

## Ghana - Fact Sheet – Small Enterprise Development Project

### History and Background

In 1990, Peace Corps Ghana initiated its Small Enterprise Development (SED) project in response to requests from the Ghanaian government and from host sponsoring agencies. Since then, more than 220 Peace Corps Volunteers (PCVs) have assisted Ghanaians to increase the role of the private sector in revitalizing the national economy.

In Ghana, many small enterprises are constrained by various challenges:

- Low levels of education of operators
- Poor management
- Weak marketing skills
- Inadequate technical knowledge
- Limited access to markets
- Lack of information and resources
- Unreliable infrastructure

SED PCVs work with their Ghanaian counterparts to address these challenges. Through the use of a wide range of services, PCVs assist entrepreneurs to operate and grow their businesses.

### Mission Objectives

Currently more than 25 SED PCVs, work in communities throughout Ghana and strive to fulfill the following mission:

*To assist Ghanaian communities in reducing poverty and promoting growth through the development of entrepreneurship using locally available human and natural resources in a manner consistent with national development efforts.*

SED PCVs work collaboratively with local counterparts to promote sustainable development in four business areas - Tourism, Artisanal Crafts Development, Micro-finance, and Agribusiness.

PCVs work with small community groups to:

- Build comprehensive business and management skills
- Sharpen resource identification and utilization skills
- Adopt quality control systems and practices
- Network with internal and external services
- Provide advice and support to new and established businesses
- Develop Youth entrepreneurship programs

### Partners in Business Development

Peace Corps works closely with many stakeholders to ensure that PCV activities meet the collaborative business development priorities of Ghana:

- Ministry of Tourism/Ghana Tourist Board
- Nature Conservation Research Centre (NCRC)
- SNV of the Netherlands
- Ministry of Trade and Industry
- National Board for Small Scale Industries
- Junior Achievement Ghana
- Ministry of Local Government and Rural Development
- Ghana Ministry of Food and Agriculture
- NGOs/Community Based Organizations/ Farmers Cooperatives/ Associations

### Program Accomplishments

Working with their partners and counterparts, SED PCVs are making progress in many areas. Some examples of their efforts include:

- Eco-tourism projects that help establish and manage game reserves in parts of the country;
- Cultural tourism projects that help preserve national history of coastal and slave trade historical sites;
- Artisan support that focus on textile tourism projects (kente, smock, adinkra), basket and bead markets;
- Local product development of such as bamboo bicycles, traditional xylophones, and crafts;
- Micro-financing, rural women entrepreneurship and economic empowerment;
- Agribusiness on shea butter, moringa, cassava, mango, potato, cashew, legume and vegetable development projects.

### Secondary Activities

SED PCVs also conduct secondary activities in addition to their primary assignments such as HIV/AIDS prevention, environmental management, teaching, ICT development, gender and youth development, and community health training.

For more information about the Small Enterprise Development project, contact Bezaleel Dor:

[bdor@gh.peacecorps.gov](mailto:bdor@gh.peacecorps.gov)