

# Beulah Africa Foundation

## Agriculture Economic Empowerment



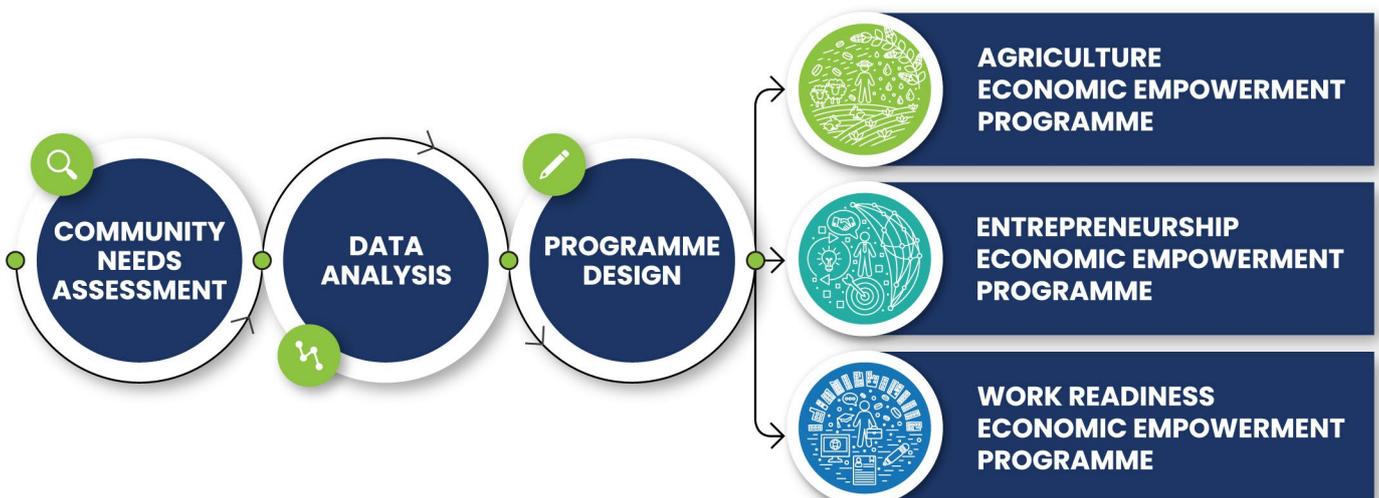
## PROGRAMME OVERVIEW

**The Agriculture Economic Empowerment Programme empowers individuals in rural communities to transform their lives through starting agriculture businesses.** In many rural areas, where economic opportunities are scarce, agriculture offers not only a means of survival but also a way to build self-sufficiency, create sustainable livelihoods, and strengthen the local economy. Our aim is to empower individuals to take ownership of their development, creating a ripple effect that benefits entire communities.

Through the Agriculture Economic Empowerment Programme, we provide participants with the skills and knowledge to turn agriculture into a thriving business. This includes both practical farming skills and entrepreneurship training, supported by grants and ongoing mentorship. With these tools, participants are not only able to improve their own lives but also to start agricultural businesses, contributing to the wider community and creating a circular economy in which everyone can benefit. Ultimately, the programme helps to build and strengthen the local circular economy.

At the heart of our Economic Empowerment Programmes is our approach to understanding each community's unique needs and strengths. We begin by listening—gathering insights from the community itself to identify the most pressing challenges and the opportunities that exist within. Our focus is on building from within, working alongside local stakeholders to break poverty mindsets, address developmental gaps, and uplift the most vulnerable groups. Each programme is customised to fit the specific needs of the community, whether in agriculture, employment, or entrepreneurship.

The programme is designed for communities seeking to reduce economic vulnerability, establish sustainable livelihoods, and create lasting agricultural businesses. It is not just about farming—it is about giving individuals the confidence, skills, and support they need to build a better future for themselves and their families. By equipping participants with the tools for success, we enable them to become catalysts for positive change within their communities, driving long-term economic growth and resilience.



# PROCESS

The diagram below provides an overview of the programme process. The Agricultural Economic Empowerment Programme begins with a community needs assessment, followed by data analysis and final programme design. Based on the data analysis and programme design, participant criteria are defined, and recruitment takes place accordingly. Once this initial set-up stage is complete, training commences, including Leadership for Life training, entrepreneurship and agri-business training, and technical agri-skills training. After the training phase, participants receive mentoring for their agri-businesses, with micro-farm grant funding administered as part of the support provided.



## 01 Community Needs Assessment

Our Socio-Economic Needs Assessment and Community Mapping service provides a thorough and comprehensive understanding of a community's social and economic challenges. Through rigorous research and analysis, we identify the specific needs and priorities of communities, mapping out the key stakeholders, resources, and gaps in services. These valuable insights enable us to develop targeted interventions to address the most pressing issues, ultimately driving positive change and improving the well-being of the community. It furthermore helps us identify the programme beneficiary criteria and participant selection.

## 02 Participant Recruitment

Following the community needs assessment and programme design, the next key step is participant recruitment and profiling. This involves identifying candidates who meet the programme's eligibility criteria and align with the needs identified during the assessment. Through targeted outreach, potential participants are assessed for their willingness and ability to meet the programme's requirements. Eligible candidates are then recruited and undergo a profiling process to gather demographic, socio-economic, and skills-based information. This enables tailored support, maximising the programme's impact on each participant.

## 03 Leadership For Life Training

Leadership for Life is an international programme that unlocks leadership potential within communities by applying timeless principles of personal transformation. It fosters a mindset shift, encouraging individuals to take responsibility for changing their lives and communities. Furthermore, it establishes ownership and accountability, motivating individuals to set up and follow through on livelihood projects that benefit others. The training forms the foundation for all our subsequent training and mentorship within our economic empowerment programmes.

## 04 Entrepreneurship & Agri-Business Training

Our Entrepreneurship and Agri-business Training empowers individuals to develop the skills needed to run successful agricultural businesses. It equips both start-ups and existing businesses with entrepreneurial qualities, fostering independence and capability, particularly in the agricultural sector. The training includes practical activities and group learning, encouraging knowledge sharing, collaboration, and idea exchange. Participants are also supported in creating a feasible business plan for execution.

## 05 Technical Agri-Skills Training

The technical agri-skills training focuses on enhancing food security through crop production (including soil management and composting) and livestock farming.

The crop production training covers topics such as soil management, composting, permaculture, and food gardening. The livestock farming training provides a solid foundation in livestock management, including husbandry, disease management, market opportunities, and financial planning.

## 06 Ongoing Agri-Business Mentoring

Our mentoring programme supports agricultural entrepreneurs by helping them refine and implement their farming and agri-business plans. We provide ongoing guidance as they navigate sector-specific challenges, helping them stay focused on goals such as crop cultivation, livestock management, and business growth. Alongside agricultural development, the programme includes life skills training and discipleship, empowering individuals to make informed decisions, build resilience, and effectively manage their ventures.

## 07 Micro-Farm Grant Funding Administration

In our mentoring programme, we assist participants in developing their business concepts and plans, including creating budgets and financial forecasts. We then guide them in determining the best way to utilise micro-farm grant funding, teaching them how to prepare funding proposals, obtain quotes, and source the best suppliers. Our programme ensures that the grant funding is effectively channelled to suppliers, supporting participants in the successful implementation of their farming ventures.



## TESTIMONIAL

*"Before Beulah Africa it was bad. I had a poverty mindset. I've been staying here for more than 10 years, but I didn't plant anything. When Beulah Africa came, they opened my eyes. After the programme we have a positive mindset, and we believe that there will be a great change in the community. My garden is the talk of the town. Now everyone is trying to do gardening in their yard."*

– Sello Mofele

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