

Gender

WISE Project honours 3 women entrepreneurs

Gender Desk Report

THREE young women have won various sums of money under the Women's Innovation for Sustainable Enterprises (WISE) project.

The project, which is a five-and-a-half-year gender equality and women's economic empowerment project, is being implemented by Plan International Ghana and Plan International Canada, with two local non-governmental organisations (NGOs) (Urbanet and WIDO) partnering on the project, including other strategic partners.

It is a Global Affairs Canada-funded intervention that seeks to improve the social position of women, create economic opportunities, and increase their control over resources and decision-making (at household and community levels). The ultimate outcome of WISE is the increased

realisation of rights to economic empowerment, well-being, and inclusive economic growth for targeted women in five districts/municipals of Northern, Bono, Bono East and Ahafo regions.

The project is also addressing economic disparities to improve women's competencies, agency and success in running small enterprises and improve social recognition of women's contribution as economic actors. This is being achieved through two main economic streams: the soybean value chain (agri-business) and green businesses (snail rearing, mushroom cultivation and beekeeping).

To enhance expertise and promote growth and confidence among women entrepreneurs, the WISE project created mentorship opportunities for experience sharing and networking among 51 mentees and 10 mentors. Following the successful completion of the mentorship event, an inter-district competition was held to allow women entrepreneurs to

demonstrate their achievements using simple business plans, which were developed using the 'Lean Model Canvas', - a simplified business plan more accessible to entrepreneurs with a limited education background.

The top two mentees from each district (10 in total), who demonstrated progress as participants in the mentorship programme and on the project, were selected for a final pitch competition, which was held in Accra during the Association of Ghana Industries (AGI) annual Industrial Summit and Exhibition event.

The three-day event awarded the top three competitors with varied cash-prize incentives to purchase equipment and invest in their businesses. The judging panel included experienced development professionals from Plan International and AGI.

The Gender Desk brings you a profile of the three women entrepreneurs.

Overall winner Rebecca Mumuni

REBECCA Mumuni is from Duayaw Nkwanta in the Tano North Municipality. Her business area is mushroom production. She was adjudged the Overall Award Winner of WISE Project's Best Business Plans Pitch Competition.

She is a 44-year-old woman entrepreneur and holds a Diploma in Basic Education from the University of Cape Coast. She is married with two children.

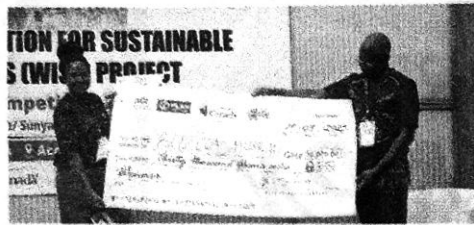
Ms Mumuni is the Chief Executive Officer (CEO) of Norberky Enterprise, which is a skill and business she benefitted from the WISE project.

Her business deals in the production of fresh Oyster mushrooms, dry mushrooms, colonised mushroom bags, and

training on mushroom cultivation. Aside from mushroom production, she, together with her family, also rears pigs and produces soybean tom brown to supplement their family income.

She started Norberky Enterprise in October 2020 with just 300 colonised mushroom bags, which she bought from a large-scale mushroom producer. Through the years, Ms Mumuni now produces her own colonised bags for cropping and supplies the surplus colonised bags to other mushroom farmers within her environs.

In 2023, she was among 51 entrepreneurs who benefitted from a mentorship programme organised by the Association of



• Rebecca Mumuni receiving her prize from Eric Ayaba, Plan International Ghana Head of Programmes & Influencing

Ghana Enterprises under the WISE project. Following the completion of the mentorship, she was opportune to compete among 12 of her fellow mentees for the award of the best business plans pitch competition, and she emerged as the overall winner.

As a prize package, Ms Mumuni received GH¢30,000 cash from the WISE project to invest in her mushroom business. Over the years, Rebecca has produced over 13,000 colonised bags for herself

and other enterprising women mushroom farmers.

She has also trained 21 women in mushroom production. Norberky Enterprise is registered with the Municipal Assembly and Ghana Enterprises Agency. She has also initiated the process of obtaining legal recognition with the Registrar General's Department. Her products are sold in Duayaw Nkwanta, as well as other marketing centres, such as Techiman, Tamale and Kumasi.



• Meli Mohammed receiving her prize from Seth Twum-Akwaboaah, Chief Executive Officer, Association of Ghana Industries

First runner up Meli Mohammed

MELI Mohammed is from Yipielinayili in the Kumbungu District. She is into Beekeeping (Honey Production). She was the First Runner-up of the WISE Project's Best Business Plans Pitch Competition.

Meli Mohammed is a 36-year-old proprietress of Daggu Bobgu Ventures located at Yipielinayili in the Kumbungu District of the Northern Region. She is married with a household size of nine.

Ms Mohammed is into the production of honey, and shea butter, including the sale of cereals. She is one of the green business beneficiaries of the WISE project. Through

the WISE project, Meli participated in beekeeping training after which she started with three beehives that the project supported her with.

Over the last two years, she has been able to increase the number of hives from three to 11 for her honey production. Since the start of the business, she has harvested about 120 litres of natural honey for sale to customers in Tamale, Kumasi, Accra, Germany and the USA.

She is also into aggregation of cereals and legumes such as maize, soya, and groundnuts to supplement her income from

beekeeping. In 2023, Meli was among 51 entrepreneurs who benefitted from a mentorship programme organised by the Association of Ghana Enterprises under the WISE project.

Following the completion of the mentorship, Ms Mohammed competed among 12 of her fellow mentees for the award of the best business plans pitch competition, and she emerged as the second winner.

As a prize package, she received GH¢20,000 cash from the WISE project to invest in her beekeeping business. Daggu Bobgu Ventures is legally recognised by the District Assembly and Ghana Enterprises Agency.



• Gifty N. Konmon Adam receiving her prize from Francis Kusi, Managing Consultant, John Young & Associates

Second runner up Gifty N. Konmon Adam

GIFTY N. Konmon Adam is from Chanzegu in the Kumbungu District and she is into soya Processor. She was the second Runner-up in the WISE Project's Best Business Plans Pitch Competition

Ms Adam, a 37-year-old entrepreneur, is married with a household size of six.

She deals in the sale of diverse consumable and non-consumable products, including soya kebab, cereals for breakfast, pig farming, crop farming, and the sale of smocks.

Before joining the WISE project, she was only selling soya kebab which was affected by COVID-19 due to the lockdown. This affected her sales and business but through the WISE project, she learned how to diversify, brand her products, save, and make the best out of what she has.

Through the WISE project, she has been able to gain massive support from her husband and this has helped her to be economically independent and also save enough for other important avenues.

In 2023, Ms Adam was among 51 entrepreneurs who benefitted from a mentorship programme organised by the Association of Ghana Enterprises under the WISE project after which she competed with 12 of her fellow mentees for the award of the best business plans pitch competition, and she emerged as the third winner.

As a prize package, she received GH¢10,000 cash from the WISE project to invest in her business.

Ms Adam has so far certified her business dubbed 'AdamGift's Enterprise' with the Kumbungu District Assembly and the Registrar General Department.