

Indicator: # of individuals who apply basic business skills to their new or existing income-generating activity (IGA) or small business (CED_Econ_025)

CED SECTOR



PROJECT AREA:

Economic Development

Type: Outcome**Unit of Measure:** Individual**Disaggregation:** Sex: Male, Female;
Age: 0–9, 10–14, 15–19, 20–24, 25+; Type:
IGA, small business**Outcome Measured:** Individuals apply basic business skills to their new or existing income-generating activity (IGA) or small business**Precise definitions****Income-generating activity (IGA):** A small-scale economic activity that is informal in nature (i.e., an extension of household activities), with a day-to-day horizon, 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.**Small business:** A planned, semi-formal or formal (i.e., registered) and ongoing small-scale economic activity to generate a steady source of income (livelihood) by selling goods/services. Running a business involves greater risk and investment than an IGA, in exchange for the potential for greater profit.**Requirement for demonstrating the application of basic business skills:** Each section of the tool defines one of the five basic business skills. The minimum criteria needed to be counted as successfully applying each basic business skill is as follows:

- **Market assessment:** The individual adequately addresses all eight components in his/her response.
- **Business planning:** The individual has completed both a business plan and a cost-benefit analysis that meet the requirements listed in the tool.
- **Bookkeeping:** The individual's bookkeeping/financial records meet all four criteria listed on the tool.
- **Marketing:** The individual can identify at least one improvement made to his/her business for each of the "5 Ps."
- **Market niche:** The individual has implemented at least one of the market niche strategies listed on the tool.

Failing to demonstrate the minimum criteria for any one of the five basic business skills means the individual is not considered to have successfully applied basic business skills to their new or existing IGA or small business.

Data collection**Tool:** The Basic Business Skills Assessment Tool used by all Volunteers in the CED project working on basic business skills development. The tool instructs the PCV to identify the category that best describes the nature of the individual's economic activity: income-generating activity (IGA) or small business. However, the skills included on the Basic Business Skills Assessment Tool remain the same for both types of economic activities.

Frequency of data collection and tracking:

Time 1 (T1)—Four to six weeks after participating in a basic business skills training OR after six months of coaching an individual: The Volunteer will conduct a basic business skills assessment with all individuals who meet the minimum requirements described below (see “Who to measure”). The basic business skills assessment will consist of a series of questions as well as document reviews. Before beginning the assessment, remind the individual to bring his/her business plan, cost-benefit analysis, and bookkeeping/financial records to the assessment. Following the assessment, record the individual’s name, the type of economic activity (IGA or small business), and whether or not the individual met the requirements for each section of the tool on the Basic 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 after an additional six months of coaching an individual, if applicable: Some individuals may not demonstrate the minimum number of skills after only one business skills training or after only six months of coaching with a PCV. If an individual has *not* met the minimum skill requirements at T1 and if the individual continues to meet the minimum requirements described below (see “Who to measure”), then assess the individual again. At the end of the subsequent training activity or subsequent six months of coaching, record the individual’s name, the type of economic activity (IGA or small business), and whether or not the individual met the requirements for each section of the tool 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 basic business skills:

IGAs:

1. Plan and facilitate training on how to select and implement a specific IGA (e.g., food preparation, value-added agricultural processing, soap making)
2. Coach individuals to implement an IGA
3. Plan and facilitate basic business skills training
4. Coach individuals to apply basic business skills to their new or existing IGA

Small businesses:

1. Plan and facilitate basic business skills training for business owners
2. Coach business owners to apply basic business skills to their new or existing small business
3. Organize events for business owners (e.g., networking event, trade show, farmers’ or artisans’ market)



Reporting

Measuring progress toward the outcome, by sex, age, and type: An individual is considered to have demonstrated the application of basic business skills when he/she meets the minimum requirements on all sections of the Basic Business Skills Assessment Tool. Failure to demonstrate the minimum criteria in any given section of the tool means the individual is not considered to have successfully applied the skills learned in the basic business skills training.

- For all individuals who have demonstrated the minimum number of requirements in all sections of the tool, place a Y in the cell that corresponds to the individual’s sex, age, and type.
- For all individuals who have not demonstrated the minimum number of requirements in all sections of the tool, place an N in the cell that corresponds to the individual’s sex, age, and type.
- Record the sum of all Ys + Ns for each sex, age, and type in the row titled “TOTAL REACHED.” Report all column totals in the VRF.

- Record the sum of all Ys only for each sex, age, and type in the row titled “TOTAL ACHIEVED.” Report all column totals in the VRF.
- If an individual did not demonstrate the minimum requirements 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 end of the subsequent year of 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, he/she may be counted for that indicator according to the guidelines in that indicator’s definition sheet.

