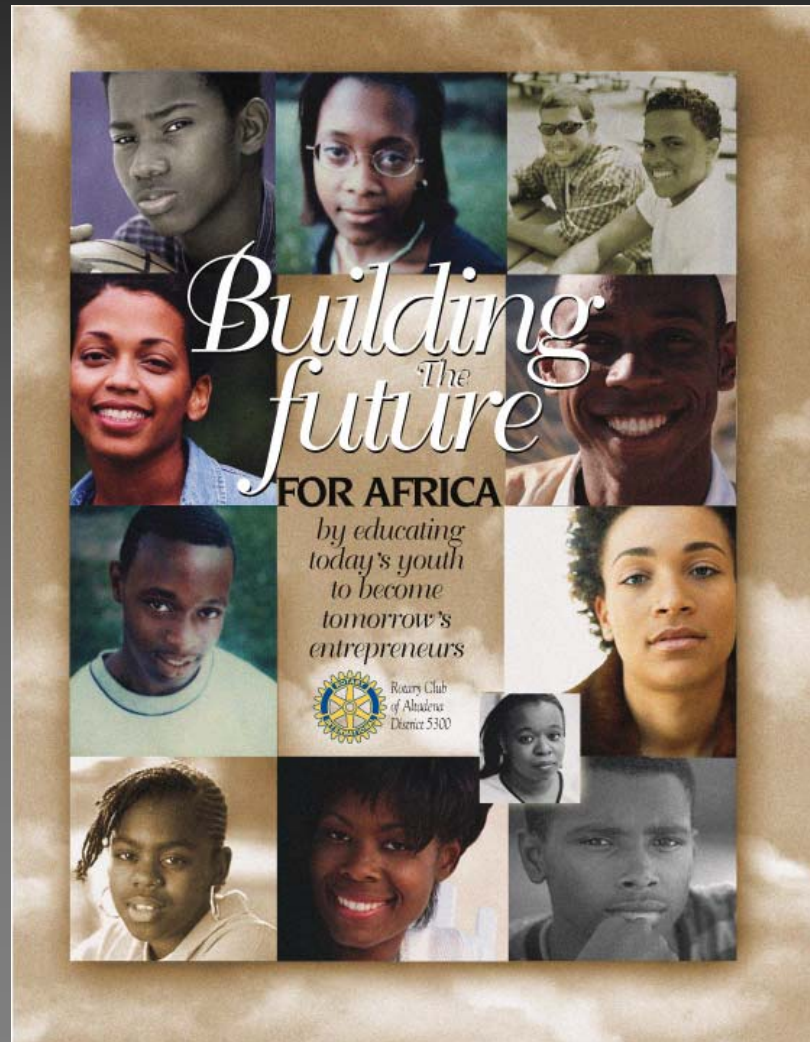


# Youth Information Technology (YouthIT) Project

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Rotary



**Building the Future...  
One African Youth Entrepreneur at a Time**

YouthIT  
Entrepreneur:  
Ms. Kapasa  
Musonda

She is 17 yrs. old!



**Le Kay Fashion  
Design**



- Worldwide organization of business and professional leaders that provide humanitarian service
- 1.2 million Rotarians
- 32,000 clubs in 200 countries
  
- Jobs must be created in Africa
- HIV/AIDS crisis is staggering
- Saving lives must be coupled with providing a livelihood that will sustain Africans economically

# Youth IT Project

## ROTARY Navigating the Global Network

This newsletter is intended for civic and humanitarian organizations around the world. Featured articles highlight best practices and suggestions for connecting with Rotary's network of 30,000+ community-based service clubs.



Spring 2002

### Business Development Training for IT-Savvy Youth in Africa

In Africa, youth represent a very significant percentage of the population. Research suggests that nearly 80 percent of the population in sub-Saharan Africa is under 30 years old (Mbayo, 2000). Given these demographics and chronically challenged economies, many African youths struggle to find adequate employment opportunities.

In response to the need for business education and job creation in Africa, Rotary District 5300 (southern California and Nevada, USA) and Junior

ing economics and business education courses to high school students) have successfully worked together during the past several years in the United States, Mexico, and Armenia. In this new partnership, Junior Achievement will offer business education courses, and local Rotary club members will mentor the students at select World Links Internet Learning Centers in Africa. The partnership began laying the groundwork for its program in Uganda in January 2002 following participation in the World

Bank's Developer Marketplace competition, an annual event to highlight innovative social projects from around the world.

Each partner brings unique assets and resources to the Youth IT Microenterprise program:

#### World Links

The World Links Organization ([www.world-links.org](http://www.world-links.org)) is a private nonprofit organization that was incubated inside the World Bank. World Links provides computers and teacher training in 22 countries (and has demand for another 30). World Links oversees the running of 125 Internet Learning Centers in

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JA has 80 years of experience in administering business education courses, primarily to high school students. Each year, nearly five million people participate annually in JA programs in 108 countries around the world.

#### Rotary

As part of a worldwide network of 1.2 million business and professional leaders, Rotary clubs have the ability to provide skilled mentors to the Youth IT Microenterprise program. Rotary's organization emphasizes local community service, yet the worldwide Rotary network allows for global coordination to meet regional humanitarian needs.

Currently, Rotary clubs in California and Uganda are organizing and sponsoring the development of four Youth IT Microenterprise programs in Uganda.



Combine IT and Entrepreneurship Training

↓ ↓

Employment & Business Creation

↓ ↓ ↓

YouthIT Pilots: Zimbabwe and Uganda 2004-6

800 youth

↓ ↓ ↓

Rotary and IYF – YouthIT-Zambia

Awarded Dept of State Grant 2005 - 7

# YouthIT Zambia Pilot

- **Zambia Pilot:** *Africa Workforce Development Grant*
- **Partners:** International and National
- **Target:** 200 in-, out-of-school, and HIV/AIDS vulnerable youth
- **HIV/AIDS Work:** Employment and new business creation
- **Integrated Training:** ICTs, entrepreneurship, and ARH (200 hours)
- **Citizen Exchange and Mentor Support**

**200 Zambian Youth**

**HIV/AIDS  
(40 hours)**

**IT Training  
(80 hours)**

**Entrepreneurship  
(80 hours)**

**Business Plan  
Competition**

Two ART  
Data Entry  
Clerks - ZPTC

**73 Plans  
Submitted**

Involving  
Young People  
to Combat HIV and AIDS  
in Africa

**22 Plans  
Short-Listed**

**Nine Citizen Exchange Winners!**

# Funding & Project Stakeholders

## Funding

U.S. Department of State funding - US\$130,000 grant

Partners – US\$90,000 cost-share

## Project Coordination & Cost-Share

Rotarians and Rotary clubs - Zambia, California, Texas, D.C.

## Peer Health Education

Students Partnership Worldwide – Zambia

## Entrepreneurship Training

Africare-Zambia

## Business Services Scholarships

PACT-Zambia

**World Bank**

Videoconference

## Computers

Simi Valley Rotary

# Nine Selected Finalists

**Ms. Kapasa Musonda**

**Le Kay Fashion Design**

**Princess Sampa Kameela Chileshe**

**MIPS Cornmeal Milling**

**Ms. Racheal Mofya**

**M&N Bee Products**

**Mr. Chris Mudenda**

**Computer Recycling (CORE-SADI)**

**Mr. Kennedy Kombe**

**Sausage Production**

**Ms. Esnart M'Tonga**

**Esnart Jay Y2Y Cybercafe**

**Mr. Patrick Daniel Lumu**

**HL Steel Drum Entertainment**

**Mr. Terrence Simfukwe**

**Image Centre Photography Studio**

**Mr. Clyde Baron Milimo**

**Specialized Mushroom Producers**

# YouthIT Entrepreneurs: Looking for Investors



Entrepreneur: Terrence Simfukwe

Image Centre Studios

Mbale, Zambia

US\$17,800 and create 6 new jobs

Entrepreneur: Kennedy Kombe

Sausage Production

Chirundi, Zambia

US\$2,000 and 4 new jobs



Entrepreneur: Kapasa Musonda

Le Kay Fashion Designs

US\$4,700 and 2 new jobs

# Participant Lessons Learned

- I learnt how to identify business opportunities in my community.
- I learnt how to write a good business plan.
- Learnt how to set up entrepreneurial activities.
- Learnt how to be financially disciplined.
- Learnt computer skills in PowerPoint presentation, emailing and access.
- Learnt HIV/AIDS prevention, treatment and care.

Rachel Mofya,

M&N Bee Products

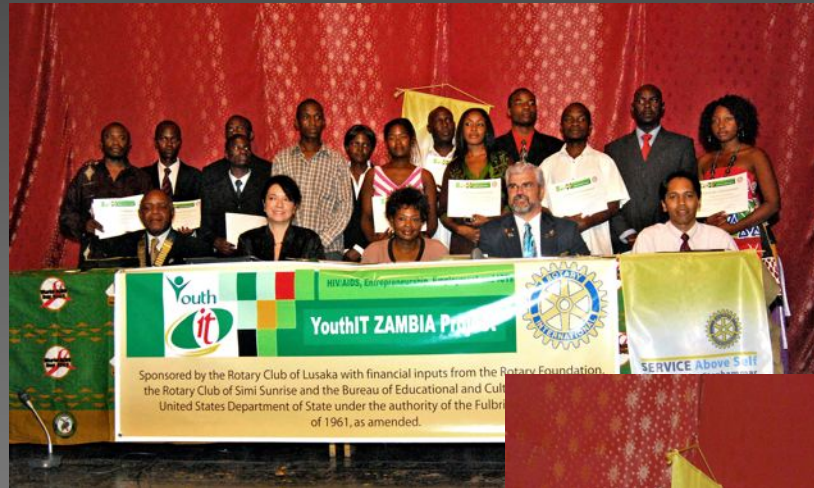
# Project Highlights

- **Employment/entrepreneurial skills training**
- **Overwhelming Rotary Collaboration**
- **Proactive Partnerships**
  
- **Citizen Exchange Visits**
  - **To Zambia – eight professionals (through 2007)**
  - **To U.S. – eight youth entrepreneurs (July '07)**
- **Two offers of  $\frac{3}{4}$  tuition scholarships from Pasadena Fashion Institute of Design and Merchandising**



# YouthIT Award Ceremony

April 2007



## The Winners and Guest Speakers

U.S. Ambassador Martinez, Minister of Health, and Rotary District Governor



# Lessons Learned

- **Multiple Actors require much coordination**
- **Realistic Expectations**
- **Pre-identify microloans/seed capital funding**
- **Longer than expected**

# Next Steps

- IDENTIFY MICROLOANS and SEED CAPITAL
- Cultivate support from Zambians in Diaspora
- ¼ Tuition and travel for Rachel and Kapasa
  
- Project replication – e.g., YouthIT-Livingston
- Health-focused IT employment

# So, Want to Invest in African Youth Entrepreneurs?!



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