

Poultry Agribusiness Course (PABC)

For implementation with Private Partner Institutions

Course overview

Course developed by AFC/GOPA in cooperation with Small and Medium Poultry Farmers Association (SMPFA) under the GIZ Global Project Employment in Rural Areas with Focus on Youth (EYA), Country Package Malawi



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1. Introduction to the course

Course objective

The Poultry Agribusiness Course is designed to help the youth develop the necessary skills and deepen their understanding of the poultry value chain. The course allows them to appreciate different opportunities in the poultry sector and challenges them on how they can tap into those opportunities by venturing into the poultry business, either as producers or as marketers. Participants of the course gain the critical skills that enable them setting up a successful poultry venture or work at any poultry farm as workers. The participants are able to understand the concept of planning in a farming business and develop critical business and soft skills to help them navigate through the business terrain easily as well prudently manage their finances.

Target group

The target groups are rural, urban and semi-urban youth (between the ages of 15-35 years), women, as well as aged population from semiliterate to literate, with an interest in the poultry business. The course can also be attended by practising farmers wanting to improve or expand their poultry business. A female participation of 40% is envisaged.

However, the course can be delivered to any type of demographic section interested in the poultry business with the same results/outcomes

Entry requirements/recognition of prior learning

Participants should be youths within the ages of 15-35 and other participants with high intrinsic motivation to attend the entire course.

Entry requirements can be assessed during registration (see below). However, training providers should acknowledge the learners' current level of skills and knowledge obtained through:

- Formal training (conducted by educational institutions or industry in Malawi or elsewhere),
- Informal training
- Life experience

Fields of learning

The course is designed to address skills gaps in the following fields of learning:

Technical Poultry production	Business and Financial skills	Soft Skills
Participants will get the basics of poultry management practices and practical skills to ensure they have the necessary technical skills and full understanding of best poultry production practices / techniques. Course participants	Participants will be trained on common basic business and financial concepts, allowing them to understand and develop profitable business activities related to the poultry	Participants will be acquainted with critical skills for building stronger and effective teams as business organizations or develop long term business relationships/partnerships with



shall be able to plan their poultry unit, set up feed management regimes, learn about feed producing techniques as well as disease management practices	industry discussed in the course.	others either as individuals or as organizations
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Mode of delivery

The course is designed for a face-to-face delivery approach for class sizes of 25 to 30 participants. The course combines

- theoretical sessions in classroom settings on poultry production and management as well as business, financial and soft skills
- practical sessions at a poultry demonstration farm
- digital video content for selected modules to diversify and enrich learning experience

Course duration

For effective results, the course is to be delivered in approximately three hours' sessions stretched over four months' period (one session per week) following the lifecycle of a broiler chicken. Adjustments can be made to at least two sessions per week depending on the trainee availability and schedule; however, practical sessions will still need to continue until the maturity and marketing of the chickens.

Training material for the course

The following training materials/manuals are available for the course:

A) Technical poultry production and management:

POULTRY PRODUCTION & AGRIBUSINESS TRAINING MANUAL FOR SMALL AND MEDIUM SCALE PRODUCERS

B) Business and Soft skills:

BUSINESS AND SOFT SKILLS TRAINING MANUAL FOR SMALLHOLDER FARMERS

C) Video material:

Video projection is an integral part of the course delivery blended into the course delivery period. Trainees will have an opportunity to learn how their fellow farmers in different parts of the world manage their poultry business. A list of videos from Access Agriculture website are made available to the trainers with a step-by-step guide on how they can have them integrated into the training delivery.



Course Name	Course code	Value chain	Module/Topic	Recommended Videos	Language
Poultry Agribusiness Course	PAC	Broiler chickens & Layers	Feeding management	Feeding improved chickens https://www.accessagriculture.org/feeding-improved-chickens	Chichewa, Tonga, Tumbuka and English
				Rearing crickets for food and feed https://www.accessagriculture.org/rearing-crickets-food-and-feed	Tonga and English
			Disease management	Natural ways to keep chickens healthy https://www.accessagriculture.org/natural-ways-keep-chickens-healthy	Chichewa and English
				Management of Newcastle disease https://www.accessagriculture.org/management-newcastle-disease	Chichewa, Tonga, Tumbuka and English
		Local/Dual purpose chickens	General Management	Taking care of local chickens https://www.accessagriculture.org/taking-care-local-chickens-0	Chichewa, Tonga, Tumbuka and English
				Increasing production of local chickens https://www.accessagriculture.org/increasing-production-local-chickens	Chichewa, Tonga, Tumbuka and English
		Quail Farming	Housing	Quail Housing https://www.accessagriculture.org/quail-housing	Chichewa, Tumbuka, Yao and English
		General PAC Modules	Brooding	Making business from home raised chicks https://www.accessagriculture.org/making-business-home-raised-chicks-0	Chichewa, Tumbuka and English
				Working together with healthy chicks https://www.accessagriculture.org/working-together-healthy-chicks-0	Chichewa, English
			Utilization of poultry waste	Converting chicken waste into fertilizer https://www.accessagriculture.org/converting-chicken-waste-fertilizer	Tonga and English
Business and Soft Skills	Let's talk money	Chichewa			



2. Course preparation

Setting up the course venue

The course venue must provide a suitable classroom setting for 25-30 participants with enough light and offering an enabling learning atmosphere.

The venue must be in a close proximity to where the demonstration site will be put for easy movements of trainees as the delivery will be changing every now and then throughout the training period.

The venue must have a clean wall for projection of video content or posting of flipcharts during the classes.

Procurement of training materials (i.e. stationary, weighing scale, etc.) must be done at least a month prior to the start of implementation/classes (refer to the training manuals).

Preparing the demonstration site

For the practical lessons, adequate demonstration site(s) is (are) needed.

Where possible, the group(s) undergoing training should organize space (kraal) which can be used for demonstration. In case the group does not have one available, a lead farmer in close proximity can be identified. This can be a practising poultry farmer or someone who is out of the poultry business for one reason or the other.

Where possible, the demonstration plot should be located in close proximity to the training venue.

Agreement must be made prior on how the proceeds of the demonstration will be shared at maturity.

Day-old chicks needs to be ordered from the supplier at least a month before the demonstration is set. Ensure that the demonstration house (kraal) is well disinfected prior to bringing in the demonstration chicks.

Recruiting and registering participants

Participants should be recruited in rural areas by conducting sensitization meetings with the local structures. Involvement of District Animal Health and Development Officers (DAHDOs), Extension Planning Areas (EPAs) and District Youth Offices is critical in this process.

Course fact sheets should be provided during the recruitment process, make sure the training modalities are made very clear to the prospective participants (i.e. no drinks, transport refunds and allowances).

Participant registration should immediately follow the sensitization meetings; a baseline survey should be done thereafter.

Trainer recruitment and qualification

The success of the course depends on the quality of the trainers/facilitators. A robust trainer identification and qualification process is critical to ensure that trainers/facilitators with the right combination of skills-set, motivation and mind-set are engaged.



The following criteria should be used in the selection of trainers to be engaged in the course:

- A minimum of a diploma in Livestock/Animal Health or general agriculture
- Understanding of key concepts in business management
- Experience in the management of a poultry farm/business is an added advantage
- Experience in community mobilization and working with the rural communities
- Proven facilitation skills

Trainer Qualification (ToT)

A Training of Trainers is needed to ensure the trainers have developed the right skills, attitude and motivation to run and manage a successful poultry agribusiness course. A three weeks long intensive ToT program focusing on business and soft skills, training approaches, as well as technical poultry production and management practices is recommended. Simulation sessions should be an integral part of the ToT with a robust trainer assessment and open feedback sessions (see the template sample in annex 1).

Ensure that the ToT venue has a lot of space for simulation session (breakaways) as well as practical sessions. There must be a farm close by which can be accessed anytime during the training for practical sessions. The venue must also have conferencing equipment available (including projector, pin boards, etc.)

Preparing the training material

The course builds on several training materials, manuals and digital components, which need to be prepared in advance (see course outline below with referenced material).

Trainers need to be equipped with the complete training materials, including Course overview, course outlines, training manuals, reference materials, exercise sheets, attendance registration sheet, projector and videos.

Assessment of participants' performance and Graduation (summative assessment)

An attendance rate of 70% per training participant is prerequisite to successful completion and certification in the course. Learning assessments will be based on:

- activeness of the participants
- ability to perform key tasks during theoretical and practical sessions
- ability to present learnt content in practical lessons

It is the trainers' and training institution's responsibility to only issue certificates after successful completion of the course.

Please note that the certificate issued is not officially recognized by TVETA or other authorities in Malawi (refer to the sample certificate in annex 2).



Monitoring and training evaluation

After registration of participants, a baseline is done to establish a benchmark for assessing change of Attitude, Knowledge and Practices (KAP) over time as a result of the training. If required other baseline data can be collected (e.g. current business data, change in income over time).

Trainers regularly fill and update an attendance record sheet in order to monitor attendance of participants (70% attendance rate is required to complete).

Regular monitoring of the trainings should be done to ensure compliance on quality delivery by the trainer as well as provide a backstopping technical support at coordination level.

A Mid-evaluation survey is conducted to assess the knowledge acquisition, attitudes, perception on the course quality and satisfaction of the trainees. This is followed by a Tracer Study six months after the completion of the course to assess Knowledge, Attitudes and Practice (KAP), income and potential employment effects on the course graduates.

3. Course overview Poultry Agribusiness Course

List of course modules

Module	Time* 44hrs	Training material
POULTRY AGRIBUSINESS COURSE (PABC) T = Technical Poultry Modules B= Business and Financial Modules S = Soft Skills Modules		
Technical Poultry Modules (GAP)	24hrs	
PABC-T-1: Enterprise selection and budgeting	4hrs	Poultry Production & Agribusiness Training Manual
PABC-T-2: Introduction to Broilers/Layers/Duo-purpose chickens	6hrs	Poultry Production & Agribusiness Training Manual
PABC-T-3: Preparation of brooding chambers	2hrs	Poultry Production & Agribusiness Training Manual
PABC-T-4 : Receiving day-old chicks and feed management	2hrs	Poultry Production & Agribusiness Training Manual
PABC-T-5 : Vaccination and Disease management	2hs	Poultry Production & Agribusiness Training Manual
PABC-T-6a : Feed formulation (Formulas)	2h	Poultry Production & Agribusiness Training Manual
PABC-T-6b: Feed formulation (Practical)	6hrs	Poultry Production & Agribusiness Training Manual
Business and Financial Skills	16hrs	
PABC-B-1: Ideation	4hrs	Business and Soft Skills for Smallholder Farmers Manual
PABC-B-2: Markets and Marketing	6hrs	
PABC-B-3: Financial Literacy	6hrs	



Soft and Life Skills (class to select one or more modules)	4hrs**	
PABC-S-1: Team Building	4hrs	Business and Soft Skills for Smallholder Farmers Manual
PABC-S-2: Networking	4.5hrs	
PABC-S-3: Conflict Resolution	6hrs	
PABC-S-4: Motivation	2.5hrs	
PABC-S-5: Attitude	3hrs	
PABC-S-6: Problem Solving	6hrs	
PABC-S-7: Farmer Organization and contract Farming	4hrs	
PABC-S-8: Work ethics	7hrs	
PABC-S-9: Communication	5hrs	
<p>* Time in hours stated here are minimum course hours. Time requirements can vary depending on the speed of the trainer and understanding of the participants and the module used.</p> <p>** Total allotted time will change depending on the soft skills modules selected, for the purpose of this project and the course schedule below; team building and networking are used as the only soft skills module to be delivered.</p>		



Course schedule

General	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8
08.00-11.00	Registration and course preparations	PABC-B-1	PABC-B-1	PABC-T-1	PABC-T-1 → Class to decide on broiler, layer or dual purpose production	PABC-T-2	PABC-T-3	PABC-T-5
Practical work as required (e.g. caring for life chicken). Video sessions. Mentoring support on demand.								
Time	Day 9	Day 10	Day 11	Day 12	Day 13	Day 14	Day 15	Day 16
08:00-11:00	PABC-T-6a	PABC-T-4 Receiving day-old chicks at the demo-site	PABC-T-6b	PABC-B-2	PABC-B-2	PABC-B-3	PABC-B-3	PABC-S-1
Practical work as required (e.g. caring for life chicken). Video sessions. Mentoring support on demand.								
Day 17								
08:00-11:00	Wrap up and closing							
Practical work as required. Follow-up with participants on demand.								



Notes:

The above is an example schedule only. Not all training sessions per day are full three-hour sessions, but can also be short field visits or other shorter sessions.

- Conflict Mgt/Networking can be used as alternative module for soft skills
- Demo-visits are to be done across the period (not only when specific practical modules are being delivered). Supervision is an ongoing process
- Trainer to ensure that Day-old are ordered at least a month prior to the day, “receiving day old chick (PABC-T-4)” is covered. Communication very critical on this
- From Module 5(PABC-T-2) onwards, all technical modules focuses on a particular poultry value chain selected by the trainees (either broilers, layers or duo-purpose chickens)



4. Annex

Annex 1: Sample Trainer assessment form:

TRAINER PERFORMANCE ASSESSMENT FORM										
No	Trainer Name	Assessment Criteria								
		Rate on a scale of 1-5 (1 = lowest score, 5 = the highest score)								
		Voice audibility	Facilitating skills	Participant Engagement	Understanding of the Content	Use of Visual Aids	Clarity of the posters	Time Management	General comment/Remark	Total Scores



Annex 2: Sample Certificate



EMPLOYMENT & RURAL
YOUTH & WOMEN



giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

Empowering Youths in Agribusiness-Agriculture Technical
Vocational Education and Training (EYA!ATVET project)

CERTIFICATE

This is to certify that

MR SAMPLE POULTRY

Has successfully completed and passed the

POULTRY AGRIBUSINESS COURSE

The course of 17 training days (May to July 2023) included modules on:

- ▶ Poultry production and Feed formulation
- ▶ Business skills
- ▶ Soft and life skills

Dated 15 August, 2023

Tesa Weiss, AFC
For Project Manager

Michael Phiri, SMPPA
Board Chairman

Achim Kress, EYA! ATVET
For Team Leader





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