

TECHIMAN MUNICIPAL ASSEMBLY

REPORT ON PROMOTING ENTREPRENEURSHIP DEVELOPMENT AND STARTUP CREATION FOR SUSTAINABLE EMPLOYMENT AT DIASEMPA ON THE 19 TH JULY, 2023

Introduction

On the 19th of July, 2023 AgriCo Hub held an event on promoting entrepreneurship development and startup creation for sustainable employment. The event was attended by entrepreneurs of various startups, the MCE of the Techiman Municipality, a lawyer specializing in the field of entrepreneurship, the representative of Joy News, Radio Link representative, the President of NSS, representative of GIZ, representative of Plan Ghana, the representative of ASSI, and other opinion leaders.

Purpose of the Meeting

The primary objective of the event was to discuss the importance of entrepreneurship in sustainable job creation and how it can foster economic growth especially within the Techiman Municipality.

PRESENTATION BY LAWYER SAMUEL

The lawyer talked about the legal aspects of entrepreneurship to educate both entrepreneurs and incoming entrepreneurs on their legal rights and responsibilities. The resourced person with regards to the law, specializing in entrepreneurship, gave an in-depth analysis of the legal framework for entrepreneurship, including business registration, contracts and agreements, intellectual property law, and tax considerations. The lawyer stressed the importance of proper legal documentation in reducing legal risks for startups. He also highlighted the need for more education on the legal aspects of entrepreneurship and to educate entrepreneurs on their legal rights and responsibilities.

PRESENTATION BY THE MUNICIPAL CHIEF EXECUTIVE

The MCE, Hon. Benjamin Yaw Gyarko thanked the organizers for such a programme and also inviting him to speak on this matter. He also said that the Assembly knowing and haven identified the importance of what they are doing, as far as our drive to enhance economic development is concerned. We welcome their request for us to partner several projects and programmes that are meant to improve the business environment, to promote our local economic development. The Assembly has officially sealed partnership with AgriCo Hub. And for that matter the Assembly is fully in support of whatever they would be doing. He further added that the Development Planning Officer would be the intermediary between the Assembly and AgriCo Hub, and will assist in the documentation and reports as and when necessary.

The MCE again said that, now the economy is heading towards digitization and if we are to consider our business environment especially markets, about eighty percent (80 %) of traders are not technologically inclined. Hence a challenge we will have to overcome through training.

The MCE assured the participants that the government would continue to create a business-friendly environment with the right regulatory framework, which will encourage the youth to venture into entrepreneurship. There are lot of startup grants that are underway that can be assessed from Business Advisory Centres (BAC), Business Resource Centres (BRC) and other agencies under the Ministry of Finance. They have qualified personnel available to assist on how the support can be assessed, and trainings organized to that respect.

He further explained that currently the “You START” programme that the government initiated is at the final stage training for prospective beneficiaries. In Techiman, we have had about two or three sections trainings for people who have applied for such facility, the activities included screening exercise, presentation of business ideas to aid in the amount to provide in other to start their own businesses. And he believes very soon disbursements of these funds will begin.

The MCE concluded his speech by saying that AgriCo Hub is doing the right thing and is on course. They have full commitment from the Assembly. He encouraged beneficiaries from this training should share the knowledge they received with the people under them. He finally concluded by thanking individuals for being part of the programme and the time spent on that programme would not be just wasted so that tomorrow history can be gotten to talk about.

PRESENTATION BY THE CEO (GEORGE K. ANTWI) OF AGRICO HUB

The CEO of a AgriCo Hub kicked off the event, sharing his personal experience of starting a business and the challenges he faced. He emphasized the importance of having the right mindset and the ability to take risks, innovation, and the value of networking in starting a new enterprise. He also opined that governments should create more incentives for entrepreneurship and provide more support for those wanting to start a business.

THE ESCAPE PROGRAMME

As explained by the CEO of AgriCo Hub, the escape programme is basically an entrepreneurship and startup creation for sustainable employment. The focus of this programme is to support the creation of new businesses. And the goal is to provide sustainable employment and startup creation concept that will equip the youth run sustainable businesses to become economically self-sufficient.

THE OBJECTIVES OF THE ESCAPE PROGRAMME ARE

- Provision of entrepreneurial and practical startup skills training to fifty percent (50%) women
- To run an incubation programme for new and existing startups to be able to run sustainable startups.
- Offer of startup acceleration programmes for startups to scale their businesses
- Provision of investor and market linkages to startups
- To expose entrepreneurs and startups to business law and regulations in Ghana.

In all, the CEO in the person of George K. Antwi said that only twenty (20) selected applicants will benefit from the accelerator programme, they will be taken round within the municipal to see other setups/businesses to further enriched them with experiences towards starting their own ventures.

LAUNCHING OF THE ESCAPE PROGRAMME

The CEO of AgriCo Hub later launched the Escape Programme. The programme is aimed at empowering young entrepreneurs to start and grow their businesses by providing them with the necessary skills, resources, and support.

The conference ended with a question-and-answer session, where attendees had the opportunity to ask the panelists questions on entrepreneurship and the Escape Programme. The conference was well attended and received positive feedback from attendees. It is hoped that the Escape Programme will contribute significantly to promoting entrepreneurship and sustainable employment in the community, the CEO said.

Conclusion

Overall, the event was insightful and provided valuable information for entrepreneurs who are just starting or struggling with their businesses. The speeches gave participants a good understanding of the importance of entrepreneurship in sustainable job creation and how the various stakeholders in the ecosystem could improve support for entrepreneurs. The event concluded by calling for more collaborations between entrepreneurs, investors, and the government to foster economic growth through entrepreneurship.

Note: Attached are some of the photographs taken at the meeting.

Prepared and submitted by:

Abass Issaka
Assistant Development Planning Officer

