

THE KHANA GROUP CASE STUDY: BUILDING BUSINESS SKILLS FOR AGRO-DEALERS AND FARMERS IN LIBERIA

Project Context & Scope

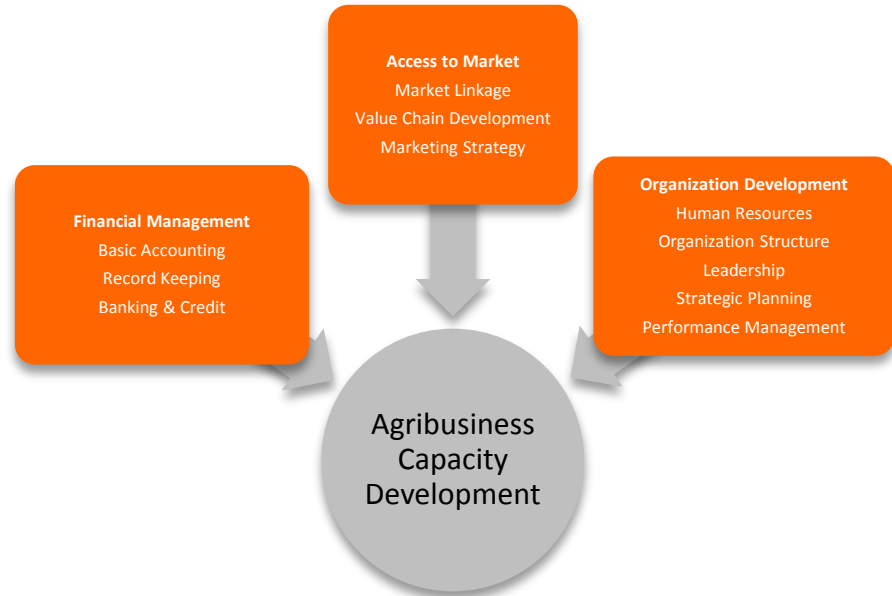
As part of its effort to build the capacity of its beneficiaries, the USAID Food & Enterprise Development Program retained The Khana Group to deliver agro-dealer Business Skill training in Bong and Nimba counties in Liberia. USAID FED objectives included building capacity of agro-dealers and farmers on Financial Management- records keeping, types of records, credit, access to finance, and keeping track of return on investments (ROI). Pre-survey results confirmed participants' minimum knowledge of financial record keeping and mixed levels of literacy.

TKG Approach

TKG facilitators engaged the participants in a number of group exercises using the "learning by doing" method on topics including records management, book keeping, building credit and accessing loans. Participants' positive feedback showed that the method was impactful and relevant to their learning styles.

As part of TKG's "Social Promise" initiative, we provided ongoing mentorship for the participants as a complimentary service for three (3) months. TKG provided "twice a month" check-ups by phone, email or in person discussion, as appropriate, with each participant to cover the topics discussed and provided guidance with progress.

TKG Project Framework



Key Results

Assessments and analysis performed after the workshop showed a significant increase in the knowledge gained by the participants. In addition, TKG's Social Promise mentoring activity supported sustainability of the learning outcomes, which led to increased success of the project.

The Khana Group (TKG) is a social impact advisory firm with a mission to develop sustainable solutions that will positively impact and transform societies globally. We work primarily in West Africa and have offices in Ghana, Liberia, and Nigeria. Our work spans girls, women and youth empowerment, evaluating various projects including safe drinking water projects, building capacity for farmers and conducting research to support policy decisions.