

Output 3.6 Conduct one-day training session for women entrepreneurs who has initiated their business selling points

A one day workshop about **Selling Point** was conducted on Monday 9 December 2019 at ICP main building, the workshop was announced in cooperation with the Beit Jala and Battir municipalities and the village councils of Walajeh and Houssan, farmers, women clubs and women producers in the four communities were invited to participate in the workshop. Mr. Usamah Khalilieh was contracted to facilitate the workshop.

The main objective of the workshop was to go into Marketing/selling details with the women cooperatives which can help them boost their revenues and at the same time allow the trainees (cooperatives) to understand the practical aspects of selling and the challenges & opportunities on the ground in addition to how to conduct effective selling activities.

Pre and post assessments were conducted to evaluate the knowledge of the participants about the topics of the workshop, and the results were as follows:

#	Topic	Pre-Assessment Results				Post-Assessment Results			
		Low	Average	Good	V. good	Low	Average	Good	V. good
1	Marketing Basics	1	5	5	0	0	0	9	2
2	Target Market Identification	1	3	6	1	0	0	6	5
3	Product features & Benefits	1	5	4	1	0	0	5	6
4	Packaging Basics	1	6	2	2	0	0	8	3
5	Pricing	1	6	1	3	0	0	6	5
6	Pricing external factors	2	6	2	1	0	0	8	3
7	Promotion Techniques	0	9	2	0	0	0	6	5
8	Completion Analysis	2	7	1	1	0	0	7	4

There were 12 females participants attended the workshop.

Output 3.7 -Conduct two two-days food processing training sessions for women headed households

Two days workshop about **Food Processing** was conducted, the first technical session on Monday 16 December 2019 at ICP main building while the practical session conducted on Tuesday 17 December 2019 at Turathouna Al-Asil Association / Beit Jala. The workshop was

announced in cooperation with the Beit Jala and Battir municipalities and the village councils of Walajeh and Houssan, farmers, women clubs and women producers in the four communities were invited to participate in the workshop. Ms. Manar Manasra was contracted to conduct the two days workshop.

The main objective of the training workshop is to present and explain the process of comprehension, in addition to correct some wrong behaviors used by women during the food processing. Furthermore, to be able to produce new products demanded by local market.

Pre and post assessments were conducted to evaluate the knowledge of the participants about the topics of the workshop, and the results were as follows:

#	Topic	Pre-Assessment Results				Post-Assessment Results			
		Low	Average	Good	V. good	Low	Average	Good	V. good
1	How well do you know food processing?	.	5	5	2	.	.	7	5
2	We must verify the effectiveness of the yeast before using it	.	2	6	4	.	.	2	10
3	Jams can be made without sugar	2	4	4	2	.	4	2	6
4	Saline solution is a method of food preservation	.	1	8	3	.	.	3	9
5	The sacred can be made with any vegetable oil	1	9	2	.	.	.	7	5
6	Follow the correct methods of food processing lead to high quality	.	3	4	5	.	.	1	11
7	Chemical preservatives should be added during the food process	6	5	.	1	5	2	2	3
8	Do you think you are skilled in making sweets?	.	5	6	1	.	.	3	7

There were 15 females participants attended the first day, while 19 females attended the second day workshop.