

<p><b>STANDARD SECTOR INDICATOR CODE:</b> CED-004</p>	<p><b>Individuals trained in business management/income generation:</b> Number of individuals trained in business development, including income generation. (CED-004)</p>	
<p><b>CED SECTOR</b></p>	<p><b>Sector Schematic Alignment</b> <i>Note: This indicator belongs to the “Business Development” Project Area and “Business Management” Project Activities/Training Package (PA/TP) within the CED Sector but is borrowed by the following Project Activities/Training Packages within the CED, AG, and ENV Sectors.</i></p> <p><b><u>CED Sector (“Home” of the SI)</u></b> PA/TP: Business Management</p> <p><b><u>CED Sector</u></b> PA/TP: Income Generation Activities</p> <p><b><u>AG Sector</u></b> PA/TP: Income Generation Activities</p> <p><b><u>ENV Sector</u></b> PA/TP: Income Generation Activities</p>	
<p><b>Type:</b> Output</p>	<p><b>Unit of Measure:</b> Individuals</p>	<p><b>Disaggregation:</b> <b>Sex:</b> Male, Female <b>Age:</b> 0-9, 10-17, 18-24, 25 and above</p>
<p><b>Definitions:</b></p> <p><b>Business</b> – any for profit endeavor whether legally registered or informal to which a Volunteer provides the owner or staff with technical assistance on business management skills.</p> <p><b>Business management</b> – is comprised of all the components necessary to launch or manage a business effectively (i.e., conducting a feasibility study; developing a business plan and marketing plan; acquiring capital; setting up operations; securing a location for the business; product development; advertising; sales; record-keeping, inventory control, customer service)</p> <p><b>Income generation</b>–the act of making money, which can be seasonal (fruit stand selling mangoes from your tree), temporal (a bake sale), formal or informal [i.e., not a registered business, and even indirect – earning interest on savings in a bank.</p>		
<p><b>Rationale:</b> An increase in the number of individuals trained in business management, including income generation, leads to increased capacity to manage and improve the profitability of their businesses to enhance household economic security.</p>		
<p><b>Measurement Notes:</b></p> <ol style="list-style-type: none"> <li><b>Sample Tools and/or Possible Methods (for Peace Corps staff use):</b> Volunteers should use data collection tools</li> </ol>		

to measure progress against project indicators. A data collection tool to measure this indicator could be based on one of the following methods—observation, interview—though there may be other data collection methods that are appropriate as well. For more information on the suggested methods, please see [Appendix I in the MRE Toolkit](#). Also be sure to check [this link](#) on the intranet page as sample tools are regularly uploaded for post use. Once a tool has been selected and/ or developed for the post, staff should have a few Volunteers and their partners pilot it, and then distribute and train Volunteers on its use.

2. **General Data Collection for Volunteer Activities:** All Volunteer activities should be conducted with the intention of achieving outcomes – knowledge change (short-term), skills demonstration (intermediate-term), and behavioral changes (intermediate to long term) as defined by the progression of indicators within the objectives of a project framework. The progression of measurement for all Volunteer activities should begin with baseline data being conducted prior to the implementation of an activity (or set of activities), followed by documenting any outputs of the activities and then later at the appropriate time, measurements of specific outcomes (see “Frequency of Measurement”).
3. **Activity-Level Baseline Data Collection:** Because this is an output indicator that does not measure any change, there is no need to take a baseline measurement before reporting the results of this indicator. However, Volunteers should take baseline measurements for any outcome indicators that are related to this output indicator. Refer to the project framework to review related outcome indicators.
4. **Frequency of measurement:** An output indicator only needs to be measured once—in this case, every time the Volunteer holds a training event (or series of events) on advocacy, he/she will want to keep track of the number of unique individuals who participated in the event(s) and report on it in the next VRF.
5. **Definition of change:** Outputs do not measure any changes. However, for an individual to be counted for this indicator, an individual must participate in some type of training event focused on the topic if advocacy.
6. **General Reporting in the VRF:** In the case of output indicators, Volunteers only have one box to fill in on their VRF: “total # (number).”
7. **Reporting on Disaggregated Data in the VRF:** This indicator is disaggregated by “Sex” and by “Age.” When reporting in the VRF, a Volunteer should disaggregate the individuals who achieved the outcome based on male and female gender and by the following four age group categories: 0-9, 10-17, 18-24, 25 and above. This will mean that data can be placed in one of 8 places – 1) Males aged 0-9, 2) Females aged 0-9, 3) Males aged 10-17, etc...

**Data Quality Assessments (DQA):** DQAs are needed for each indicator selected to align with the project objectives. DQAs review the validity, integrity, precision, reliability, and timeliness of each indicator. For more information, consult the Peace Corps MRE Toolkit.

**Alignment with Summary Indicator:** NO LINK