

Teaching to Fish: From Youth to Youth

Strategies to Address the Needs of
Young Entrepreneurs

*Youth Microenterprise Conference
Washington, D.C.
September 10-11, 2007*

Mission

To educate students to be individuals who are committed to the social, economic and political development of their communities and who are internationally competitive in their professional fields; and to carry out research and extension relevant to Mexico's sustainable development.

33 CAMPI 28 Cities



How could they be related?

Academy / School

At-risk
Non urban
youth

Non Profit
Organization
Urban youth

Primary objectives

To identify concerns from upper level urban youth related to their personal goals, society and human development.

To identify concerns from non urban youth related to their personal goals.

Guachochi, Chihuahua , México

Non urban youth (10 – 14 years old)

Community at Chihuahua State, Mexico

Youth at middle and high school : 1,377

Alcoholism , physical violence, etc. are current issues.

Youth impacted with the project: 30



Non Profit Organization (Grupo 51, Scouts del Pedregal A.C.) Mexico City

Urban youth (15 – 29 years old)

Largest city in the country: Metropolitan area : 22 million

Youth population: 2´417,353 (2000)

More opportunities related to education, employment, etc.

Methodology

- Both pre-test for youth urban and not urban youth.
- Post test for urban youth
- Hands-on activities designed by urban youth for non-urban youth in order to foster entrepreneurial characteristics and explore potential new ventures.

Results from Pre Test

Non urban

- 1) 44% determine their objectives by themselves
38% determine their personal objectives considering their families points of view
- 2) 56% have consciousness about their current fact by talking with their families
25% have consciousness about their current fact by watching news
- 3) 41% consider that lack of security is a need in their community
31% consider that lack of education is a need in their community
- 4) 56% visualize themselves studying after 15 years from today
- 5) 44% will request support from their families in order to start up an organization



Results from Pre Test Urban

- 1) 80% determine their objectives by themselves**
- 2) 50% have consciousness about their current fact by interacting with the environment**
- 3) 65% consider that lack of security is a need in their community**
- 4) 65% visualize working by themselves after 15 years from today**
- 5) 60% will request support from their families in order to start up an organization**

Post test / Urban youth

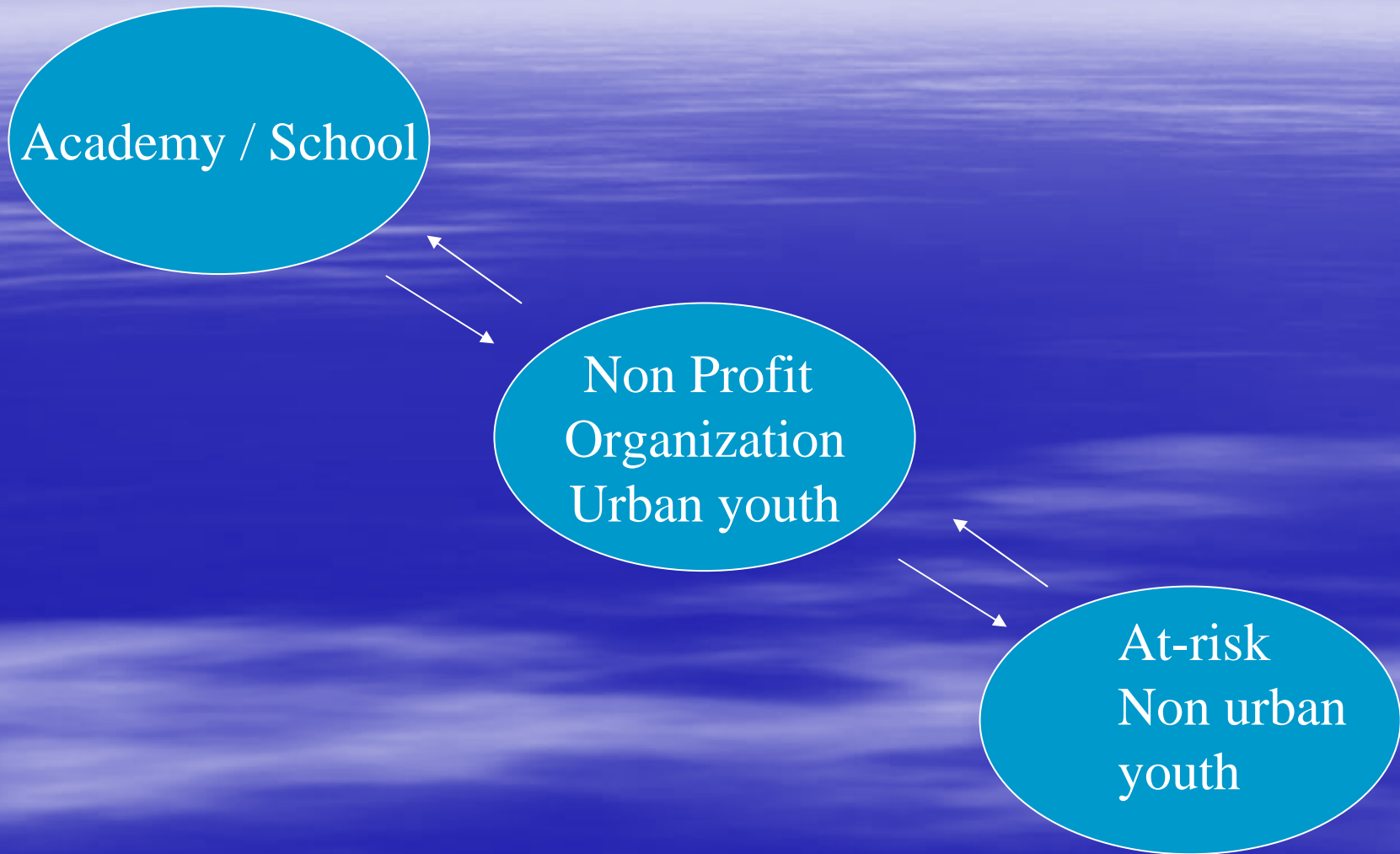
There was not answered post test questions due there was an interview with one of the youth leaders in order to have their perception about this experience, here there are some of the outcomes:

- They apply knowledge in a real community.
- They develop social needs awareness.
- They are more sensible toward human needs and development.

Applied formats related to Entrepreneurial issues

Now, let's review the formats.....

Proposed Model



Show video related to
Guachochi Community.

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