

CEDAC Provided Training on Marketing Strategy for TAF

During June-July, 2011, CEDAC in collaboration with The Asia Foundation (TAF), provided a training course on Marketing Strategy to the target groups of TAF partners in the Kratie, Mondulkiri, Ratanakiri, Kampot and Kampong Speu provinces. In total, there were 177 participants (including 47 women) who are leaders and members of the community based organizations supported by TAF partner organizations. The training aimed at providing community members with basic knowledge and skills on marketing strategy and ways for increasing income based on their local potential.

This training is part of the Civil Society and Pro-Poor Markets (CSPPM) program of TAF, which is a component of the larger Natural Resource Management and Livelihoods Program (NRMLP), funded by Danida for the no-cost extension period in 2011.

