



SNAPSHOT

SCD Alliance Births Radio Program for SMEs

USAID program promotes business linkages



Alice in the studio with SMEs of the Ghana Supply Chain Development Program

Through the Ghana Supply Chain Development Program, a female CEO has been able to make useful business linkages that have led to a radio program with a focus on the extractive industry. This program seeks, among other things, to enhance the image of SMEs, create business networking opportunities and build the capacity of SMEs through the dissemination of information. The SMEs also receive beneficial publicity through the initiative. Alice is now a partner of the Welding Society of Ghana, initiated by Danest Engineering.

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Telling Our Story

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Alice Darko, CEO of a women-owned business, Cirilo Consult, is an entrepreneur with a background in engineering. She is a strong advocate for the Ghana Supply Chain Development (SCD) Program, which she has been involved with since 2014. Alice's involvement stemmed from her recognition that despite being the driving force behind many growing economies, small and medium enterprise (SME) support, development and sustainability was lacking.

After deliberating on how to support and empower SMEs through capacity building, Alice created "Industry Today." Industry Today is a radio program organized in collaboration with Help FM (103.9), a local station in Takoradi. Through this endeavor, Alice says she aims to "support and promote the business activities and operations of small and medium scale enterprises through media." The program features SMEs, giving them a platform for discussing industry-related matters pertinent to their businesses. It also serves as a source for networking and gives SMEs access to new frontiers.

In November 2016, Industry Today aired its first episode, during which the SCD staff was interviewed with regards to the program and the Local Content Conference and Exhibition held in collaboration with the Petroleum Commission. The show has also featured other SMEs and Business Service Providers (BSPs), such as Stresster Engineering, Genuine Group Logistics and Danest Engineering. The show gave these organizations the opportunity to advertise their businesses while highlighting the benefits of the Ghana Supply Chain Development Program.

Industry Today has also featured the CEO of Ginafill Foods and Industries, who won the 2015 Woman Entrepreneur and the Personality of the Year award organized by the Small and Medium Scale Enterprises Ghana Awards (SMEGA). As a woman in a men-dominated industry, Alice seeks to promote women who are excelling and making a difference in the business world. Alice has made it her mission to provide SCD program clients the chance to be featured on her program. She is also the brain behind the SME and CEO WhatsApp groups and acts as an administrator for both. Alice continues to create business linkages for colleagues in the SMEs and supports the SCD program in achieving its objectives.