



**COMMUNITY WOMEN'S  
ENTERPRISE NETWORK**

**TRAINING CURRICULUM  
SUBMITTED TO GLOBAL ALLIANCE  
FOR IMPROVED NUTRITION (GAIN)  
BY CWEN**

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## Preamble

Micro Small and Medium Enterprises (MSMEs) play a crucial role in food production, value addition, and economic development. However, many MSMEs face challenges such as low productivity, poor financial management, limited access to markets, and lack of knowledge on nutrition-sensitive agribusiness. This curriculum is designed to bridge these gaps by equipping MSMEs with practical knowledge, skills, and strategies to enhance their operations, competitiveness, and sustainability.

This training program focuses on nutrition-sensitive agribusiness, financial management, sustainable agriculture, value addition, and market development. It ensures MSMEs can reduce post-harvest losses, maintain product quality, access investment opportunities, and meet consumer demand for nutritious and safe food products. The curriculum is tailored for agribusiness owners, food processors, women and youth entrepreneurs, and business development service providers, offering them practical, market-driven solutions.

The implementation approach combines interactive training sessions, case studies, field visits, mentorship, and market linkages to ensure MSMEs can apply the knowledge effectively. The curriculum also integrates monitoring and follow-up support to ensure long-term impact.

By participating in this program, MSMEs will enhance productivity, strengthen financial resilience, improve product quality, and gain access to profitable markets. This curriculum is not just about training—it is about empowering MSMEs to drive innovation, sustainability, and nutrition-sensitive food production for economic growth and food security.

# Module 1: Introduction to Nutrition-Sensitive Agribusiness

## Introduction

This module introduces participants to the concept of nutrition-sensitive agribusiness and its critical role in empowering MSMEs. The focus is on helping MSMEs integrate nutrition into their business models to enhance sustainability, profitability, and social impact. The module provides practical insights on leveraging nutrition-sensitive approaches to create value for consumers while tapping into emerging markets.

## Objectives

The objectives of this module are to empower MSME participants to:

- i) Understand the principles and importance of nutrition-sensitive agribusiness for MSMEs.
- ii) Develop strategies to integrate nutrition into their business operations and value chains.
- iii) Identify and leverage market opportunities in nutrition-sensitive agribusiness.
- iv) Establish business models that prioritize both profitability and community impact
- v) Strengthen their competitive edge through innovative nutrition-focused practices.

## Learning Outcomes

By the end of this module, participants will be able to:

- i) Define the concept of nutrition-sensitive agribusiness and its relevance to MSMEs.
- ii) Evaluate their current business practices for opportunities to integrate nutrition-focused approaches.
- iii) Develop actionable strategies for creating nutrition-sensitive value chains.
- iv) Design products and services aligned with nutrition-sensitive market demands.
- v) Identify practical ways to enhance community well-being while maintaining profitability.

Topic(s)	Content	Training Methods	Materials/Tools	Equipment
Introduction to Nutrition-Sensitive Agribusiness	Definition, importance, and benefits of nutrition-sensitive agribusiness for MSMEs.	Interactive lecture, group discussions	Flipcharts, markers, case studies	Projector, slides
Nutrition-Sensitive Value Chains	How MSMEs can integrate nutrition into various stages of the value chain (e.g., production, processing, marketing).	Workshops, case studies, group exercises	Handouts, printed guides	Whiteboard, flipcharts
Market Opportunities for Nutrition-Sensitive MSMEs	Exploring local, regional, and international market opportunities for nutrition-focused products.	Role-playing, group brainstorming, market analysis exercises	Market research reports, data sheets	Projector, whiteboard
Business Models for Nutrition Integration	Developing innovative business models that integrate nutrition and sustainability.	Scenario analysis, group presentations	Templates, case study materials	Laptops, flipcharts

## Activities

- i) Conduct a value chain analysis for a selected MSME product to identify opportunities for integrating nutrition.
- ii) Develop a marketing strategy for a nutrition-sensitive product targeting local and regional markets.
- iii) Group exercise to design a nutrition-sensitive business model addressing community needs.

## Key Messages

- i) Nutrition-sensitive agribusiness creates both financial and social value, positioning MSMEs as key contributors to community health and well-being.
- ii) Integrating nutrition into MSME operations enhances competitiveness and profitability.

## Module 2: Essentials of Human Nutrition

### Introduction

This module equips MSMEs with the fundamental principles of human nutrition and its importance in product development. MSMEs will learn how to design and market nutritious products that address dietary needs and promote health. The module emphasizes the role of MSMEs in combating malnutrition and creating value for health-conscious consumers.

### Objectives

By the end of this module, participants will:

- i) Understand the basic principles of human nutrition.
- ii) Recognize the causes and consequences of malnutrition.
- iii) Develop products tailored to meet nutritional needs.
- iv) Promote healthy eating habits among target markets.
- v) Leverage nutritional value as a competitive advantage in business.

### Learning Outcomes

Participants will be able to:

- i) Define human nutrition and its relevance to MSMEs.
- ii) Identify key nutrients and their roles in health and productivity.
- iii) Analyze dietary needs of specific target groups.
- iv) Incorporate nutrition principles into product development and marketing.
- v) Design innovative solutions to combat malnutrition through MSME products.

Topic(s)	Content	Training Methods	Materials/Tools	Equipment
Introduction to Human Nutrition	Definition of nutrition, macronutrients, micronutrients, and their roles in the body.	Lecture, interactive discussions	Flipcharts, printed guides	Projector, slides
Malnutrition	Causes, types (under nutrition, over nutrition), and health consequences	Case studies, role-playing	Handouts, examples from communities	Whiteboard, flipcharts
Dietary Guidelines and Food Groups	Understanding balanced diets and dietary diversity.	Group activities, discussions	Nutrition guides, posters	Whiteboard, markers
Nutrition-Sensitive Product Development	Incorporating nutrition principles into MSME product design and marketing.	Workshops, scenario-based exercises	Templates, product samples	Projector, whiteboard

## Activities

- i) Conduct a nutritional analysis of a sample product and suggest improvements.
- ii) Develop a balanced meal plan using locally available ingredients.
- iii) Role-play scenarios to promote healthy eating in target communities.
- iv) Group discussion on strategies to combat malnutrition through MSME products.

## Key Messages

- i) Nutrition is essential for productivity, health, and well-being, and MSMEs play a critical role in addressing malnutrition.
- ii) Developing nutritious products enhances market competitiveness and community impact.
- iii) Understanding dietary needs and nutritional guidelines is key to creating value-added products for diverse markets.

## Module 3: Sustainable Agriculture and Agronomic Practices for Nutritious Product Production

### Introduction

This module focuses on how sustainable agricultural practices and agronomic techniques directly impact the production of nutritious products. MSMEs should play a crucial role in ensuring that agricultural practices not only enhance productivity but also improve the nutritional quality of food products. This module provides insights into soil health, crop management, and sustainable farming techniques that contribute to producing nutrient-rich food while ensuring environmental sustainability.

### Objectives

By the end of this module, participants will:

- i) Understand the link between sustainable agriculture, agronomic practices, and food nutrition.
- ii) Learn best practices in soil fertility management to improve crop nutritional value.
- iii) Explore climate-smart agriculture techniques that enhance food security and nutrition.
- iv) Develop strategies for improving the nutritional quality of agricultural products.
- v) Recognize the role of MSMEs in promoting sustainable and nutrition-sensitive food systems.

## Learning Outcomes

Participants will be able to:

- i) Apply sustainable agricultural practices that enhance the nutritional quality of crops.
- ii) Integrate climate-smart practices into farming operations to increase resilience and food security.
- iii) Utilize agronomic techniques to improve soil fertility and crop nutrient content.
- iv) Contribute to sustainable food production systems that align with public health and nutrition goals.

Topic(s)	Content	Training Methods	Materials/Tools	Equipment
Sustainable Agriculture and Nutrition	The role of sustainable farming practices in producing high-nutrient crops.	Lecture, interactive discussions	Flipcharts, handouts	Projector, slides
Soil Fertility and Nutrient Content	Techniques for maintaining soil health to enhance crop nutritional value.	Workshops, case studies	Soil health manuals, compost samples	Whiteboard, soil testing kits
Climate-Smart Agriculture for Nutrition	How climate-smart practices contribute to food security and nutrient-rich crops.	Scenario analysis, group discussions	Case studies, adaptation strategies	Projector, flipcharts
Agronomic Practices for Nutritious Crop Production	Best practices in crop rotation, organic fertilization, and pest management to improve food quality.	Practical demonstrations, field visits	Guides on best practices, crop samples	Demonstration kits, farm tools

Market-Driven Approaches to Nutritious Agriculture	Connecting farmers with nutrition-conscious consumers and food processors.	Role-playing, business case studies	Market analysis reports, business models	Laptops, whiteboard
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### Activities

- i) Conduct a soil health assessment and discuss its impact on crop nutrition.
- ii) Develop a climate-smart farming plan that enhances nutritional value in agricultural products.
- iii) Analyze a case study of a successful MSME integrating nutrition-sensitive agriculture.
- iv) Create a business model for MSMEs focused on producing and marketing nutritious agricultural products.
- v) Organize a group discussion on policy frameworks that promote nutrition-sensitive agriculture.

### Key Messages

- i) Sustainable agricultural practices directly influence the nutritional value of food products.
- ii) Soil health and agronomic techniques are essential for improving crop nutrient content.
- iii) Climate-smart agriculture enhances food security and ensures the availability of nutritious products.
- iv) MSMEs can gain a competitive advantage by integrating nutrition-sensitive practices into their operations.
- v) A market-driven approach to nutritious agriculture can improve profitability and community health.

## Module 4: Gender Inclusion and Social Equity in Agribusiness

### Introduction

This module focuses on the importance of gender inclusion and social equity in agribusiness. MSMEs are uniquely positioned to address gender disparities and promote equity through inclusive practices that empower women and marginalized groups. This module highlights strategies to create gender-sensitive operations, ensuring equal opportunities and sustainable growth for all participants in the value chains.

### Objectives

By the end of this module, participants will:

- i) Understand the importance of gender inclusion and social equity in agribusiness.
- ii) Identify gender-based challenges and barriers in MSME operations.
- iii) Develop strategies to integrate gender-sensitive practices into their businesses.
- iv) Promote equal opportunities across the agribusiness value chain.
- v) Leverage gender inclusion as a driver for sustainability and innovation.

### Learning Outcomes

Participants will be able to:

- i) Define gender inclusion and social equity in the context of agribusiness.
- ii) Assess their business operations for gender inclusivity and equity.
- iii) Implement gender-sensitive policies and practices within MSME operations.
- iv) Design products and services that address the unique needs of women and marginalized groups.
- v) Foster an inclusive work environment that promotes collaboration and innovation.

Topic(s)	Content	Training Methods	Materials/Tools	Equipment
Understanding Gender Inclusion and Social Equity	Definition, principles, and relevance of gender inclusion in agribusiness.	Lecture, interactive discussions	Flipcharts, printed guides	Projector, slides
Challenges and Barriers to Gender Inclusion	Identifying gender-based barriers in agribusiness operations and markets.	Case studies, group discussions	Case study materials, examples	Whiteboard, flipcharts
Strategies for Gender-Sensitive Practices	Practical methods to promote equity in SME operations (e.g., hiring practices, equitable pay).	Workshops, role-playing	Templates, policy samples	Projector, whiteboard
Promoting Equity Across the Value Chain	Integrating gender-sensitive practices into value chain activities such as production, marketing, and distribution.	Scenario-based exercises, group presentations	Handouts, value chain diagrams	Laptops, flipcharts

### Activities

- i) Conduct a gender audit of MSME operations to identify gaps in inclusion and equity.
- ii) Develop a gender-sensitive hiring policy and present it to the group.
- iii) Group exercise to redesign a value chain with gender inclusion as a core principle.
- iv) Role-playing scenarios to address gender-based challenges in agribusiness settings.

## Key Messages

- i) Gender inclusion and social equity are essential for sustainable agribusiness growth.
- ii) MSMEs can lead the way in promoting equity by adopting inclusive practices.
- iii) Addressing gender disparities in the value chain enhances productivity, innovation, and market competitiveness.
- iv) Inclusive businesses contribute to stronger, more resilient communities.

## Module 5: Product Development and Quality Assurance

### Introduction

This module equips MSMEs with the knowledge and skills to develop innovative, market-driven products while maintaining high-quality standards. It emphasizes the importance of quality assurance as a competitive advantage and provides practical guidance on product innovation, regulatory compliance, and customer satisfaction. MSMEs will learn how to enhance product value and meet market demands through consistent quality and creativity.

### Objectives

- i) By the end of this module, participants will:
- ii) Understand the principles of product development and its importance for MSMEs.
- iii) Identify strategies to innovate and create value-added products.
- iv) Recognize the role of quality assurance in building customer trust and loyalty.
- v) Learn methods for ensuring regulatory compliance and meeting market standards.
- vi) Develop a framework for maintaining consistent product quality in MSME operations.

## Learning Outcomes

- i) Participants will be able to:
- ii) Define product development and quality assurance in the context of MSME operations.
- iii) Develop strategies for creating innovative products tailored to market needs.
- iv) Implement quality assurance processes to maintain high product standards.
- v) Ensure compliance with industry regulations and standards.

Topic(s)	Content	Training Methods	Materials/Tools	Equipment
Introduction to Product Development	Definition, importance, and stages of product development for MSMEs.	Lecture, interactive discussions	Flipcharts, guides	Projector, slides
Innovative Product Design	Strategies for creating value-added products that meet market needs.	Workshops, case studies	Templates, product samples	Whiteboard, flipcharts
Quality Assurance Principles	Overview of quality standards, certification, and maintaining consistency.	Group activities, practical demonstrations	Handouts, QA manuals	Projector, whiteboard
Regulatory Compliance	Understanding regulatory requirements and compliance for MSME products.	Scenario analysis, discussions	Case studies, compliance templates	Laptops, projector

## Activities

- i) Participants will be assigned to develop a prototype of a value-added product and present it in groups.
- ii) Conduct a quality assurance audit of an MSME product and identify areas for improvement.
- iii) Create a checklist for regulatory compliance tailored to a specific product.
- iv) Analyze customer feedback to develop a product improvement plan.

## Key Messages

- i) Product development drives innovation and competitiveness for MSMEs.
- ii) Consistent quality assurance builds customer trust and market credibility.
- iii) MSMEs must prioritize regulatory compliance to access broader markets.
- iv) Customer feedback is a valuable tool for continuous product improvement.

# Module 6: Market Systems Development and Marketing Strategies

## Introduction

This module focuses on equipping MSMEs with the skills and knowledge to effectively navigate market systems and develop competitive marketing strategies. It highlights the importance of understanding market dynamics, building customer relationships, and leveraging branding and promotion to expand market share. MSMEs will learn how to identify and seize market opportunities, ensuring sustainable business growth.

## Objectives

By the end of this module, participants will:

- i) Understand the structure and dynamics of market systems.
- ii) Identify market opportunities and develop strategies to access them.
- iii) Learn effective marketing and branding techniques to increase competitiveness.
- iv) Build strong customer relationships and loyalty.
- v) Develop promotional plans tailored to target markets.

## Learning Outcomes

Participants will be able to:

- i) Analyze market systems to identify potential opportunities and barriers.
- ii) Develop and implement marketing strategies that align with business goals.
- iii) Design branding and promotional campaigns to enhance market visibility.
- iv) Build customer engagement strategies to improve satisfaction and retention.
- v) Strengthen MSME positioning in competitive markets through innovative approaches.

Topic(s)	Content	Training Methods	Materials/Tools	Equipment
Understanding Market Systems	Definition, components, and dynamics of market systems.	Lecture, interactive discussions	Flipcharts, market system diagrams	Projector, slides
Market Analysis and Opportunity Identification	Techniques for analyzing markets and identifying opportunities for SMEs.	Workshops, case studies	Market research templates, reports	Whiteboard, flipcharts

Marketing Strategies for SMEs	Developing effective marketing plans, including pricing, distribution, and promotion.	Group exercises, scenario-based discussions	Handouts, marketing templates	Projector, whiteboard
Branding and Customer Engagement	Building a brand identity and fostering strong customer relationships.	Role-playing, group brainstorming	Case studies, branding examples	Whiteboard, projector
Promotional Planning	Designing and implementing promotional activities to increase visibility and sales.	Workshops, practical exercises	Templates, advertising samples	Flipcharts, laptops

## Activities

- i) Conduct a market analysis to identify gaps and opportunities for MSME products.
- ii) Develop a comprehensive marketing strategy for a specific product or service.
- iii) Create a branding plan, including logo design, brand messaging, and positioning.
- iv) Design a promotional campaign targeting a specific customer segment.
- v) Role-play scenarios to practice customer engagement and relationship-building.

## Key Messages

- i) Understanding market systems and dynamics is essential for MSME success.
- ii) Effective marketing strategies can significantly enhance market competitiveness and profitability.
- iii) Branding and customer engagement build trust, loyalty, and long-term relationships.
- iv) MSMEs must actively seek and capitalize on market opportunities to sustain growth.
- v) Promotional activities increase visibility and drive sales in competitive markets.

## Module 7: Financial Management and Access to Investment

### Introduction

This module equips MSMEs with the tools and knowledge to effectively manage their finances and access investment opportunities. Financial management is critical for MSME sustainability, growth, and competitiveness, while access to investment provides the resources needed to scale operations and innovate. Participants will learn how to develop budgets, manage costs, and approach investors with confidence.

### Objectives

By the end of this module, participants will:

- i) Understand the principles of financial management for MSMEs.
- ii) Develop skills to create and manage budgets effectively.
- iii) Identify and evaluate potential investment opportunities.
- iv) Learn strategies for cost control and resource allocation.
- v) Prepare compelling business proposals and pitches for investors.

## Learning Outcomes

Participants will be able to:

- i) Analyze MSME financial statements and identify areas for improvement.
- ii) Create budgets that align with business goals and resource availability.
- iii) Evaluate investment options and select the most suitable ones.
- iv) Develop a financial plan to support MSME growth and innovation.
- v) Communicate effectively with investors and financial institutions.

Topic(s)	Content	Training Methods	Materials/Tools	Equipment
Introduction to Financial Management	Key principles of financial management and their importance for MSMEs.	Lecture, group discussions	Flipcharts, guides	Projector, slides
Budgeting and Cost Management	Techniques for creating and managing budgets, and controlling costs.	Workshops, case studies	Budget templates, examples	Whiteboard, flipcharts
Investment Opportunities	Identifying and evaluating sources of investment for MSMEs (e.g., loans, grants, equity).	Scenario analysis, group brainstorming	Investment guides, case studies	Projector, whiteboard
Financial Planning for Growth	Developing financial plans to support MSME expansion and innovation.	Practical exercises, group work	Planning templates, reports	Laptops, flipcharts

Investor Communication	Preparing business proposals and delivering pitches to investors.	Role-playing, presentations	Proposal templates, pitch decks	Projector, laptops
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### Activities

- i) Develop a budget for a hypothetical MSME project and present it to the group.
- ii) Analyze a case study of MSME financial management and identify best practices.
- iii) Create a financial plan for MSME growth, including resource allocation and cost control.
- iv) Prepare and deliver a business pitch to a mock panel of investors.
- v) Conduct a group discussion on evaluating different sources of investment.

### Key Messages

- i) Effective financial management is critical for MSME sustainability and growth.
- ii) Budgeting and cost control are essential for optimizing resources and maintaining profitability.
- iii) Accessing investment requires careful evaluation of opportunities and clear
- iv) Communication with stakeholders.
- v) A strong financial plan supports innovation and long-term success.
- vi) Investor confidence is built through well-prepared proposals and pitches.

## **Module 8: Nutrition-Sensitive Post-Harvest Handling and Value Addition for MSMEs**

### **Introduction**

This module focuses on the role of post-harvest handling and value addition in preserving food nutrients, enhancing food safety, and improving market competitiveness. MSMEs play a crucial role in ensuring that their agricultural products maintain their nutritional value from harvest to consumption. The module provides insights into best practices for nutrient retention, food processing innovations, and market opportunities for nutrition-rich value-added products.

### **Objectives**

By the end of this module, participants will:

- i) Understand the relationship between post-harvest handling and food nutrition.
- ii) Learn techniques to minimize nutrient loss during processing and storage.
- iii) Develop value-added products that maintain high nutritional quality.
- iv) Identify market opportunities for nutrient-rich processed foods.
- v) Implement food safety standards that preserve nutrition and extend shelf-life.

### **Learning Outcomes**

Participants will be able to:

- i) Apply post-harvest handling techniques that minimize nutrient loss and enhance food safety.
- ii) Implement food processing methods that retain vitamins, minerals, and antioxidants.
- iii) Develop packaging and storage solutions that preserve food nutrients.
- iv) Identify and create market-driven, nutrition-sensitive value-added products.
- v) Ensure compliance with food safety and quality standards to maintain product integrity.

Topic(s)	Content	Training Methods	Materials/Tools	Equipment
Post-Harvest Handling and Nutrient Retention	How post-harvest practices affect food nutrition and quality.	Lecture, group discussions	Flipcharts, case studies	Projector, slides
Techniques for Reducing Nutrient Loss	Best practices in drying, milling, freezing, and fermentation to preserve nutrients.	Workshops, demonstrations	Processing guides, food samples	Food dehydrators, cooling units
Food Processing and Value Addition for Nutrition	Methods to enhance food safety and nutritional value in processed products.	Scenario-based exercises, group brainstorming	Handouts, nutrition-sensitive processing manuals	Projector, whiteboard
Packaging and Storage for Nutrient Preservation	Best practices in packaging and storage to extend shelf life while retaining nutrients.	Practical demonstrations, field visits	Packaging materials, food safety guides	Sealing machines, refrigerators
Market Opportunities for Nutrition-Sensitive Products	Understanding consumer demand for nutritious and fortified foods.	Role-playing, business case studies	Market research reports, case studies	Laptops, whiteboard

### Activities

- i) Conduct an assessment of nutrient loss in a selected agricultural product.
- ii) Develop a business plan for a value-added product that retains high nutritional content.
- iii) Design an innovative packaging solution that preserves food nutrients.

- iv) Analyze case studies of MSMEs successfully producing nutrition-sensitive processed foods.
- v) Create a marketing pitch for a nutrient-fortified product targeting health-conscious consumers.

## Key Messages

- i) Post-harvest handling plays a critical role in maintaining food nutrition and safety.
- ii) Proper food processing techniques help preserve essential nutrients and enhance product quality.
- iii) Packaging and storage innovations extend shelf-life while preventing nutrient loss.
- iv) MSMEs have a major opportunity to tap into markets for nutrition-sensitive, value-added products.
- v) Food safety and quality assurance are key to consumer trust and business sustainability.

## Module 9: Knowledge Sharing and Capacity Building for MSMEs

### Introduction

This module aims to empower MSMEs to share knowledge effectively and apply best practices in their operations. In particular, it focuses on equipping MSMEs with the tools and strategies to integrate nutrition-sensitive practices into their production processes and products. By developing practical knowledge materials and using training methods tailored to MSMEs, the module fosters a culture of knowledge-sharing within teams and networks. The overall goal is to build the internal capacity of SMEs so that they can extend this knowledge-sharing to improve their business practices and impact on the community.

## Objectives

By the end of this module, MSMEs should be able to:

- i) Develop and share practical knowledge materials with their MSME teams to improve efficiency and profitability.
- ii) Train staff effectively to adopt nutrition-sensitive practices in food production.
- iii) Monitor and evaluate the impact of the knowledge shared and applied.
- iv) Create a framework for continuous knowledge-sharing and capacity building within the MSME.
- v) Build strong peer-to-peer sharing networks to solve challenges and spread innovative solutions across MSMEs.

## Learning out comes

- i) Empower MSMEs to share knowledge and apply best practices effectively
- ii) MSMEs will be able to realign their business strategies to real life scenarios
- iii) MSMEs will build their capacity and improve efficiency to manage their businesses profitably

Topics	Content	Teaching methods	Tools, equipment
<p>Developing Knowledge Materials</p> <p>Mindset change</p>	<p>Understanding the need for nutrition-sensitive practices</p> <ul style="list-style-type: none"> <li>• How to develop practical knowledge materials for SME teams (manuals, guides, etc.)</li> </ul> <p>Setting goals, standards and values</p> <p>Behaviour change communication (BCC), determinants of success and failure</p>	<p>Group brainstorming</p> <ul style="list-style-type: none"> <li>• Hands-on practice creating knowledge materials</li> <li>• Templates</li> <li>• Case study examples</li> </ul> <p>Video clips</p> <p>Panel discussions</p>	<p>Laptop/Computers</p> <p>For creating and editing digital materials, action plans, and evaluation frameworks.</p> <p>Flipchart/Markers</p> <p>Printed Materials</p> <p>Handouts, guides, and templates or hand outs</p> <p>.</p>

<p>Training Methods for SME Staff</p>	<p>Effective training methods for MSMEs on nutrition-sensitive practices</p> <ul style="list-style-type: none"> <li>• Importance of hands-on training and role-playing</li> </ul>	<p>Interactive presentations</p> <ul style="list-style-type: none"> <li>• Group discussions</li> <li>• Role-playing • Training kits</li> <li>• Video demonstrations</li> <li>• Flip charts, handouts</li> </ul> <p>Field visit</p>	<p>Audio/Visual Equipment</p>
<p>Monitoring and Evaluating Knowledge Sharing and Application</p>	<p>Key performance indicators (KPIs) for measuring success</p> <p>Creating a framework for monitoring knowledge application</p> <p>Methods for evaluating impact and adjusting strategies</p>	<p>Lectures, Group Discussion</p> <p>Case studies</p> <p>Brainstorming</p> <p>Videos clips/Audios</p>	<p>Surveys/Feedback Forms</p> <p>Tools to collect feedback from participants</p>

<p>Building Peer-to-Peer Sharing Networks</p>	<p>Creating platforms for MSMEs to connect and share experiences</p> <p>Strategies for effective peer-to-peer learning and collaboration</p> <p>Benefits of peer support in knowledge sharing and problem solving</p>	<p>Interactive presentations</p> <ul style="list-style-type: none"> <li>• Group discussions</li> <li>• Role-playing • Training kits</li> <li>• Video demonstrations</li> <li>• Flip charts, handouts</li> </ul>	<p>Audio/Visual Equipment</p> <p>For any videos or multimedia presentations</p>
<p>Sustainability in Knowledge Sharing</p>	<p>Developing long-term plans for knowledge sharing</p> <p>Ensuring knowledge retention and continuous improvement within the SME</p> <p>Outreach</p>	<p>Role-Playing/Simulations</p> <p>Practical demonstrations of how to train staff on nutrition-sensitive practices. This involves simulated scenarios.</p> <p>Case Studies</p> <p>Real-life</p>	<p>laptop/Computers</p> <p>For creating and editing digital materials, action plans, and evaluation frameworks.</p> <p>Projector</p> <p>To display presentations, case studies, and videos for group</p>

	<p>programmes</p>	<p>examples of MSMEs.</p> <p>Hands-On Activities</p> <p>materials for their own MSMEs, training manuals, guides, and visual aids or IEC materials</p> <p>Field visits</p>	<p>discussions.</p> <p>Flipchart/Markers</p> <p>For illustrating concepts during group brainstorming and collaborative sessions.</p> <p>Printed Materials</p> <p>Handouts, guides, and templates</p> <p>Audio/Visual Equipment</p> <p>videos or multimedia presentations</p>
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## Activities

### Practical Knowledge Materials

Participants will develop knowledge materials to train their MSME teams on nutrition-sensitive practices. This could include simple guides, training manuals, and visual aids that can be easily understood and applied in the SME's day-to-day operations. Each participant will be asked to create at least one piece of knowledge material tailored to their specific business context.

### Activity 2

#### Peer-to-Peer Sharing

Small groups of MSMEs will meet to discuss their experiences in applying nutrition-sensitive practices. They will share challenges faced and solutions found, allowing each participant to learn from others' experiences. This peer-to-peer exchange will help build a supportive network of MSMEs facing similar challenges.

### Activity 3

Monitoring and Evaluating Knowledge Application. They will identify key performance indicators (KPIs) for measuring the success of nutrition-sensitive practices and use feedback from team members to adjust strategies as necessary.

### Activity 4

#### Action Plan Development

Participants will work in groups to develop an action plan for sharing nutrition knowledge within their MSMEs. The plan will include goals, timelines, roles, and methods for disseminating the knowledge, as well as mechanisms for ongoing evaluation and feedback.

Real-life Examples of Knowledge Sharing in Uganda: A case study of Kati Farms, Agromax Uganda, Uganda Farmers Federation (UFFE)

## Key messages for SMEs

- i) **Practical Knowledge Materials:** Creating and sharing practical, easy-to-understand materials is crucial for training MSME teams on nutrition-sensitive practices. These materials ensure that knowledge is accessible and actionable.
- ii) **Hands-On Training:** Effective training methods like role-playing and practical demonstrations make it easier for staff to understand and apply nutrition-sensitive practices in their work.
- iii) **Monitoring and Feedback:** Regular monitoring and feedback are essential for assessing the impact of shared knowledge. Using measurable goals and KPIs allows MSMEs to track progress and make adjustments as needed.
- iv) **Peer-to-Peer Learning:** Encouraging a culture of peer-to-peer learning within and between MSMEs helps overcome challenges, share best practices, and continuously improve operations.
- v) **Sustainability of Knowledge Sharing:** A long-term commitment to knowledge sharing ensures that nutrition-sensitive practices become embedded in MSME culture and operations, leading to continuous improvement and impact.