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CORPORATE PROFILE

IFRAD strategic areas of intervention 2014-2017

Since its inception, IFRAD has been working to position communities, businesses and the private sector at the centre of policy influence and development. IFRAD continues to position itself as a promoter of economic development through programs that address key gaps in the business eco-system in rural and urban East African settings.

In its 3 year strategy, IFRAD is building on its experiences and contextual learning. We are building a strong foundation on conducting new research and developing informed models to build individual and community capacity, strengthening market connections, improving the business-enabling environment to develop competitive businesses and enterprises as well as organizing communities and the private sector to participate in country governance as a spring board to achieving positive transformation and development.

IFRAD's strategic areas are built on the foundation of a dual branched approach which seeks to address both the demand and supply sides to development. This is critical to economic growth, violence prevention, and political stability. It also reflects IFRAD's commitment to eliminating economic injustices and building democratic, solid and liable leadership systems with the full participation of the private sector, businesses and enterprising communities. Over the next 3 years, the IFRAD strategic plan focuses on addressing barriers to across the business eco-system as an important priority.

The IFRAD strategic areas of intervention in the 3 years (2014-2017) fall within 5 broader areas of engagement;

- 1) Policy Research and Advocacy
- 2) Capacity Building and Enterprise Evolution
- 3) Building Business Competitiveness
- 4) Building a Sustainable Business Eco-system
- 5) IFRAD Institutional Capacity Enhancement