

# work package 5

reinforcement of vegetable business networks (VBN)



## Work Package 5: Strengthening Vegetable Business Networks (VBN)

*Led by World Vegetable Center, Component 5 aims to:*

### - Select vegetable business networks.

The following activities are planned in the three (3) countries to strengthen VBNs:

- ◇ Develop by an international consultant the detailed protocol for the implementation of the Work Package with attention to gender balance.
- ◇ Identify an appropriate partner in each country to implement the VBN
- ◇ Identify potential business champions
- ◇ Screen potential business champions and select at least 5 VBNs for support
- ◇ Conduct a more detailed survey of the shortlisted champions

### - Conduct diagnostic and design workshops

- ◇ At least 5 Diagnostic & Design workshops will be conducted as needed per country.
- ◇ At least 5 VBN action plans will be developed per country.
- ◇ A partnership agreement will be signed for each of the 5 VBNs.
- ◇ A partnership agreement will be concluded between the identified business champions and the project, based on the action plan specifying the business model, the investments of the private companies and the support of the project.

### - Selecting business coaches

A 2-week training program will be designed and executed to train vegetable business coaches: This 2-week training program will include technical training, financial and business training and functional capacity building.

The establishment and operation of the VBNs will require support from the project in the form of training and field coaching, at least for the first two years. The project will therefore develop a protocol for identifying and selecting business coaches. Approximately 120 young men and women will be trained as vegetable business coaches. The project will aim to recruit at least 50% female coaches.

### - Provide technical training

Technical training will build the capacity of VBNs. Based on specific needs, three (3) main types of capacity building will be provided:

- (1) Training on the ability to produce, store and process healthy vegetables and technical training on quality seeds, soil fertility management, water management, pest and disease management, etc.
- (2) Training on business management skills, including financial and business training such as budgeting, cash flow management, savings and credit, business plan development, marketing, etc.; and
- (3) Training on partnership building capacity, including functional capacity at the organizational and vegetable enterprise level, including business relationship building, negotiation, contract development, long-term trust building. Training sessions will be gender-balanced, ensuring that the location, time and duration of training do not preclude women from participating.

### - Hold annual review and capitalization meetings

Annual review and capitalization workshops will be held at the end of each year to allow VBNs to review their work and adjust their action plan for the following year.