



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

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ZAMBIA INTERNATIONAL TRADE FAIR

EXHIBITION AND AWARENESS RAISING
CAMPAIGN-HEO TRAINING COURSES

28th June to 4th July 2023



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 by 1) Developing and accrediting a competency-based and demand-driven modern curriculum for construction equipment operators and formalizing the 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.

BACKGROUND

Kitwe Vocational Training Centre (KVTC) in collaboration with Hitachi Construction Machinery Zambia (HCMZ), participated in the annual Zambia International Trade Fair 2023 from June 28th to July 4th to generate awareness of upcoming accredited training programs for heavy equipment operators (HEO). The initiative aligned with Activity 3.1 on awareness creation with a targeted approach for women.

PARTICIPATION

The project team coordinated with the trade fair organizers to secure exhibition space for 5 days. KVTC helmed activities with support from project staff. Information materials like brochures, flyers and banners were utilized. See table 1 for list of participants;

No.	NAMES	INSTITUTION	POSITION
1	MR. CHRISPIN KAKOMA	KVTC	PRINCIPAL
2	MR. SIMUMBA	KVTC	HEAD OF DEPARTMENT
3	MR. PRINCE TEMBO	KVTC	BUSINESS DEVELOPMENT OFFICER
4	MR. JONATHAN LEMISA	HCMZ	ASSISTANT MANAGER - TRAINING AND HUMAN CAPITAL
5	MS. EDA CHABALA MUBANGALALA	HCMZ	TECHNICAL TRAINER
6	MR. NEPHAS MOYO	UNIDO	PROJECT COORDINATOR
7	MR. FRANK MALENJI	KVTC	PROJECT STAFF
8	MR. CHIPO NKOMO	KVTC	PROJECT STAFF

Table .1: List of Participants

AUDIENCE AND OUTREACH

The exhibition had a significant impact and caught the attention of notable figures in the fields of the Ministry of Technology and Science, as well as Technical Education, Vocational, and Entrepreneurship Training Authority (TEVETA). We had the pleasure of interacting with the following officials:

- Mr. Felix Mutati, the Minister of Technology and Science, expressed great satisfaction with the project and showed keen interest in attending the launch of beneficiary training. His presence at the event could bring increased recognition and support to the project.
- Mr. Alex Simumba, the Director of Technical and Vocational Education and Training (TVET), also visited our stand and expressed delight in the project's achievements. He offered valuable guidance on how to improve the marketability of KVTC by increasing its public visibility. This may involve promoting the project through various channels and highlighting its success stories.
- Mr. Cleopas Takaiza, the Director TEVETA, was equally impressed with the project's progress. He emphasized the significance of enrolling more female youths, as encouraging their participation in technical and vocational training can promote gender equality and empower women with valuable skills for the workforce.

The exhibition also helped connect with youth interested in heavy equipment operator (HEO) courses, especially males. Of 60 visitors, 53 (88%) were male and 7 (12%) female. This signals the need to expand outreach to better inform and excite young women about the nontraditional training programs.

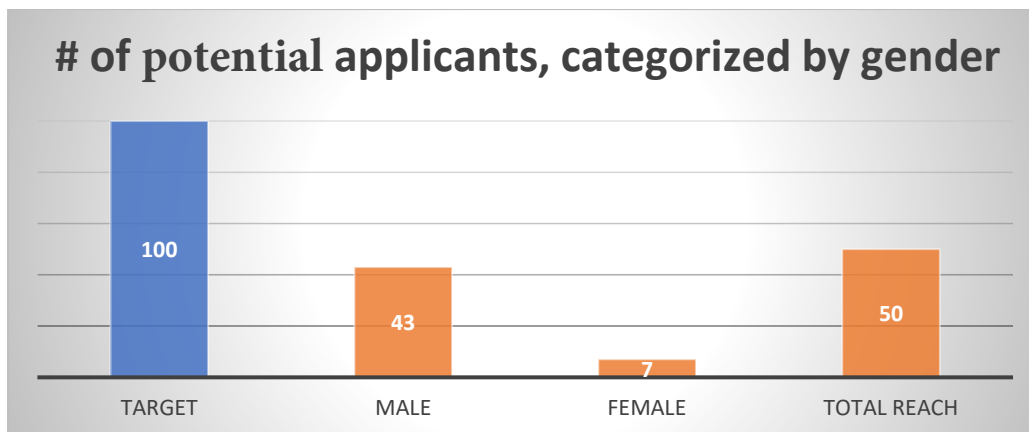
The high application rate among male youth underscores latent demand for HEO skills training. Of 60 visitors, 50 (83%) expressed interest to enroll, including 43 males and 7 females collected application forms.

However, converting exhibition interactions into enrolled female trainees requires dedicated efforts. Outreach must be intensified via channels that resonate with young women. Messaging should spotlight women excelling in the field.

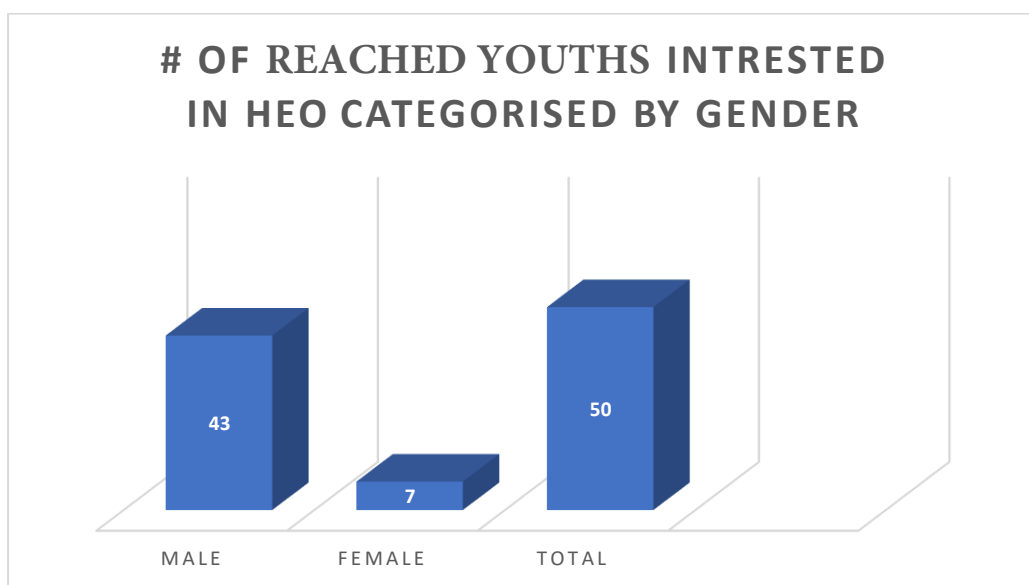
The exhibition provided a promising platform to spur interest in impactful training. Yet realizing an inclusive, diverse classroom demands innovative engagement of female youth. Partnerships with women's networks, school campaigns and role models are planned to enrich outreach.

With expanded promotional initiatives, female applicant pools can be grown. Timely applicant follow-up will be key to driving enrolments as programs launch.

The graphs below provide a summary of the visitors to the stand and the applicants, categorized by gender:



Graph 1.1: Number of applicants categorized by Gender



Graph 1.2: Number of applicants interested in HEO categorized by Gender

The exhibition served as a platform for engaging with the industry, fostering collaboration, and facilitating student placements for internships. Numerous representatives from diverse sectors like mining, construction, agriculture, transportation, and others visited the KVTC stand. During these interactions, discussions covered various aspects, including the project's background, its current status, and the ultimate goal of providing internships, apprenticeships, and job opportunities to HEO students to support youth employment.

In total, around 10 companies visited the stand, and among them, two companies expressed interest in further engaging with KVTC after learning about the procurement of a new excavator, which will be used to train the beneficiaries.

MESSAGING AND IMPACT

The campaign had a significant impact on spreading information about the newly accredited heavy equipment operator (HEO) courses and expanded youth skills training opportunities.

Youth visitors notably welcomed the chance to gain in-demand sector skills and qualifications. Many enthusiastically inquired about application details and courses offered.

To enhance the project's reach, interviews were conducted with two different TV stations, Zambia National Broadcasting Corporation and Prime TV, during the trade fair. These interviews played a crucial role in raising awareness about the HEO training courses to the general public. The interviews were broadcasted on the TV stations and can now be accessed on our YouTube channel.

By highlighting the advantages and significance of these specialized courses, the campaign made a positive and enduring impression on all those involved.

RECOMMENDATIONS

The trade fair offered an effective platform to generate awareness among priority groups. Similar opportunities should be leveraged for outreach. Information materials should be expanded to incorporate audio-visual content. Engagement with youth, smaller firms and project partners should be sustained year-round through online channels.

PHOTO FOCUS



2023 ZAMBIA INTERNATIONAL TRADE FAIR EXHIBITORS

(LEFT TO RIGHT) KVTC PRINCIPAL MR. CHRISPIN KAKOMA, KVTC BUSINESS DEVELOPMENT OFFICER MR. PRINCE TEMBO, HCMZ TECHNICAL TRAINER MS. EDA CHABALA MUBANGALALA, UNIDO PROJECT COORDINATOR MR. NEPHAS MOYO, HCMZ ASSISTANT MANAGER - TRAINING AND HUMAN CAPITAL MR. JONATHAN LEMISA, KVTC HEAVY EQUIPMENT REPAIR HEAD OF DEPARTMENT MR. BERNARD SIMUMBA



(L)DIRECTOR VET MR. SIMUMBA VISIT KVTC STAND



(L)TEVETA DIRECTOR GENERAL MR. CLEOPAS TAKAIZA AND (R)TEVETA BOARD CHAIRPERSON MRS. NGOZA CHIBESAKUNDA NKWABILO VISIT KVTC STAND



KVTC/HCMZ INTERACT WITH INDUSTRY



ZAMBIA NATIONAL BROADCASTING CORPORATION INTERVIEWING KVTC PRINCIPAL



PROSPECTIVE HEO STUDENTS ENQUIRE ABOUT THE TRAINING COURSE



SECONDARY SCHOOL PUPILS VISIT THE STAND TO ENQUIRE ABOUT HEO COURSES



KVTC VISIT TO NORTEC/ ZAMITA STAND



KVTC PERSONNEL INTERVIEW WITH PRIME TV



HCMZ ASSISTANT MANAGER - TRAINING AND HUMAN CAPITAL INTERVIEW WITH ZNBC



A GUARDIAN ENQUIRE ABOUT THE HEO TRAINING COURSES



SHOW GOER ENQUIRES ABOUT THE TRAINING COURSES



POTENTIAL HEO STUDENT APPLIES FOR SKILLS AWARD IN EXCAVATOR OPERATIONS TRAINING COURSE



FAMILY APPRECIATING THE KVTC STAND