



Tool Summary:

-- Train Yourself – self-learning at distance --

Which values are generated?

For beneficiaries:

- Get a good understanding of starting and running a small business, even without a school graduation.
- Have fun when learning.
- Become more successful as micro entrepreneur.

For projects:

A vast majority of micro entrepreneurs in the developing world have a low level of school education. They do not own computer hardware, are not familiar with IT and have no internet access, many times no power supply. E-learning is no option, neither for them nor for projects promoting such micro and small businesses. The impact on livelihood of such self-made entrepreneurs is huge, contributing more to employment and income in developing countries than medium and large companies. And their vulnerability in times of crisis is dramatic as they live from hand to mouth.

Train Yourself helps projects to help them where they are and how they are. It contributes to more entrepreneurial initiative, better self-employment and vital micro businesses at the grass root level. It goes without presential training or e-learning – it is self-learning at distance.

How it works?

Train yourself is a printed booklet adapted to this target group.

- Telling stories by pictures.
- Condensing instruments of business management and administration to the absorption capacity of the target group.
- Simplifying language to the maximum possible.
- Creating fun when looking through it and hence enabling people to learn.
- Inviting people to share and discuss.

It provides easy-going means for improving:

- creativity,
- understanding problems,
- decision making,
- market understanding,
- cash book,
- difference between earnings and profit.

What is needed:

A tool called PREM – Pre-Micro tools – exists and is tested with business extension services in rural areas. A partner is needed to support us in preparing the first edition of Train Yourself, especially regarding the transformation of such means into pictures. Mid-term target: preparing the same as an App for mobile phones.

Are you interested?

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