

### **Training on Marketing for Small Business Groups**

From September 3-5, 2011, CEDAC provided training on Marketing for Small Business Groups to the staff members of the Life With Dignity (LWD) organization. There were 23 participants (11 of whom were women) who attended this training, including project officer, field facilitator, finance officer and capacity building advisor. The training aimed to build the knowledge and skills of participants on marketing for small business groups, so that they will be able to implement their Agriculture Cooperative program more effectively. The training contents included basic marketing for small businesses, exchanging experiential knowledge between a German expert and CEDAC staff on marketing for farmers and rice cooperatives, and value chain analysis.

It is worth noting that this is a serial training course that CEDAC has provided to LWD staff members on Community-based Micro-business Management, which is as part of their Agriculture Cooperative program.