



Institute for Capacity Development (ICD)

50 KN59 Street, Q. Matheus Road, P.O. Box 545, Kigali, Rwanda. Website: www.cidtraining.com
Cell: +27603048492|Cell +264813866883| E-mail: coordinator@icdtraining.com

Rural Enterprise Development and Management

Course Objectives

Upon successful completion of this course, participants should be able to:

- Apply core concepts and principles of sustainable development and entrepreneurship.
- Start and run new businesses and improve on existing ones
- Build a deeper understanding of the fundamental issues of rural finance.
- Have skills and in conducting a rural and agricultural portfolio assessment and loan analysis
- Be familiar with several innovative models and alternate ways of offering rural finance services.
- Gain skills in conducting seasonally analysis, preparing cash flows, assessing risk and appraising loans.
- Exhibit entrepreneurial behaviour for business success
- Improve the competitiveness and profitability of a business
- Build sustainable business strategies to reduce business operations cost, grow market opportunity and increase future profitability
- Develop business plans for rural enterprises

Target Groups

- SME operators
- Finance Managers
- General Managers
- Project Officers
- Development Managers and Coordinators
- Planning Directors and Managers
- Entrepreneurs
- Rural Enterprise Managers
- Rural and Community Development Officers

Course Outline

- Institutional Management Principles And Practises
- Overview of rural enterprise and provision of financial services
- Development and Poverty distribution
- Poverty and Rural areas development
- Understanding Rural Enterprise Development?
- Drivers of Rural Enterprise Development?
- Understanding the Role of Enterprises in Community Development
- Approaches to Rural Development
- Planning for Business.
- Coming up with business proposals
- The Financial Reality of an Enterprise.

- Business Appraisal Presentations.
- Product Marketing
- Quality and efficiency.
- Record Keeping.
- The role of NGOs in enterprise development
- Women and Micro – Enterprise.
- Business Finance for rural development
- Rural development and The provision of financial services
- Rural and agriculture finance overview
- Understanding rural finance, agricultural finance and microfinance
- Rural finance and microfinance: actors and approaches
- Microfinance and rural finance – lessons from microfinance interventions
- Rural and agricultural loan planning analysis.
- Framework for Rural Economic and Enterprise Development
- Integrated Rural Development Policy and Community Planning
- Rural Micro and Small Enterprises and Poverty Reduction
- Role of the Off-Farm Sector in Reducing Poverty
- Small-Scale Rural Enterprise and the Rural Economy
- Developing Micro and Small Enterprises for the Poor in Rural Areas
- Business planning framework and guidelines
- Sustainable Use of Resources
- Enterprise Management - The Enterprise Analysis Method
- Leadership Approaches and Management Techniques for Leading a Sustainable Business
- Integrating and Achieving Social, Economic, and Environmental Objectives
- Environment For An Attractive Investment Climate That Fosters Dynamic Entrepreneurship
- Active Private Sector Institutions and Linkages
- Networking, Linkages and Partnerships
- Access To Financial Services And Non-Financial Services
- Access to Integrated and Open Markets
- Marketing and Business Skills for Rural Enterprise,
- Access to Effective and Efficient Support Services and Resources
- Adaptive Management Capacity and Entrepreneurial Competence Within Enterprises
- Participation and Ownership of Development Processes by Well-Linked Stakeholders
- Rural Micro and Small Enterprises and Gender
- Enterprise Transformation
- Enterprise Impact Analysis and Assessment
- Enterprise Performance Measurement
- Sustainable Enterprise Development
- Managing Sustainability in Business
- Action Planning

Dates: 11th – 22nd March 2024

Duration: 2 weeks

Course Costs: US\$2850/delegate

Venue: Kigali, Rwanda