



PROGRAM BRIEFER

The Citi Microenterprise Development Center

The Citi-Bayan Entrep-Eskwela Program is part of the "Citi Microenterprise Development Center (CMDC)" Project, a follow-up to the Citi-Bayan Entrep-Eskwela Program that was funded by the Citi Foundation in 2010. The project supported the establishment of a center that will cater to training 300 high-potential microfinance clients from the National Capital Region (NCR).

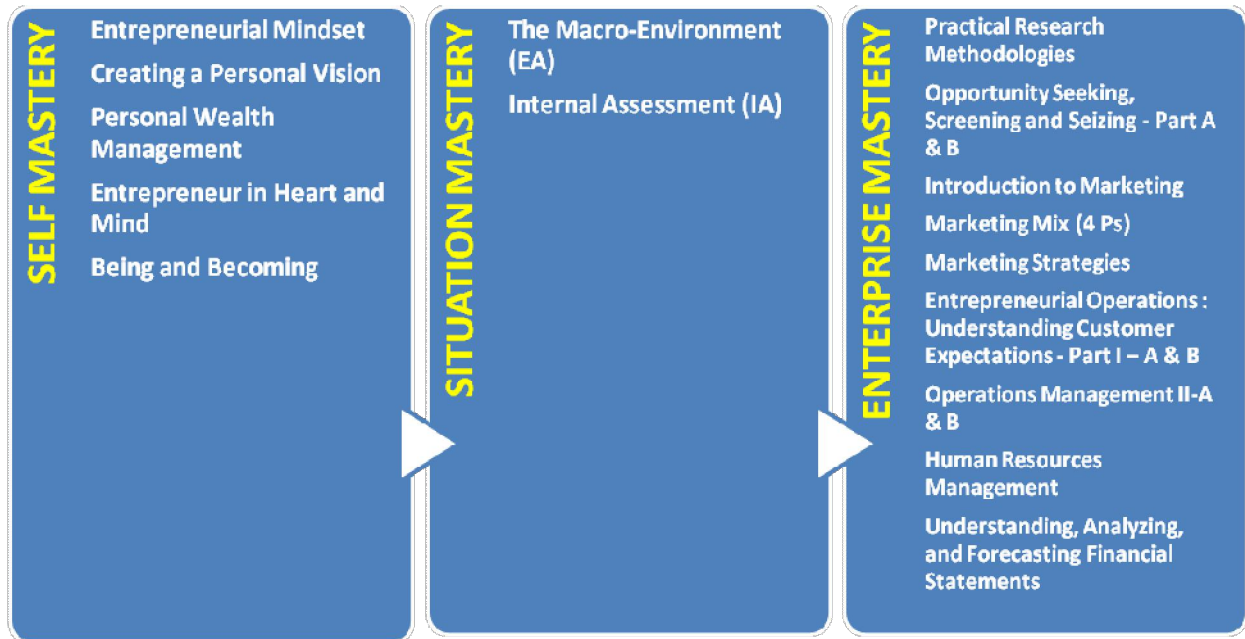
The CMDC will offer clients the Grassroots Entrepreneurship and Management (GEM) course from the previous year's program as well as set-up the Citi Small Business Advisory and Coaching Services (SBACS).



The Citi-Bayan Entrep-Eskwela Program

The Entrep-Eskwela or GEM program has been delivered since 2007. It targets the client systems of microfinance institutions, primarily the women borrowers with livelihood and microenterprise undertakings. Bayan has mobilized experts in training small and medium scale entrepreneurs to create new and exciting modules for micro entrepreneurs. The objective of the program is to promote, develop, and help grow livelihood and microenterprises to increase sales, assets, profits, and net worth of clients. Composed of more than 100 modules, the GEM program shall assist its participants in learning the various facets of enterprise management – including themselves – as a self-mastery module was also included.

The Citi-Bayan Entrep-Eskwela program has developed new approaches in the existing GEM program and it aims to test the continued relevance of course material and adapt it for current context through directly reaching out to a broad range of microfinance clients.



The Citi Small Business Advisory and Coaching Services

The SBACS is a business clinic and advisory center that will have a pool of experts and professors who will provide coaching and mentoring services in Marketing Services, Finance Services, Human Resource Services, Operations Services, Regulatory Services (requirements and applicable laws), and Technical Services.

GEM graduates are already qualified to join the SBACS. For scheduling, please contact Jhun/She at (02) 426-3140/927-9365 or 0922-826-7808/0923-739-1988.