**EXERCISE 1. EXPLAINING THE AGROENTERPRISE PROCESS**

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| *OBJECTIVE*  **After this exercise the participants will be able to:**   * List the seven steps in the agroenterprise development process, and describe each step. | |
| *EQUIPMENT NEEDED*   * Cards of different sizes, marker pens | *EXPECTED OUTPUTS*   * An understanding of the steps in the agroenterprise development process, and of the ideas on how to adapt the process to suit the local situation. |
| *TIME*  2-3 hours | *PREPARATION*   * Write the steps on the big cards, and the sub-steps on the smaller cards (one per card). Feel free to add or delete steps or sub-steps to suit your situation. |

*Teaching tip: This lesson plan explains the various steps in the agroenterprise process.*

*Audience: You can use it with the project team, partner organizations, community members, and farmers.*

*SUGGESTED PROCEDURE:*

1. Introduce the seven steps in the agroenterprise development process one by one. As you discuss each one, place the corresponding card on the ground so all can see it.
2. Introduce the sub-steps and briefly describe them. Add the corresponding cards to a diagram you are building on the ground. Adjust the plan by adding new cards if necessary. See also Table 1 for points to discuss (time needed for each step, decisions to be made, type of field activities, etc.).
3. Invite questions and comments from the participants as you are presenting. it is important that everyone understands the concept of several steps, and how one step prepares for the next one.
4. Make a note of the final diagram. Copy it onto a large piece of paper and post it on the wall for reference. If easier, and technology permits, it may me more expeditious to take a photo and project it using a ppt. slide projector.