



Public and Female Gender Campaigns Report-**July 2023**

The Project for Promoting Youth Employment Through Construction Equipment Operating Skills Training



HITACHI

Reliable solutions



INTRODUCTION

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.

The project for promoting youth employment through Heavy equipment operator skills training (herein referred to as KVTC project) seeks to provide decent employment opportunities for youths in Zambia. The expected outcome is that Zambian youths are professionally qualified to fulfil the human resource demands for skilled Heavy equipment operators (HEO) in the construction and mining sectors.

AIM

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 CEO sector and the training programme, with a targeted approach for women.

In this regard, with the career service centre available this will bridge the gap between Kitwe Training Vocational Centre, the general public (Youths) and Females, by actively engaging them in awareness campaigns on how significant it is to pursue heavy equipment operator courses at KVTC. We hope to establish a number of youths participating in HEO courses country wide.

The goal is to raise awareness amongst youths about the benefits of pursuing programs such as HEO at KVTC.



CAMPAIGNS OUTCOME

Three campaigns were successfully carried out. A total of 1,100 brochures were handed out during the three campaigns.

FEMALE GENDER CAMPAIGN AT CHIBOTE GIRLS SECONDARY SCHOOL-14th JULY 2023

The event saw participation of 78 pupils who displayed genuine enthusiasm and active engagement. In a bid to disseminate comprehensive information, 300 brochures detailing the diverse courses offered at KVTC were distributed among both pupils and teachers.

The event commenced with a warm welcome by the school's Head Teacher, setting a positive tone. The courses available at KVTC were introduced by KVTC's Business Development Officer, Mr. Prince Tembo, alongside Senior Lecturer Ms. Bridget Mwale and Mr. Bernard Simumba.

Two inspiring female students from KVTC took the stage to share empowering words, encouraging the young girls present to fearlessly pursue their dreams. Valuable insights into the application process at KVTC, utilizing the Constituency Development Fund (CDF), were provided by Alice Mutangala a project staff, who also underscored the manifold benefits of pursuing HEO courses at the institution.

An interactive question and answer session, moderated by Alice Mutangala, ensued, with five pupils actively engaging and showcasing their grasp of the campaign's essence. Expressing gratitude and appreciation, the school's Head Girl, Ruth Gendo, delivered a heartfelt vote of thanks to both the participants and organizers.

Concluding the event, the guidance teacher proposed an educational tour to KVTC, emphasizing the pivotal role of practical exposure.

CORPORATE ANNUAL 10KM WALK-15th JULY 2023

The annual 10km corporate walk commenced from Kitwe's St. Margaret Church, winding through the heart of Kitwe's Town Centre, and traversed key locations including the Kitwe Teaching Hospital roundabout, Copperbelt University roundabout, and Nkana East Kitwe, ultimately returning to St. Margaret's UCZ Church in the town centre.

The event drew a participation of around 400 individuals, encompassing diverse walks of life. Notably, 10 dedicated students from KVTC took part, actively engaging with the crowd by distributing informative flyers. This group of students, consisting of 6 males and 4 females, handed out a total of 500 brochures to both participants and spectators along the route.

These students showcased their proactive involvement by not only disseminating materials but also engaging in meaningful interactions, answering queries about KVTC's courses and their associated benefits. Their active participation added a dynamic dimension to the event, fostering connections and spreading awareness about the opportunities offered by KVTC.



PUBLIC MARKET ENROLMENT CAMPAIGN-27TH JULY 2023

The community outreach campaign achieved an extensive engagement, with Racecourse Market traders and dedicated community members actively participating. Responding positively to the campaign, they not only requested informational flyers but also proactively sought direct conversations with campaign representatives.

Bolstering engagement, a team of 3 KVTC students distributed flyers widely to pedestrians in the area. This group, including 2 male and 1 female student, successfully handed out 300 brochures to both marketeers and passersby, extending the outreach beyond the event perimeter.

Notably, community members moved beyond passive observation and displayed earnest interest. By inquiring about KVTC's course offerings and benefits, they exhibited genuine eagerness to explore potential educational opportunities for personal betterment. Their active engagement underscored a collective motivation to pursue growth through learning.

Overall, the campaign created significant community excitement and awareness around education.

CONCLUSION

In each instance, KVTC's initiatives reflect a dedication to fostering learning, empowerment, and community involvement. The impact of these campaigns resonates through the enthusiastic engagement, connections forged, and the invaluable dialogue surrounding education's transformative power. These endeavours stand as testimonials to KVTC's pivotal role in nurturing growth and creating opportunities for a brighter future.



PHOTO FOCUS



PUBLIC MARKET CAMPAIGN AT RACECOURSE MARKET IN KITWE





CORPORATE ANNUAL 10KM WALK WITH ST MARGRET UCZ CHURCH





FEMALE GENDER CAMPAIGN AT CHIBOTE GIRLS SECONDARY SCHOOL IN KITWE

