

Project Summary

Project Background

The project was started as the entrepreneurship development wing of the Sri Lanka Business Development Centre in 1995 using the CEFE methodology. In a second phase the outreach was increased to 18 institutional providers of entrepreneurship training and a body of 150 certified CEFE trainers. A third phase (2001 – 2003) achieved the integration of the project in the Vocational Training and Economic Promotion programme of GTZ, ensuring close linkage with the other employment creation initiatives.

Project Objectives

Under the overarching objective of “strengthening the entrepreneurial competences of small and medium enterprises” the specific objective of phase III was to consolidate the network of organisations “which sells and implements quality CEFE training and further training in a sustainable manner”.

Project Activities

- Development/introduction of 6 training products: New Business Creation, Business Expansion, Women Entrepreneurship, Marketing and Financial Management, Market Orientation and Marketing for Agricultural Producers;
- Support to Sri Lankan training providers (18 partner organisations) sectors to promote, develop, market, conduct and follow-up high quality management and investment training programmes for micro, small and medium-scale entrepreneurs;
- Training a core of 150 CEFE trainers in the a.m. institutions;
- introduction of a trainer licensing system; regular certification of these trainers;
- Training of 9.500 managers of micro, small and medium enterprises and business start-ups.

Implementation Feature

- Surveys conducted with former training participants showed that 40 – 60 % of business starters had started a new business and 80 – 95 % of entrepreneurs had carried out their expansion plans;
- 18 institutions continue to offer entrepreneurship training courses on a commercial basis;
- The project has adapted and diversified the original entrepreneurship modules. A nine volume trainer handbook with additional 6 volumes for the vocational training sectors is available to training providers.

Services Provided

- Diversification of the entrepreneurship training system.
- Elaboration of 9 volume trainer handbook
- Introduction into vocational training with 6 special modules
- Creation of an institutional training base of 18 institutions and total of 150 certified entrepreneurship trainers
- 9 500 participants trained with a success rate of 40 – 60 % for starters and 80 – 95 % for enterprise expansion

Sri Lanka

Small and Micro Enterprise Development (Sri Lanka-German Cefe Programme)

Client

Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ)

Duration

1995 - 2002

Personnel

- 1 international LZE (82 PM): SME expert, entrepreneurship development
- 3 national LTE (240 PM), SME experts
- 40 PM international and
- 80 regional STE

