

# YEP TRAINING – Arusha class 5, 2021

**Report Q1 2021**



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## 1. Introduction – looking back

Overall the year 2020 ended successfully. YEP Tanzania managed to conduct a full program in Arusha although facing some challenges due to the COVID-19 pandemic. In November, 25 entrepreneurs graduated from the YEP program.



In the second half of 2020 the YEP team conducted 27 shop visits and 14 business plan meetings. During the business plan meetings the entrepreneurs shared their plans for the coming 3-5 years. We brainstormed on how YEP / Trias/ TCCIA can assist them on reaching those goals. This can be done either by a loan through the TCCIA Saccos, extra training/ coaching, or connecting them to relevant stakeholders (SIDO, TRA) or markets. By March 2021, 3 entrepreneurs received a loan and 4 more are in the process of applying for a loan.



## 2. Coaching visits

In Q1 of 2021 the YEP team mainly focused on coaching& monitoring visits to YEP beneficiaries from previous years. 50 entrepreneurs were visited at their business to discuss their current business situation, challenges and future plans. 13 other YEP entrepreneurs were supposed to be visited but due to certain (personal) circumstances we had to postpone it to Q2.

We were happy to see that at least 65% of the entrepreneurs keeps some kind of records, a knowledge they got during the YEP classes.

Around 85% of the entrepreneurs are still in business and doing well, although for most of their businesses, the impact of Covid-19 is heavily felt. Customers have less money to spend because they lost their jobs or stopped business.

More detailed information on the monitoring visits can be found in the Database (excel document) or on Google drive.



### 3. Recruitment

TCCIA and YEP started recruitment visits for the 2021 program. We did advertisement through social media, what's app groups and former YEP beneficiaries. This worked well and many candidates applied.

Until now (19<sup>th</sup> of April), 40 entrepreneurs applied. The aim is to recruit 55 entrepreneurs.

The classes of 2021 will start in the first week of May.

#### 4. Marketing Expert Pool

In Q1 the Marketing Expert Pool planned to have a meeting with one YEP entrepreneur who deals with second hand clothes. The aim was to help her on improving her Instagram page, but unfortunately she was not at her shop and not reachable at the time the team arrived.

Also due to monitoring visits and recruitment the Marketing Expert Pool was on hold for some time. Furthermore we want to evaluate the Marketing Expert Pool team members and impact.

#### 5. Impact analyses

YEP received some input from TCCIA and Trias. The revised document will be shared on short notice.

#### 6. Tourism centre

Due to corona the tourism centre did only have few visitors in Q1. We try to connect them to the manager of Via Via (restaurant and night club in Arusha where many volunteers and expats come), so that he can send customers.

We want to start using the centre for hosting the intake meetings for the new group of students, and other YEP activities, so that the centre will be more active and in use.

The youth group had a Memorandum of Understanding drafted to formalize their group business. Currently they are in the process of signing.

#### 7. Going forward

In Q2 we will start with the kick off of the program. This will be most likely in the second week of May. After that we will start with intake sessions. Due to corona we didn't do this last year, but we think it is very helpful to start with individual intake session to better determine the needs of the students. After that we will start with the basis bookkeeping classes and financial management. As last year, we will first create a what's app group with all new students, and share the video's on the different topics first, followed by a (bi-)weekly physical feedback session at our training centre at Sakina.



*A picture of the gate of the YEP Tanzania training centre. YEP Tanzania shares their training facilities with a YEP beneficiary who has a vocational training centre. We recently added a sticker on the gate (also printed by another YEP beneficiary).*

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