

**CONCEPT NOTE**

**JA Tanzania**

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| **Number** |  |
| **Project Name** | Youth Empowerment in Iringa & Zanzibar |
| **Name of Organization** | Junior Achievement Tanzania |
| **Address** | Abla Complex, 2nd Floor, Office Number 203. Rose Garden RD, Mikocheni Area Dar es Salaam |
| **Telephone and Email** | +255 712 08 2996/0756907975  Email: [info@jatanzania.org](mailto:info@jatanzania.org)  Www.jatanzania.org |
| **Type of organization (For non-profit, nonprofit, University)** | Not for Profit |
| **Director of organization/Association** | Hamis Kasongo |
| **Length of proposed Grant (in months)** | 12 months |
| **Date of proposed project** | May 2018 |
| **Other donor/Partners, If applicable** | Vocational Education and Training Authority (VETA), Small Industry Development Organization (SIDO), Respect for Diversity |
| **Total funding requested** | USD 100,000 |
| **Geographical Location (s) of Implementation** | Iringa and Zanzibar |

**B: Background**

Tanzania’s secondary and tertiary institutions are graduating more young people than the economies are creating jobs for and the vast majority of youth are therefore defaulting into self-employment through entrepreneurship as the most viable pathway to a secure livelihood. However, in the absence of proper training, the graduates are unable to secure their livelihoods. There is a need for effective business related and knowledge to help these young people capture opportunity to move out of unemployment and poverty.

Young people between ages 16 and 30 accounting for 26% of Tanzania’s population (UNICEF, 2010). Yet, every year approximately 10,000 of them enter into a weak labor market, where high unemployment, low productivity and poverty-level income are commonplace (Census Tanzania 2012). The education system to a large extent fails to bridge classroom instruction to industry. Consequently, many young people, whether they drop out of school at an early age or go on to graduate, come out significantly unprepared for the job market and ill-equipped to face the challenges of independent adult life.

Iringa district, specifically, has a population of 254,032, out of which 48% male and 52% female living in 133 villages, 28 wards. The total number of youth between the age 15-35 in Iringa DC is estimated to be 79,200. With 1,253 registered group out of which 283 are youth groups.

Junior Achievement’s work has focused on this demographic. JA is an organization aimed at economically empowering youth through skills building in three areas: entrepreneurship, financial-literacy and workforce readiness.

JA Tanzania started operation in Iringa in 2014 by implementing ITS TYME, an entrepreneurship education program for illiterate and semi-literate youth. ITS TYME is an acronym for Immersion Training Strategy: Targeting Young Marginalized Entrepreneurs. The program is designed to provide entrepreneurship knowledge to young people, primarily in the margins of society working in the informal sector – carpenters, plumbers, mechanics, bricklayers, etc. who are skilled tradespeople but lack the business acumen to be profitable or lucrative. It has reached a total number of 1486 youth to date in more than 40 villages in Iringa with entrepreneurship education, financial literacy and employability/workforce readiness skills. Annually, JA Tanzania reaches almost 4,000 youth through its programs.

Broadly, JA Tanzania is 20 years old and has reached over 40,000 youth. Funding has primarily been through the private sector, including Barclays Bank, Citi Foundation, Good Neighbors Tanzania and UNHCR.

Part of a global organization in over 120 countries, JA has a regional office in Dar es Salaam Tanzania ,with other two regional office in Iringa and Zanzibar. Key staff for the project will be:

1. Hamis Kasongo, Executive Director JA Tanzania, a development professional with experience in project management and education, 10 years Experience in Project development for Africa south Sahara.
2. Esther Mathias , Finance Manager for JA Tanzania, who is trained in In Accounts and Finance will oversee financial grant implementation and reporting

**The program has also registered the following results:**

* 84+ active savings groups and 100+ new businesses created.
* 62 groups have successfully registered and are active.
* 127+ existed businesses report improved operations and profitability
* 25+ community development officers have been trained as facilitators to deliver training to youth in their villages.

**C: Technical Approach**

**Locations -** JA Africa and JA Tanzania propose to focus their effort for this project in Iringa DC, Kilolo DC, Mufindi DC ,and Zanzibar where JA has strong experience and significant past performance.

**Stakeholders -** In implementing the program JA will partner with the Small Industry Development Organization (SIDO) in the selected districts as well as Respect for Diversity, (RfD) an NGO based in Zanzibar, which has been JA’s implementing partner**.** RfD is a youth-led organization with a commitment to foster and steward diversity perspectives, enforce policy changes in good governance, human rights and democracy for the community through educational programs. Additionally, Vocational Education and Training Authority (VETA) entities will also play a key role in capacity building

**Participants and Beneficiaries -** In this program JA’s target is to reach 5000 youth between 15 -30 of age both in Zanzibar and Iringa as follows: 500 in Zanzibar, 3500 in Iringa, 500 in Kilolo and 500 Mufindi. The breakdown over two years will be 2,000 in year one and 3,000 in year two.

**Goal –** The goal is to provide training to youth that enhances the enterprise, employability, leadership skills of youth; bolstering their capacities to build sustainable livelihoods and contribute to improving their communities.

**Objectives**

1. Provide Entrepreneurship training to 5000 youth in the target districts
2. Establish and register 80 rural small and medium-sized business established
3. Improve and register 750 existing youth-owned enterprises
4. Equip 1500 youth with market-demanded employability skills (technical & soft)
5. Increased incomes of 85% of the targeted youth beneficiaries
6. Improve decision-making access and participation for 300 youth within their communities.

**Specific Outcomes**

1. 5000 youth will receive enterprise training
2. 85% of the beneficiaries develop skills in small and medium business
3. 35% of existing business improve operations and profitability
4. 30% of the beneficiaries obtain employment (formal or informal)
5. 1000 participants increase their incomes

**Proposed Activities and expected Results**

Participant recruitment will involve the Department of Youth and of Community Development at district level in Iringa, Kilolo and Mufingi, all of which JA has existing relationships with. These departments have youth desk officers and counsels (called CDOs – Community Development Offices) for each ward. CDOs have access to youth groups in each ward and so will be the primary channel to recruit young participants. Using the approach will ensure sustainability of the program impact as these groups are systematically identified registered by the council.

A project launch event will take place to obtain buy-in from local officials. In this context, it has been JA’s experience that ceremonial project launches help projects of this magnitude secure institutional and stakeholder support.

The training approach will also utilize the CDOs in each ward (1-2 per ward). JA will recruit 50 and provide them training on the program and they will administer the program content, while JA monitors progress and quality. This approach has worked in Iringa historically as the CDOs know and work with the youth in their respective wards and have knowledge of the various capacities of the youth groups.

SIDO’s role will be to provide practical training. SIDO is a government agency which also has a presence in almost every district. Due to the new policy of the Tanzania government on industry, they play a prominent role in industrial skills development and have the mandate to provide these skills.

VETA’s role will be to build technical/practical skills development in plumbing, mechanics, hospitality and hotel management, etc. Participants will first obtain business skills through the ITS YME program for three months. ITS TYME is a hands-on, immersion training program that provides life skills, business education, mentoring and access to finance and industry specific apprenticeship opportunities to marginalized African youth. ITS TYME enhances the ability of young semi-literate young men and women to acquire business skills and use innovative thinking to expand their career options and livelihoods. It takes entrepreneurship training out of the classroom and into the African marketplace, motor parks, slums, sports arenas and other centers of youth activity. Over 16 weeks, participants receive training in life and leadership skills business education through immersion, mentoring and exposure through an apprenticeship/field trip, with the overall goal of equipping them with practical tools for financial self-sufficiency and to enhance to their livelihoods. The modular program design is structured as follows into six stages:

Stage 1: Developing Life Skills Session (Self-Esteem, Self-Awareness and Ethics Session, critical thinking), Stage 2: Identifying the Right Business for You; Stage 3: Developing your Business Idea, Stage 4: Financing and Launching your Business plan, Stage 5: Managing your Business and Stage 6: Making your Business Sustainable

After ITS TYME training, participants will be grouped based on their ideas and interests. Those in fields such as mechanics, electrical will go on to training from VETAs, while those interested in production (packaging, soap-making, leatherworks, etc. will continue training with SIDO.

In Zanzibar, Respect for Diversity have access to over 1,000 youth and have been JA’s partner for over three years. There, they will have primary responsibility for program training.

ITS TYME implementation will begin with the conduct of a research. The CDO’s/ Facilitators will be recruited and trained. Thereafter, facilitators have time to mobilize and conduct surveys of the youth in their wards. Data is collected, analyzed and shared (in this case, with funder/donors). A timeline for curriculum delivery is developed, then curriculum delivery begins and lasts for three months (16 sessions of three hours each). Three additional sessions of fields visits specifically for 1) financial, 2) practical and 3) mentorship are appended at the end of ‘classroom’ work.

At the end of the program, proper project closing gives the community visibility into the project’s achievements, which is essential for ensuring outcome sustainability. Therefore, an exhibition at the end of program delivery will be essential to obtain this. It will also provide participants the opportunity to showcase their skills and products and obtain support for their next phases whether it be business financing or employment.

**Implementation timeline GANTT CHART**

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| --- | --- | --- | --- | --- |
| **Activity** | **Results to be achieved** | **Deliverables or means of verification** | **Timeline** | **People involved** |
| Participant Mapping and Identification | 15 Wards and 5000 beneficiaries will be Identified | Meeting with CDOs & Social economic department | 1week | JA staff/CDOs/WEOs |
| Baseline survey | Reports on the economic situation of the rural people in Iringa and Zanzibar | Baseline survey report | 1 week | JA staff/CDOs/Partners |
| Inception/Training Meeting | 50 facilitators, and 5 partner staff will be trained | One week training | 1 week | JA/partners/Facilitators |
| Program Launch | Launch meeting partners, donors, participants reps, and Government | Official meeting | 1 day | JA/WEOs/Partners/Beneficiaries reps |
| Program Implementation | 5000 youth beneficiaries will receive entrepreneurship training, form saving groups, develop business ideas, formalize and register | Group facilitation, Discussion & Mentorship | 24 Months | Facilitators/JA |
| Monitoring 1,2,3,4 | Project tracking, assessment and improvement | Conduct M&E | 8 weeks | JA/Staff/CDOs |
| Field Practice at SIDO | Showcase group business, present business plans, identify business financing needs. | Attach youth to SIDO | 2 weeks | JA/SIDO |
| Exhibition | Close phase I of the project | Convene all youth Business groups | 2 day | JA/DC/participants/Partners |
| Wrap project | Test project impact , economic change, Business sustainability and social impact. | Asses project objectives & Achievements | 2 day | JA/Partners |
| Impact Assessment and International JA Africa Business forum | Learning Report on economic improvement groups mentorship and coaching | Assess objectives achievement and improvement | 6 month | JA/Partners |

**D: Supporting information**

**Budget (See Attached spreadsheet)**

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|  | **JUNIOR ACHIEVEMENT TANZANIA** | | |  |  |
|  | Youth Empowerment Project Iringa and Zanzibar Tanzania | | |  |  |
|  |  |  |  |  |  |
| **LINE ITEMS** | **Amount** | **No of units** | **Unit cost** | **Unit Cost** | **FIRST YEAR** |
| **Transport** |  |  |  |  |  |
| Local Transport & Travel | 3,000.00 | 2.00 | 1,500.00 | Per Trips | 3,000.00 |
| international travel Africa business competetion | 5,000.00 | 1.00 | 5,000.00 | per trips | 5,000.00 |
| **Sub-Total** | **8,000.00** |  |  |  | **8,000.00** |
| **Material Development & Printing** |  |  |  |  |  |
| JA Entrepreneurship | 17,500.00 | 500.00 | 35.00 | Hand Out | 17,500.00 |
| JA Saving modules | 12,500.00 | 500.00 | 25.00 | Hand Out | 12,500.00 |
| **Sub-Total** | **30,000.00** |  |  |  | **30,000.00** |
| **Program Implementation and Monitoring** |  |  |  |  |  |
| Baseline Survey | 1,000.00 | 1.00 | 1,000.00 |  | 1,000.00 |
| Training of Trainers | 400.00 | 1.00 | 400.00 |  | 400.00 |
| **Sub-Total** | **1,400.00** |  |  |  | **1,400.00** |
| **Project Implementation** |  |  |  |  |  |
| Facilitation | 8,000.00 | 2.00 | 4,000.00 | Module | 8,000.00 |
| Monitoring & Evaluation | 5,500.00 | 4.00 | 1,375.00 | Per trip | 5,500.00 |
| Buisness Filed Practice | 15,000.00 | 4.00 | 3,750.00 | per group | 15,000.00 |
| Exhibition | 8,000.00 | 1.00 | 8,000.00 |  | 8,000.00 |
| Financial and Material Awards suport busines ideas | 6,250.00 | 4.00 | 1,562.50 | per items | 6,250.00 |
| Project wrap up | 4,925.00 | 1.00 | 4,925.00 |  | 4,925.00 |
| JA africa youthBusiness forum | 6,250.00 | 1.00 | 6,250.00 | Per Trip | 6,250.00 |
| **Sub-Total** | **53,925.00** |  |  |  | **53,925.00** |
| **Administration Expenses** |  |  |  |  |  |
| Technical Support | - | 12.00 | - | Per Month | - |
| Office Rent | - | 1.00 | - | Per Year | - |
| Electricity & Water | - | 12.00 | - | Per Month | - |
| Internet,Postage&Communication | - | 12.00 | - | Per Month | - |
| Office supplies & expenses | 6,675.00 | 12.00 | 556.25 | Per Month | 6,675.00 |
| Bank fees | - | 12.00 | - | Per Month | - |
| **Total Administrative Expenses** | **6,675.00** |  |  |  | **6,675.00** |
| **Total Program Expenses in Tzs** | **100,000.00** |  |  |  | **100,000.00** |
| **Total inUSA Dolars 100,000** |  |  |  |  |  |
|  |  |  |  |  |  |
| Percentage of Administrative Cost to Overall Budget |  | **6.68%** |  |  |  |
| Percentage of Direct Program Cost to Overall Budget | | **#REF!** |  |  |  |