

# **Empower Girls by Entrepreneurship in Rwanda(EGER)**

## **Background**

We have programs aimed at fighting the stigma and discrimination that affect the people living with HIV and AIDS(Population: 10.3 million,People living with HIV: 170,000,People receiving ART: 76,700,Treatment sites: 6,Patients in care: 9,795;Patients receiving ART: 4,520).

We organize the youth in anti-HIV and AIDS clubs to promote discussion on sensitive issues in a friendlier environment where girls and boys meet and discuss more about their sexual reproductive health,family planning and HIV/AIDS prevention want to empower the program where we will be taking girls who are underprivileged to train them and enable them to create an income generating activity throwout a cooperatives.

The percentage of the population aged less than 15 is 43.6% whereas the percentage of the population less than 25 years of age is equal to 63%. Rwandan youth constitute therefore the backbone of the country. But in the socio-economic context of scarcity of employment opportunities and too great a pressure on the available natural resources, the youth face a great number of challenges, which compromises their future, hinders their growth and well being and adversely affects the country's development. Most of these challenges are related to education, poverty, sexual and reproductive health, access to employment and income generating activities. can become agents of community improvement by becoming involved in identifying community needs and opportunities. (...) A new wealth of ideas and information generated by youth would then result in relevant and demand-driven policies, especially on entrepreneurship and leadership.

## **EXPECTED OUTCOMES**

- Increased Capacity of girls to participate in socio-economic development processes at national level.
- Increased access to information and to a minimum package of youth friendly services to enable them discussing entrepreneurship issues.
- Professional training, accessibility to employment and income generating activities through cooperatives .
- Information, education and counseling in Sexual and Reproductive Health (SRH), including education on family life and responsible parenthood plus adolescent sexual and reproductive health (ASRH) services.

## **Targeted Results**

By providing education, employable skills and assistance in finding employment or starting a business, Rwanda pharmaceutical student association will empower participants – particularly girls but also the community in general and help to break the cycle of poverty within our communities . Specifically, the project is targeting 30 graduates per year from each of its sewing and hairdressing will be income generation activities after ending their courses of running small business,business management ,entrepreneurship and cooperative management.

The HIV/AIDS education offered to the 30 participants in each of these

training programs each year will have both direct and indirect benefits, as participants share new knowledge about prevention and care with extended family members and dependents.

### **COURSE CONTENT FOR GIRLS COOPERATIVE**

#### **Creating and Pursuing Goals**

□ Setting goals (short-term, long-term); achieving your dreams; introduction to business; why is business knowledge important for you

#### **Money Matters**

□ What is income, capital, profit, and sales; personal and unexpected expenses; spending habits; managing your money; managing your family's expectations (both realistic and unrealistic); recognizing "needs" vs. "wants"

#### **Business and Market Research**

□ Identifying the business idea; how to conduct various market surveys; gathering information for the business plan

#### **The Business Plan**

□ Why a business plan is important; what to include in plan: location, product, competition, word of mouth marketing, etc.

#### **Simple Financial Statements/ Record Keeping**

□ Importance of written organization; simple income statements (profits and losses); simple balance sheets; keeping track of inventory

#### **Raising Capital–Savings Groups**

□ What is a savings group; how to work as a team; benefits of forming group; how to form group (rules, leaders, decisions to make [interest/no interest], money distribution, etc.)

#### **Raising Capital–Investing**

□ What is investing; why it is important to invest; ways to invest your money (livestock, purchase and resale of food and other seasonal products, etc.); procurement of supplies (inventory and cost analysis)

#### **Raising Capital–Loans**

□ What is a loan; interest rates; how to apply for a loan; record keeping for loans; keeping your money safe; how to be accountable to lenders; loan repayment and consequences

#### **Customer Service Training**

□ Attracting new customers and keeping old ones; how to handle a difficult customer; importance of appearance/good hygiene/clean and attractive display; finding and maintaining competitive advantage .

#### **Cooperative**

With the help of the delegate from project management, girls will form a cooperative as a forum for sharing profit and growing the project. Profit from products that they will be doing (sewing, hairdressing saloon and other activities) will belong to the cooperative. The organizational structure will consist of an executive board of a president, vice-president, treasurer, secretary, and the remaining members. It will be governed by a constitution drafted members of cooperative and program participants including the project manager and will have a bank account. Participants will be able to take small

loans from the cooperative for individual household needs and for the cooperative as they will need to grow their business.

### PROJECT BUDGET

ITEMS	number	Cost/unit	total
Renting a house	1	\$300per month	\$3,600.00
Trainers salary	2	\$200 per month	\$4,800.00
Flipcharts	2 per day	\$1 three times aweek	\$288.00
Materials for practice(hair dressing)	N/A	\$50 a month	\$600.00
Materials for sewing(machine)	4	\$2,260.00	\$9,040.00
Project management (transport and communication)			\$1,672.00
<b>TOTAL</b>			<b>\$20,000</b>