



YEP Arusha YEARPLAN 2022

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1. INTRODUCTION ON THE ARUSHA PROGRAM

In Arusha we partner with TRIAS Tanzania and TCCIA Arusha (Chamber of Commerce). The 5 year cooperation started in 2017 and ended in December 2021. We are in the process of entering another 5 years of partnership. Per calendar year, one full program cycle (recruitment, training, specialized classes, shop visits, business plan meetings, loan approval meetings) is executed.

In the Arusha program our focus is on **assisting young entrepreneurs on improving and expanding their existing businesses**. Our target group are youth entrepreneurs (all kinds of businesses) who are not yet formalized but are willing to do so and have the potential to grow. We train them on several business topics such as record keeping, financial management, marketing, empowerment and contract & negotiation. These classes are done online and physically, in groups of 20 – 25 students. After a training period of 4 months (classes are weekly or every two week, half day) we visit every entrepreneur at their business to see if and how they have implemented the knowledge, what their challenges are and how they see themselves in the future. Following these business visits, we conduct one on one business plan meetings which each of them, to further discuss their challenges and how the YEP program can help them to move to the next level. This can be done by more business coaching or monitoring, by specialized knowledge, by connecting them to the market, stakeholders or peers, or by providing a loan. Loans are provided by the TCCIA SACCOS, which has a designated credit fund only for YEP beneficiaries.

The funding for the program and for the loans comes for 50% from Sengerema Foundation and 50% from TRIAS Belgium. YEP Tanzania is the executing partner who runs the entrepreneurship program in Arusha. At the end of the 5 year program, an loan amount of 61 mio Tsh was disbursed to 35 YEP beneficiaries.

Selection of the entrepreneurs is done in cooperation with TCCIA Arusha. All participating entrepreneurs are offered to become member of TCCIA with discount.

In Sakina area we have a training centre and small office which we share with one of our YEP beneficiaries.



Students at the training centre and during class

In the first 5 year program (2017 – 2021) we had a budget for approx. 125.000.000 Tsh in year 2017 - 2019 and a budget of approx. 100.000.000 Tsh in year 2020 – 2021 to execute the program.

Results of this 5 year program:

- ✓ **347 Recruited youth**
- ✓ **169 Youth trained**
- ✓ **35 Different classes, including specialized classes**
- ✓ **147 Shop visits conducted**
- ✓ **117 Business plan meetings held**
- ✓ **138 Graduates**
- ✓ **55 – 60 Regular coaching meetings**
- ✓ **35 loans disbursed, total volume of 61,829,332 mio Tsh**

2. ACTIVITIES in 2022

a. Regular training and coaching program

The timetable will roughly as follows:

Month	Activity	Numbers
Q1 JAN	<ul style="list-style-type: none"> ○ Coaching meetings ○ Setting up recruitment 2022 together with TRIAS and TCCIA 	Coaching: 63 visits in total for Q1
Q1 FEB	<ul style="list-style-type: none"> ○ Continue coaching ○ Start promoting the new program on social media, through former YEP students and with stakeholders (government) 	Finalize 63 coaching meetings
Q1 MAR	<ul style="list-style-type: none"> ○ Recruitment visits, TCCIA in the lead to plan and organize 	Aim is to have 20 students graduating, so recruit 50 entrepreneurs (based on drop out numbers and experience from past years)
Q2 APR	<ul style="list-style-type: none"> ○ Confirm new student group and have intake meetings and kick off <p>Create what's app group and start sharing first video's (record keeping)</p> <ul style="list-style-type: none"> ○ Kick off event <ul style="list-style-type: none"> ○ Start coaching meetings for Q2 	<p>Intake meetings with 20 new entrepreneurs plus staff from TCCIA/TRIAS/YEP. Suggested location: YEP Training centre at Sakina</p> <p>20 entrepreneurs, 25 guests (partners, testimonial speakers, guest of honor)</p> <p>10 coaching meetings in April</p>
Q2 MAY	<ul style="list-style-type: none"> ○ Start basic entrepreneurship classes in smaller groups of 10 – 15 students ○ Prepare stationary (flipchart, marker pens, tape) ○ Hand out record keeping books to students ○ Coaching meetings Q2 	<p>20 students in class</p> <p>40 books (2 books per student)</p> <p>20 coaching meetings in May</p>
Q2 JUN	<ul style="list-style-type: none"> ○ Continue classes ○ Finalize coaching meetings Q2 	<p>20 students in class</p> <p>10 remaining entrepreneurs for coaching</p>
Q3 JUL	<ul style="list-style-type: none"> ○ Continue classes ○ Start coaching meetings Q3 	<p>20 students in class</p> <p>20 entrepreneurs for coaching</p>

	<ul style="list-style-type: none"> ○ Prepare for NANE NANE 	
Q3 AUG	<ul style="list-style-type: none"> ○ Continue classes ○ Continue coaching meetings Q3 	<p>20 students in class</p> <p>20 entrepreneurs for coaching</p>
Q3 SEP	<ul style="list-style-type: none"> ○ Shop visits to students 2022 class ○ Specialized classes 	<p>Aim is 20 shop visits</p> <p>Aim is to provide specialized classes for at least 15 students</p>
Q4 OCT	<ul style="list-style-type: none"> ○ Business plan meetings ○ Coaching meetings Q4 	<p>Aim is 20 business plan meetings</p> <p>20 entrepreneurs for coaching</p>
Q4 NOV	<ul style="list-style-type: none"> ○ Finalize Business plan meetings / loan approval meetings ○ Coaching meetings Q4 ○ Graduation party ○ YEP Board meeting 	<p>Finalize 20 business plan meetings. Plus estimate of 6 follow up / loan approval meetings.</p> <p>20 entrepreneurs for coaching</p> <p>20 graduates plus 30 guests 9 people</p>
Q4 DEC	Wrapping up activities	

b. Sunflower project

In 2022 we also want to focus on projects together with local entrepreneurs. We selected two projects which were initiated and developed by YEP entrepreneurs.

Joy Lyanga is a young entrepreneur (25) of the Arusha program of 2020. She runs a small sunflower milling station (business name Myri's Sunflower) in Arusha (Ngaramtoni) since 2019. She is supported by her father and brother, who help her occasionally.

Mid 2021 she shared with the YEP team in Arusha that she is thinking of supplying sunflower seeds to 50 Maasai farmers, with focus on woman, in Oldonyosambu. The woman will be trained in growing sunflower seeds and they will receive sunflowers for the first harvest. After harvest the woman will commit themselves to sell the seeds to Joy (contract farming) and Joy will empower them on how to deal with the money they earn.

The project partners in Arusha (TRIAS, TCCIA Arusha and YEP) all agreed that they want to support this project and provide resources.

The preparation of the project already started end of 2021. Letters were written to local government to inform them, ward leaders were visited and woman groups were selected and informed. Also an agricultural officer and an agronomist from TAHA visited the sites.

The aim is to continue this project for 5 year, to start with 50 farmers and add some numbers to that, and strengthen the first 50 farmers.



First visit to Oldonyosambu to meet the ward leaders. Joy is the fourth person from the right side. Furthermore representatives from TRIAS and YEP were present.

c. Baking internship

Prisca Mwakalasi (36) is a YEP student of the 2017 program. She has a business in making cakes, bites and catering (business name Vena). We have been coaching her since that time and have seen the progress she made throughout the years.

Every year, Prisca is facilitating an internship for underprivileged girls and woman. It's a one month full time daily course, followed by 3 month of close monitoring by Prisca. The girls learn mainly baking, but they also learn how to cook, because during the days they cook the lunch for themselves. Up to now, Prisca trains yearly 3 to 5 girls. The course is free for them and she pays herself for all the materials and food during the course. Through this internship, the underprivileged girls will be able to start their own business or increase their chances of getting employment. The YEP program wants to support the project so that Prisca can have a stable group of 5 girls per year.



An impression of the baking class from previous years



Let's together make 2022 a successful year again!