DEVELOPING GHANA’S AGRICULTURE AND INFRASTRUCTURE THROUGH BUSINESS ADVOCACY
List of Contents

1. BUSAC FUND’S CONTRIBUTION TO AGRICULTURAL SECTOR DEVELOPMENT .......... 01
   VEGETABLE FARMERS ACQUIRE SKILLS TO PROTECT THEIR FARMS .................................................. 04
   IMPROVING YIELDS THROUGH ADVOCACY ......................................................................................... 07
   FREE TO GROW, ........................................................................................................................................ 09
   SEED PRODUCERS COUNT THEIR BENEFITS ......................................................................................... 11
   BURUGU WOMEN GET ACCESS TO FARMLANDS .............................................................................. 14

2. BUSAC FUND’S CONTRIBUTION TO INFRASTRUCTURAL DEVELOPMENT ...................... 16
   BREAKTHROUGH FOR KOJOKROM MARKET WOMAN IN ACCESSING QUALITY HEALTHCARE .... 18
   BREAKING BARRIERS TO DOING BUSINESS-ASSOCIATION OF GARAGES LEAD PACK .................. 21
   NEW GARAGE CREATES NEW OPPORTUNITIES ............................................................................... 24
   MUNICIPAL AUTHORITIES RESPOND TO MARKET WOMEN .............................................................. 27
   BUILDING STRONGER ASSOCIATION WITH FINANCIAL MANAGEMENT SKILLS ....................... 29
   RESTORING HOPE WITH NEW BUS TERMINAL .................................................................................. 31
   COMMERCIAL LIFE RETURNS TO PEDU MARKET ............................................................................. 33
   CREATING ACCESS FOR FARMERS TO SELL THEIR PRODUCE ..................................................... 35
   ADVOCACY EARN FARMER GROUP A STORAGE FACILITY ............................................................ 37
   FARMER ASSOCIATION COUNTS GAINS FROM ITS ADVOCACY ...................................................... 39
The Business Sector Advocacy Challenge (BUSAC) Fund aims at contributing to the creation of an enabling business environment that is conducive for the development and growth of the Ghanaian private sector. The intervention logic behind the BUSAC Fund’s operations is to help private sector organizations (PSOs) succeed in influencing the review of regulations that will contribute to improving the business environment of private sector operators.

Between 2004 and 2015, with the support from DANIDA (lead donor), USAID and the EU, the BUSAC Fund provided over 750 grants worth over USD 40 million to various Private Sector Organisations (PSOs) including business associations, chambers of commerce and farmer-based groups in all the ten regions of Ghana.

The BUSAC Fund recognizes that agricultural sector growth is the major driver of poverty reduction in Ghana. Dominated by smallholder farmers
producing food and cash crops, the sector is the largest source of employment for Ghanaians. Over the past 20 years, this sector has contributed significantly to steady growth and record poverty reduction which have made Ghana an African success story.

Throughout its existence, the BUSAC Fund has focused highly on supporting business advocacy in the sector to improve the livelihood of farmers, food security, land use rights and gender-based constraints. Between 2004 and 2015, the BUSAC Fund provided 271 grants to support private sector business advocacy initiatives within the agricultural sector alone. The table below

### Top 10 Agricultural Sector Advocacy Initiatives Supported by the BUSAC Fund

<table>
<thead>
<tr>
<th>Focus of Advocacy Initiatives</th>
<th>Phase 1</th>
<th>Phase 2</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture inputs &amp; extension service delivery</td>
<td>17</td>
<td>42</td>
<td>59</td>
</tr>
<tr>
<td>Infrastructure provision (Markets)</td>
<td>9</td>
<td>12</td>
<td>21</td>
</tr>
<tr>
<td>Infrastructure provision (Access roads, Agro-processing, industrial sites)</td>
<td>12</td>
<td>9</td>
<td>21</td>
</tr>
<tr>
<td>Dam / Irrigation infrastructure</td>
<td>4</td>
<td>16</td>
<td>20</td>
</tr>
<tr>
<td>Enforcement of Regulations and Standards</td>
<td>8</td>
<td>9</td>
<td>17</td>
</tr>
<tr>
<td>Access to Land</td>
<td>7</td>
<td>8</td>
<td>15</td>
</tr>
<tr>
<td>Fishing and fish stocks</td>
<td>2</td>
<td>10</td>
<td>12</td>
</tr>
<tr>
<td>Capacity building and skills development</td>
<td>7</td>
<td>5</td>
<td>12</td>
</tr>
<tr>
<td>Access to markets</td>
<td>5</td>
<td>7</td>
<td>12</td>
</tr>
<tr>
<td>Access to finance</td>
<td>4</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>Other initiatives from agric sector PSOs</td>
<td>20</td>
<td>58</td>
<td>78</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>95</strong></td>
<td><strong>176</strong></td>
<td><strong>271</strong></td>
</tr>
</tbody>
</table>
provides details about the distribution of these grants.

The Fund’s support to advocacy initiatives within the agricultural sector has facilitated private-public sector dialogue to enhance a conducive business environment for creating market opportunities connecting farmers and buyers, understanding standards and pricing, contributing to increasing farmer income and market efficiency throughout the value chains and rehabilitating of dams and other relevant infrastructure to ease farmer’s access to markets.

More specifically, in the area of extension service delivery for instance, the BUSAC Fund supported the Jaman South Bee keepers Association to successfully advocate the provision of extension services to improve the operations and profitability of the bee-keeping industry in the district. In terms of infrastructural development within the agricultural sector, the Fund supported the Sunyani Market Women Association to successfully advocate the provision of sheds and stalls at Sunyani Busuma Market to enhance the trading of their farm produce. When it comes to irrigation dams, the Zanlerugu-Langube Development Association (ZALDA) in the Talensi-Nabdam district of the Upper East region successfully advocated the rehabilitation of the irrigation dam in the Zanlerigu community to support dry season farming activity in Zanlerigu. On farmer’s rights to access to land, the Unity and Progressive Women Farmers’ Co-Operative Society Limited successfully advocated the need to enhance women’s access to customary farm lands in the Wa traditional area of the Upper West Region. On financing agriculture, the House of Liberation for Empowerment (HOLIFE) successfully advocated the reduction of lending rates for women in agri-business. These are just a few examples of the BUSAC Fund’s successful interventions and contribution to enhancing the business environment of farmers in the agricultural sector.

In the following pages, the BUSAC Fund presents a number of success stories from grantees who achieved their advocacy objectives after embarking on various business advocacy initiatives in the agricultural sector. We hope you will find the reading enjoyable!

Nicolas J. Gebara, BUSAC Fund Manager
Vegetables farmers in Gomoa Brofo, a farming community in the Central Region of Ghana, are in a stronger position to protect their farms against pests.

Access to extension services from the Ministry of Food and Agriculture (MoFA) has enabled many vegetable farmers in Gomoa Brofo to gain more from their farming business as they were exposed to best farming practices.

The farmers who acquired the requisite skills and knowledge in the application of pesticides through vigorous training provided by an agriculture extension officer from the MoFA, said they have been able to improve on their yields which have also translated into more income.

Madam Grace Paintsil, President of the Association explained that before the training programme, the farmers were only able to farm up to two (2) acres of land but currently that figure has doubled to four (4) acres because they now adopt best methods of farming.

“We are now gaining more from the farming business due to the awareness of the best farming practices courtesy the BUSAC Fund supported programme,” she said.

Adding that “the individual members are also able to make more money to cater for their families and other people who depend on them for a living.”

She added that the association has grown in terms of the membership. It started with 40 members but it has arisen to over 70 members with more women than men spreading around the community.
Madam Grace Paintsil revealed that the BUSAC Fund’s intervention was timely, given the kind of frustration they were going through at the hands of the pests and insects.

“We thank BUSAC Fund so much because they have helped us to regain confidence in our business and also be able to cater for our families and other people who depend on us for a living,” she said.

Patricia Attah, a member of the Association stated that her farming business has been given a new facelift following the advocacy action. She said she had acquired more skills to engage in the farming business without facing the challenges that existed before the advocacy action.

“In fact I have acquired the skills to do my farming. I will transfer the skills that I have acquired to my family members and friends who want to go into farming,” she said.

The training dubbed “Access to improved and effective methods of farming leading to good yields” formed part of the Business Sector Advocacy Challenge (BUSAC) Fund advocacy programme by the Association.

Until the advocacy action, infestation of crops by pests, insects and weeds that led to poor yields were the main problems affecting the vegetable growers. This problem persisted largely...
because of their inability to access the limited number of agric extension officers in the Gomoa District who would otherwise have equipped them with improved methods of farming such as effective use of fertilizers, pesticides and multiply improved seedling.

As part of the advocacy action, MoFA assigned an extension officer to the community to oversee the activities of the association in educating its members on the approved methods of farming.

The BUSAC Fund aims at contributing to the creation of a more enabling business environment for development and growth of the Ghanaian private sector.

This is achieved by empowering business membership organizations, trades unions and the media, to influence public policy formulation by undertaking appropriate research, developing evidence based policy positions and advocating those positions with government and other private sector institutions/organization that may be targeted by the action. The BUSAC Fund was originally launched by DANIDA in 2004 as part of the broader Business Sector Programme Support.

The first phase of the BUSAC Fund, which was supported by DANIDA, DFID and USAID, ended in February 2010 after six years of operations.

During this phase, the BUSAC Fund provided three hundred and sixty-two grants to business groups and associations spread over all the ten regions of Ghana to undertake advocacy activities aimed at improving the Ghanaian business environment.
There are many testimonies from the members of the Buduburam Vegetable Crop Farming and Marketing Association on how they are increasing their yields with advocacy skills acquired from the Business Sector Advocacy Challenge Fund (BUSAC).

The members who attended the BUSAC facilitated training sessions, say they have improved their advocacy skills, which is impacting on their daily lives.

The association, located in Gomoa Buduburam within the Central Region, is able to negotiate better terms for tractor rental in ploughing their farm lands. Hitherto, this was a challenge.

Mr. Joseph K. Ahori, chairman of the association explains that, “we are able to negotiate favourable terms with the tractor owners to enable us hire tractors in order to plough the lands”.

Currently, to plough an acre of land costs GHc100 down from about GHc150 per acre. The reduction in the rental price has helped the members of the association save some money in ploughing their lands for cultivation.

However, the challenge is that the tractors are in short supply as the many farmers in the Central Region depend on just few tractors. This causes delay in securing a tractor and ploughing the land.

According to the chairman of the association, the non-availability of the association’s own tractor prevents early land preparation during farming season, delays farming activities and affect crop production. Efforts to acquire one have been difficult due to the bureaucratic procedure of down payment
of 50% of the cost of a tractor and the unfavourable repayment period. “The 50% deposit has put the tractors out of our reach,” he adds.

Fortunately, through advocacy, the association has been able to secure a reduction in the initial deposit from 50% to 20% and an extension of the repayment period from 2 years to 4 years to allow them acquire a tractor to expand their farming activities.

Furthermore, the Ministry of Food and Agriculture has allocated a tractor to the association subsidized with GH¢56,000 but the association failed to come up with the balance of GH¢36,000 on time so they forfeited it to some other organization.

On a personal level, the General Secretary of the association, Mr. Patrick Ansah, says the financial knowledge acquired through the training session has enabled him to seek another appointment as the Constituency Financial Secretary of one the political parties in the country.

It is imperative to note that, the association also won the best organized farmer based organization within the Gomoa East District in 2010 as a result of the training they received from the BUSAC Fund facilitated workshops.

Even though, they could not procure the tractor as envisaged, the members are thankful to BUSAC for the knowledge and enlightenment it has brought them.
The market for sheanuts keeps booming, as the government no longer sets the floor price for sheanut purchases.

Businessmen and Sheanut Pickers have returned to active trade after government had stopped controlling the price of the commodity. National Coordinator of Shea Network Ghana, Iddi Zakaria said “once COCOBOD stopped announcing the floor price the market became vibrant. People could depend on the business for sustained livelihoods, taking care of their families. A lot more people are involved in the industry now than before,”

According to Mr. Iddi Zakaria, the situation has allowed for tremendous growth in the business as more Shea Pickers find it profitable to trade, adding that, the increasing number of women’s groups processing nuts into butter for export is testament to the vibrancy of the industry. A number of cooperatives currently process and supply premium unrefined Shea butter to multinational cosmetics companies such as Body Shop.

That translates into income for families and taxes as government looks to boost the tonnage of Shea exported from Ghana. In 2011, the Ghana COCOBOD started announcing floor prices for Sheanut, a move which worried players in the Shea industry. Aaron Adu, Director of Africa Operations at the Global Shea Alliance explained

‘It wasn’t helpful for the women groups nor for the buyers because Shea is not a traded commodity and so pricing depends on demand and supply. Fixing a price without regards to several factors that depend on the village level price was worrying so we spoke to BUSAC and they gave us a grant to carry out advocacy with the COCOBOD and all the other
stakeholders involved to properly regulate this floor pricing problem’.

Global Shea Alliance carried out the advocacy, engaging the institutions involved in regulating the industry, the Ministry Of Food and Agriculture, the Ministry of Trade and COCOBOD. There were also advocacy training sessions for members of the alliance equipping them to engage authorities at different levels.

During the advocacy, COCOBOD established a steering committee to oversee the entire Shea business in Ghana. The Shea unit was also revived to oversee the work of the committee and the Shea industry, taking data on the activities of stakeholders in the industry and tracing Shea exports.

‘At the end of the exercise they did not officially quash the announcement of the floor price, they just stopped doing it. The last time they announced was in 2013, to some its good news allowing demand and supply to regulate the market and allowing the women’s groups and private sector partners to bargain and move the industry forward.’ Aaron Adu stated
Evidence suggests that the seed industry is experiencing growth following the establishment of the Ghana Seed Inspection Division by the Ministry of Food and Agriculture.

Members of the Eastern and Greater Accra Seed Growers Association have started counting their benefits from advocacy following the promulgation and the establishment of the Ghana Seed Inspection Division to outline a clear seed policy to regulate the seed sector.

This development, according to Mr. Edmund Quaynor of the Eastern and Greater Accra Seed Growers Association has significantly enhanced clarification of roles and responsibilities for all the key stakeholders within the seed sector thereby ensuring sanity.

What is even more exciting for Mr. Edmund Quanor is the introduction of security system and its enforcement to eliminate fake seeds from the system. He expressed satisfaction that they now have a strong system to identify fake seeds. ‘There were people who were privately producing the packaging material imitating that of the association, now there’s a security system that has been put in so that when people produce the fake one it is easy to differentiate,” he said.

Mr. Edmund Quaynor further observed that the constant engagement between the seed growers and farmers has led to periodic discussions and agreements on seed prices. This he said is serving the mutual interest of both seed growers and farmers. “The development of the business has been more progressive. We also have periodic discussions about the cost of production and price of the seeds”.

At the Golden Harvest Farms, where periodic demonstrations
for farmers to learn about new seed varieties and the right way to plant and tend to maximize yield, Mr. Samuel Affirm Ankrah, the founder, at one such demonstration maintained that the meetings are successful because of the realization that farmers and seed producers need each other. "If the farmers become interested they buy our seeds more because they are doing it to feed their families, buy their personal needs and pay their children’s fees. We feel encouraged when we see them coming because we can produce more, extend our farms to meet their needs,”

Seed growers contended with an old seed law, which did not address the needs of the struggling industry. Fake seed dealers were trading grains as seeds, undercutting certified seed growers and causing farmers to lose investment due to low yield. Seed growers had little or no return on investment as farmers also turned to imported seed. Samuel Affirm Ankrah of Golden Harvest farms stated ‘the Seed market was infiltrated with fake
products. Our packaging material were counterfeited and grains were packed as seeds so the proper seeds were not getting market.’

But the leaders of the association worked tirelessly with key stakeholders and are now getting results. Edmund Quaynor said, “We engaged our members to appreciate the entire process, we held training programmes for our members because advocacy does not only deal with policies, producers must do some advocacy on the ground with the agricultural extension agents at the basic level to help them promote the sale of the seeds, they need to also do advocacy for some structures to be established in their production and marketing systems. We also engaged the Regional Director of Agriculture and some of the District Directors in areas where we have a large number of seed producers and we brought in some of national executives to be engaged in the process. We also engaged the Ghana agro input dealers,” Mr. Edmund Quaynor emphasized.”

While the journey to advocacy success has been challenging, perseverance of the executives of the Eastern and Greater Accra Seed Growers Association backed by the BUSAC fund paid off and the association has learnt the skills and built the necessary capacity to keep pushing for the full enforcement of the Plants and Fertilizer Act, 2010.
Katio Chogisem, 40, mother of seven (7) in Buru - Paga in the Upper East Region did not struggle to get land at the start of this farming season like years before because that challenge has been successfully addressed by the chief of the Navio Traditional Area after an advocacy action by the Association for Development of People (ADP).

This season, she has cultivated two (2) acres of maize, an acre of millet, groundnut as well as vegetables to support the upkeep of her children and also buy educational materials.

Madam Chogisem, is one of the women who benefited from the various financial and management skills training as well as the results...
of the advocacy by ADP to enable women have the right to irrigated land. “I am very happy now my life and that of the family has improved tremendously because aside farming the training is helping me in my petty trading.”

“I thank BUSAC Fund, and donors for bringing change to the lives of women in the community with their support to the group, we will forever be grateful,” she said.

Mr Paul N. Wugaa, Coordinator of the group explained that prior to the advocacy, customary beliefs and practices, denied women access to the irrigated lands which aggravated the poverty levels of among women in Buru-Paga in the Navio Traditional Area.

“After a series of dialogue with the chief and elders of the community a memorandum of understanding to allow women in the area to have land rights was agreed upon”, he said.

According to him the chief and elders held meetings with landowners to release lands for women to farm since most of them were widows and single mothers who were breadwinners. Kwarase Adams Pareser Asongoseim II, Divisional Chief of Navio Traditional Area, said the inspiration to review the old tradition was that women are the backbone of the family yet most vulnerable and needed to be supported to take care of the home.

“Anytime a dispute concerning a land between woman and man is brought before me and my elders we make sure the woman is favored. Women suffer too much and need the full support of men,” he said.

According to the Chief, the Traditional Council has encouraged men to help women during the harvesting season to harvest their crops. “I am an agent of change and upholding the right of women is one of my developmental priority and BUSAC Fund had help in that drive,” he said.
Private sector businesses tend to grow in a conducive business environment where the set of laws, policies and regulations that govern the operation of business enterprises are favourable for doing business.

It is important to note however, that aside a favourable regulatory framework, sound infrastructure, such as roads, energy, telecommunication and sea ports, must be made adequately available to enhance the business operations of the private sector.

Private sector businesses in Ghana are confronted with the challenge of inadequate, unreliable and expensive energy supply. While inadequate and poor road infrastructure, irrigation dams and mass storage facilities are adversely affecting the growth of domestic agricultural businesses, the transport sector is also struggling with the challenge of poor transport terminals and garages.

Ghana’s infrastructure gap is so wide that, a study recently carried out by the World Bank team indicated that the country requires sustained spending of at least $1.5bn per annum over the next decade to plug the infrastructure gap that exists.¹

Recognizing the importance of good infrastructure in the creation of an enabling business environment for the Ghanaian

¹http://www.worldfinance.com/inward-investment/middle-east-and-africa/ghana-steps-up-infrastructure-investment-programme
private sector, the BUSAC Fund has over the years favourably responded to requests from Private Sector Organizations (PSOs) for support to advocate the provision or improvement in infrastructure to enhance the sector’s productivity. Throughout a decade of support to the private sector in Ghana, the BUSAC Fund awarded 219 grants worth approximately GH₵ 7.1 million to support private sector advocacy for the provision or improvement in infrastructure of which: 60 grants supported the provision of transport terminals and garages, 85 grants supported the provision of markets, 25 grants supported the provision of access roads, 21 grants supported the provision of irrigation dams, 14 grants supported the provision of storage facilities, 8 grants related to access to energy and 6 grants supported light industrial area infrastructure.

Notable among PSOs who achieved their advocacy objectives are the Tamale Progressive Traders Association who successfully advocated the rehabilitation of the Tamale Central Market, Gomoa Okyereko Irrigation Cooperative Rice Farming and Marketing Society Ltd. (GOICRFMS) who successfully advocated the restoration of their broken irrigation dam; Sirigu Women’s Organization for Pottery and Art (SWOPA), who successfully advocated the extension of electricity to their arts production centre; and the Northern Volta Gari Processors Association (NOVOGAP), who successfully advocated the construction of the main Nkwanta road and other feeder roads in the northern part of the Volta Region to enable farmers and agro-processors to transport their produce from the farms to the market centers.

In the next chapters, the BUSAC Fund outlines ten (10) examples of success stories from selected private sector organizations who successfully advocated the provision or improvement of infrastructure with our support. We hope you will enjoy the reading!

Nicolas J. Gebara, BUSAC Fund Manager
The Sekondi Takoradi Municipal Assembly (STMA) has built an ultra-modern health facility and a Day Care Centre within the Kojokrom market in the Western Regional capital Takoradi, purposely to provide easy access to quality health care for the women and early childhood education for their children.

The market women will no longer need to travel long hours to seek health care delivery. Although it is in its twilight stage of completion, the health facility, when fully completed, will serve both the market women and their customers as well as people who live in the community.

In addition to the health facility and the day care centre, the market itself has been renovated with electricity provided. It has now been properly designed and structured in such a way that whenever it rains the women can still go about their businesses and make enough money. They will no longer sell on or close to the rail lines.

Moreover, they will be able to do businesses deep in the night because there is electricity to give them lights.

Hitherto to the re-construction, the market usually got flooded whenever it rained continuously, thereby, affecting businesses and income generation by the women. They also used to sell on or close to the rail lines and with no electricity.

But the situation has improved with the reconstruction and redesign of the market by STMA courtesy a BUSAC Fund sponsored advocacy action that was undertaken by the Kojokorm Market Women Association.

The advocacy action was necessitated following the delayed completion of the construction of the Kojokrom market which
compelled the market women and other traders to sell on the rail lines or close to the rail lines.

Ekua Praba, Vice Market Queen at the Kojokrom market, stated that upon hearing the issues about the Association on air during their media activity, the Habitat for Humanity through its Slumps Upgrading project channeled funds through STMA for the funding of the project and this saw to completion of the construction of the market. They took their advocacy action to the media specifically the Ghana Television, Sky TV, Rock FM, Sky FM, and Twin City FM.

She said the advocacy plan had empowered the association to demand from authorities what is due them as citizens of the country.

“We are able to officially write to the STMA and other authorities concerning our challenges as market women because we are well organised,” she said.

Adding that “before BUSAC Fund’s intervention, we were unable to organize ourselves to put pressure on the STMA to provide us with a decent market.”

The Association itself has also grown in terms of membership. It has increased from 200 members to over 700 members and because there is strength in numbers, they are duly recognized by the STMA.

The individual members’ businesses have also seen massive improvement because more and more customers have easy access to the market to trade.

“All these are as a result of the BUSAC Fund’s support for our advocacy. We thank BUSAC Fund so much because they have empowered us to demand what is due us from the appropriate authorities,” she said.

Victoria Araba Dennis, the Service provider who guided the women through the advocacy action noted that the association was initially not properly organised and that made it difficult for them to be recognized by the authorities.

But the advocacy action helped to properly organize the association with leadership duly elected by members.

She said the women are now able to articulate their concerns
well through writing of letters to the appropriate authorities and press releases to media houses to air their concerns. The BUSAC Fund aims at contributing to the creation of a more enabling business environment for development and growth of the Ghanaian private sector.

This is achieved by empowering business membership organizations, trades unions and the media, to influence public policy formulation by undertaking appropriate research, developing evidence based policy positions and advocating those positions with government and other private sector institutions/organization that may be targeted by the action.
Thousands of people who live in the Sekondi Takoradi Metropolis do not have to go through daunting challenges accessing the Ghana National Garages Association’s area of operation in Kokompe, a suburb of Takoradi in the Western Region, to purchase spare parts for their vehicles.

On a daily basis uncountable number of vehicles troop in and out of the garage to do business with ease following the reconstruction of the road that leads to the garage.

As a result of this unprecedented accessibility and high patronage, the members of the Ghana National Garages Association are now breaking even and expanding their businesses to employ more people.

Mr. Joseph O. Sarpong, Chairman of the Ghana National Garages Association stated that until the road construction work began, members could stay the whole day without selling any spare parts. He said although the project is yet to be completed, they are already seeing the benefits that it has brought on their businesses.

“Before the reconstruction project started, heavy duty vehicles were unable to access the garage and if they cannot access here, just imagine the frustration we were going through, and that means we cannot work so we will lose money and the vehicles owners will also be frustrated,” he said.

“We are satisfied now with the level of the project. We really thank BUSAC Fund for their support because without them this would not have been possible,” he said.

It is not only the road that is being constructed. A clinic together with toilet facilities has also been built in the garage to cater for
Osei Tutu-Manu, Secretary for the Association, said “the garage is now friendly to customers because it is accessible, there is a toilet facility to serve both customers and the members of the association, and the clinic has attracted a lot of attention to the area.”

Business activities at Kokompe were on alarming low due to a significant reduction in the number of customers patronizing the area of operation.

In spite of the locality being designated as the authorized artisanal centre for Takoradi, the road network within the area was in a very deplorable state and there were serious sanitation problems as well. Awful amenities have continuously made the place not conducive for business activities, thus leading to loss of business and income.

Following this the Association, with funding from BUSAC Fund, undertook an advocacy action to compel the Sekondi Takoradi Metropolitan Assembly (STMA) to reconstruct the road leading to the area and also provide sanitation amenities.

The action was dubbed “Advocacy for revamping of road and..."
sanitation amenities at Kokompe Light Industrial Area, Takoradi”. The STMA has accordingly constructed the road and provided the sanitation amenities to beautify the area. Although the construction is about 95% complete according to one of the contractors, the road has started serving the public.

Customers no longer go through the hustle to access the area to do business. Commercial transport operators are also able to purchase spare parts to fix their faulty vehicles in order to get them back on the roads as early as possible.

Now they are rejoicing over the kind of results they are seeing after this particular advocacy action.

The BUSAC Fund aims at contributing to the creation of a more enabling business environment for development and growth of the Ghanaian private sector.

This is achieved by empowering business membership organizations, trades unions and the media, to influence public policy formulation by undertaking appropriate research, developing evidence based policy positions and advocating those positions with government and other private sector institutions/organization that may be targeted by the action.
The completion of a new garage for members of the Enchi Garages Association has provided a fertile ground for its members to expand their business activities.

The decision by the Awuwomi District Assembly to support the association to complete its new garage has not only created a conducive environment for members of the association to carry out their business, but has also enabled members to increase their customers.

Leaders of the association have testified that after the construction of the garage, all the members of the association are able to do their businesses within the garage because more vehicles have easy access to the place. According to Mr. Samuel Graham Wilberforce, Chairman for the Enchi Garages Association, “before the garage was completed members were having difficulties in doing business because vehicles were unable to have easy access to the garage,” he said.

This according to him had not only provided opportunities for the unemployed youth to gain job but had also enabled members of the association to expand their businesses. “We are very grateful to BUSAC Fund for their support because with their support we have been able to engage with the authorities to complete this place and the place has been transformed,” he said.

Mr. Emmanuel Adams Essel, a member of the association, who expressed similar sentiments as his chairman, observed “business activities in the garage have improved drastically following reconstruction of the site. Our businesses are growing now after the advocacy action and we are able to make enough money because people find it easier to come and do business,” he emphasized.
The advocacy action was dubbed: “Securing Public Private Partnership for the construction of structures at the Enchi Industrial Site.”

But prior to the BUSAC Fund supported advocacy action, the Association undertook some advocacy actions to secure an industrial site for their operations but they were not successful. The members were not able to move to the site because of a misunderstanding as to who was responsible for the construction of the structures.

This led to the site not being used for over a year and the artisans were still facing the problems that the relocation to the site was to eliminate.

But soon after the BUSAC Fund supported advocacy action, the assembly moved to complete the construction of the site.

Samuel Graham Wilberforce, Chairman for the Enchi Garages Association, stated that the Assembly completed the construction of the site because they were fully involved in this particular advocacy action.

In addition to that, traditional rulers in the area, and environmental officers from the Environmental Protection Agency (EPA) were all involved. Their involvement he said,
sent a strong signal to the District Assembly to as a matter of urgency complete the project.

He revealed that toilet facilities and lighting systems have been provided in the garage but the only problem is that the streets have not been tarred.

“When the opportunity comes again we will apply to BUSAC to support us ones again to undertake other advocacy actions”, Mr Samuel Graham Wilberforce concluded.
Market women at Bosoma a suburb of Sunyani, the Brong Ahafo Regional capital are hopeful that, the construction of new shops and sheds will provide a better environment to sell their wares.

The bold decision by the Sunyani Market Women Association to engage with the Municipal Authorities to provide them with market sheds is yielding result as the Assembly has awarded contract for the construction of stores, stalls and sheds.

Construction work, which is currently on going by a private building construction company is under a Private-Public Partnership and expected to be completed in few weeks. This according to Mrs. Grace Ayensu, Secretary to the Association, will serve as a turning point that would enable them to sell their wares in a better environment.

Mrs. Grace Ayensu, further explained that “this move has brought some relief to our members and finally our people will get a place to sell their wares.” She also described the construction of the stores and sheds as a major step to bringing sanity into the operations of the association as well as the environment in which they operate.

Currently, the women do not have sheds to sell under at the new Bosoma market. They are, therefore, forced to sell their wares in the open under the mercy of the sun. This does not only affect their health but their food stuff as well. This phenomena forces most of the women to stay away from work for several days to seek treatment for various diseases resulting in loss of revenue. The situation is worse in the raining season. The finances of members have been badly affected with it rippling effect on the association’s finances as well. Mrs. Ayensu believes, things would turn around when they take over
the sheds after construction.

“Even though our overall goal is gradually being achieved, we have seen other benefits too as a result of the advocacy programme we did through the help of BUSAC Fund. Our negotiating abilities have been enhanced and our confidence boosted”. Mrs. Ayensu acknowledged.

To ensure a successful advocacy, the association had several interactions with the municipal chief executive, the municipal finance officer, chiefs and other stakeholders during the advocacy programme.

Thanks to the support of BUSAC Fund and its development partners DANIDA and USAID, the Sunyani market women’s dream of selling under sheds is becoming a reality.
Evidence from market women suggest that, BUSAC Fund’s training programme on financial management is supporting them to properly manage their businesses.

Some members of the Biriwa Market Women Association in the Central Region said the financial situation of their businesses has improved significantly after their participation in a training programme organized with support from the BUSAC Fund. Leaders of the association also testified that skills from the training have enabled the association to improve its finances as well as increase its membership. Our membership of has almost doubled and our finances have greatly improved as members now pay their dues regularly,” Mr. Dennis Kofi, the Coordinator for the association disclosed in an interview. He added that, “there is an improvement in the lives of our members now compared with the days before the business advocacy programme,” he stressed.

Agnes Mensah, a member of the association says her finances has greatly been enhanced and “I owe it all to BUSAC Fund, the training workshops taught me how to properly keep financial records and also to separate my personal funds from business funds”

Grace Bediako, the treasurer of the association, also testified to this saying the training workshops and seminars particularly those focused on financial education has helped them enormously in managing the association’s finances.

The market women at Biriwa until recently did not have a permanent market place to transact their business and the association was bankrupt. They were compelled to sell in the open, on the sun and along the Cape Coast-Accra Highway. Whenever it rains traders were compelled to abandon their wares. This challenge resulted in low sales. Sales were not
encouraging because the traders were not congregated in one place for a customer to make a complete purchase.

However, through business advocacy, the Cape Coast Municipality heard their cry and have constructed a permanent market for the traders in Biriwa. The market has all the amenities needed as required by law.

The association which used to be about 190 members almost doubled to 300 due to the exposure it received from the advocacy programme it undertook with support from the Business Advocacy Challenge Fund (BUSAC). All these members are regular dues paying members.

The association’s financial position has improved too, as well as that of individual members.
COMMERCIAL DRIVERS IN MANKESSIM A MARKETING TOWN IN THE CENTRAL REGION ARE HOPEFUL THAT THE RECONSTRUCTION OF THE MANKESSIM BUS TERMINAL WILL IMPROVE THEIR BUSINESS.

Drivers belonging to the Ghana Private Road Transport Union (GPRTU) Mankessim Branch No. 1 are confident that the reconstruction of their bus terminal and its surroundings by the Municipal Assembly will enable them to make more money. The union members are also glad that the renovation work will go a long way to prevent loss of lives, as passengers standing by the roadside will no longer be exposed to hit and run drivers. Mr. Abraham Salifu, a commercial driver and a member of the union, says the renovation presents real opportunity for them to save their businesses as well as lives of passengers. “Our business was collapsing as passengers refused to come to the station, but rather preferred to stand by the road for a bus thereby exposing themselves to accidents.”

He explained that, the practice of boarding buses by the roadside had two major consequences: the safety for the passengers were not secured as those buses were not properly regulated and secondly the passengers, while waiting for a bus, were exposed to criminals who attacked them especially at night.

Another driver and a member of the union, Mr. Mensah Solomon on his part expressed satisfaction that the renovation work has drastically reduced the incidence of airborne diseases among the drivers. He said, he used to visit the clinic every now and then but since the pavement of the bus terminal, “I don’t remember the last time I visited the clinic because the dust is no more.”

As a result of the non-patronage of the bus terminal, the GPRTU members and the Mankessim market women experienced decline in businesses due to the deteriorating state of the lorry
station which had developed deep holes, muddy and slippery with pools of water making drivers and passengers to abandon it.

The situation also forced the drivers to charge higher fares as means of generating extra cash to cater for repair works. This also affected the daily ticket sales/loading fees of the association, which dropped sharply resulting in less profits thereby aggravating poverty levels of members. The market women and some of the passengers on the other hand had to pay more money in hiring push carts for their goods.

The Union, with support from BUSAC Fund, therefore had to embark on a business advocacy action to draw the attention of the local authorities to the challenge. The Union met with several institutions including Department of Urban Roads, the District Chief Executive and the then central regional minister, Ms. Ama Beyiwa Doe, among others.

The Second Trustee of the Union, Emmanuel Danson, expressed appreciation to BUSAC Fund for their support. “We appreciate BUSAC Fund efforts in our quest to pave this terminal. This would not have been possible without them”.

The union’s membership has increased from 55 prior to the advocacy to about 100 members. Mr. Danson attributes this success to the business advocacy programme embarked on.
COMMERCIAL LIFE
RETURNS TO PEDU MARKET

Commercial life returns to Pedu Market as both old and new traders struggle for space in the market.

Few weeks ago, many traders operating from Pedu Junction to Abura Market within the Cape Coast Municipality closed their stores due to dust created from the untarred road. Whiles the traders, mostly women found it very difficult to operate within the dusty environment, their customers and commuters also found it very expensive to use the road as commercial drivers abnormally increased their fares.

However, after tarring the road and other link roads within the community, commercial life has bounced back and members of the Central Regional Chamber of Commerce are happy that their advocacy action has delivered the desired result. “We are very happy about the road because the tarring of the road has even attracted new traders to the market. Previously the market was abandoned by our members and thing became very difficult as our members were not able to sell,” Mr. Harry Mensah, chairman of Cape Coast Regional Chamber of Commerce (CCRCC). “To accommodate the overwhelming nature of traders pouring in to the Abura market the local government authorities are currently expanding the market to accommodate more members,” he explained.

Mr. Mensa who is also happy that the advocacy action and its accompanying capacity building had not only enabled them to regain the confidence of their members, but also strengthened their negotiation and managerial skills. “The success of the advocacy action has given the chamber some level of credibility and trust. We have been able to increase our membership and members now have profound confidence in us. Our negotiation and business management skills of individuals of the association as well as the association itself
has been improved,” he observed.

Yaa Kitoa, a member of the association and a cereal seller at the Abura market, says “My life has changed and my finances has greatly improved since many more people buy from us in

the market than before”.

During the business advocacy programme, the CCRCC met with several governmental and traditional authorities including the chief of Abura, Nana Kwodwo Addae, the Municipal Chief Executive of Cape Coast as well as the leadership of the GPRTU, Ministry of Transport and the Department of Urban Roads.

The General Secretary of CCRCC, Benedicta Mensah, notes that the business advocacy action also had a positive impact on the association’s membership. The membership of the chamber has almost doubled from 218 before the advocacy events to 400 after the advocacy events. This according to Mr. Mensah has shored up the association’s finances.
Members of Asung-Taaba Farmers Association are happy that the District Assembly has responded to their call to create alternative route to facilitate trade between other communities. There is economic revival for residents of Tarivango, a farming community near Garu-Tempane District following the Assembly’s initiative to create an alternative route that enables farmers to transport their produce to neighboring communities for sale.

Mr Thomas Agansuk Chairman of the Asung-Taaba Farmers Association said although the group’s ultimate advocacy goal was a bridge, the District Assembly as a short term provided an alternative route whiles including the building of a bridge on the said river in the Medium Term Development Plan.

According to the Chairman, access to markets in the other towns has enabled them to make more money as they are now able to transport their farm produce to markets in the neighboring communities.

Aside the bridge the group, he said also succeeded in getting the District Assembly to fund the rehabilitation of a dam, which includes an outlet-channel and a fence wall through a World Bank funded programme called Ghana Social Opportunities Projects to enable farmers in the area to farm vegetables during the dry season.

“Our advocacy has made us more visible to other opportunities both at the group and individual level. We are periodically invited by the Assembly to contribute to deliberations during the Assembly meetings,” he said.

According to the Chairman, the advocacy has made the group united, well mobilized and attractive to more people who have applied to join.
Other members of the association also expressed their satisfaction on how skills received from various capacity building activities are helping them to run their businesses effectively. For example, a thirty eight (38) year old mother of four children, Madam Anapua Abugiri, who brews a local drink called Pito, said the record keeping, financial and management skills had helped her to be conscious of the growth of her business.

“I can now trace if am making profit or losses. I do this through keeping regular records of money spent on raw materials and the daily sales. When I calculate this am able to know how my business is fearing and also plan well,” she said.

Madam Abugri’s profit margin had increased by about 80 % and she ploughs back and used the reminder to take care of her children and also support her husband at home.

Most of the members including Ama Seidu, a maize trader, Usman Azal, farmer and others shared similar experience as to how the networking, marketing and the negotiating skills had helped boost their business and expressed their gratitude to BUSAC fund for its kind gesture.
Members of the Nimagidogo co-operative Farmer and Marketing Society limited will soon be handed a new warehouse being built with funding from the District Assembly. This was a result of the group’s advocacy to the assembly to set aside resources for the project to enable them store their farmer produce before sale.

It was observed that work was ongoing and other building materials such as the zinc roof was readily available to be fixed. According to the contractor the facility would be completed at the scheduled time and handed over to the group.

Madam Ajara Asuma, 54, who is a native of Kupluma community explains that one of the major challenges of farmers in the area was post-harvest losses which results in low income. She said there are low agriculture sector problems.
development facilities among rural farmers, and these continue to affect livelihood.

“The absence of warehouse to store farm produce compels them to sell at low prices and have no value for their efforts. It also make farming business unattractive to the youth resulting in high migration of youth to Burkina and southern Ghana in search of jobs. This affect food production, income levels of farmers mostly women,” Madam Asuma said.

Aside the warehouse, she said the group also dialogued with the assembly to support them with tractors to help members in land preparation and grinding mill for processing groundnut paste.

Mr Bukari Batong, a Former Assembly Member for the community expressed satisfaction at the method the group used in their advocacy. “It was clear that they needed that help and that is why they could not be denied. They were very civil and conducted well which was one of the best ways to make a claim from duty bearers. In fact BUSAC Fund has done very well by supporting such a worthy cause”, he said.

Mr Christopher Atogembasia, a member of the Nimagidogo co-operative Farmer and Marketing Society Limited explained that, the advocacy has strengthened the group and members are more committed to the extent that they have established savings and loan scheme in the community that provides loan to members with interest free to pay their wards school fees. The various training had positively impacted in the business and daily lives of members, due to lessons such as networking, marketing, negotiating and financial management of home and asserts.
Actions for Society Development, a group of farmers at Duori near Jirapa in the Upper West Region are using advocacy skills to expand their businesses thereby supporting their livelihoods.

Evidence from the members of the association who are mainly rice and vegetable farmers, suggest that their effective advocacy activities has exposed the group to more opportunities leading to a support for its piggery initiative by the Environmental Protection Agency’s GEMP project.

With a membership of about 90 and still counting the group got financial support from government agencies and other individuals to expand its piggery from five to about 100. The piggery project according to the members has become a vibrant alternative livelihood initiative in addition to the farming.
They are also happy that the dam water which is used during the dry season for farming, but due to the spill they were not able to get enough water to farm is now being fixed and they can farm this dry season.

Madam Grace Naaba a member of the Association says, “The training prior to our start of the advocacy prepared us very well so our various dialogue with stakeholders and radio campaign went to the assembly and also won the heart of the chief and his elders”

“Personally, the dialogue, lobbying, networking and advocacy skills had boosted my confidence interpersonal relationship,” she continued. She also gained some knowledge in taking care of pigs because she and others had training on the health of pigs especially how to detect disease among pigs, and feeding. Vegetables and Rice farming which is often done during the lean season is the livelihood of many families but in recent times due to the siltation of the Duori Dam farmers are unable to cultivate crops. During the raining season the Duori community is cut off from Jirapa because the dam’s spill water that make gully on the part of the only link road to the district capital.

This occurs because the Districts Assembly’s bye-law to desilt & monitor dams and irrigation facilities in the district under the Ghana irrigation development policy had not been done. According to Mr John M. Zolko, Treasurer of Action for Society Development a survey revealed that close to 12 years now there has not been full implementation of desilting exercise in the district.
Major dams and irrigation sites affected are Jirapa and Duori.

“Currently, due to our advocacy Duori Dam was included in the District Assembly Medium Term Development Plan and rehabilitation works with support from the Ghana Social Opportunities Project had commenced,” he said.

As part of our advocacy results the traditional council of Jirapa has promised to release land to be used as a second dam. “The group is more united now and are grateful to BUSAC fund for its support to the group, indeed we have learnt a lot and had opportunities from that single support,” he said.
ACKNOWLEDGEMENT
Nicolas J. Gebara (BUSAC Fund Manager)
BUSAC Fund Team
Albert Ansah, Laud Narwey, Kofi Ahovi and Judith Ama Kujo (Writers)
Charles Yao Mawusi (Editor & Media Consultant): +233 244618285/ +233 207995670

OFFICE ADDRESS
BUSAC Fund, P. O. Box 30507, KIA, Accra-Ghana
Location: No. 47, Nii Noi Kwame Street, Dzorwulu, Accra .
Phone: +233 302780178
Email: contact@busac.org
Website: www.busac.org