



Sunrise Business Revival Workshop Report
Date: 01 July 2020
Venue: Goromonzi Rural District Council Boardroom



Participants during the Business Revival Workshop at Goromonzi RDC offices, Photo: Loverage Nhamoyebonde

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EXECUTIVE SUMMARY

Gender Links (GL), a Southern African Non-Governmental Organisation (NGO) headquartered in Johannesburg conducted the Entrepreneurship Business Revival Workshop at Goromonzi Rural District Council offices. The aims of the one day workshop included gathering baseline data for the creation of Women in Local Economic Development (WLED) network, administering the Gender Empowerment Index (GEI) survey and evaluate business plans in the context of the impacts of COVID-19. The workshop was targeting survivors of Gender Based Violence (GBV) who participated in the [Sunrise Campaign](#) stage one and two. The event was attended by Goromonzi Rural District Council staff, stakeholders, GL and emerging entrepreneurs who were trained on business management and life skills during the two phases of the Sunrise Campaign. 8 participants who attended the workshop joined the WLED network and their business plans were revised so that they remain practicable in the presence of the harsh business conditions induced by the COVID-19 pandemic. The WLED survey provided the required data for the creation of a network of women who are active in LED initiatives. Furthermore, the GEI was administered to the participants to measure progress in behaviour change, GBV experiences, financial status and relationship control. The GEI survey will be repeated at six and 12 months interval to measure progress.

The training focused on four key result areas, namely, WLED network, business revival and baseline data collection using the GEI survey tool. The WLED baseline survey offered networking support to participants, a prerequisite to women in LED. The network platform will go a long way in helping women entrepreneurs to look beyond their locality for markets, ideas, skills and innovations. The business revival session offered the participants of the Sunrise Campaign an opportunity to review and refocus their businesses. The revised business plans indicated that 25% of participants added new products to their businesses, 37.5% changed their business ideas and 37.5% maintained the same idea. *See Fig 1 below.* The impact of COVID-19 on emerging businesses is shown in *Fig 2 below:*

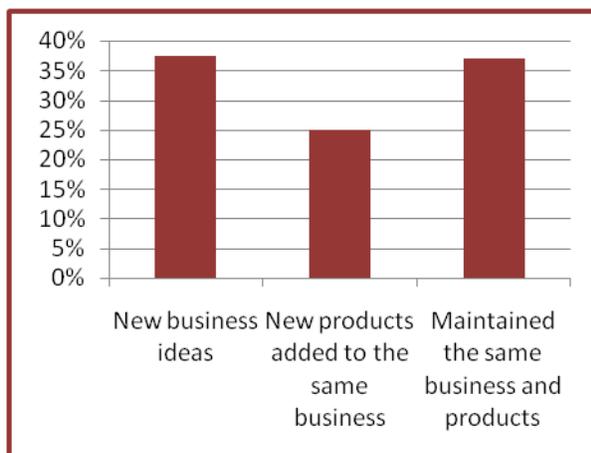


Figure 1 shows the intentions of the participants in reviving their businesses.

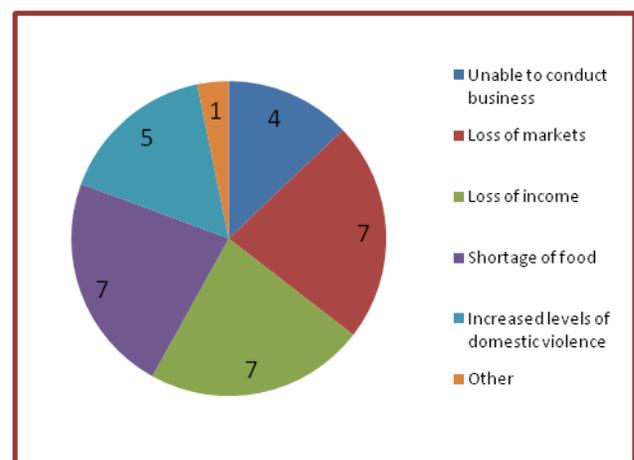


Figure 2 shows the impact of Covid-19 on 8 business plans that were reviewed.

The workshop was concluded by verifying the revised business plans for an informed follow-up planning.

Background and context

GL conducted a swift evaluation of local councils' reaction to the COVID-19 deadly disease. 66 local authorities worked with entrepreneurs in the Sunrise Campaign from a total 98 councils. The Sunrise campaign is an incorporated mould for entrepreneurship as an instrument of alteration that has four phases namely life skills, enterprise training, mentorship and access to finance. The project gave the entrepreneurs an opportunity to make substitute durable option and set out to increase women's activity and self-determination, socially, emotionally and economically to give power to them to participate fully in all aspects of their wholesome lives. The responses that were aired by both Goromonzi RDC officials and the entrepreneurs were that the prevailing economic environment had heavily eroded the incomes of these women. Most of the entrepreneurs had lost their businesses leading to increased marital problems. Additionally, GL gathered video clips from the entrepreneurs via WhatsApp showing how COVID has impacted on them. [Click here to hear their voices.](#)

With the challenges being encountered by Goromonzi entrepreneur, the local authority is assisting the women to be business oriented. Gender Links contributed financial resources to assist in the training. The grades in marking the success of the training will be deliberated using the GEI. The GEI is to be administered in three phases notably; at the beginning of the process, after six months and finally GEI after 12months.

Welcome Remarks

The Council Chairperson, Councillor Gatora welcomed all participants to the training programme. He emphasized the importance of hard work and empowerment of survivors of GBV through entrepreneurial skills. He thanked GL for facilitating the Training of Trainers workshop that economically emancipation the entrepreneurs. Councillor Gatora stressed that both poverty alleviation and the fight against GBV had been achieved. He added that gender equality and women's empowerment are integral to the Agenda for Sustainable Development as adopted by the United Nations General Assembly (2030). He further stated that since there is a general call to action for all stakeholders, the Agenda articulates priorities for joint efforts so that all people especially women, share the benefits of economic



Goromonzi RDC Chairperson Cllr. Gatora giving welcome remarks,
Photo: Loverage Nhamoyebonde

development.

Councillor Gatora said that Goromonzi RDC has a gender policy which addresses gender issues and gender based violence. He further said that the policy advocates for and supports initiatives which strengthen institutional mechanisms among multi-sectoral stakeholders (i.e. police stations, safe houses, courts, community leadership and other community structures) to create an enabling, safe and non-intimidating environment for the provision of all services for GBV. Councillor Gatora concluded by stating that the gender policy supports initiatives to promote equal access to entrepreneurial gaps and equitable business ownership in all sectors.

Goromonzi Chief Executive Officer, Trust Madhovi, urged the entrepreneurs to drive the economy to greater heights. He said that, "the sky can be the limit if entrepreneurs are able to realise their rights to improve their opportunities and outcomes". Madhovi indicated the importance of constant monitoring and evaluation and strengthening of the entrepreneurs' businesses. He also stressed the need to analyse the opportunities and challenges of entrepreneurs, identify strategic areas in which to focus and support the development of financial services that would benefit the entrepreneurs.



Goromonzi RDC Chief Executive Officer Trust Madhovi giving opening remarks, Photo: Loverage Nhamoyebonde

Madhovi called upon all stakeholders to engage collectively to foster enabling businesses and financial environments for the entrepreneurs. Madhovi thanked the Ministry of Local Government and Public Works for partnering with GL to support gender mainstreaming programmes in local authorities. He added that such programmes contribute to the attainment of Sustainable Development Goal number 5 which seeks to achieve gender equality and empowering women and girls.

Loverage Nhamoyebonde, GL facilitator welcomed all the participants and thanked them for leaving their demanding day to day tasks to attend the workshop. He introduced GL and explained the organization's programmes i.e. Gender and governance, gender and media, gender and justice and work on the SADC Protocol on Gender and Development. Nhamoyebonde highlighted GL's work with local authorities to mainstream gender in service provision. He went on to explain the Sunrise Campaign programme and its impact on the livelihoods of the entrepreneurs. Nhamoyebonde stated that Gender Links was dedicated to assisting entrepreneurs to revive their businesses in the wake of the COVID-19 pandemic.

Processes and Activities

Women in Local Economic Development (WLED)

The WLED baseline survey was administered to gather baseline data for the creation of a local economic development network. The survey gathered information on the financial position and sources of income of each participant. It also assessed the income generated on monthly basis by participants through their businesses. The nature of businesses being run by the participants was explored and it emerged that the women are actively involved in all major business sectors, including production, trading and service industries. However, few women are participating in the service sector compared to the trading and production sectors. The entrepreneurs stated that most of the businesses in the production and trading sectors require less capital and expertise compared to those in the service sector. The personal and business appraisal also assessed the levels of IT skills among participants and how the entrepreneurs were using those skills to conduct their businesses. The survey also intends to find out the short to medium term goals and the business support required by each participant. The following are suggestions given by the participants on the network:



Participants completing the WLED survey, Photo: Loverage Nhamoyebonde

- To provide a network for women to share and learning on entrepreneurship.
- The need to share opportunities for tenders and joint ventures.
- To share information about trade shows and potential markets, information on access to finance and business development.
- To link with other national, regional and global WLED Network women entrepreneurs.
- Find mentors within the WLED Network form Goromonzi.
- Influence policies and legislation on WLED in the council.

A local economic development network for the entrepreneurs was created. The network will be communicating via a Whatsapp group.

Administration of Gender Empowerment Index (GEI)

GL administered the GEI survey to 8 entrepreneurs during the one-day training to ascertain their level of empowerment in the face of the COVID-19 pandemic. The survey collected data on their financial position, personal and business assets, relationship control, experience of GBV

and attitudes. The GEI survey will be repeated at mid-term and at end line to measure progress.

Business Revival

The aim of the session was to assess the impact of COVID-19 on the entrepreneurs' current businesses and revise or re-focus their business plans so that they remain relevant in the current operating environment. The current businesses were availed to the participants and a focus group discussion was conducted to evaluate them. All 8 businesses were severely affected by the COVID-19 pandemic through loss of markets, loss of income, shortage of food, increased levels of GBV among others. 38% of entrepreneurs came up with new business ideas, 38% maintained the same business ideas and products but came up with new strategies to revive and boost businesses. 24% maintained the same ideas but added new products as dictated by the demands of the new business environment. Participants managed to write how they are going to implement the new ideas through improved market research methods, record keeping, stock and cash flow management. Some of the new methods that came out include maximising the use of IT for marketing and selling, reducing expenses and maximising on profit to achieve efficiency, use of first in first out approach for stock management among others. The issue of inflation which is exacerbating the COVID-19 impacts on businesses was tackled and the solutions that were put forward include embracing the multi-currency system and investing in assets.



Participants during the business revival discussion, Photo: Loverege Nhamoyebonde

Outcomes

The following are the outcomes of the Sunrise Business Revival Workshop:

Strengthened business plans

Eight current businesses were successfully reviewed and strengthened. The situation offered participants a new beginning especially those with businesses that have completely failed. Participants embraced the idea of doing businesses through joint ventures as it fosters teamwork. Since most markets were destroyed due to government directives on COVID-19 pandemic, the participants adopted virtual marketing and selling.

Improved confidence/self-esteem

The impact of COVID-19 on businesses was negatively impacting on the financial statuses of the participants. The situation affected their morale and some plunged back into domestic violence. The workshop managed to reboot their self-confidence and self esteem. The drive to achieve personal and business goals was restored.

Strengthened reading and comprehension Skills

Participants were given printed hand-outs to instil the reading habit which is very essential in running a business. This will strengthen their knowledge base.

Improved business skills

Participants were given an opportunity to refresh their skills on book keeping, stock and cash flow management. The skill will assist participants in running viable businesses during and after the COVID-19 pandemic.

Outputs

Baseline data

The GEI and WLED surveys provided the required baseline data that is going to be used to track changes during the course of the programme. Eight GEI survey forms were completed and the exercise is going to be repeated at midterm and end line.

WLED Network

A local economic development network was created for participants to share business ideas, skills, and lifetime experiences to expand their businesses beyond the traditional methods. The networking platform will also offer a viable marketing stage that will boost their businesses.

Revised business plans

Eight business plans were reviewed and participants are going to implement the plans through available mentorship

Closing remarks

Goromonzi RDC, Vice Chairperson, Councillor Svodai Dzika, in her closing remarks thanked GL for funding the business revival programme for the entrepreneurs and assessing how the COVID-19 pandemic has affected the women's businesses. Councillor Dzika urged the

entrepreneurs to take concrete actions and innovatively seize every business opportunity that arises within their respective areas.

Conclusion

The participants throughout the workshop displayed the desire to learn as much as they could from both the facilitators and fellow entrepreneurs. Goromonzi RDC will help the entrepreneurs to set up market/vending places as well as to continue providing mentorship. The council will also facilitate the venue for the entrepreneurs to meet and discuss progress, challenges and share ideas on their businesses. There is also need for entrepreneurs to be assisted in accessing loans.



Goromonzi RDC, Vice Chairperson Cllr. Svodai Dzika giving closing remarks, Photo: Lverage Nhamoyebonde

Annexes:



**Annex A: Programme
Sunrise Business Revival Programme
Venue: Goromonzi RDC Boardroom
Date: 01 July 2020**

Time	Item	Who
08:00 – 08:45	Registration	All
08:45 – 08:50	Prayer	Rumbidzai Kangetsambo
08:50 – 09:00	Welcome Remarks& Introductions	Cllr Gotora
09:00 – 09:30	Welcome remarks	CEO Madhovi
09:30 – 10:00	Gender Links Presentation	Gender Links
10:00 – 10:30	Tea Break	
10:30 – 11:30	GEI	All
11:30 – 13:00	Business Revival Discussion	All
13:00 -13:30	Lunch	
13:30 – 14:45	Business Revival Discussion (cont.)	All
14:45 – 14:45	Vote of Thanks	Goromonzi RDC Vice Chairperson, Cllr. Dzika
14:45 – 15:00	Closure and Way Forward	

Annex B: Daily Registration Form



GL_CLGF ZIMBABWE 2020

Event:	Sunrise Business Revival Workshop Registration List
Date:	01 July 2020
Venue:	Goromonzi Rural District Council

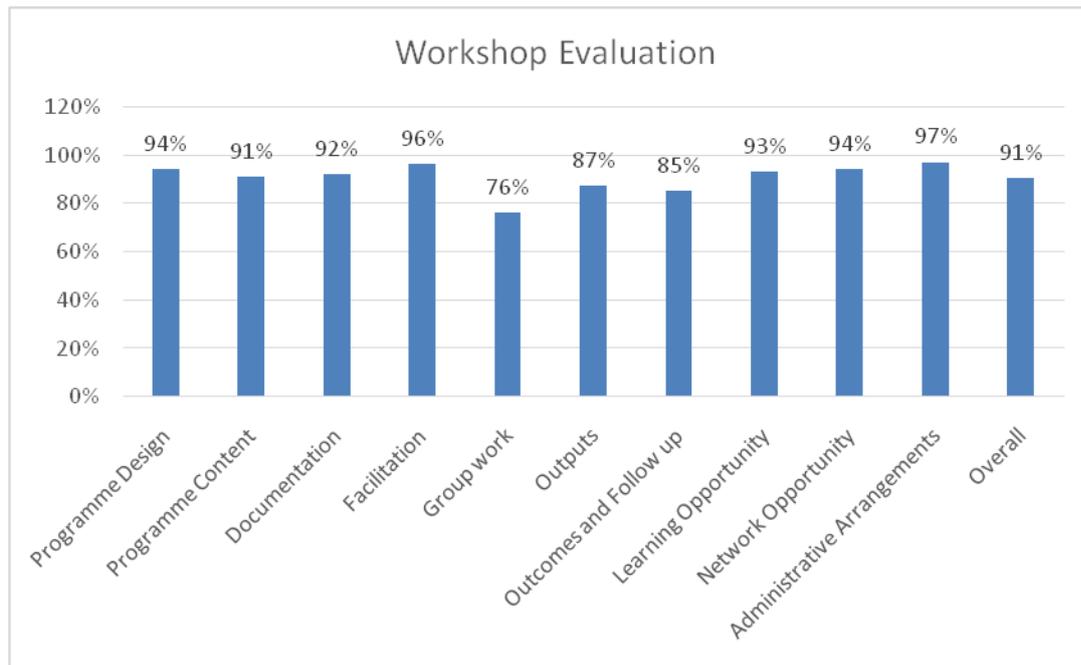
Name	Sex	Urban/ Rural	Under 5	5-14	15-24	25-49	50-64	65+	Do you spend less than USD\$57 per month for subsistence	Living with a disability (Yes/No)	Organization	Designation	Email	Cellphone
Charity Murwisi	F	U			✓				NO	NO	Goromonzi Rural District		charity.murwisi@gmail.com	+263776364525
Constance Chinyemba	F	R				✓			NO	NO	Goromonzi Rural District		constance.chinyemba@gmail.com	+263772487771
Svodai Dzika	F	R				✓			NO	NO	Goromonzi Rural District		marycroft111@gmail.com	+263717100567
Grace Dawashe	F	R			✓				YES	NO	Goromonzi Rural District		-	+263779704493
Marian Mandava	F	R			✓				YES	NO	Goromonzi Rural District		-	+263775632666

Esnath Bheura	F	R				✓			YES	NO	Goromonzi Rural District	-	+263771192380
Pamela Ngayo	F	R					✓		NO	NO	Goromonzi Rural District	-	+263775777824
Liyandra Sande	F	R				✓			YES	NO	Goromonzi Rural District	-	+263715624616
Hazel Magwisa	F	R				✓			YES	YES	Goromonzi Rural District	-	+263782988235
Prisca Dube	F	R				✓			YES	NO	Goromonzi Rural District	-	+263772731400
Rumbidzai Kangetsambo	F	R				✓			NO	NO	Goromonzi Rural District	-	+263777996885
Trust Madhovi	M	R					✓		NO	NO	Goromonzi Rural District		+263772973591
Abedinigo Zvobgo	M	R				✓			NO	NO	Goromonzi Rural District Council		+263772584523
Brighton Sanyika	M	R				✓			NO	NO	Goromonzi Rural District Council	bsanyika27@gmail.com	+263715666744
Never Gatora	M	R				✓			NO	NO	Goromonzi Rural District Council		+263773982212
Mildret Mango	F	R				✓			NO	NO	Goromonzi Rural District	-	+263771971648

Attendance by sex

Male	25	12%
Female	12	75%
Total	37	100%

Annex C: Evaluation



On the last day of the proceedings, participants were asked to evaluate the training workshop. Results in Figure 1, shows that overall, 91% of the participants were satisfied with the workshop with participants' level of satisfaction ranging from 91% on programme content to 93% on learning. 97% of participants were satisfied with the facilitation and administrative arrangements. 97% were satisfied with the outcomes and follow-ups. 90% viewed the workshop as an opportunity for networking. 97% were satisfied with the design of the programme. 76% loved group work.

COMMENTS

1. Which session did you find most useful? Why?

- Business Revival session. It was indeed an eye opener.
- All sessions.
- Impact of COVID-19 in our businesses.
- Business Revival made me to realise areas of weakness in my business.
- WLED. It gave us a networking platform.
- All.

2. Which session did you find least useful? Why?

- Everything was helpful because after the COVID-19 pandemic I am finding it difficult to stay afloat.
- None.
- Everything was helpful.
- Being made to write down figures of money that I will not even get and hoping to be assisted and getting my hopes dashed because nothing will ever come.
- All sessions were useful.

3. How did the workshop contribute to learning and or sharing?

- It gave us positive ideas we never thought of applying in our businesses.
- It revived my mind on how to re-equip my business.
- It gave me ideas on business growth.
- It empowered me on bookkeeping.
- It gave us the ideas on how to revive and recover our businesses especially in this era of COVID-19 pandemic.
- I was given hope since my business was no longer functioning.
- Networking because I can now share with others how to survive in the business field.
- Sharing ways on how to revive our businesses during the COVID-19 pandemic.
- Importance of record keeping. I had ignored this for some time.
- Sharing ideas.
- The workshop was really an eye opener to me as it enriched me on how to properly choose the correct way to run a business and how to make it grow to higher levels.
- My mind was brought back to business after the collapse of my business due to COVID-19.
- Networking as sharing business ideas is good for business.
- Sharing business ideas.

4. How will you apply what you have gained from this engagement?

- Will apply the lessons learnt and also ask for ideas from successful entrepreneurs.
- I will apply everything that I have learnt for my business to grow.
- By implementing the lessons learnt.
- Keeping in touch with the rest of the entrepreneurs and mentors.
- Continue networking with others
- I now have to properly record all that takes place in my business.
- Keep networking with the rest of my group.
- Need to be in touch with people already in businesses and use a number of ways in marketing, customer service, etc in order to out-do my competitors.
- Wrote all what I learnt in my notebook and wish to put everything into practice
- Keep in regular contact with fellow entrepreneurs
- Networking with my fellow business women.

5. Any other comments?

- We thank you Gender Links team for the job well done.
- We thank you all for such an insightful workshop.
- Appreciate what Gender Links is doing to revive our flopping businesses.
- Gender Links need to do more on monitoring our progresses in businesses.
- Grateful to Gender Links for remembering the entrepreneurs.
- Gender Links need to keep evaluating our progress.
- The council in partnership with Gender Links must be on the ground and assist the entrepreneurs not only to train them at workshops.

- Appreciate the organizers of the business revival workshop.
- Gender Links need to be doing the monitoring of our businesses since council officials are only visible during workshops organized by Gender Links.
- Gender Links need to do more to assist us in accessing finance and taking our businesses off the ground.