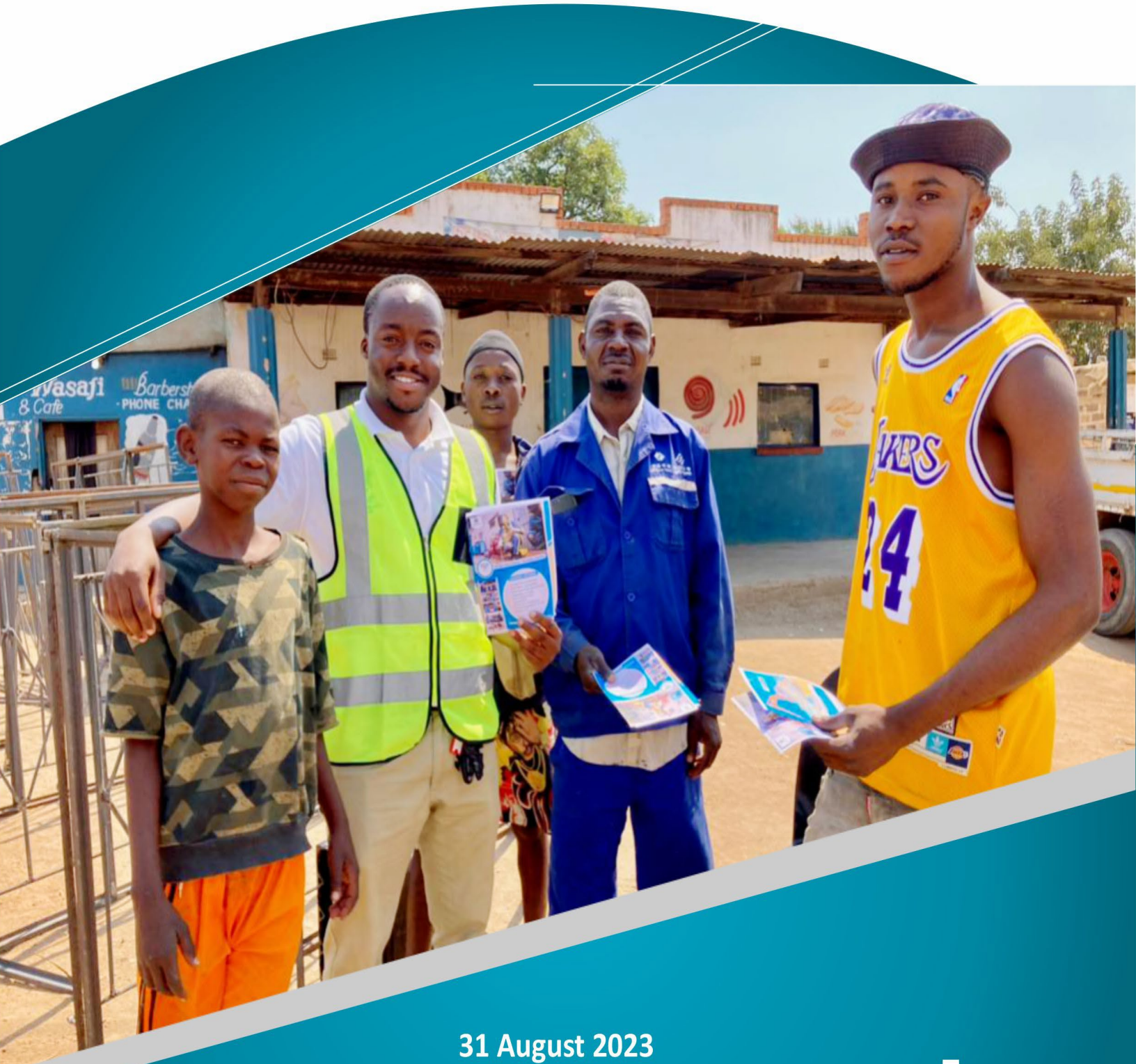


## PUBLIC MARKET CAMPAIGN KAMATIPA MARKET IN KITWE



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## 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.

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.

## CAMPAIGN 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 Heavy Equipment Operator (HEO) sector and the training programme, with a targeted approach for women.

With regard to the above objective, we are actively engaged in the promotion and marketing of the upcoming HEO training program, specifically in Excavator operations at Kitwe Vocational Training Centre (KVTC).

In pursuit of this objective, a public event campaign was recently conducted at Kamatipa Market, which is situated just a short distance from KVTC. The purpose of this campaign was to raise awareness about the Excavator operator training program among the youth residing in Kamatipa compound. During the campaign, we actively interacted with the youths, underscoring the significance of enrolling in the Excavator operator course offered at KVTC. Additionally, our aim was to inspire more women to enrol in the excavator operator training course and to highlight the benefits of participating in an industry that has traditionally been dominated by males. By undertaking these efforts, our goal is to promote gender inclusivity and empower young women to explore opportunities in this predominantly male-dominated field.

Furthermore, we distributed brochures outlining all the other courses available at KVTC.

## RESULTS

During the campaign, several key outcomes were achieved. Firstly, the active involvement of the market chairman played a pivotal role in increasing the interest of young individuals in the initiative. This resulted in heightened enthusiasm among the youth, marking a significant achievement in terms of their engagement.

A total of 200 brochures were distributed to community members, ensuring that essential campaign information reached a diverse audience. This outreach successfully connected with approximately 170 youths, with a majority being boys, while also extending to 30 guardians who received crucial details about the KVTC Project's initiatives and courses being offered. Importantly, the youth participants demonstrated a notably positive response to the campaign, expressing specific interest in courses aligned with Community Development Fund (CDF) initiatives. These outcomes collectively reflect the campaign's effectiveness in engaging and resonating with its target audience.

## FEEDBACK FROM PARTICIPANTS

During our engagement with community members across different age groups, we encountered several recurring questions and concerns. These included inquiries about the commencement date of the HEO courses, whether these courses are accessible through the Constituency Development Fund CDF, the prerequisites for applying to HEO programs, the availability of these courses for female participants, the duration of the courses, the associated fees, the location of KVTC, the benefits of participating in HEO programs, and the availability of optional courses at KVTC. These questions reflected the community's keen interest in the program and its various aspects.

## CONCLUSION

The distribution of information was strategically done at the trading place to ensure maximum reach. This campaign yielded increased awareness among community members, primarily the youth, about the courses available at KVTC. Furthermore, the initiative fostered interactive dialogues and provided clear guidance to community members on the steps required for enrolment under the Constituency Development Fund (CDF) and the procedures for accessing these opportunities.

## PHOTO FOCUS

### PROJECT STAFF EXPLAINING HEO COURSES TO INTERESTED YOUTHS AT KATIMPA MARKET



### GROUP PHOTOS OF PROJECT STAFF AND SOME YOUTHS INTERESTED IN HEO COURSES.



### PROJECT STAFF DISTRIBUTING BROCHURES TO VARIOUS COMMUNITY MEMBERS

