

# Rural Entrepreneurship

## CEFE Ruralopment

Farmers have a chance to significantly multiply income and improve livelihood of their families. Most development projects focus on technical aspects and agricultural engineering. And farmers need complementary competence to turn their hard work into a viable, sustainable and market-oriented business. Ruralopment let participants – also with no literacy - experience farm work and life in a 2 or 3-days-seminar (wherever the classroom may be). They make their own decisions, they plant and harvest, learn about calculations, independence from donations, credit, water sourcing and irrigation, training impact, cooperation and much more. And they realise by themselves that it is in their hands to achieve an up to 10 times higher cash income; they even have this result in their hands and can count it. These participants go home and start changing their life. The impact depends on their environment but it will definitely reduce poverty.

### Deliverables

The main learning objectives of the training are: benefits from aspects like crop diversity, irrigation, training and counselling / value of own initiative as opposed to depending on donations / enhanced entrepreneurial competencies / appreciation of new products and markets / basic understanding of cost calculation and integrated cash flow.

### Instruments

Farmers are traditional people. Changing their mind-set and attitudes requires participative and experiential training methods. This CEFE approach is a systemic and intensive exercise with different chapters, using simulations, group work, role plays and competitive challenges.

Ruralopment is based on real figures in the project region (market prices, productivity, fertility, and climate) which need to be assessed (1 week). The seminar itself takes only 3 days. The training of trainers requires 1 week plus coaching in practical seminars with the target group. It should be complemented by CEFE training for rural counsellors.

### In Practice

Ruralopment was developed and field tested in Timor Leste, one of the poorest countries worldwide.

A huge map visualizes a typical rural area with the farms on it. All results are shown here, using images and symbols. A picture of a development tree shows the learnt inputs and the gained benefits.

All activities and results are analysed and discussed among participants. There is not teaching.

Within 4 simulated seasons, the farmers multiplied income 10 times, and increased assets from initial cash of \$800\$ to final cash of \$20,000.



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