

GROWTH NEXUS CAPACITY BUILDING HUB



EMPOWERING PEOPLE • STRENGTHENING SYSTEMS

Economic Empowerment Training Portfolio

Strategic Capacity Building Solutions for Sustainable Livelihoods, Resilience, and Market Development

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1. Executive Framework & Introduction

In fragile, conflict-affected, and developing economies like Yemen, traditional aid delivery must evolve into sustainable market-driven solutions. Economic empowerment represents the ultimate catalyst for poverty reduction, structural household resilience, localized entrepreneurship, and sustainable macro-development. The Growth Nexus Capacity Building Hub presents this comprehensive portfolio to bridge the gap between emergency humanitarian assistance and long-term economic independence.

Our curriculum seamlessly fuses international best practices—including the Sustainable Livelihoods Framework, Market Systems Development (MSD) paradigms, and the Humanitarian-Development-Peace Nexus—with hyper-contextualized insights derived from Yemen’s unique socioeconomic climate. These programs are specifically tailored to deliver immediate, measurable ROI for humanitarian organizations, non-governmental organizations (NGOs), civil society actors, private sector developers, and community leaders.

2. Core Curricula: Technical Training Suites

Course 1: Fundamentals of Economic Empowerment

Duration: 3 Days

Target Audience: NGO Field Staff, Community Facilitators, Youth & Women Leaders, Local Authorities, and International Development Practitioners.

Strategic Value Proposition: Establishes a synchronized foundational understanding of how to transition vulnerable populations from dependency to self-reliance through conflict-sensitive, inclusive programming.

Learning Objectives:

- Deconstruct complex economic empowerment and resilience theories into actionable programming inputs.
- Utilize institutional frameworks to identify structural and localized barriers to financial participation.
- Formulate sustainable, conflict-sensitive interventions adapted to fragile ecosystems.

Curriculum Modules:

- **Module 1: Foundations of Economic Empowerment:** Global methodologies vs. the localized realities of Yemen.
- **Module 2: Sustainable Livelihoods Frameworks:** Analyzing household assets, vulnerability baselines, and survival strategies.
- **Module 3: Targeted Economic Inclusion:** Customized engagement parameters for

IDPs, women, youth, and marginalized groups.

- **Module 4: Dynamics of Local Market Systems:** Introduction to value chains, supply-demand equilibrium, and business ecosystems.
- **Module 5: Project Design & Risk Management:** Designing interventions backed by rigorous stakeholder and risk analyses.

Tangible Deliverables & Outcomes: Program graduates will produce a validated Livelihood Vulnerability & Intervention Matrix designed to optimize field project execution.

Course 2: Entrepreneurship and Small Business Development

Duration: 5 Days

Target Audience: Aspiring Entrepreneurs, Micro-business Owners, and Economic Development Officers.

Strategic Value Proposition: Demystifies the startup lifecycle, providing participants with the tactical tools required to transform raw ideas into scalable, investment-ready commercial ventures.

Learning Objectives:

- Cultivate a systematic entrepreneurial mindset focused on opportunity recognition and calculated risk-taking.
- Architect comprehensive business blueprints detailing legal compliance, market strategies, and financial models.

Curriculum Modules:

- **Module 1: The Entrepreneurial Architecture:** Ideation, resilience mechanisms, and growth mindset validation.
- **Module 2: Market Opportunity Mapping:** Analyzing consumer pain points, competitor profiling, and localized market demand.
- **Module 3: Strategic Business Planning:** Building the Business Model Canvas (BMC) and core operations frameworks.
- **Module 4: Institutional Compliance & Governance:** Navigating licenses, legal structures, taxation, and operational ethics.
- **Module 5: Commercial Scaling & Modern Marketing:** Strategic partnerships, customer retention models, and digital acquisition.

Tangible Deliverables & Outcomes: Each participant exits with a fully articulated Business Model Canvas, a comprehensive, bankable Business Plan, and detailed 12-month financial projections.

Course 3: Financial Literacy and Personal Finance

Duration: 3 Days

Target Audience: Micro-entrepreneurs, Community Group Leaders, Households, and Social

Workers.

Curriculum Scope & Modules:

- **Core Financial Management:** Dynamic cash flow budgeting, optimizing household expenditures, and income stream segregation.
- **Strategic Savings & Risk Mitigation:** Structuring emergency funds and debt-reduction pathways.
- **Modern Ecosystem Integration:** Accessing formal banking services, navigating Islamic Finance instruments, and leveraging mobile money technologies for remote commerce.

Tangible Deliverables & Outcomes: Development of a customized Household/Micro-business Budget Plan, a formalized Debt-Reduction Strategy, and an actionable Asset-Building Roadmap.

Course 4: Business Planning and Feasibility Studies

Duration: 4 Days

Target Audience: Project Managers, Business Consultants, Entrepreneurs, and Investment Analysts.

Curriculum Scope & Modules:

- **Analytical Market Research:** Quantitative demand forecasting, competitive benchmarking, and SWOT analytics.
- **Financial Stress-Testing:** Calculating break-even thresholds, multi-scenario revenue modeling, and capital expenditure amortization.
- **Investment Proposal Synthesis:** Formatting risk-mitigation metrics and presenting proposals to commercial lenders.

Tangible Deliverables & Outcomes: Production of an institutional-grade, end-to-end Feasibility Study suitable for micro-finance institutions or private investment panels.

Course 5: Microenterprise Development

Duration: 5 Days

Target Audience: Informal Traders, Home-based Artisans, and Community Development Facilitators.

Curriculum Scope & Modules:

- **Operational Mechanics:** Optimizing home-based manufacturing spaces, raw material inventory controls, and lean cost management.
- **Commercialization Strategies:** Cost-plus and market-based pricing, hyper-local customer service frameworks, and cash-flow tracking.
- **Formalization Frameworks:** Transforming informal income activities into registered micro-enterprises with high employment capacity.

Tangible Deliverables & Outcomes: A fully customized Microenterprise Operational Blueprint
[Empowering People · Strengthening Systems. 4](#)

containing optimized pricing sheets and inventory tracking trackers.

Course 6: Digital Entrepreneurship

Duration: 4 Days

Target Audience: Tech-savvy Youth, Women Entrepreneurs, and Modernizing Business Owners.

Curriculum Scope & Modules:

- **E-Commerce Implementation:** Navigating digital marketplaces, Facebook Marketplace, and WhatsApp Business for commercial customer engagement.
- **Cloud-Based Visual Branding:** Utilizing Canva and next-generation generative AI tools to execute low-cost, high-impact multimedia marketing.
- **Digital Financial Workflows:** Setting up remote customer relationship management (CRM) workflows and integrating secure digital wallets.

Tangible Deliverables & Outcomes: A live, operational digital storefront, localized brand asset kits built using AI tools, and a structured social media marketing calendar.

Course 7: Women's Economic Empowerment

Duration: 4 Days

Target Audience: Gender Focal Points, Protection Officers, Female Entrepreneurs, and Community Planners.

Curriculum Scope & Modules:

- **Socio-Economic Gender Analysis:** Navigating structural, cultural, and legal barriers to women's access to assets and production elements.
- **Collaborative Economics:** Designing, building, and running sustainable women-led producer cooperatives and savings mechanisms.
- **Leadership and Institutional Autonomy:** Enhancing household decision-making power through specialized financial autonomy training.

Tangible Deliverables & Outcomes: An institutional Gender-Inclusive Programmatic Action Plan designed to easily secure international donor funding.

Course 8: Youth Employment and Employability Skills

Duration: 5 Days

Target Audience: Recent Graduates, Unemployed Youth, and Vocational Training Coordinators.

Curriculum Scope & Modules:

- **Professional Readiness:** CV mapping, advanced mock interview simulations, and formal

business communication protocols.

- **Cognitive Soft Skills:** Interpersonal problem-solving, collaborative teamwork, conflict mitigation, and time-tracking paradigms.
- **Alternative Income Streams:** Navigating international freelance ecosystems and remote micro-work options.

Tangible Deliverables & Outcomes: A polished, professional CV, an active profile on global freelance marketplaces, and an actionable 12-month Career Progression Roadmap.

Course 9: Village Savings and Loan Associations (VSLA)

Duration: 3 Days

Target Audience: Community Organizers, Field Animators, and Local Microfinance Officers.

Curriculum Scope & Modules:

- **VSLA Structural Architecture:** Formulating group constitutions, establishing governance committees, and defining democratic savings processes.
- **Transparent Ledger Systems:** Dual-entry community record keeping, stamp-based tracking, and passbook synchronization.
- **Cycle Completion Operations:** Managing internal loan requests, calculating localized interest structures, and distributing year-end profits fairly.

Tangible Deliverables & Outcomes: A ready-to-use VSLA Field Implementation Manual, customized group templates, and a model constitution.

Course 10: Value Chain Development

Duration: 5 Days

Target Audience: Livelihoods Advisers, Agricultural Engineers, and Market Development Officers.

Curriculum Scope & Modules:

- **Value Chain Mapping:** Tracing products from input suppliers to end consumers, pinpointing exactly where value is lost or gained.
- **Actor Interdependency Analytics:** Evaluating relationships between smallholder producers, middlemen, logistics providers, and wholesalers.
- **Strategic System Upgrades:** Forging direct commercial linkages, standardizing quality baselines, and resolving systematic structural blocks.

Tangible Deliverables & Outcomes: A localized Market Value Chain Map complete with an actionable Upgrading & Investment Action Strategy.

Course 11: Livelihoods Project Design and Management

Duration: 5 Days

Target Audience: Program Directors, Proposal Writers, MEAL Managers, and Country Specialists.

Curriculum Scope & Modules:

- **Strategic Design Metrics:** Formulating multi-tiered Theories of Change (ToC) and setting up high-precision Logical Frameworks (LogFrames).
- **Financial & Risk Alignment:** Developing multi-currency project budgets, tracking expenditure burn rates, and building adaptive risk logs.
- **Sustainability and Exit Architectures:** Designing community handovers, establishing asset maintenance loops, and fostering market self-sustainability.

Tangible Deliverables & Outcomes: An institutional-grade, donor-ready Livelihoods Project Proposal complete with verified indicators and comprehensive budget notes.

Course 12: Market Assessment and Income Generation

Duration: 4 Days

Target Audience: Emergency Responders, Livelihoods Program Officers, and Field Enumerators.

Curriculum Scope & Modules:

- **Rapid Market Assessment Frameworks:** Deploying EMMA (Emergency Market Mapping and Analysis) and RAM (Rapid Assessment for Markets) workflows.
- **Data-Driven Opportunity Tracking:** Designing seasonal trade calendars, analyzing consumer demand shifts, and profiling competitor presence.
- **Responsive Intervention Matrixing:** Aligning intervention delivery types (cash vs. in-kind) with local market realities and structural capacities.

Tangible Deliverables & Outcomes: A live field assessment tool bundle complete with survey templates and a localized market response analytical report.

3. Executive & Institutional Mastery Suites

To solidify your organization's standing as a leading expert in socio-economic programming, the Growth Nexus Capacity Building Hub provides specialized executive training options designed exclusively for UN Agencies, INGOs, Senior Local Authorities, and Private Foundations.

Advanced Course Title	Duration	Primary Institutional Output
Economic Recovery in Fragile and Conflict-Affected Contexts	5 Days	Macro-Level Sub-National Economic Stabilization Strategy
Graduation Approach for Ultra-Poor Households	4 Days	Multi-Sectoral Household Graduation Blueprint & Sequencing Plan
Cash and Voucher Assistance (CVA) for Livelihoods	4 Days	Market-Safe Cash-Based Transfer Operational Delivery Framework
Inclusive Market Systems Development (MSD)	5 Days	Systemic Core Market Diagnostic & Intervention Roadmap
MEAL (Monitoring, Evaluation, Accountability & Learning) for Livelihoods	4 Days	Livelihoods Indicator Registry & Post-Distribution Monitoring (PDM) Tools
Social Entrepreneurship and Innovation	4 Days	Hybrid Sustainable Social Enterprise Model Canvas
Green Jobs and Climate-Resilient Livelihoods	4 Days	Climate-Smart Livelihood Adaptation & Environmental Mitigation Action Plan
Agricultural Value Chain Development in Yemen	5 Days	High-Yield Agricultural Optimization and Market Linkage Strategy
Cooperative Development and Producer Organizations	3 Days	Legal Registration Framework & Collective Market Strategy
Proposal Writing for Livelihoods &	3 Days	Donor-Ready Proposal Aligning with BHA, EU, and UN Standard

Advanced Course Title	Duration	Primary Institutional Output
Economic Empowerment		Templates

4. Institutional Differentiators

The Growth Nexus Capacity Building Hub differentiates its academic training framework from traditional classrooms through five integrated operational pillars:

- **Contextualized Yemen Case Studies:** Every program replaces abstract western business ideas with highly relevant local realities from urban centers like Sana'a and Aden, as well as rural farming or fishing communities.
- **Hands-on Capstone Projects:** Participants don't just absorb theory; they build real, locally adapted business models or project proposals directly applicable to their target communities.
- **Ready-to-Deploy Field Tools:** Graduates exit with field-ready toolkits, including market survey calculators, profiling matrix spreadsheets, and validation templates ready for deployment.
- **Humanitarian-Development-Peace Nexus (HDPN) Core Alignment:** Ensuring all economic project strategies actively reduce community dependency while promoting local stabilization and conflict mitigation.
- **AI-Powered Business Optimization:** We teach modern data-driven execution, training participants to systematically leverage accessible artificial intelligence tools for fast market analysis, automated bookkeeping, and professional proposal writing.

Growth Nexus Capacity Building Hub • Transforming Fragile Economies through Institutional Excellence



The image shows three professionals in a meeting room. On the left, a man in a light blue shirt is seated. In the center, a man in a dark blue suit is standing. On the right, a woman wearing a beige hijab and a dark jacket is seated. They are all smiling. Behind them are two whiteboards. The left whiteboard displays a flowchart titled 'Team Process' with a central circle labeled 'Scrum' and various boxes around it. The right whiteboard shows a diagram titled 'Team Analysis 1'. In the top left corner of the image is the Growth Nexus logo, which consists of stylized human figures in orange and green, with the text 'GROWTH NEXUS CAPACITY BUILDING HUB' and 'ECONOMIC EMPOWERMENT TRAINING PORTFOLIO' below it.

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