

PUBLIC AWARENESS CAMPAIGN REPORT



KITWE WEST MARKET -23rd MARCH,2024.



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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.

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

On the 23rd March, Public Awareness Campaign took place at Kitwe West market, Kitwe.



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OUTCOMES

- ✓ Traders at Racecourse market in Kitwe and community members participated by requesting for flyers and seeking audience with the campaign participants .
- ✓ 2 female students from HEO Pilot Class participated and handed out the flyers to the marketers and people i
- ✓ 100 flyers were given away to People within and outside the market .
- ✓ 70 application letters were given out
- ✓ The community members equally participated actively by asking about the courses at KVTC and benefits.



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FEMALE HEO STUDENTS SHARING FLYERS WITH CHAIRMAN OF THE MARKET



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UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

PROJECT STAFF EXPLAINING ABOUT THE APPLICATION PROCESS



PILOT CLASS FEMALE STUDENT SHARING APPLICATION FORM



PROJECT STAFF EXPLAINING THE HEO COURSE BEING INTRODUCED AT KVTC



PROJECT STAFF SHARING APPLICATION FORM WITH PASSERSBIES



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FEMALE PILOT CLASS STUDENT SHARING THE APPLICATION FORM



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GROUP PHOTO OF PILOT CLASS STUDENTS AND PROJECT STAFF AND MARKET CHAIRMAN AFTER A SUCCESSFUL CAMPAIGN .



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