



**THE PROJECT FOR PROMOTING YOUTH EMPLOYMENT  
THROUGH CONSTRUCTION EQUIPMENT OPERATING SKILLS**

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**AWARENESS RAISING CAMPAIGN AT KVTC 9TH GRADUATION  
CEREMONY**

**REPORT**

**6<sup>TH</sup> OCTOBER 2023**



**HITACHI**

Reliable solutions



## PROJECT SUMMARY

SAP 200069 project aims to contribute to closing the skills gap in Zambia's construction and mining industries in order to support the country's Eighth National Development Plan (8NDP). This will be achieved through three outputs, 1) Developing and accrediting a competency-based and demand-driven modern curriculum for construction equipment operator's workforce; 2) Establishing a regional centre of excellence for construction equipment operator training; and 3) Providing vocational training and career services to unemployed and underemployed youths, with a particular focus on female and disadvantaged students. This project (SAP 200069) builds on UNIDO's extensive experience in the design and implementation of Technical and Vocational Education and Training (TVET), particularly in projects adopting the Public-Private development Partnership (PPDP) modality. Partnership between the Government of Japan, the Government of Zambia, Hitachi Construction Machinery (HCM), and United Nations Industrial Development Organization (UNIDO) will stimulate systemic change in closing the skills gap observed in the construction and mining sectors in Zambia.

## ABOUT THE CAMPAIGN

The awareness raising campaign was conducted at Kitwe Vocational Training Centre's (KVTC) 9<sup>th</sup> Convocation and Graduation Ceremony on October 6<sup>th</sup> 2023. The campaign was in accordance with output 3, Activity 3.1 - Plan and conduct awareness raising campaigns for young men and women to attract their interest in the soon to be launched Heavy Equipment Operator (HEO) training courses particularly, in excavator operations, at Kitwe Vocational Training Centre (KVTC).

The project for promoting youth employment through Heavy equipment operator skills training recognizes the significant impact of awareness campaigns in promoting and marketing the HEO training courses at KVTC to the general public in order to extend its outreach. The ceremony, which celebrated and honored students from 2018 to 2023, was part of our strategic approach to proactively leverage opportunities for meaningful impact.

## CAMPAIGN OBJECTIVES

- To increase awareness of KVTC HEO courses among youths in attendance at the graduation ceremony.
- To inform and educate graduation attendees about the benefits of pursuing HEO courses.
- To Influence attitudes and perceptions about HEO courses as they are perceived to be dominated by men.
- To provide accurate information about frequently asked questions.
- To create a sense of community among attendees, allowing them to connect and share aspirations.

## DETAILS OF THE CAMPAIGN

Guests at the event had the opportunity to view the excavator, obtain brochures, and access application forms related to the HEO project. This exposure provided them with valuable information about the project and how to apply for its courses.

The event brought together a diverse group of stakeholders, including the Kitwe District Commissioner, principals from various institutions, graduates, KVTC students, guardians, HEO project staff, and representatives from Industry including Hitachi Construction Machinery Zambia. This diverse audience suggests a broad interest and potential support for the HEO project.

The KVTC principal provided an overview of the HEO project, highlighting its positive impact on the institution. Additionally, recognition was given to the support from all project partners, indicating a collaborative effort.

The Kitwe District Commissioner expressed delight at the progress of KVTC, especially with the introduction of the project. He encouraged graduating students and youth to take advantage of the upcoming courses, assuring them of government support through the constituency development funds Skills initiative. This support can be seen as a significant outcome, as it indicates government backing for the project.

In summary, the outcomes of the event include increased awareness of the HEO project, the assurance of government support, and recognition of the contributions of project partners. These outcomes are likely to inspire interest and participation in the project's courses and initiatives, ultimately benefiting both KVTC and the community it serves.

## CONCLUSION

In conclusion, the 9th convocation and graduation ceremony at KVTC not only celebrated the achievements of graduating students but also served as a powerful platform to raise awareness about the forthcoming HEO courses.

As the ceremony concluded, the exhibition stand and the presence of an excavator garnered significant attention, with diverse individuals expressing keen interest and inquiring about the Heavy Equipment Operator HEO courses.

Notably, the presence of the district commissioner and the visit from industry representatives such as Hitachi and Reliant Mining added to the event's significance, marking a promising step towards the success of the campaign.

## PHOTO FOCUS



Group photo of Project Staff and HITACHI Delegate at the exhibition stand.



Group photo of project Staff and KVTC Staff alongside enthusiastic young girls.



Group photo of Kvtc principal, Human resource Manager and Kitwe District Commissioner



Project staff addressing inquiries and engaging with interested individuals at the campaign booth.