



Imarika
Foundation

Imarika Foundation

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IMARIKA FOUNDATION YOUTH EMPOWERMENT PROJCT

**PROJECT TITLE: KILIFI YOUTH ECONOMIC EMPOWERMENT
PROJECT**

PROJECT LOCATION:KILIFI COUNTY - KENYA

IMPLEMENTER: IMARIKA FOUNDATION

DIRECT PARTICIPANTS: 600 YOUTHS IN KILIFI COUNTY

FINANCING PARTNER:

- 1. IMARIKA FOUNDATION/IMARIKA SACCO**
- 2. PARTNERS**

TOTAL PROJECT BUDGET: 4,000,000

IMARIKA FOUNDATION PROFILE

MISSION

To restore human dignity and honor through the provision of equal opportunities to basic human services and economic development.

VISION

To be the leading instrument of positive impact in improving the lives of Kilifi County.

OVERALL GOALS

Provide access to sustainable development to people from disadvantaged backgrounds.

OVERALL OBJECTIVES

- a. To support projects aimed at improving access and quality of education for bright but needy students through support for sponsorship, scholarships, learning materials and guidance and counseling and mentorship for students. This will in turn increase the transition rate from primary to secondary schools (to decide whether to support universities and other tertiary colleges).
- b. To improve the access and quality of health services for the poor through support of some health initiatives.
- c. To support poverty reducing initiatives through agribusiness partnerships with organization which promote similar objectives and also provisions of business skills training inculcating a savings culture. This improves perception of agriculture as business ventures among the locals by embracing breeding of local chicken, goats rearing and planting of native and indigenous trees (tree nursery)
- d. To support environment protecting and conservation initiatives through tree planting, Natural Resource Management, Beach cleaning and waste management.
- e. Partner with other organizations to provide emergency relief for communities in times of calamity and emergency situations.

PROGRAMME BACKGROUND AND JUSTIFICATION

CURRENT UNEMPLOYMENT SITUATION IN KILIFI COUNTY

Kilifi County is not an exemption in the unemployment situation among the youth in Kenya. Over 10,000 young people age 18-34 in Kilifi County are unemployed. This has led many young people engaging in crime, alcoholism, drug abuse and other forms of anti-social activities. Majority of the perpetrators of crime and violence are the youth. Among key reasons for this is unemployment and drug abuse as the most pressing issues in the community. The causes of unemployment include but not limited to:

- ✓ Lack of vocational skills and inadequate facilities for the same
- ✓ Low education levels
- ✓ Lack of employment opportunities in the local and national economy.
- ✓ General household poverty
- ✓ Discrimination against the youth
- ✓ Drug abuse and addiction

PROBLEM IDENTIFICATION AND ANALYSIS

The foundation has been concerned with the wellbeing of the young people in the county. Imarika foundation therefore tries to use every available opportunity to propagate against unemployment as well as gathering information on possible interventions. The foundation also understands the root causes and effects of unemployment and its other dynamics as fully as possible.

According to data gathered, the most significant impediments to sustainable lawful employment for the youths in Kilifi are;

- ✓ Lack of vocational skills by the youth
- ✓ The youth lack enough motivation and drive for self employment
- ✓ Lack of programs in Kilifi with the capacity to create incomes for large numbers of young people.
- ✓ Inadequate support to youth income generating activities.

PROJECT PARTICIPANTS AND STAKEHOLDERS

Direct participants of the project will be 600 youths from the six sub counties Kilifi which are Kilifi, Ganze, Malindi, Magarini, Rabai and Kaloleni sub counties... Each sub county will have 100 participants. The project participants will include both men and women. The direct beneficiaries will also be youths.

PROJECT DESIGN

PROBLEM STATEMENT, GOALS AND OBJECTIVES

Problem Statement

Over 10,000 youths are unemployed in Kilifi County.

PROJECT GOALS

1. Sustain youths in Kilifi County in Economic Development and Employment creation.
2. Reduce the levels of unemployment in Kilifi County.
3. Providing the youth an opportunity to be able to access finances.
4. Promote savings among the youths.

PROJECT OBJECTIVES

1. To Provide vocational skills training to youths in Kilifi county on Entrepreneurship
2. Financial empowerment – access to business capital
3. Promote and Actualize business ideas.
4. To provide training and safety awareness among bodaboda riders in the county.

IMPLEMENTATION STRATEGIES AND ACTIVITIES

The project will concentrate on mobilization and training of the target beneficiaries in which priority will be given to youth and young single mothers. The project will be implemented through a youth entrepreneurship summit from which the youths will be divided into groups based on their ideas and interests. The summit /conference will be a one day event where all the youths, partners and stakeholders will converge for training thereafter the youths will be divided into two groups; the small business entrepreneurs and those interested in bodaboda business.

The training will first seek to develop their capacity. Those who gain adequate motivation and determination will be assisted to progress to the next phases of the project and ultimately start and run their small enterprises.

IMPLEMENTATION STRATEGY FOR PROJECT OBJECTIVES

1. Provide vocational skills training to youths in Kilifi County on Entrepreneurship and financial empowerment to actualize business ideas.



Activities

This objective can be fulfilled by carrying out the following key areas;

- a) Empower them on Idea Generation: Poultry, candlemaking, technical skills, agribusiness.
- b) Appropriate planning ,documentation and legal requirements for starting a business
- c) Enhance record keeping , accounting and budgetary skills
- d) Link youths with financial institutions for funding- Imarika SACCO
- e) Provide trainings to youths with small businesses and provide them with mentors who will follow up their progress. Trainings will be done after every three months.
- f) Direct sponsorship for exceptional group / individual ideas
 - County government (waste Management, Garbage collection, putting up sanitary facilities)
- g) Project evaluations, follow ups and development
 - Project committees
 - Establish finance segments
 - Pilot and grow them
- h) Advocacy
 - The foundation will act as a Linkage between the youth and buyers
 - facilitation to exhibit their products in county, national, international platforms

2. To provide safety awareness among bodaboda riders in the county.



Activities

- a) Providing driving classes to bodaboda riders and all youths interested in bodaboda in order for them to get licenses.
- b) The foundation will partner and invite driving schools in carrying out this activities.
- c) Training and awareness creation among the bodaboda riders on the importance of promoting safety when using bodaboda. - The trainings will be done at least after every three months.
- d) The foundation will engage the traffic police and county marshals in enhancing security among the bodaboda riders.
- e) Engage bike dealers and provide a platform where they can market their products.
- f) The foundation will also engage the Imarika Sacco which will act as a financial institution to the youth.
- g) The foundation will donate reflectors and helmets to the bodaboda riders in each sub county.
- h) Safety champions will also be identified among the bodaboda riders.

PROPOSED PARTNERS

NAME	ROLE	TIME
KILIFI COUNTY GOVERNMENT	-Facilitation -Training -Resource persons in Agribusiness, youth	July/ Aug (to be revised)
UWEZO FUND	-Facilitation -Training -Resource persons in Agribusiness, youth	July/ Aug (to be revised)
AMREF		
NATIONAL POLICE SERVICE	-Facilitation -Training -Resource persons in Agribusiness, youth	July/ Aug (to be revised)
VILLAGE POLYTECHNICS	-Training	

RESOURCE INPUTS

PROGRAM BUDGET ESTIMATES

Activity	Resource	BUDGET	TIME
	1		
Conference	OBJECTIVES :- 1.Business Idea generation 2.Business Record Keeping 3.Existing Business enhancement (By various key facilitating stake holders)	100,000	July/ Aug (to be revised)
Health & Safety	1.Promote safety especially among Boda riders 2.Train H & F Ambassadors	500,000	
Other Costs	Venue Branding /Branded T-shirts /Materials	500,000	
	Awareness and Communication - Posters /Banners/Media	400,000	
	Programme Documentation / Certification	150,000	
	Hotel costs	350,000	
Business Finance	1.Affordable financing 2.Seed Capital financing 3.Growth focus	2,000,000	
	Monitoring and evaluation	500,000	
TOTAL		4,000,000	

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