

Towards a practical oriented entrepreneurship training. The case of a Youthful Entrepreneurs-owned Image Horizon Enterprise Limited

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Abstract

Youth unemployment is one of the major factors pushing young people into vicious cycles of poverty making them vulnerable to social exclusion and crisis. It is difficult for the youth to find decent and productive jobs due to lack of appropriate entrepreneurial culture and vocational skills, and this leads not only to economic challenges but also to a security challenge. Unemployment exists not just because there are no jobs but primarily due to the absence of entrepreneurial culture and lack of skills resulting from failure to match training with market needs. To reverse this trend, Image Horizon Enterprise Limited saw the urgent need to direct strategies that have been articulated by the government towards the development of both procurement and entrepreneurial training capacities employing an extensively experiential and participatory method of learning with a view to promoting the establishment and growth of enterprises and promote youth leadership. The interventions have variously targeted promotion of youth development and empowerment through building of leadership and entrepreneurial capacities of the youth, enhancement of employable skills, and promotion of creativity and innovation amongst the youth. The customized training content includes but is not limited to: Entrepreneurial Process; Motivation and Business Skills; Opportunity perception and enterprise creation; Environment Awareness; Entrepreneurial and Managerial Skills; Enterprise Management and Business Planning; Business plan proposals; Business mentorship; Background to the AGPO program and the opportunities available at national level; Government tendering process; How to fill in a tender form; How to do a Technical Proposal and many other areas of capacity building. We have been able to reach over 3,000 young people comprising of youths, women and persons with disability. Most of the trained young people have become beneficiaries of government tenders and budding businessmen and businesswomen as detailed in this paper.

Keywords: *AGPO program, Government tendering process, Enterprise Management, Enterprise creation*