

# Nucleus

JULY 2010

## Counselor training, meetings with BMOs and press conference to launch Nucleus in Cebu, June 2010



## Nucleus Approach introduced to Business Associations in Philippines

### A project implemented by Sequa GmbH and the European Chamber of Commerce in the Philippines

The **SMART Cebu** (SMEs for Accountability, Responsibility and Transparency) project is implementing a three year program in Cebu that is aiming to increase the competitiveness of SMEs in three main sector associations supported by the European Chamber of Commerce (ECCP) in Cebu:

- ▶ Cebu Furniture Industries Foundation (CFIF)
- ▶ Gifts Toys and House Ware Association (GTH)
- ▶ Fashion Accessories Manufacturers Association (FAME)

The Nucleus approach was launched and introduced to entrepreneurs and their Business Membership Organizations (BMOs) in June. representatives from the Cebu business community, members of the press and other stake holders participated. The Nucleus counselors that were trained were presented certificates and BMO presidents responded to questions from the press.

*The Nucleus Approach is so simple and easily delivered, all it requires is passion and commitment to help, a listening ear, a sensitive heart and an entrepreneurial spirit ...*

Ms Angela Paulin President of CFIF said: *This couldn't have come at a more appropriate moment for CFIF, in this approach it is the members that decide what*

*the activities they want to do are, counsellors will organize the activities for them... with previous approaches I felt like it's "been there done that" but with Nucleus I feel a difference and can't wait to get going... ideally all our staff members will be "counsellors".*

The training program for counselors received the following feedback:

*This is perfect timing as we have planned to do "smaller group meetings" with our member companies but we didn't have the "tools" to do it, now we are equipped to implement the plan using the Nucleus approach*

*The Nucleus approach is very useful, simple and applicable tool for every organisation, its concept is practical and easy to understand...*

*Very practical and simple but relevant and applicable, the Nucleus approach is proactive, thanks so much to the organisers and facilitators, great job!*

**WE WISH NUCLEUS CEBU ALL THE BEST!!!**



**Innovative Solutions for Development Cooperation**

The Nucleus Foundation is a non-profit association working in development cooperation, providing a range of services to partner agencies throughout Sri Lanka. These solutions range from designing and implementing projects, training programmes, consultancy services and other bespoke interventions. The Foundation was set up as the exit strategy of two longstanding German Development Cooperation (GTZ) projects and has been in operation since 2007. The Directors of the Foundation count many years of experience in development cooperation having worked in multi cultural multi national teams executing programmes in a professional and result oriented manner.

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# Nucleus Foundation Services

We work with a dedicated team of reliable, efficient and flexible staff members, consultants, trainers and resource persons whose strength is their ability to be innovative, an asset that sets us apart from conventional development agencies.

Developing, executing & managing SME promotion and livelihood development projects

Setting up systems for monitoring & evaluation of projects

Developing and implementing training programs using action oriented experiential learning techniques

Networking and creating linkages between SME development sector stakeholders

Field studies, surveys, documentation and reporting

TOT on entrepreneurship, business counseling and follow up

Organizing & conducting financial services forums

Conceptualizing and implementing sustainability strategies for projects

Conceptualizing & conducting events for SME promotion and networking

Peace building and conflict transformation through entrepreneur exchanges

Migration for development

## Nucleus Entrepreneur Exchange News

### Business linkages across regions



The Printers Nucleus in Ampara wanted to follow a training program on Graphic Designing. The program was conducted for them by a

member of the Computer Nucleus in Kandy who they met at the **Nucleus Cricket Fest** that was held in March this year. One of the primary objectives of the Nucleus Entrepreneur Exchange supported by GTZ FLICT is the promotion of inter regional business linkages between groups. This is one such example where cross regional business linkages have been established as a result of project interventions and activities that are mutually advantageous for groups across the regions.



We asked one of the most reputed training providers in the Graphic Designing field about conducting this course for the group of printers in Ampara, they said that the group would have to go to Colombo and follow one of their packaged courses. The program that was conducted by E Win networks had the advantage of being designed especially for the Printers, plus that could follow it at a fragment of the cost.



### Giving back to Society...

To mark Wesak (the day commemorating the birth, death and enlightenment of the Lord Buddha) Nucleus entrepreneurs in Ampara participated in a Shramadana (voluntary labor activities to develop their community). This activity took place at the Ampara Uhana Childrens Home for the differently abled.



After cleaning the premises and the garden of the home a Bodhi Pooja was held to invoke blessings on the home. Later the Nucleus members had lunch with the inmates and officials of the home. In the evening the Nucleus group together with Children's' Home group participated in an entertainment line up where songs and dances took place.

During the program a welder from Maruthamunai bought a huge box of chocolate and biscuits and distributed them among the children's home members, which they welcomes very much. One of the highlights was that some Nucleus members came forward individually to help the children's home in future in many ways. They were happy that they got an opportunity of spending their time with these children. Some of them had brought their wives and families too for this event.



## Nucleus ProMIS

### Promotion of Micro Finance through improving access to financial services

The Nucleus Foundation has entered into an agreement with the GTZ ProMIS program to Improve the livelihoods of up to 750 persons in the former conflict regions of Sri Lanka through the promotion of productive and efficient micro enterprises and improving their access to financial services.

The objectives of the program include:

- ▶ Formation of Nucleus groups
- ▶ Social empowerment
- ▶ Economic empowerment
- ▶ Facilitating access to financial services
- ▶ Improving financial literacy and encouraging financial record keeping, savings and credit
- ▶ Integrating peace building and conflict transformation into livelihood development
- ▶ Supporting and expanding access to technology and increasing the use of business development services
- ▶ Developing networks and linkages between entrepreneurial groups

The training program for counsellor recruited to work in Jaffna, Vavuniya, Mannar, Batticaloa and Ampara took place in July after which the Counsellors will be deployed in these 5 districts to form Nucleus groups.

#### THE NUCLEUS FOUNDATION

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