

Public Sector Support for Microenterprises Training Course

Professional Development Training Course Outline

Category	Public Sector Innovation	Duration	5 Days
Base Fee	\$1,500 USD	Delivery Mode	Online / On-site Hybrid

Course Introduction

Public sector support is a critical driver for microenterprise growth, innovation, and sustainability, particularly in emerging markets where small businesses face resource constraints, regulatory challenges, and limited access to finance. Public Sector Support for Microenterprises Training Course provides participants with practical knowledge and strategies to design, implement, and monitor government programs, policies, and interventions that foster the development of microenterprises. Participants will gain insights into financing mechanisms, capacity-building initiatives, regulatory frameworks, market access programs, and public-private partnerships that strengthen microenterprise ecosystems.

In addition, the course examines tools and approaches for evaluating the effectiveness of public sector interventions, integrating data-driven insights into policy-making, and aligning support programs with national development agendas. Through real-world case studies, participants learn how to optimize resource allocation, enhance institutional coordination, and deliver impactful services to microentrepreneurs. By the end of the training, learners will be equipped to implement robust public sector strategies that promote entrepreneurship, create jobs, and contribute to inclusive economic growth.

Programme Curriculum

Public Sector Support for Microenterprises Training Course

Introduction

Public sector support is a critical driver for microenterprise growth, innovation, and sustainability, particularly in emerging markets where small businesses face resource constraints, regulatory challenges, and limited access to finance. Public Sector Support for Microenterprises Training Course provides participants with practical knowledge and strategies to design, implement, and monitor government programs, policies, and interventions

that foster the development of microenterprises. Participants will gain insights into financing mechanisms, capacity-building initiatives, regulatory frameworks, market access programs, and public-private partnerships that strengthen microenterprise ecosystems.

In addition, the course examines tools and approaches for evaluating the effectiveness of public sector interventions, integrating data-driven insights into policy-making, and aligning support programs with national development agendas. Through real-world case studies, participants learn how to optimize resource allocation, enhance institutional coordination, and deliver impactful services to microentrepreneurs. By the end of the training, learners will be equipped to implement robust public sector strategies that promote entrepreneurship, create jobs, and contribute to inclusive economic growth.

Course Objectives

1. Understand the role of public sector support in microenterprise development.
2. Explore financing and credit mechanisms tailored for microentrepreneurs.
3. Design capacity-building and technical assistance programs for small businesses.
4. Apply policy frameworks to enhance regulatory compliance and ease of doing business.
5. Develop public-private partnership models to strengthen microenterprise ecosystems.
6. Assess market access programs and strategies for small-scale entrepreneurs.
7. Implement monitoring and evaluation systems for public sector interventions.
8. Utilize data analytics for decision-making and program effectiveness.
9. Address gender, youth, and marginalized group inclusion in microenterprise support.
10. Optimize resource allocation for maximum social and economic impact.
11. Integrate sustainability and environmental considerations into support programs.
12. Build collaborative governance structures for microenterprise development.
13. Develop strategies to scale successful microenterprise interventions.

Organizational Benefits

- Strengthened microenterprise development outcomes
- Increased efficiency in public sector support programs
- Enhanced job creation and economic inclusion
- Improved program targeting and impact evaluation
- Better collaboration between government and private sector
- Increased access to financing for small business owners
- Enhanced capacity of institutions delivering microenterprise support
- Data-driven decision-making and policy implementation
- Stronger regulatory compliance and support environment
- Sustainable and scalable microenterprise development programs

Target Audiences

- Government officials and policy makers
- Microenterprise development officers
- Public sector program managers
- Small business support specialists

- Financial inclusion and microfinance practitioners
- Economic development planners and analysts
- Public-private partnership coordinators
- NGOs and donor organization staff supporting entrepreneurship

Course Duration: 5 days

Course Modules

Module 1: Introduction to Public Sector Support for Microenterprises

- Overview of microenterprise ecosystems and government interventions
- Role of public institutions in fostering entrepreneurship
- Key challenges faced by microenterprises
- Importance of policy and program design in supporting growth
- Best practices in microenterprise support frameworks
- Case Study: Government-led entrepreneurship initiative improving local livelihoods

Module 2: Financing Mechanisms and Credit Support

- Types of financial instruments for microenterprises
- Microcredit, grants, and blended financing options
- Risk management strategies for lending to small businesses
- Credit guarantee schemes and revolving funds
- Promoting financial inclusion through targeted programs
- Case Study: Successful public sector microloan program implementation

Module 3: Capacity Building and Technical Assistance

- Training programs for business skills, financial literacy, and management
- Mentorship and advisory services for small enterprises
- Designing scalable capacity-building interventions
- Monitoring and evaluating program effectiveness
- Integrating gender and youth-focused support
- Case Study: National microenterprise training initiative boosting revenue

Module 4: Policy and Regulatory Frameworks

- Regulatory compliance and ease of doing business for microenterprises
- Licensing, registration, and taxation considerations
- Policy interventions for market formalization
- Aligning local and national development strategies
- Engaging stakeholders in policy formulation

- Case Study: Streamlined registration process improving small business compliance

Module 5: Public-Private Partnerships for Microenterprise Development

- Designing PPP models for entrepreneurship support
- Collaboration with banks, NGOs, and industry associations
- Contractual arrangements and shared risk structures
- Leveraging private sector expertise and resources
- Measuring performance and impact of partnerships
- Case Study: Multi-stakeholder PPP delivering market access to artisans

Module 6: Market Access and Value Chain Development

- Market linkage programs for microentrepreneurs
- Integrating microenterprises into local and global value chains
- Promoting innovation and product diversification
- Trade fairs, e-commerce, and distribution channels
- Strategies to overcome market entry barriers
- Case Study: Public sector market access program boosting small business sales

Module 7: Monitoring, Evaluation, and Impact Assessment

- Designing effective M&E frameworks for microenterprise programs
- Key performance indicators and outcome measurement
- Data collection tools and reporting methods
- Evaluating economic and social impact
- Feedback mechanisms for continuous program improvement
- Case Study: Evaluation of a regional microenterprise support initiative

Module 8: Scaling and Sustainability of Support Programs

- Strategies to scale successful interventions across regions
- Financial sustainability and resource mobilization
- Institutional capacity-building for program continuity
- Promoting environmental and social sustainability
- Knowledge management and best practice dissemination
- Case Study: Scaling microenterprise programs nationally through public sector coordination

Training Methodology

- Instructor-led presentations and concept briefings

- Case study discussions and real-world examples
- Group exercises and problem-solving workshops
- Hands-on activities using public sector program scenarios
- Tools and templates for program design, monitoring, and evaluation
- Action planning and feedback sessions to apply learning

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.com or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

- The participant must be conversant with English.
- Upon completion of training the participant will be issued with an Authorized Training Certificate
- Course duration is flexible and the contents can be modified to fit any number of days.
- The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.
- One-year post-training support Consultation and Coaching provided after the course.
- Payment should be done at least a week before commencement of the training, to FINESKILL TRAINING CENTER account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
07 Sep 2026	11 Sep 2026	Physical	\$1,500
14 Sep 2026	18 Sep 2026	Physical	\$1,500
21 Sep 2026	25 Sep 2026	Physical	\$1,500
28 Sep 2026	02 Oct 2026	Physical	\$1,500

Start Date	End Date	Location	Price
05 Oct 2026	09 Oct 2026	Physical	\$1,500
12 Oct 2026	16 Oct 2026	Physical	\$1,500
19 Oct 2026	23 Oct 2026	Physical	\$1,500
26 Oct 2026	30 Oct 2026	Physical	\$1,500

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com