



**HAND IN HAND**  
Eastern Africa

## **PROJECT PROPOSAL**

**ON**

**YOUTH ENTREPRENEURSHIP TRAINING**

**PRESENTED TO**

**GLOBALGIVING**

**BY**

**HAND IN HAND EASTERN AFRICA**

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## **Project summary**

In Kenya, like in many countries, there is a clear connection between societal instability and poverty and youth unemployment. The current incidences of drugs and substance abuse, increased youth radicalization and terror activities all point to a state where most youths are unable to secure gainful employment and thus become easy targets to terror groups recruiting young people to be used in executing deadly attacks including suicide bombing. Additionally, the young people end up engaging in drugs and substance abuse which further increases cost to society in terms of rehabilitation and being social misfits.

Crime is strongly associated with young people as 53% of crime is predominantly committed by persons aged between 16 and 25 years, 89% of whom are male and 11% are female.

The youth unemployment rate in Kenya is rising and accounts for 14 million young people who are not employed

The proposed project will focus on addressing the aforementioned societal problems in Kenya with the aim of ensuring that, young people are trained on entrepreneurship skills from an early age thereby making them have gainful employment in future.

By implementing this project, Hand in Hand Eastern Africa will train 1,200 young people (female and male aged 11-25 in primary schools as well as in secondary school students) to provide them with increased motivation and entrepreneurial skills. In the one year project period, this will result in 840 enterprises and 1,092 jobs by the youths aged 11 and above. Hand in Hand Eastern Africa will build a cross-sectoral, national and international support for young entrepreneurs in Kenya and further entrepreneurship as one of the key solutions to youth unemployment and societal unrest.

Hand in Hand Eastern Africa aims to support the youths to showcase their innovations and business ideas and expose them to learn more new ideas from the peers

After this one year pilot project, the ambition is to turn the innovation into a permanent programme within Hand in Hand Eastern Africa and a model which eventually can be scaled up and replicated in other countries facing similar societal problems as Kenya.

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## 1. Background to the Proposed Project

The global youth share in total unemployment stood at 36.7% in 2014 (ILO, 2015). The 2013 edition of the *Global Employment Trends for Youth* (ILO, 2013a) set the premise that “it is not easy to be young in the labor market today” in the context of a stubborn jobs crisis, long job queues and increasing scarcity of stable employment. This therefore calls for a renewed approach in empowering youths with regard to vocational and technical skills in order to make them self employed. High youth unemployment is a severe security issue – putting both national and international peace at risk – as a large young, dissatisfied and restless population is likely to cause social and political instability. In Kenya, experts refer to youth unemployment as “a ticking bomb” as 70% of all unemployed youths range between the age of 15 and 35, making the level of youth unemployment amongst the highest in the world.

The consequences of youth unemployment and poverty in Kenya can be seen not only in escalating incidents of crime and insecurity, violence, drug- and alcohol abuse, broken families and political instability, but also in the recent years’ growing problem of young men turning to religious fundamentalism as a last desperate way out of poverty. Reports show that the amount of young Kenyans joining terrorist groups is increasing. The reason for this is not necessary for sharing the same ideological views, but for the income it generates.

Youth unemployment is an acute and growing problem; it is predicted that the number could rise to over 14 million in the coming years, thereby constituting more than 30% of the Kenya’s entire population. However, if handled correctly a large potential labor force can instead offer great opportunities as jobs are fundamental to eradicate poverty and secure regular and predictable income

## 2. About HiH EA.

Hand in Hand Eastern Africa (HiH EA) was registered in 2011 as a Non-Governmental Organization (NGO) in Kenya with a vision to alleviate poverty through creation of enterprises and jobs. HiH EA is also a member of the HiH global network and mandated to work within the Eastern Africa region under the network. In Kenya, it currently has operations in **23 Counties**<sup>1</sup> through **20 field branch** offices and gradually reaching out to other Counties in the Country. HiH EA has operations in Rwanda and

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<sup>1</sup> List of counties: Busia County, Nyamira, Elgeyo Marakwet, Embu, Bungoma, Bomet, Laikipia, Kirinyaga, Siaya, Narok, Nyandarua, Muranga, Homa bay, Kericho, Kajjado, Kiambu, Migori, Baringo, Machakos, Nairobi, Kisii, Nakuru, Makueni

plans are underway to open operations in Tanzania. HiH EA is funded by donors/Investors mainly; Swedish International Development Agency (Sida), Läkarmissionen-Sweden, Safaricom Foundation, KIVA, Post code Rotary-Sweden and over 25 individual donors supporting various community development projects

**Vision:** Alleviation of Poverty, Through Enterprise and Job Creation.

**Mission:** To Work for the Economic and Social Empowering of women, youth and men and therefore the Society, by supporting the Creation of sustainable Enterprises and Jobs.

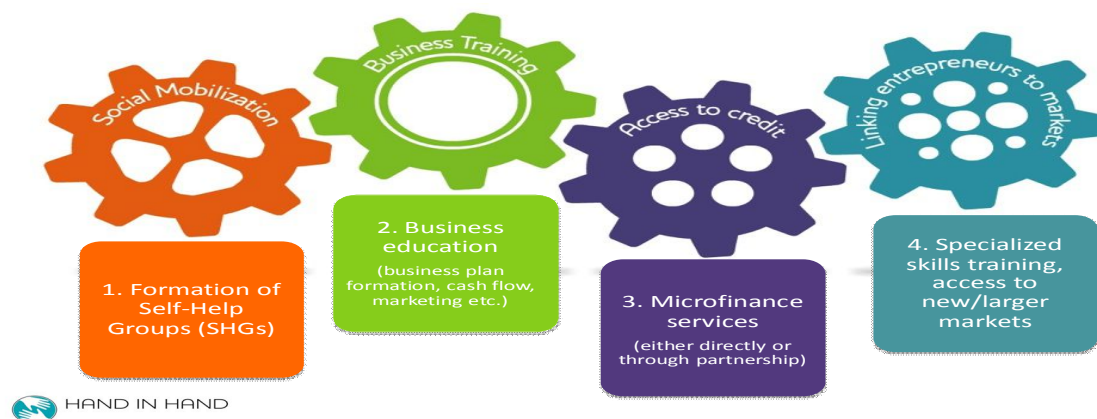
### **Current project implemented by Hand in Hand Eastern Africa in Kenya**

1. Peace and Prosperity through job creation - An innovative path for Kenya's Youth
2. Sida project
3. Village Uplift project
4. Integrated enterprise development training and adult literacy project.

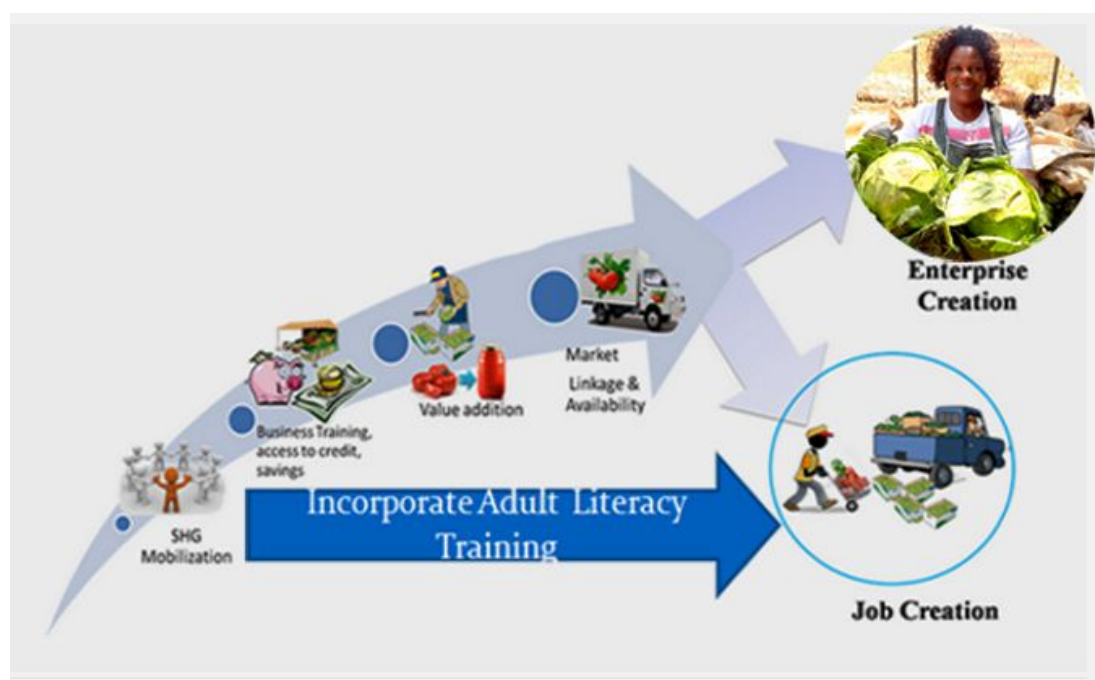
#### ***2.1. Operating Model and Road Map for HiH EA***

The operating model below shows the approach and key pillars for the organization

#### **The HiH EA integrated 4-step approach**



## 2.2. HiH EA Transformational Change (Road Map)



The above figure shows the theory of change for the organization in addressing poverty for the economically marginalized in society and how the interventions geared towards addressing poverty are implemented in phases.

### 3. Project Goal

To build successful young entrepreneurs in Kenya

### 4. Objectives

1. Address the issue of youth unemployment through entrepreneurship training
2. Helping youths patent their innovations
3. Raise the status of self-employment and work to integrate entrepreneurship in the school curriculum.

### 5. Project activities

- i. Mobilization of youths in schools into entrepreneurship clubs
- ii. Trainings on savings mobilization, enterprise development, financial management and value addition

- iii. Youth exposure visits and exhibitions of business innovative ideas
- iv. Develop linkages and partnerships for the youth clubs
- v. Facilitate access to financial services for the mature youths(18+ years) to nurture their enterprises

#### Activities Schedule (Gantt chart)

Activity	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Mobilization of youths in schools into entrepreneurship clubs				
Trainings (Entrepreneurship modules-Savings mobilization, enterprise development, financial management, value addition, environmental conservation and access to finance modules)				
Youth exposure visits and exhibitions of business innovative ideas				
Develop linkages and partnerships for the youth clubs				

#### 6. Project Budget

Total project budget (all figures in USD \$)	12 Months
	USD(\$)
Mobilization of youths into clubs	4,000
Trainings for youth(Enterprise development modules)	20,000
Linkages and partnerships development	2,000
Youth exposure visits and exhibitions of business innovative ideas	7,000
Local project staff and Travel costs	12,000
Monitoring and evaluation	5,000
<b>Total</b>	<b>50,000</b>

## **Potential Long Term Impact**

- The project will direct impact/benefit 1,200 youths in schools and indirectly reach to 4,800 youths in schools as well their parents
- Create 840 youth enterprise
- Create 1,092 jobs by youths thereby impacting positively on their socio-economic aspects as well as enhancing their schooling hence reducing the levels of unemployment, substance and drug abuse as well as being radicalized

## **7. Sustainability**

In order to ensure that, the intervention has long term and sustained impacts, Hand in Hand Eastern Africa will gear to do the following;

1. Ensuring quality trainings on technical aspects of various innovations or business ideas
2. Establishing linkages for the youths and connect them for continued support
3. Ensuring that, the entrepreneurship modules are embedded in the school curriculum in order to reach a wider audience
4. Training on leadership skills for youths in and expose them in order to nurture their leadership skills
5. Through the incomes earned from the enterprises run by the youths, they will be financially sustainable hence able to meet their academic demands as well as investing for future growth

## **8. Timeframe**

12 months

## **Partners**

- Hand in Hand Eastern Africa will work closely with the government's line ministries like Ministry of Education, Science and Technology to ensure that the project succeeds. Equally, the organization will work closely with the private sector to support the initiatives further which will be critical for sustainability of the intervention.
- With the support of Kiva (a non-profit micro lending organisation), Hand in Hand Eastern Africa will set up an online micro lending platform to facilitate credit provision to young Kenyan entrepreneurs in this project (aged 18 and above). Additionally, youths can access funds from Hand in Hand Eastern Africa's enterprise incubation fund (EIF)



- Local and central government to provide resources and goodwill: Ministry of Agriculture for technical support on agricultural based enterprises. Local leaders who will assist in mentoring the youths. Further access to micro loans from government funds.
- Kenya Institute of Business Training to help successful young entrepreneurs to advance and further develop their skills after Hand in Hand Eastern Africa's training.