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MICRO-BUSINESS TRAINING

IN AN EARLIER NEWSLETTER, WE SHARED OUR PLAN TO DIVERSIFY OUR TRAINING PROGRAM. UNTIL NOW, API'S MICRO-BUSINESS TRAINING HAS BEEN PURELY ENTREPRENEURIAL IN WHICH WE TRAINED UNDERPRIVILEGED WOMEN ON HOW TO MANAGE MICRO-BUSINESSES. SOME OF THE TOPICS TAUGHT INCLUDED COST CALCULATION, MARKETING AND RECORD-KEEPING.

AS COMMERCIAL ACTIVITIES HERE HAVE BECOME INCREASINGLY SATURATED, API SUGGESTED AND RECEIVED APPROVAL FROM ITS WOMEN MICRO-CREDIT GROUPS TO, IN ADDITION TO ENTREPRENEURIAL TRAINING, ALSO PROVIDE TRAINING ON HOW TO MAKE TANGIBLE PRODUCTS LIKE CLOTH DYEING, SOAP-MAKING AND PASTRY PRODUCTION. WITH SUCH SKILLS, THE WOMEN HAVE MORE AND BETTER PROFIT-MAKING OPPORTUNITIES BECAUSE MAKING AND SELLING TANGIBLE PRODUCTS ARE MUCH MORE PROFITABLE THAN PURELY COMMERCIAL ACTIVITIES WHERE HIGH COMPETITION DRIVES DOWN PROFITS.

WE ARE HAPPY TO INFORM YOU THAT WE SUCCESSFULLY CONDUCTED OUR FIRST TANGIBLE PRODUCT -MAKING TRAINING IN AUGUST 2012. WE TRAINED MEMBERS OF SOPE MARIAMA, A LARGELY CHRISTIAN GROUP, IN PASTRY PRODUCTION. SPECIFICALLY, THEY LEARNED HOW TO MAKE CAKE, PIZZA AND OTHER FLOUR-BASED SNACKS LOCALLY CALLED ' BEIGNE'



PASTRY: PRODUCTION PROCESS



TRAINEES AND FINISHED PRODUCTS

API'S HEALTH EDUCATION PROGRAM

SOME OF YOU MAY RECALL THAT WE INFORMED YOU OF THE DECISION TO EXPAND OUR PROGRAMS FOR UNDERPRIVILEGED WOMEN TO INCLUDE A HEALTH EDUCATION PROGRAM. THE GOAL OF WHICH IS TO HAVE HEALTHIER AND STRONGER WOMEN IN THE COMMUNITIES IN WHICH WE WORK.

AS POOR HEALTH REINFORCES POVERTY IN A SOCIETY LIKE SENEGAL WHERE THERE IS NO SOCIAL SECURITY FOR MAJORITY OF THE PEOPLE, BEING HEALTHY AND STAYING HEALTHY IS OF UTMOST IMPORTANCE.

THE HEALTH EDUCATION PROGRAM IS ANOTHER MEANS OF POVERTY REDUCTION AND SO IT COMPLEMENTS OUR EXISTING PROGRAMS (BUSINESS EDUCATION/CREDIT SUPPORT AND A SAVINGS INITIATIVE).

IN DEVELOPING THE PROGRAM, API

VOLUNTEER ASSISTANCE



DR. EDIGHOTU DISCUSSES THE HEALTH WITH GROUP LEADERS.

PROMOTING API'S WORK

FOR THREE DAYS IN JUNE 2012 (6TH TO 9TH), API HAD THE OPPORTUNITY TO PROMOTE ITS WORK ON SOCIAL JUSTICE FOR WOMEN AT THE ANNUAL CONFERENCE OF THE INDIANA UNITED METHODIST CHURCH WHICH TOOK PLACE AT THE INDIANAPOLIS CONVENTION CENTER

API'S DISPLAY BOOTH WAS MANNED BY ITS EXECUTIVE DIRECTOR, SEBASTINE UJEREH.

WE DISPLAYED PHOTOS SHOWING API'S ACTIVITIES AND VARIOUS ITEMS LIKE JEWELRY, NECKLACES AND EARRINGS PRODUCED BY API'S WOMEN'S GROUPS.

WE DISTRIBUTED BROCHURES ABOUT OUR WORK AND GLADLY ANSWERED VISITORS' QUESTIONS.



WE NEED THE ASSISTANCE OF A VOLUNTEER WHO HAS SKILLS IN WEBSITE UPDATING.

AS WE WANT TO ESTABLISH AN EFFECTIVE ONLINE PRESENCE, WE NEED A GRACIOUS VOLUNTEER TO HELP US KEEP THAT PRESENCE LIVELY BY UPDATING OUR SITE. WE ESTIMATE AN AVERAGE OF 30MINS/WEEK TO DO THIS.

IF YOU CAN AND ARE WILLING TO HELP OUT, PLEASE CONTACT US BY EMAIL. WE WILL BE EQUALLY GRATEFUL, IF YOU CONNECT US TO SOMEONE WHO CAN HELP.

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