

## **Empowering Entrepreneurs in Tanzania: Business Development Training of Trainers (TOT) Workshop**

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The Circular Food Systems (CFS) project, funded by ACIAR, recently hosted a successful Business Development Training of Trainers (TOT) Workshop in Iringa, Tanzania. From September 9th to 12th, 2024, 21 participants from diverse sectors gathered to enhance their business management skills and drive innovation. Representatives from government offices, NGOs, local entrepreneurs, farmers, and livestock keepers came together, bringing unique expertise and experiences. This rich mix fostered cross-sectoral dialogue, enriching discussions and group work. Having participants from different sectors was particularly important because it allowed government representatives to provide insights into policy and regulations, while NGOs shared experiences in community development.



*Figure 1:TOT Participants*

During the workshop, participants created business plans for three selected ventures: a Milk Collection and Processing Centre, a Poultry Business, and a Seedling Nursery for Vegetables. They learned to prepare realistic cash flow projections, incorporate essential financial components, and leverage social media and digital tools for online marketing and branding. An extra session on leveraging social media and digital tools highlighted the importance of online marketing and branding for business expansion.

The workshop resulted in a noticeable improvement in participants' business management competencies, as demonstrated by the post-training evaluations. Many participants advanced from basic to intermediate or expert levels in areas such as business planning, cash flow management, and risk management. Participants will continue refining their business plans

based on feedback received during the workshop and will collaborate with trainers for further support.

The knowledge gained will be shared within their respective communities, ensuring the broader impact of the training. The workshop's outcomes reflect the importance of building capacity among SMMEs to drive innovation, resource efficiency, and inclusive growth in circular food systems, ultimately improving household livelihoods and value chain performance in their communities. The workshop was facilitated by Kim Rusell, a consultant from Australia, who ensured active engagement from all attendees. Empowering entrepreneurs is crucial for driving innovation and inclusive growth in circular food systems. This workshop demonstrated the potential for collaborative learning and knowledge sharing.