

NEWS STORY

Project on Integrated Seed Sector Development in Ethiopia
ISSD Oromia (East) project unit

Contact: Kemal Kasim, +251-913179853, kemalkasim@yahoo.com



INCLUSIVE BUSINESS PLAN FOR SUCCESSFUL SEED BUSINESS

Seed producer cooperatives (SPCs) in east and west Hararghe zones have been involved in seed business through adoption of Local Seed Business model (LSB) for more than six years. The volume of the seed production also improved from time to time, and to date seed production is one of the main business activities of the SPC that fetch premium prices. However, lack of inclusive business plan, lack of market information, weak linkage with customers, lack of business orientation, limited communication and relationship with customers have been challenged sustainable seed business development in one hand and local entrepreneurship in seed sector on the other hand. To solve these challenges and enhance effective management and business orientation of SPCs BENEFIT- ISSD Project, Oromia (East) unit was organized training on 'business model canvas' for representatives of SPCs committees, cooperative development Agents (DAs) and focal persons of LSB scaling partners. The training was conducted on August 2, 2018 at Ras Hotel, Harar city. A total of 44 participants including representatives from SPCs, DAs and focal persons from LSB scaling up partners participated on the training.

Capacitate SPCs executive committee on business plan development and enable SPCs to adopt the model in developing their business plan; capacitate the knowledge and skills of management committee on business orientation; and strengthen capacity of partners and DAs to support scaling up SPCs on business plan were the objectives of the training.

The training delivered in four Parts.

Part 1 of the training was focused on Seed business concept. It covered strategies and protocol that helps SPCs to achieve successful seed business such as supply and demand side, customers' satisfaction, quality seed production, quality control, developing trust, market segmentation, and other value addition strategies to create seed value. Moreover, sharing of knowledge and information related to quality seed, communications and free seed sharing, and demonstration was discussed to enhance the marketing of quality seeds and use of quality seed. This part also showcases experiences of big seed companies and farmers cooperatives in developed and developing economy such as Netherlands, and Uganda respectively.

Part 2 of the training was focused on overview of cooperative (cooperative concepts, principles and values). This plenary sessions discussed cooperative

principles such as; voluntary and open membership; democratic member control; member economic participation; autonomy and independence; education, training and information; cooperation among cooperatives; and concern for community. It also covered basic values of cooperative for good governance including self-help; self-responsibility; democracy; equality; equity; and solidarity. Further it covered facilities of cooperatives need to be fulfilled, business plan development, record keeping, financial management, auditing and protocol of dividend sharing for members. The participants from SPCs made reflection to compare their own cooperatives to know if they were governed by ethics of cooperative principles and values.

Part 3 of the training was focused on business canvas model. This part of the training covered the contents of business canvas model by briefly categorizing into two sections viz; introduction and body section of business canvas model charts. The introduction focused on overview of cooperatives; importance of cooperatives to increase production and productivity; history of cooperatives; participants; missions; vision; objectives; goal; and success factors. The body section of business canvas model charts covered nine steps including customer identification; value addition; communication with customers; relationship with customers; sources of major incomes; main activities; resources; stakeholders; and cost structure.

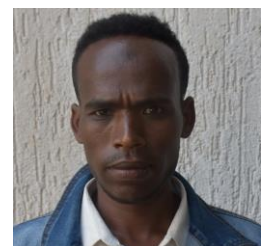
Part 4 of the training was focused on developing business model canvas block through group exercise. Through the coaching of focal persons and development agents the participants developed their business model canvas block. Then after, the group made presentation and reflection for further improvement.

Testimonials from participants



My name is Beyan Husen Ibro, focal persons of ISSD project from Chercher Odabultum Farmers' Cooperative union. As a general today I trained about business plan development. This business canvas model is easy understandable, clear and concise than previous business plan we have been using. The previous one is difficult to understand and manage even for farmers and experts. Attention is need from ISSD partners to train executive committees of SPCs to develop business canvas model with SPC members to ensure its implementation.

My name is Alwan Mohammed, development agent supporting Haji Faji SPC in Kersa woreda. Today training is completely different from previous one. Because, the previous business plan development was very wide and it ranges from 20-30 pages. But now the business canvas model I learned was very short summary completed in one

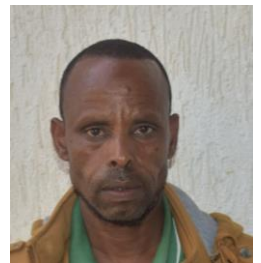


page, easily understandable, and manageable by farmers and experts too. I planned to make improve for business canvas I already started with group work here and finalize with executive committee and presented to members in general assembly and take to implementation.



My name is Jemal Mukter, development agent supporting Abdi Gudina SPCs in Oda Bultum woreda. Today I took training on business canvas model provided by ISSD project to support sustainable seed business marketing. The training was very good because it helps to use the resources and potential available in the SPCs and outside to use it effectively.

My name is Jemal Musa, Chairman of Jalala Gudina SPC, from Fadis woreda. I learned about business canvas model development. I learned how to identify and create relationship with our customers, how to communicate our product with customers, how to collaborate with stakeholders and supporters, how to improve and add value of quality seed, how to identify our major activities, income and costs for wise planning and income generation. After I return back, I provide training in collaboration with DAs for executive committees and develop business canvas of my SPCs.



My name is Yusuf Ahmed, secretary of Awubara SPC. I grasped what I did not now before about business plan. It is very easy and managed by farmers in one table by identifying customers, resources, costs, incomes, activities, partners and collaborators. In collaboration with my executive committee members I will influence our SPC members to adopt this model for improvement of seed business development.