your business” (SIYB), CEFE: Competency-based Economies & Formation of Enterprise, UNCTAD: EMPRETEC program
- **FBS (Farmer Business School)**
Designed for targeting large numbers of smallholder farmers working in one VC (for example cocoa or rice), managed by the GIZ FBS facility
- **CBS (Cooperative Business School), PBS (Processor Business School)**
Designed to strengthen service delivery and formalization of cooperatives and to promote investment in processing, managed by the GIZ FBS facility
- 3** ▪ **SME business loop**
Basic training for small enterprises developing their own business plan and acquiring basic business skills, developed by GIZ
- **BUS**
Training meant for commercial farmers and agripreneurs in a series of specialized modules, proprietary to the AHA Academy in Germany



 Cocoa Livelihoods Program
  Sustainable Cocoa Business

Farmer Business School

What is it about?

 M1 Is farming a business?	 M2 Know the units to know your assets?
 M3 Manage your farm for enough food	 M4 Money-out/Money-in: Know whether you do good business
 M5 Decisions for more income	 M6 Seize opportunities to diversify your farm enterprises
 M7 Manage your money throughout the year	
 M8 How to get good financial services	 M9 Make more money with quality cocoa
 M10 Benefits from membership in farmer organizations	 M11 Investing in planting or replanting of cocoa
 M12 Becoming an entrepreneur in practice	

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- Innovation in the provision of agricultural extension services
- Always linked to one lead crop or specific farming system
- More than 1.3 million farmers trained in 19 countries since 2010, covering 34 different production systems
- Designed by GIZ (with support from the GATES Foundation) for:
 - Large outreach (+ 5,000 farmers)
 - Low cost (6-15 \$/person trained)
 - Often illiterate farmers smallholder farmers
- 5 subsequent mornings in the village/community
- All farmers receive a training notebook, a work book for practical application and a participation certificate
- Well-animated and participatory adult learning
- Follow up of the classroom training
- Strict ToT qualification system

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