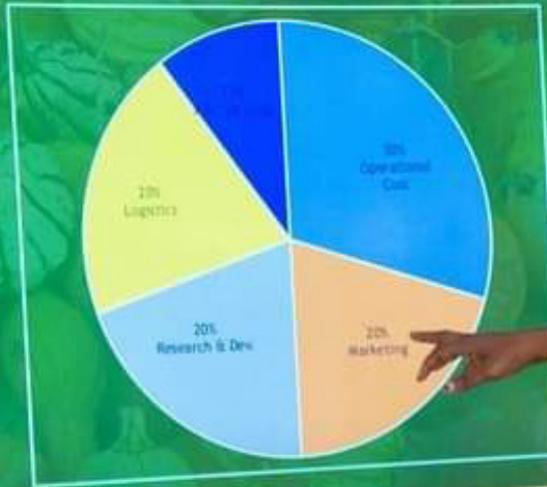


## AGRA Impact Series

### INVESTMENT & USE OF FUNDS

100,000



## How ARISE Program is helping women in agribusiness widen their horizon

October 2021

**The Alliance for a Green Revolution in Africa (AGRA) in partnership with RENEW LLC rolled out the African Resilience and Investment Series for Women Executives (ARISE) Program focusing on helping women agribusinesses scale the economic impact of the COVID-19 pandemic.**

The health crisis resulted in economic turmoil and small businesses were among the most hit. To recover, such businesses need support from different levels.

Amid the pandemic, agribusiness under women's leadership needed technical support as part of the recovery process. In this case, the ARISE program introduced several initiatives to conduct training by offering business planning

support, investment seminars, business leadership skills, pitch coaching, and emotional support and networking.

Participants were from the AGRA's network in the sub-Saharan Africa region. As a requirement, the participants were supposed to be running businesses for at least three years with an annual turnover of \$5,000 and above for either 2018, 2019 or 2020.



Despite the economic turmoil, the pandemic disrupted the value chains globally, with women like Bless Satsi from Ghana feeling the impact. She notes if the knowledge gained from the ARISE program had been available earlier, her organization could have managed the pandemic's effects. Her main call is for businesses to remain resilient as it helps in strategic running of the agribusiness ventures.

Before the training, Satsi's main barrier was access to finance. However, based on the approaches used by the trainers, she is now well equipped to reach out to the right people who can help support her business.

"I am now in a better position because I am aware of the various investors and what they look for. So, I know how to approach each type of investor better than I did", she says.

The program centered around building the strength of the businesses in their efforts to access finance. Satsi has confidently worked on and submitted three pitches.

"The important sessions that guided my business to the next level were accelerated women exec's program, peer to peer support session, investment preparation training, and pitch coaching sessions. The pandemic took an emotional toll on most business owners, and modules around peer connection were also beneficial to participants", said Satsi.

She notes that navigating economic meltdowns like the one brought about by the pandemic calls for an effective team for small businesses. However, she feels that it is still a hindrance for women agribusiness leaders to assemble and maintain the right team.

"One of the things that is a hindrance to women agribusiness leaders is putting together and maintaining an effective team. The men in my team could not attend the training because it only targeted women. AGRA should consider including the men in these trainings since the agri-sector is dominated by less trained people, which I also face in my team," said Satsi.

According to Satsi before, whenever she encountered any challenges, it was a demoralizing experience. However, with the ARISE program equipping her with skills to manage the business strategically, any challenges encountered are not the end of the road. However, she has learned to focus on solving the challenges rather than letting them dictate her business course.

Additionally, ARISE program has made her widen her horizon and identify the potential the business can achieve. Satsi states that she now has a clear vision of what is expected from each department ranging from finance to human resources. She confidently says that if she implements all the ideas for each department, the business will succeed.