



Short Courses on Small Scale Fisheries 2011:

Improved Marketing Strategies and Business Management Practices for the Small Scale Fisheries Enterprises

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INFOSA is proposing the above mentioned short course to be conducted in collaboration with host country institutions. The course has been conducted successfully in Namibia on a pilot basis in 2010.

1. INTRODUCTION

It is widely recognized that small-scale fisheries have the potential to significantly contribute to sustainable development, in particular with respect to such key issues as poverty reduction, food and livelihood security, balanced nutrition, wealth creation, foreign exchange earnings and coastal-rural development. The important role of small-scale fisheries in equitable and inclusive development and attaining the millennium development goals (MDGs) has received growing attention in national, regional and international forums by governments, intergovernmental and non-governmental organizations, private sector groups and civil society organizations.

There are, however, a number of significant impediments to small-scale fisheries realizing their full potential. There is an urgent need to improve the sector's performance especially with regards to post-harvest practices, such as provision for market information and its effective utilisation, marketing strategies at both small scale and industrial level, production of guidelines to good practices in fish processing, handling and other quality assurance practices. Above all, small scale fisheries entrepreneurs need better skills to manage their small business enterprises (SMEs) successfully.

INFOSA has over the years carried out intra and interdisciplinary training courses, knowledge sharing workshops, seminars and regular advisory services in marketing, quality assurance and aquaculture. Hundreds of role players, particularly from the small scale sector have acquired knowledge, skills and expertise for the betterment of their SMEs. Several workshops and seminars organized by INFOSA in the region have been important platforms for knowledge building and information exchange at all levels.

This is in line with FAO's vision that recognizes that those dependent on the small-scale fisheries sector should be empowered to participate in decision-making with dignity and respect through integrated management of the social, economic and ecological systems underpinning the sector.

2. OBJECTIVES OF THE COURSE

The course is in line with INFOSA's objectives of improving the status of small scale fisheries, by ensuring access to knowledge and skills for better marketing practices, reduction of post harvest losses for improved fish trade gains and the sustainability of fisheries SMEs at large. The specific objectives of the courses include;

- Better marketing strategies and market access tools for fish products at community level;
- Better understanding of the nutritional/health benefits of eating fish;
- Better understanding of basic principles and practices in the whole value chain of small scale fisheries (from catch to market);



- Better understanding of other post harvest applications including fish handling and processing practices, fish preservation methods etc;
- Better understanding of communities role in small scale fisheries management and conservation;
- Better business management skills, tailor made for fisheries SMEs;
- Record keeping and management (at fisheries SME level);
- Basic life skills;

3. TARGET GROUPS

Anyone interested, involved and experienced in any form of small scale fisheries (including small scale fish farming) activities or related practices can benefit from the course. Beneficiaries may include; small scale fishers, fishermen, fishmongers, fish farmers, fishing co-operatives, government institution technicians, extension agents, fish processors, fish traders, scholars etc. Women, who are mostly involved in fish trade and post harvest activities, are strongly encouraged to take part in the courses.

4. MINIMUM REQUIREMENTS FROM PARTICIPANTS;

This will be a low to medium level course. A basic knowledge and understanding of fish trade or marketing practices is required. The courses shall be delivered in English Language. Translation and interpretation services (in case of Portuguese or French or other local languages) may be arranged at the host authority's expense. Course material will be developed based on the level of the target participants involved as indicated in course structure above.

5. DURATION OF THE COURSES

It is expected that the course will take place on a period of about 5 working days. An abridged tentative program is available on section 9 below.

6. TRAINING METHODOLOGIES

The courses shall be offered using a mix of methods ranging from theoretical but interactive lectures, PowerPoint slideshows, video shows and hands-on practical demonstrations. Participants will be issued with handouts and training manuals as guidelines to follow throughout the courses. The training manuals and other support documents will be developed at INFOSA based on target audiences. At the end of each lecture, participants shall be given the opportunity to discuss topics presented and in some cases given the chance to share lessons learnt and experiences from different backgrounds. The incorporation of "role plays" has often proven to be effective.

Resource persons identified from local institutions or fisheries institutions may be requested to take part in the lecturing, for their own capacity building and also as a means to contextualize the training to local environmental needs.

Practical exercises and demonstrations will be conducted at a nearby facility, where participants can get exposed to the in-depth practicalities through learning by doing (hands-on practices).

7. TRAINING COSTS

It is important to note that for effective delivery, INFOSA only offers group course with a single group comprising 25 – 30 participants. The course fee is **US\$12,000** in total for the group. This amount covers training fees, training expert travel costs, training material development, stationery, teas, and other costs directly related to the training activity.

Please also note that INFOSA is a non-profit making organisation. Fees charged are only meant to cover the costs incurred for the training programs.

Participants should aim to meet their own costs of transport, accommodation, evening meals and other related personal costs. This could be arranged by host country or institution.

8. REQUIREMENTS FROM HOST AUTHORITY AND INFOSA

The hosting authority or institution requiring this training program should;

- Apply in writing to INFOSA requesting for the course and indicating the proposed dates;
- Advise the special training needs of the particular group;
- Organize the group of 25-30 participants per training session;
- Pay the course fees indicated above, 50% to be paid in advance (ie before the course is conducted) and the balance payable at the end of the course;
- Organize the training venue with ideal facilities (for practical demonstrations)
- Organize local transport and local logistical needs
- Organize the excursionary visit to a fish market and or fish processing facilities;
- Organize some resource persons (maximum 2) from local institutions to be part of the training exercise

In turn, INFOSA would;

- Facilitate the training
- Develop all training material based on the needs of the target audience and the environment of the host country;
- Provide all stationery needs for the training
- Provide other training aids as the course demands;
- Send a letter of approval and contract to the requesting authority to undertake the training course;
- Avail its training experts as lecturers for the training courses and practical exercises;
- Issue an INFOSA Certificate of Attendance to participants at the end of the training courses

9. TENTATIVE COURSE PROGRAM

Please note that the following program is indicative only. A detailed program will be drafted and agreed upon at the signature of contract.

DAY	ACTIVITY/COURSE LECTURE
Day 1	<ul style="list-style-type: none"> • Registration & welcoming • Introduction to small scale fisheries in host country • Opportunities and challenges – small scale fishing communities (discussion) • Socio-economic benefits from small scale fisheries and aquaculture;
Day 2	<ul style="list-style-type: none"> • Nutritional/health benefits of eating fish • Health risks associated with eating fish of bad quality; • Fishery resource management basics: What communities should know; • Basic principles and practices in the value chain of small scale fisheries • Basics on fish handling from catch to market • Practical exercises eg edible parts of a fish, fish structure, handling demos etc
Day 3	Post harvest issues; <ul style="list-style-type: none"> • Fish processing basics; (different product forms) • Fish preservation methods basics; (different methods) • Practical preservation exercises eg smoking, salting, icing etc • Practical processing exercises eg gutting, filleting, cleaning etc
Day 4	<ul style="list-style-type: none"> • Basic marketing principles, marketing strategies etc • Role plays – market access • Field visit – fish market
Day 5	<ul style="list-style-type: none"> • Record keeping and management (at fisheries SME level); • Development of business proposals/business plans for accessing finance for SMEs • Basic life skills; • End of course matters: Examination, revision, certificates etc

For further information please kindly contact Mr. Blessing Mapfumo (Acting Marketing & Training Officer) on the address below;

INFOSA
 No. 89 John Meinert Street, Windhoek West
 PO Box 23523
 Windhoek
 Namibia
 Tel: +264 61 279430
 Fax: +264 61 279434
 Mobile: +264 81 209 9042
 Email: blessing@infosa.org.na