



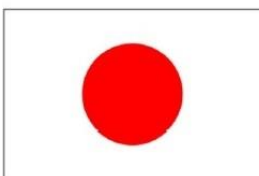
# HEO AWARENESS RAISING CAMPAIGN 1

Mindolo Secondary School, Kitwe, Zambia

10<sup>th</sup> February, 2023.

**The Project for Promoting Youth Employment through Construction  
Equipment Operating Skills Training – SAP 200069**

A Private-Public Development Partnership (PPDP)



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## **PARTICIPANT NAMES**

Osward Kabwela: *Training Manager – Kitwe Vocational Training Centre, Zambia*

Bernard Simumba: *HOD-L&HV – Kitwe Vocational Training Centre, Zambia*

Peggy Kabwe: *HOD – Mechanical & Electrical Engineering – Kitwe Vocational Training Centre, Zambia*

Prince Tembo: *BDO – Kitwe Vocational Training Centre, Zambia*

Mpeza Daka: *Office Assistant – Kitwe Vocational Training Centre, Zambia*

Chipo Nkomo: *M&E Assistant – Kitwe Vocational Training Centre, Zambia*

Isaac Mukuka: *Assistant LPO – Kitwe Vocational Training Centre, Zambia*

## **PLACE VISITED**

The HEO awareness raising campaign was conducted at Mindolo Secondary School, Kitwe, Zambia. In attendance, were the Management staff of the school and **603** grade 12 (**311 male and 297 female**) learners.

## **DATE OF MISSION**

The campaign was held on 10<sup>th</sup> February, 2023 at 14:00-16:00 hours **CAT**.

## **OBJECTIVES OF MISSION**

The primary objective of the awareness raising campaign was to increase awareness for the new KVTC HEO program; specifically, Excavator Operator Training Course, which will lead to a favorable number of applications and enrollments for the program. The goal was to create and/or increase the target audiences' (*herein referred to as learners*) interest in the Excavator Operator Training Course and highlight the benefits attached to pursuing a career in heavy equipment operations.

The secondary objective of conducting the campaign was to sensitize and inform about the implementing project partners part of the key actors in provision of sustainable development through industrial developmental projects. The campaign also aimed at affirming KVTC as the primary beneficiary of the project.

As stated above, the campaign placed a particular focus on females to increase inclusiveness and the chances of more female learners enrolling into the HEO Skills Training Programs.

The campaign outcomes have been summarized as follows:

- Educated learners on KVTC project's objectives, goals, implementing partners and beneficiaries;
- Marketed the Excavator Operator Training Program;
- Conducted gender sensitization and encourage female learners to consider enrolling for the program once launched;
- Sensitized learners on the program's sponsorship through student bursary schemes and Constituency Development Fund;
- Educated learners on the entry qualifications for the heavy equipment program;
- Built rapport with school management and students.

## **LEARNER CONCERNS AND QUESTIONS**

The campaigns proved fruitful as all the objectives of the event were successfully achieved. During an interactive session between the KVTC team and learners, the learners raised their concerns on job availability for heavy equipment operators. The KVTC team responded to learners by highlighting the internship/apprenticeship programs that will be facilitated once MOUs with industry companies are set in stone.

Another concern voiced by learners was on people who may wish to enroll for the program but do not meet the direct entry qualifications. The KVTC team responded to this concern by highlighting the mature entry qualifications, which is a secondary entry qualification according on the skills curricula.

## **CONCLUSION**

The campaign was collectively, executed satisfactorily. The event was interactive and beneficial at both stakeholder and project level. At the end of the campaign, the KVTC team were joined by UNIDO delegation who met briefly with both management and learners from the school.

## **CHALLENGES AND RECOMMENDATIONS**

The key challenge faced during planning and execution of the campaign is described below:

- Unavailability of visuals such as pictures of heavy equipment, videos of operations and banners. This proved disadvantaging to learners who had not previously seen or been exposed to such equipment, as they could not visually picture this equipment.

The following are some of the recommendations suggested for future campaigns:

- Prepare relevant visuals representations of heavy equipment so that learners can easily understand the equipment being referred to.
- Consider the possibility of integrating future KVTC HEO students to participate in campaigns that will be conducted after the program launch. This will provide more motivate to secondary school learners.
- Ensure that banners, back drops, brochures and any other relevant materials are procured beforehand.

# AWARENESS RAISING

## HEO TRAINING PROGRAM ENROLLMENT CAMPAIGN

Mindolo Secondary School, Kitwe, Zambia

10<sup>th</sup> Feb, 2023



## Learners observe the Zambian national anthem



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## Welcoming remarks given by Mindolo Secondary School Deputy Head Teacher



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## KVTC Training Manager introducing KVTC staff members to the learners



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## KVTC HOD: Light and Heavy Vehicle, giving a detailed description of the project, HEO program, entry qualifications and program duration



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## KVTC HOD: Mechanical and Electrical Engineering sensitizing female learners on the benefits of pursuing a career pathway in heavy equipment and engineering courses.



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## KVTC Business Development Officer giving a summary of the program and government sponsorship schemes



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## Q & A Session with learners after presentations by KVTC team



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## Q & A Session in progression



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## Group photo after successful completion of the campaign



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## Group photo of KVTC, UNIDO and Mindolo Secondary School Management staff



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## Group photo of KVTC and Mindolo Secondary school Management & learners



## Group photo of KVTC, UNIDO and Mindolo Secondary school Management & learners



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