Tanzania Projects

Change – Impact – Sustainability

Youth Entrepreneurship & Leadership Accelerator (YELA) Program

VISION

Empowering Tanzanian youth with 21st-century skills, fostering leadership, entrepreneurship, and self-reliance to drive sustainable economic development within local communities.

Why It Will Work:

1. **Tanzania's Youth Population:** Tanzania has a significant youth population, with over 60% under the age of 25. Like in Sub-Saharan Africa, unemployment rates exceed 11%, especially among youth aged 15-24. Youth are often forced to find informal jobs or start small businesses to sustain their families

2. **Challenges Faced by Youth:**

   1. Limited access to formal jobs and entrepreneurial training.
   2. Lack of mentorship opportunities.
   3. Insufficient practical life and leadership skills.

3. **Global and Local Alignment:** The program supports the UN Sustainable Development Goal #8, which focuses on decent work and economic growth for all. This aligns with both national and international development strategies.

Program Framework:

A Multi-Phased Program:

Phase 1: Learn

- **Workshops and Training:** This phase introduces participants to core entrepreneurial and leadership skills such as financial literacy, communication, problem-solving, and teamwork.
- **Experiential Learning:** Participants will engage in real-world projects to apply their skills and ensure retention. The Learn-Do-Teach methodology will be adapted here to increase learning effectiveness by having youth engage with practical projects.

Phase 2: Do

- **Youth-Led Businesses & Initiatives:** After acquiring theoretical knowledge, youth will work in small groups to create business ideas or community initiatives with mentorship from local entrepreneurs.
- **Incubation Support:** TPO will partner with local NGOs and government bodies to provide access to seed funding, business mentorship, and incubation spaces for promising ideas.

Phase 3: Teach

- **Ripple Effect:** As youth graduate from the program, they will be required to mentor and support three more individuals (youth, family, or community members) to start their businesses or improve their leadership skills.
- **Community Impact:** The cycle continues as these individuals, in turn, mentor others, creating a ripple effect of empowerment and self-reliance.

Additional Features

Certification & Recognition:

- Participants will receive official certification upon completing each phase, increasing their employability in formal jobs.
- TPO will collaborate with local universities and educational institutions for accreditation, giving graduates an advantage when seeking higher education or formal employment.

Teacher and Community Leader Empowerment:

- A parallel certification program for teachers and community leaders to train them in providing entrepreneurial support to youth in their respective regions

Monitoring & Evaluation:

- Impact will be measured in terms of employment rates (both formal and self-employment), the number of businesses started, and the Ripple Effect.

Unique Selling Points of the YELA Model

Scalable Impact:

The program leverages the RIPPLE EFFECT model to create a multiplying effect in the community, ensuring long-term sustainability of its outcomes. Every individual impacted will continue to empower others, magnifying the reach of the program.

Localized Content:

Content will be adapted to the local Tanzanian context, focusing on local business opportunities like agriculture, sustainable energy, and tourism, which are crucial to the Tanzanian economy.

Digital Learning Tools:

We will integrate digital platforms for entrepreneurship education, allowing youth to access global resources, case studies, and mentorship even in remote areas.

Measuring the impact of the Youth

Entrepreneurship & Leadership Accelerator (YELA) program is crucial to understanding its effectiveness, making improvements, and demonstrating success to stakeholders. Here are our key strategies and metrics for measuring impact:

Pre- and Post-Program Surveys

Purpose: To assess participants' skill levels, knowledge, confidence, and attitudes before and after the program.

What we Measure:

- Leadership skills (e.g., decision-making, communication, problem-solving).
- Entrepreneurial knowledge (e.g., financial literacy, business planning).
- Confidence in starting or managing a business.
- Job readiness (e.g., understanding of teamwork, work ethic).
- Perception of future prospects (employment or self-employment).

Tool: Standardized questionnaires.

Employment and Entrepreneurship Tracking

Purpose: To track the success of participants in securing jobs or starting their own businesses after completing the program.

What we Measure:

- Employment Rates: Percentage of graduates employed in formal or informal jobs within 6 months of completing the program.
- Self-Employment: Number of businesses started by participants, including size, longevity, and growth.
- Job Sustainability: Duration of employment or the survival rate of businesses over time (1 year, 2 years, etc.).

Tool: Surveys and follow-up interviews with participants.

Financial Self-Reliance

Purpose: To gauge whether participants are improving their financial independence.

What we Measure:

- Increase in personal or household income.
- Ability to save and invest.
- Access to credit or micro-financing.
- Reduction in reliance on external financial support (family or NGOs).

Tool: Financial tracking through participant interviews or collaboration with financial institutions.

Ripple Effect

Purpose: To assess the effectiveness of the program's Ripple Effect approach.

What we Measure:

- Number of people directly mentored or supported by program participants.
- Number of new businesses or initiatives started through the support of participants.
- Total number of community members indirectly impacted by the program (e.g., those receiving new training, employment, or mentorship).

Tool: Participant self-reporting, surveys, and community interviews.

Community Impact

Purpose: To measure the broader impact of the program on local communities.

What we Measure:

- New community initiatives started (e.g., youth clubs, social enterprises).
- Improvements in local economic activity or development (e.g., employment rates, local businesses).
- Social change initiatives driven by program alumni (e.g., advocacy, community development projects).

Tool: Field visits, interviews with community leaders, and local economic data.

Business Success Metrics

Purpose: To evaluate the success of businesses started by participants.

What we Measure:

- Business growth: measured by revenue, profit margins, number of employees, and customer base expansion.
- Business survival rate: percentage of businesses still active after 1, 2, and 3 years.
- Social impact of businesses (e.g., job creation, environmental sustainability).
- Diversification of business models (moving from informal to formal businesses).

Tool: Business performance assessments through site visits and business records.

Long-Term Career Progression

Purpose: To measure participants' advancement over time, both in entrepreneurship and employment.

What we Measure:

- Promotions or career advancements for participants employed in formal jobs.
- Scaling of businesses, entry into new markets, or receiving investment.
- Transition from self-employment to formal business ownership.

Tool: Longitudinal studies with program alumni, tracking their career development over time.

Leadership and Community Engagement

Purpose: To assess participants' continued leadership in their communities.

What we Measure:

- Roles taken by participants in community organizations, leadership clubs, or political positions.
- Initiatives led by participants aimed at solving local community problems (e.g., clean water projects, education initiatives).
- Ongoing mentorship or training provided by alumni to the next generation of youth.

Tool: Community feedback, interviews, and focus groups.

Program Reach and Scalability

Purpose: To track the scalability and growth of the program over time.

What we Measure:

- Number of participants reached each year.
- Expansion into new regions or communities.
- The increase in applications or interest from youth.

Tool: Internal program tracking, external partnerships, and participant registration data.

Gender Equality and Inclusion

Purpose: To measure the program's impact on gender equality and inclusivity.

What we Measure:

- The percentage of female participants and their success in employment or entrepreneurship.
- Empowerment and leadership roles undertaken by female participants.
- Inclusion of marginalized groups (e.g., rural youth, disabled individuals).

Tool: Gender-focused data collection, participant tracking by gender and inclusivity criteria.

Overall Impact Measurement Tools

- **Digital Monitoring Platforms:** Implement digital tools to track participant progress in real-time, gathering data on employment, financial self-reliance, and community impact.
- **Focus Groups:** Regular focus groups with participants, mentors, and community leaders to gain qualitative feedback.
- **Annual Program Evaluation:** External evaluations by independent organizations to ensure the validity of impact data and identify areas for improvement.