

CLOSING THE MSME KNOWLEDGE GAP IN EMERGING MARKETS



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WHY KNOWLEDGE FOR SKILL DEVELOPMENT?



Key Themes:

- Human Capital
- Technological Changes
- Economics of Knowledge & Information
- Informed MSME Improves Financial Services

HARNESSING TECHNOLOGY FOR SKILL DEVELOPMENT



Remember:

Easy Access of
information

User friendly
platforms

Cost reduction



MSMES IN AGRICULTURE:

CASESTUDY 1

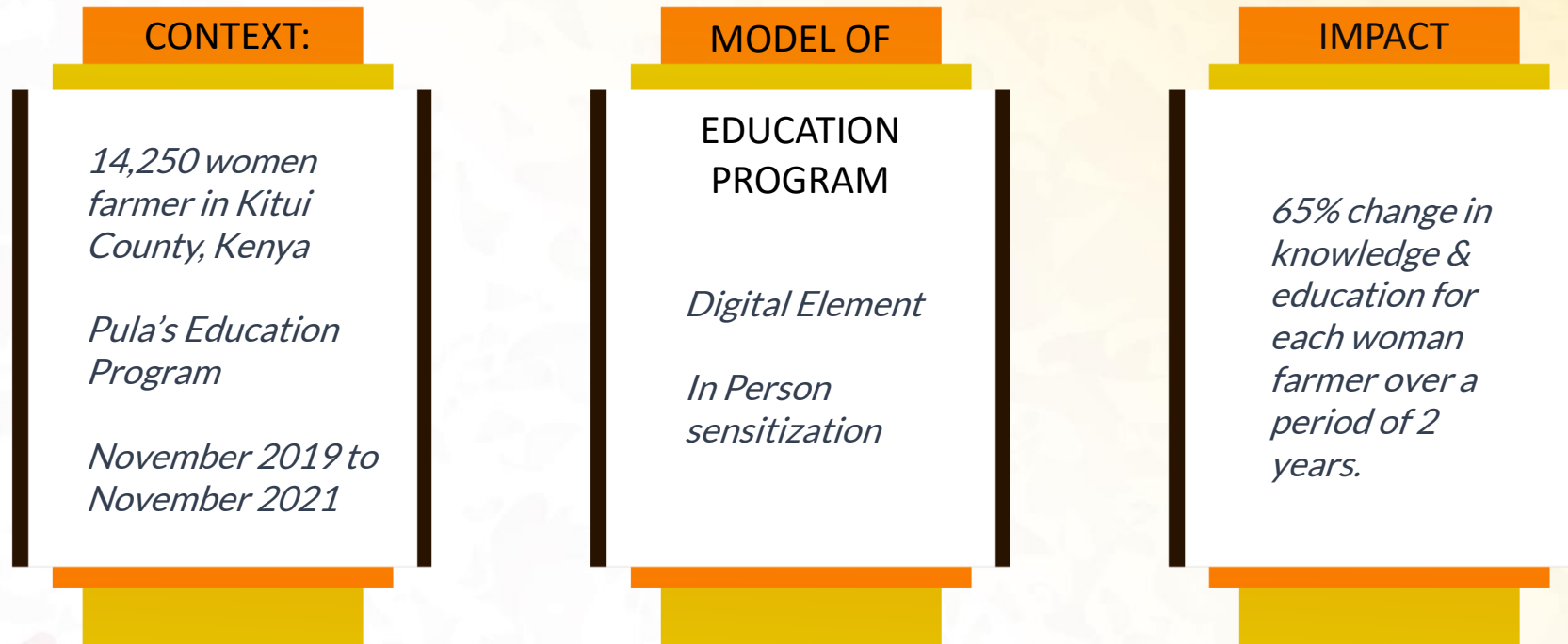
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Small- Holder Farmers

Education and awareness on agriculture best practices can make a difference in farmers production levels





MSMES SAVINGS GROUP:

CASE STUDY 2



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MSMES SAVINGS GROUP

Formation and Initial capacity building through structured training are key for transformative impact

GROUP SCHEEMES:

Helps families cope with short term risk

Invest in long term aspirations

Relevant for women & people in rural areas

CONTEXT

*15,288 Savings Groups.
400,000 people served
81% women*

*Time span:
2008- 2015*

IMPACT

7,600 new groups formed

*Total of savings groups
23,000*

Average member per group rose from 21 to 26

Approximately 600,000 people served



MSMES THROUGH COVID-19:

CASE STUDY 3.



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MSMES THROUGH COVID-19

Providing the right support to MSMES is key to ensuring a sustainable & inclusive recovery

GROUP SCHEMES:

16,300 MSME participants

38 Financial Institutions & Strategic Partners

23 African Countries

MODE

Virtual Delivery: MS Team, Zoom, YouTube, Webex.



TESTIMONIALS AND FEEDBACK

“

The COVID19 pandemic has provided me the best school ever. I have been in business for the last 20 years. I have gotten a lot of information as a result of these webinar



*Uganda Bankers Association
SME client*

”

TESTIMONIALS AND FEEDBACK

“

If only this type of training had been available to me 15-20 years ago, my business and I would have progressed very far. The banks need to really extend this training to younger women SMEs so they learn early.

Uganda Businesswoman, Mbale region



”

“

If you hear of a training come running. These days information is very important without information we are in the dark

*Women in Business Training
Mbarara region, Uganda*



”



RESULTS AND MEASUREMENT:



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EFFECTIVE IMPACT MEASUREMENT

Need to balance pressure for short-term results with slow burn market development activities



Specific targets and track progress: Log frame

Training strategy based on need assessment



Monitor impact of training activities

Sustainability





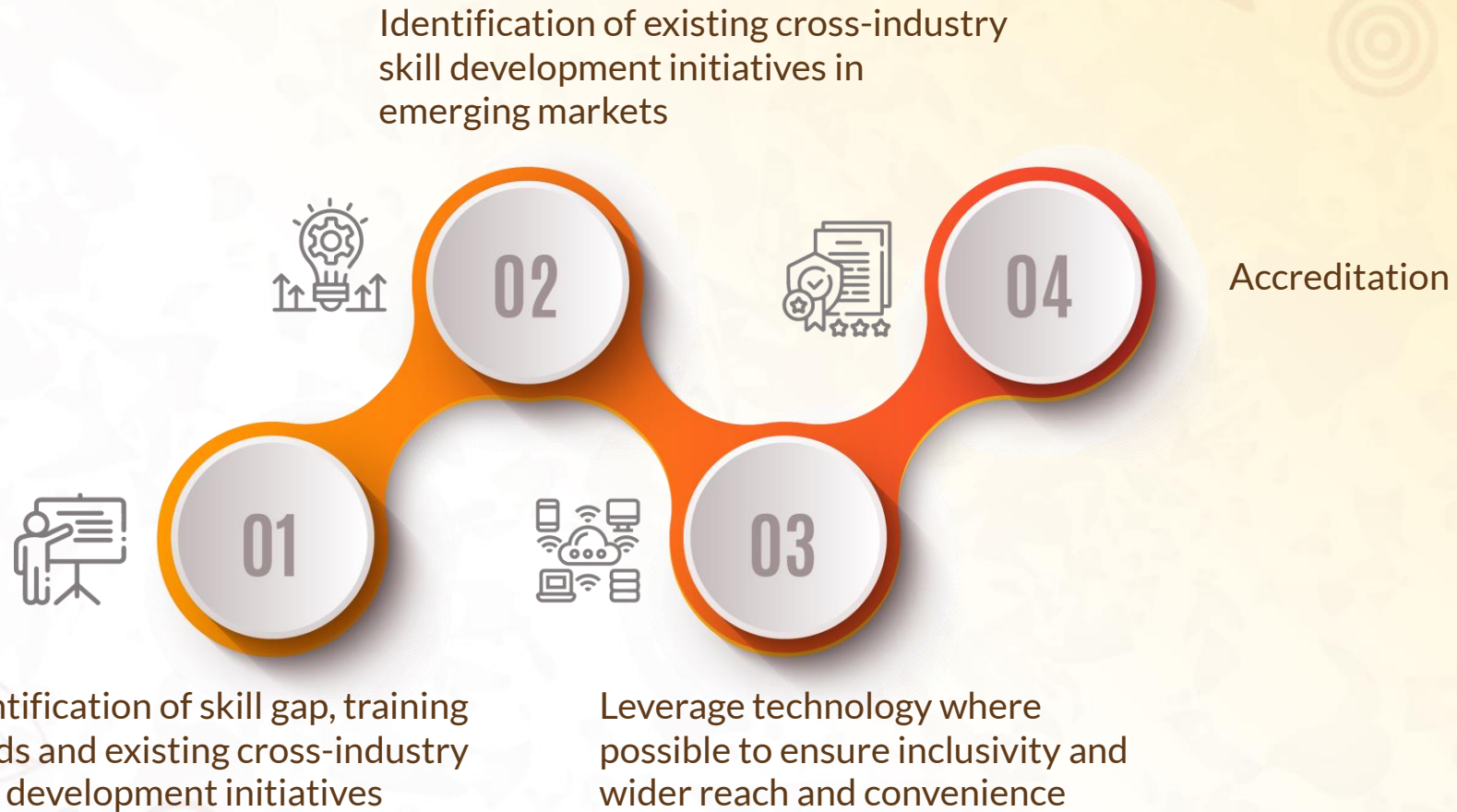
CONCLUSION:

Recommendations for Market
Development Considerations



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KEY MARKET CONSIDERATIONS





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