



**GENERATING GROWTH OPPORTUNITIES AND  
PRODUCTIVITY FOR WOMEN ENTERPRISES**

# DIGEST



## GUDIE LEISURE FARM GRADUATION





**Dr. Gudula Naiga Basaza**  
Managing Director - Gudie Leisure Farm

GROW project has graduated its first batch of women entrepreneurs under its Women Empowerment and Enterprise Development Services component, supporting both host and refugee communities.

The first cohort of the GROW project is dedicated to providing support to refugees and host communities across 13 districts. The project follows an African philosophy that emphasizes treating everyone as a single person, with no discrimination toward those seeking refuge.

By empowering refugees with entrepreneurial and enterprise skills, the project aims to enhance the livelihoods of both refugees and host communities, leading to growth and transformation.

146 women, including both refugees and non-refugees from the districts of Adjumani, Madi-Okollo, Kikuube, Kamwenge, and Isingiro, recently completed a five-week training program provided by Gudie Leisure Farm as part of their Generating Growth Opportunities and Productivity for Women (GROW) project. The program focused on three different areas: poultry value addition, feed milling, and poultry management.

Dr. Gudula Basaza is the Managing Director of Gudie Leisure Farm, the training centre for 146 trainees. Among these trainees, 52 gained skills in Poultry value addition, 51 in poultry management, and 43 in feed mills. All the trainees received training in human resource management, marketing, sales, and business management, among other generalized training.

Each training unit had exclusive training in line with the contributory value chain. The Poultry Value addition unit focused on chicken cookery diversity, product development, hygiene, packaging, and branding. The Feeds mill unit aimed at teaching trainees to make machines for mixing and making a variety of feeds for animals and poultry for different age stages, and the right rationing. Those in the Poultry management unit were trained to raise chickens from day one, manage broods, and hatching.

The women entrepreneurs received hands-on training in specific areas according to their individual skill needs. Their abilities were assessed by the Directorate of Industrial Training (DIT) to verify their competence in applying the skills they learned. Additionally, the trainees received a certificate of attendance upon completion of the training.

Generating Growth Opportunities and Productivity for Women Enterprises (GROW) is a project funded by the World Bank and implemented by the Ministry of Gender, Labour, and Social Development and the Private Sector Foundation Uganda (PSFU), on behalf of the government of Uganda.



The project aims to support women entrepreneurs who wish to expand their businesses from a micro to a small or medium scale. The project runs for five years. Recently, the women who received training under the GROW project exhibited their newly acquired skills at an exhibition held at the Gudie Leisure Farm training campus.

The Minister of Gender, Labour and Social Development, Hon. Betty Amongin, along with the Coordinator of GROW/PSFU, Dr. Ruth Biyinzika, inspected the stalls and interacted with the trainees as they presented their plans for what they intend to do in their communities after completing the training.

Minister Betty Amongin expressed optimism about the women entrepreneurs' transformation through the technical skills attained through the five weeks they have spent at Guide Leisure Farm. She recognizes the resilience exhibited through the practical presentations by the different trainees, an indication of the determination to transform their businesses and families through improved income generations.

She congratulates the trainees upon completing the training and being able to demonstrate the skills attained pledging government commitment to ensure that the skills attained to implemented for the significant positive result since women are major drivers of national social economic development.

She says the trained women will be able to access credit through selected financial institutions working with GROW to give credit to the women at as low as a 10% interest rate per year

She calls on all women in Uganda to look out for the GROW project facilities and take steps to seek information and consult to gain from the different support under the GROW project.

The minister has stated that the government is committed to improving the lives of people and their communities by effectively implementing projects like GROW. The ministry is specifically focused on serving vulnerable communities, including People Living with Disabilities, Youth, the Elderly, Children, and Women.

As a result, the minister's responsibility is to identify the challenges faced by these communities, propose effective solutions, and collaborate with the president to ensure that their quality of life is significantly improved. She expounds on the project component that supports women entrepreneurs with tools and equipment for business productivity, improves income, creates employment opportunities, and spurs growth and transformation.

A database of all women entrepreneurs trained by GROW will be developed under the GROW information system to allow easy follow-up and continuous support, ensuring they receive the necessary guidance to achieve sustainable growth and transformation.

**Hon. Betty Amongin**  
The Minister for Gender, Labour  
and Social Development



The minister has advised that since the women have been trained to become successful entrepreneurs, they should be intentional in their operations. This means they need to distinguish between business expenses and personal expenses, as these two things are different.

Failure to appreciate the difference between them is often a major cause of business collapse. Those who have completed the technical and soft skills training under the project also have an opportunity to apply as trainers for other women entrepreneurs. This is to ensure effective gains from the project.

Uganda is struggling to provide job opportunities for the large number of graduates who leave various institutions every year, which amounts to nearly a million. In response, the president has called for an intervention that focuses on empowering youth, women, and the elderly to acquire the skills needed to start their businesses, promote entrepreneurship, create jobs, and improve household income.

One intervention that can help address the employment gap is the Grow Project with its various components. This project has the potential to create more job opportunities and successful business owners, complementing the government's efforts.

The **GROW** project acknowledges the fact that many women across the country are facing difficulties in sustaining their small businesses. Therefore, they require support to expand their businesses, diversify their offerings, innovate, develop new products, collaborate with others, network, improve their business management skills, and receive any other necessary assistance. The credit facility therefore is purposed to empower struggling women entrepreneurs with accessible and affordable expansion and growth capital at not more than 10% interest

As part of the GROW project, the government has selected commercial banks and cooperative societies to offer loans to entrepreneurs.

These entrepreneurs will be guaranteed by the government and must have the necessary skills to operate their businesses and pay back the loans on time. They will also receive training and assessment to ensure that they meet these requirements.

The project aims to assist women who are engaged in at least one active business, regardless of size, and want to enhance their entrepreneurial skills and expand their businesses. The GROW project team will provide training to these entrepreneurs and also offer follow-up support to guide them on how to access the appropriate credit facilities.

The GROW project is designed to be inclusive and take into account the needs of women entrepreneurs who have infants to care for. To make it easier for these women to attend training, day-care centres with caretakers are provided at all training centres.

This is to enable women to fully participate in the training without neglecting their motherly responsibilities.



**Dr. Ruth Biyinzika**  
Project Director PSFUganda

Dr. Ruth Biyinzika praised the women entrepreneurs for their dedication to the training and encouraged them to utilize the skills they acquired in their communities.

She advised them to focus on value addition, product development, diversification, and better business management to improve their enterprises.

She assured the trained female entrepreneurs that the project would continue to provide support through follow-up programs. These programs will include access to finance and Common User Facilities, acting as a one-stop centre for business enablers, such as childcare facilities and other business facilitators in places like markets.

Dr. Ruth has highlighted that the GROW project aims to support women for the next five years, and the implementation process has already begun. All women, regardless of whether they are illiterate, pregnant, breastfeeding, or have a disability, will have access to entrepreneurial training, including Business Development, Technical

Training, and the most affordable credit available on the local market.

All support for female entrepreneurs in Uganda is currently free thanks to a World Bank grant given to the government. Around five thousand women are currently undergoing training at various centers throughout the country for April 2024.

After finishing their training, all female entrepreneurs are given a start-up kit that includes essential tools and equipment to help grow their businesses. In particular, the 146 women entrepreneurs who were trained in poultry value addition, feed milling, and poultry management at Gudie Leisure Farm were provided with tools and equipment to support their businesses.



**Hon. Joan Aniku Okia**  
Woman MP - Madi-Okollo District

Honourable Joan Aniku Okia is the Woman Member of Parliament for Madi-Okollo district. She is grateful for the GROW project and its complementary components that provide business support to women entrepreneurs and their enterprises. She notes that the majority of women entrepreneurs in her district require training in basic literacy and numeracy to be able to sign for facilities and manage the finances of their businesses.

Hon. Joan points out that many women in her district did not go beyond lower primary school, and some did not go to school at all. As a result, they often incorporate men in their businesses to help with reading, writing, and counting while conducting business.

Madi-Okollo district was initially dependent on tobacco growing for income until it was banned. Now, they are engaged in other agricultural products trade but lack the basics on how to operate profitably.

Hon. Joan looks up to the GROW project to fully roll out in the district and improve livelihoods. Madi-Okollo is one of the 13 refugee Host Districts of Uganda.



**Some of the Trainees during the event**

## Trained women's voices

Alia Rose Duko, "I fled from South Sudan's Equatorial Province, and I am grateful to the Ugandan government and President Museveni for rescuing me from the war in 2016. I was picked up by a rescue convoy sent by the President and was settled in the Parolinya settlement camp.

I am so humbled and appreciative that the government continues to look out for our livelihood through the GROW project.

I am among the lucky first beneficiaries of the training and skilling component, which has mobilized me to expand my small restaurant in the settlement.

Before the training, I was cooking and selling chicken with soup without any extra value. However, after the training, I can now make different dishes out of chicken to diversify my customer preferences and also improve the quality of the meals through hygiene and internal business management.



**Alia Rose Duko**  
Trainee

Some of the varieties I can make out of the chicken include kebabs, samosas, deep-fried, roasting, and several other delicacies."

"I plan to formalize my business when I return home, as well as begin saving money from it. Additionally, I want to share the knowledge and skills I have gained with the women in my settlement.

It's important to me that I show my appreciation for my husband, who took care of our home and children while I was away at the training, by preparing a special meal for him using the skills I learned.

I want to express my sincere gratitude to the Gudie Leisure Farm for their hospitality and for providing training with different instructors. I am grateful for the multipurpose cooking stove and business display that I received as a grant contribution to my business.

Thank you for your help."



**Mary Hayarwisi**

*"I am a refugee from South Sudan. I am grateful to the government of Uganda for welcoming my mother and providing us with land.*

*I had been living with a relative who mistreated me and I had to follow my parents here to Uganda. I consider myself fortunate to be among the refugees selected to receive training in business and entrepreneurial skills through the GROW project.*

*I have been trained in chicken value addition and can now make chicken roasts, deep-fried chicken, chicken pies, and chicken breasts. When I return home, I will share my knowledge and skills with the women who were not able to participate in this training like me."*

*"I operate a canteen near a school where I sell various items including scholastic materials and basic home products. However, upon coming here, I decided to join the feed-milling training unit.*

*During this training, I have acquired a wide range of skills and knowledge, and upon returning home, I plan to acquire land where I can grow maize, sorghum, and cotton. The purpose of this would be to develop animal and poultry feeds for various growth stages."*



**Baguma Benina**



*"I am a refugee from the Democratic Republic of Congo and currently reside in Nakivale refugee settlement. I want to express my sincere gratitude towards the government of Uganda for providing me and many others with a haven in this country. Moreover, I would like to extend my appreciation to the GROW project for providing me with entrepreneurial and business training.*

*Thanks to this program, I have learned how to make delicious chicken Pizza, roasted chicken, and other items.*

*I am thrilled to receive a start-up kit that includes an oven, which will help me expand my business and offer more products. I am also eager to become a project trainer and share the skills I have acquired from Gudie Leisure Farm with others in the settlement."*











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