

Indicator: # of farmers who have applied basic business skills to their agriculture-based IGA (AG_030)**AGRICULTURE SECTOR** **Type:** Outcome**Unit of Measure:** Farmer**Disaggregation:** Sex: Male, Female;
Age: 0–9, 10–14, 15–19, 20–24, 25+**Outcome Measured:** Farmers apply basic business skills to their agriculture-based IGA**Precise definitions**

Income-generating activity (IGA): A small-scale economic activity that is informal in nature (i.e., an extension of household activities) and often formed out of necessity to generate income for household subsistence. An IGA tends to make use of household labor, existing skills, and readily available resources.

Requirement for demonstrating the application of basic business skills: Farmers must meet the minimum criteria for all 5 of the following business skills in order to achieve the outcome “farmers apply basic business skills to their agriculture-based IGA”. Failing to demonstrate the minimum criteria for any one of the five basic business skills means the farmer is not considered to have successfully applied basic business skills to their IGA.

- **Business costs:** The farmer has written out or calculated the business’ primary start-up and/or operating costs (including fixed and variable costs).
- **Ledger of transactions:** The farmer maintains a written record of all income and expense transactions (money entering and leaving the business).
- **Profit (basic):** The farmer regularly (e.g., weekly or monthly) uses the ledger of transactions to calculate profit generated by primary business activity(ies).
- **Separate money:** The farmer has a system for keeping business and personal funds separate (e.g., separate bank accounts, cash box, separate business and personal financial records, pays self a salary or wage from business funds).
- **Stock management:** The farmer maintains a written record of IGA inventory.

Data collection**Tool:** Basic business skills  checklist.**Frequency of data collection and tracking:**

Time 1 (T1)—Four to six weeks after participating in a basic business skills training OR end of six months of business skills teaching/coaching with an individual: The Volunteer will conduct an IGA business skills assessment with all individuals who meet the minimum requirements described below (see “Who to measure”). The IGA business skills assessment will consist of a series of questions as well as document reviews, including the farmer’s bookkeeping or financial records and stock management records. Following the assessment, record the farmer’s name and whether or not he or she met the requirements for each section on the IGA Business Skills Tracking Sheet (below). Note: There is no pre-intervention measurement for this indicator.

Time 2 (T2)—Four to six weeks after participating in a subsequent basic business skills training OR at the end of the subsequent year of business skills teaching/coaching with an individual, if applicable: Some farmers may not demonstrate the minimum number of skills after only one business skills training or after only one year of coaching/mentorship work with a PCV. If a farmer has *not* met the minimum skill requirements at T1 and if the farmer continues to meet the minimum requirements described below (see “Who to measure”), then assess the farmer again. At the end of the subsequent training activity or subsequent year of coaching/mentorship, record the farmer’s name and whether or not he or she met the requirements for each section in the second tracking sheet.

Who to measure: Volunteers should only include individuals for this outcome measurement who they have worked with in the following ways to build all five basic business skills:

1. Conduct one-on-one teaching of farmers on agriculture-based basic business skills
2. Conduct group training of farmers on agriculture-based basic business skills
3. Coach individual farmers or groups to apply basic business skills to their agriculture-based IGAs



Reporting

Measuring progress toward the outcome, by sex and age: A farmer is considered to have demonstrated the application of basic business skills to an IGA when s/he meets the minimum requirements listed above. Failure to demonstrate the minimum criteria for all five basic business skills means the farmer is not considered to have successfully applied the skills learned in the basic business skills training.

- For all farmers who have demonstrated the minimum requirements for all five basic business skills, place a Y in the cell that corresponds to the individual’s sex and age category.
- For all farmers who have not demonstrated the minimum number of requirements for all five basic business skills, place an N in the cell that corresponds to the individual’s sex and age category.
- Record the sum of all Ys + Ns for each sex and age category in the row titled “TOTAL REACHED.” Report all column totals in the VRF.
- Record the sum of all Ys only for each sex and age category in the row titled “TOTAL ACHIEVED.” Report all column totals in the VRF.
- If a farmer did not demonstrate the minimum requirements for all five basic business skills at T1, use the second tracking sheet with the T2 column to repeat the assessment and reporting process for that individual four to six weeks following the subsequent training or at the end of the subsequent 6 months of teaching/coaching.

Note: Individuals may only be counted once as part of the “TOTAL ACHIEVED” in a Volunteer’s service for this indicator. If the same individual is eligible for measurement for another indicator, s/he may be counted for that indicator according to the guidelines in that indicator’s definition sheet.

