camara
education
tanzania

Final Report

Youth Digital Skills

Jun 2022- Mar 2023

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Programme Summary

Introducing the Youth Digital Skills (YDS) Training Program
In July 2022, we launched the YDS training program to provide 12 underprivileged and marginalized youths the opportunity to learn valuable digital skills. The six-month program prepared participants for potential internships in the field and provided them with career guidance to kick-start their careers in the tech industry.

At the end of the program, participants specialized in digital marketing, website design, or graphics design. Despite several obstacles during implementation, the pilot program was a tremendous success, and a scalable model has been developed for future cohorts. We plan to expand the program by targeting 15 youths in the second cohort, which is scheduled for 2024 (pending funding availability).

Program Overview

1. About Camara Education

Camara Education Tanzania is a non-profit organization using technology to improve educational outcomes and empower youth.

Established as a non-governmental organisation (NGO) in 2012, we are part of Camara Education, an international educational organization working in 5 African countries impacting over 3.6 million learners.

Camara aims to improve education outcomes by using technology from the pre-primary level to higher learning institutions. We design and implement scalable and sustainable programs combining a holistic package of products and services (hardware, software, content, and warmware) that address the needs of those we serve.

Our mission is to transform education using technology to empower disadvantaged learners. We envision a world where technology-enabled education is accessible to all.

Camara Education believes that quality education and youth empowerment are the greatest tools to alleviate poverty. Over the past 10 years, Camara Tanzania has worked with more than 750 education institutions, trained over 3500 teachers, and installed more than 8000 computers which impacted over 250,000 learners.

2. Why Youth Digital Skills?

Camara believes that education is the most effective tool to alleviate poverty, and technology can transform education, ensuring world-class education is accessible to everyone.

Thus, for youth to thrive in the fast-changing digital world, youth need to be equipped with essential digital and non-digital skills. With our ICT clubs program in schools and learning centres, we realized that out-of-school youth lack the opportunity to acquire desirable digital skills that they eagerly need.

We aimed to design a scalable and sustainable program that will help underprivileged youth out of school to kickstart their career in tech; by working as freelancers or securing entry positions in different companies that will help them grow and acquire more skills.

The Future Of Youth

According to the International Finance Corporation – IFC (2019), roughly 65% of children entering primary school today will end up working in a job that doesn't exist yet. Fundamental to job readiness is continuous learning — the ability to adapt and evolve.

It is anticipated that tens of millions of future jobs will require far more advanced digital skills. This includes coding, software and app development, network management, machine learning, Big Data analysis, the Internet of Things (IoT), cybersecurity and Distributed Ledger technologies like blockchain.

However, In the African continent, where almost 60% of people are under the age of 25, youth are lagging, and they don't have the adequate skills they need to succeed in life.

In Tanzania, youth unemployment stands at 4.26% in 2022. This is in spite of the high rates of economic growth in the past decade. (ILO Report 2023)

This problem is compounded by the fact that many African countries have underdeveloped education systems with limited resources, making it difficult for young people to access quality education and training.

Additionally, there is a lack of job opportunities and a growing mismatch between the skills young people possess and those demanded by the job market. This not only affects the youth but also has wider implications for the economic growth and development of the continent as a whole.

It is therefore crucial for governments and other stakeholders to invest in education and training programs that equip young people with the skills and knowledge they need to thrive and contribute to their communities. This will not only create a brighter future for the youth but also help to build stronger, more prosperous societies across Africa.
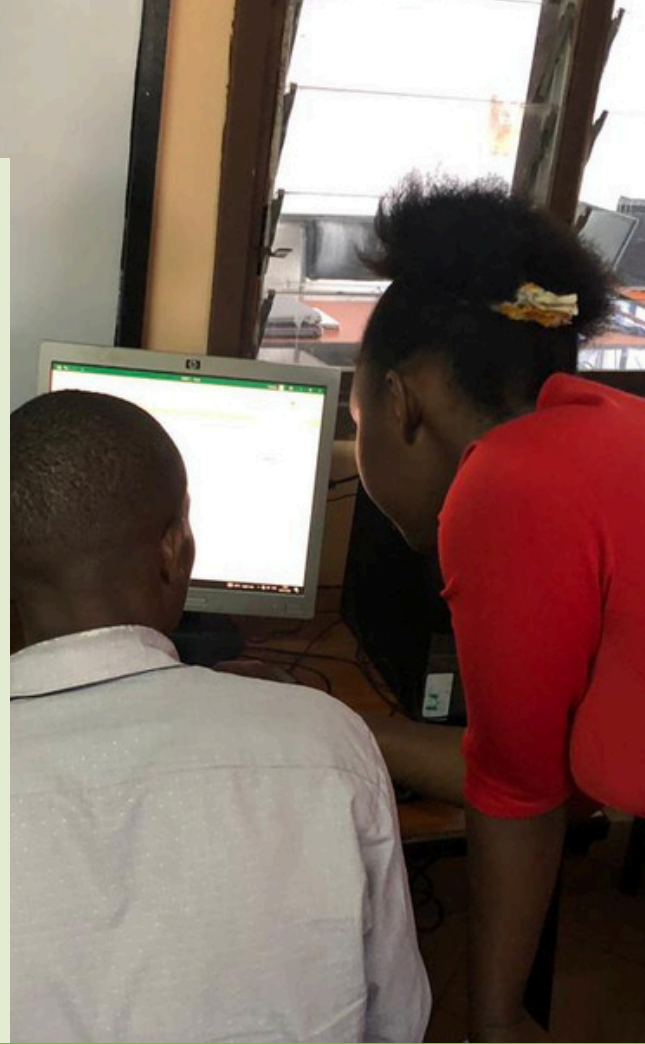
Program Design

Camara aimed to implement an intensive youth digital skills training program focusing on practical digital skills that will help youth kick-start their careers in tech, and secure employment opportunities as well as freelancing opportunities.

Starting with the basic ICT skills, the program focused on equipping youth with practical digital skills such as web development, graphics design and digital marketing that they can use immediately after finishing the course. Apart from ICT and digital skills, youth also acquired non-digital skills such as sales and marketing basics, entrepreneurship, and career planning.

Commencing on June 27th, 2022, the program ran for 8 months, focusing on aiding 12 youths (6 female and 6 male) from vulnerable families. Daily sessions consisted of 3 hours of training split into two 90-minute sessions, complemented by an additional hour for self-practice, assignments, or projects.

Core Skills

1. Graphics Design
2. Web Design
3. Digital market

Program Duration

Phase 1

During the initial 3-month phase, the training centred on imparting fundamental ICT knowledge, digital literacy skills, and basic competencies across five areas: graphics, Web Design, and digital marketing. The primary objective was to instil digital awareness among the youth.

Phase 2

During the subsequent three-month period, the training became more tailored, focusing on a singular skill based on the individual interests and capabilities of each youth. Trainees were empowered to choose their preferred skill paths and received guidance from facilitators and industry experts collaborating within the program.

Phase 3

The final phase which ran for focused on ensuring the students gained experience using their skills. During this period, students went to different companies for internships with the aim of helping students apply their skills and knowledge into real world

Picture of all youth in their first day of the program.

Application & Admission

01   Advertisement & Application

Our program was promoted through diverse channels such as social media, WhatsApp groups and bulk SMS. We received a total of 63 applicants within 3 weeks via an online form. All applications were analysed and shortlisted candidates were invited for interview.

02   Interview

We interviewed 40 applicants, ensuring that selected candidates met the minimum requirements for admission. Some of these criteria were:

- Junior (Form IV) or senior secondary (Form VI) graduates from public schools between 2016 and 2020 and passed their final exam.
- Youth coming from marginalized or poor families.
- Must be willing and committed for at least 8 months of the program (4 hrs for 5 days)
- Aged between 18-25 and didn't get any opportunity for further studies
- Ability to cover Transport and meal costs.

03   Enrolment

There were initially 14 students enrolled —7 male and 7 female. However, later on, two more students joined, bringing the total to 16. Unfortunately, four students had to drop out due to their inability to attend consistently.

04   Confirmation

After being selected, the students were required to fill out an enrolment form. This form necessitated consent from a parent or guardian as well as a local government official. Additionally, they needed to undergo a health check to ensure eligibility.

Lastly, we asked them to bring proof of residents from local government authorities from their neighbourhood. After receiving these documents, we had background check calls with parents and local movement authorities officials.

Phase 1: Basic Digital Skills

Obejctives

This phase focused primarily on building the foundation for advanced digital skills. None of the youth enrolled in the program had basic digital skills or had previously used computers before the program.

The importance of digital literacy has become increasingly evident in today's world. As technology continues to advance, individuals need to possess basic computer skills to effectively navigate the digital landscape.

Course duration

The course for phase 1 spanned a duration of ten weeks, meticulously coordinated to ensure comprehensive coverage of the curriculum. Youth received 3 hours of hands-on training every day, plus a minimum of 1 hour for practising skills or working on assigned tasks and projects.

We had to allow students to stay longer (up to 4 hours after sessions) as they needed more time to practice and none of them had access to computers at home.

Topics Covered

This phase covered various subjects, including Introduction to ICT, computer basics, Network and Internet, Basic office package, Understanding Email, Google Suite, Online meetings' basics and search engine utilization.

All sessions were delivered face-to-face with lots of in-person support, guidance, and project assignments to be completed individually or in small groups. Some students were ahead of others, and they normally stayed back to assist their colleagues and help them navigate new concepts that were challenging to them.

By the end of this phase, they were able to navigate through their computer systems with ease and were confident in their ability to use different programs from office applications to scheduling meetings on Zoom or Hangout.

Ongoing class session with faciliator standing behind one of the students.

Phase 2 - Specialisation

After three months of basic digital skills, the youth received a one-week crash course on various specializations within ICT from industry experts. During this short period, they were exposed to Graphics Design, Digital Marketing, and Web Design. Following this overview, each individual could choose one specialization to study intensively for three months. This in-depth learning aimed to equip them with comprehensive skills necessary for self-employment within their chosen field.

After the overview, the youth had to decide to pick just one specialization to study intensively for the next three months. Before deciding, they had to consider their strengths, interests, and future career goals. The trainers also provided guidance and advice to help them make an informed decision.

GRAPHICS DESIGN	**WEB DESIGN**	**DIGITAL MARKET**
6 Youths (1 Male, 5 Female)	4 Youths (All Male)	2 Youths (1 Male, 1 Female)

Experts Engagement

To enhance students' comprehension of their studies, we invited professionals specialized in each course to conduct sessions and share their practical experiences with the students. The line-up of experts was:

- Getrude Mligo - Founder and Creative Director of Natokaje Kidigitali
- Baraka Mafole - Founder of Jukwaa Africa
- Shadhil Athuman - Freelance Web Developer with Over 7 Years of experience
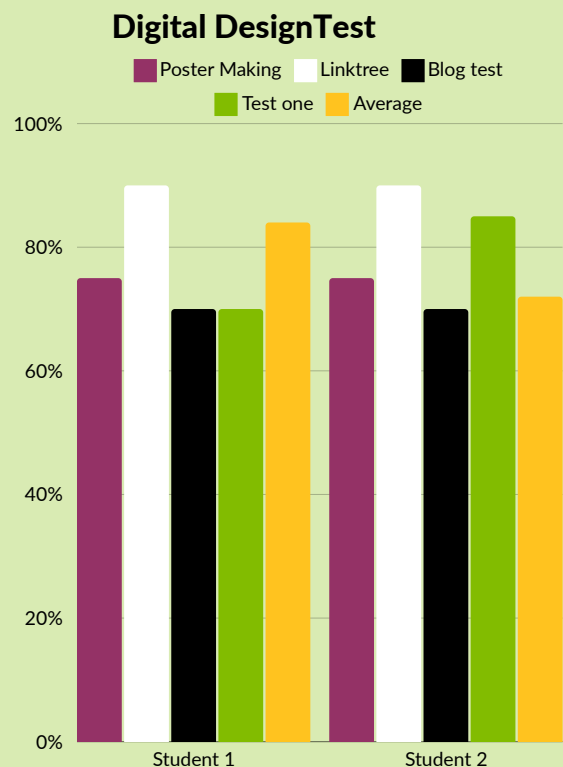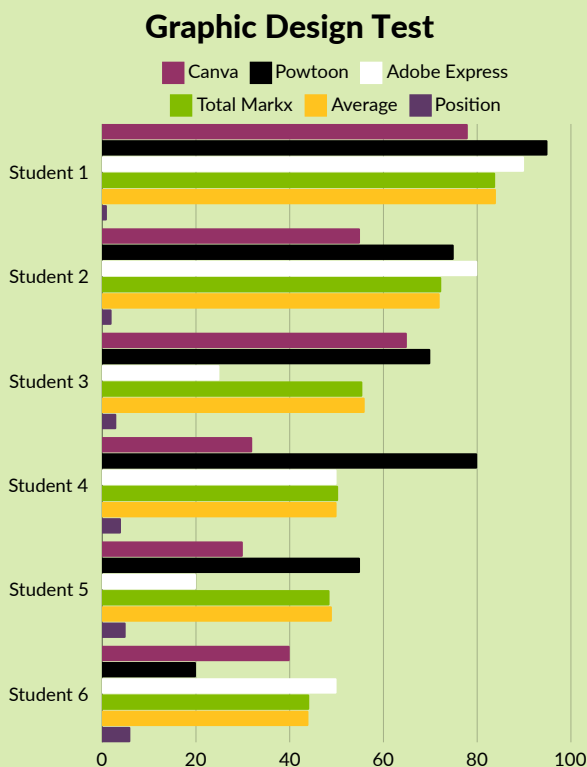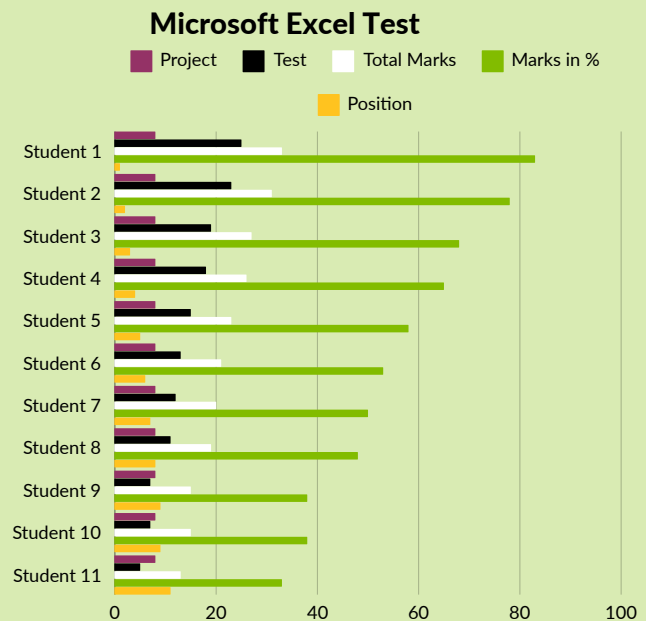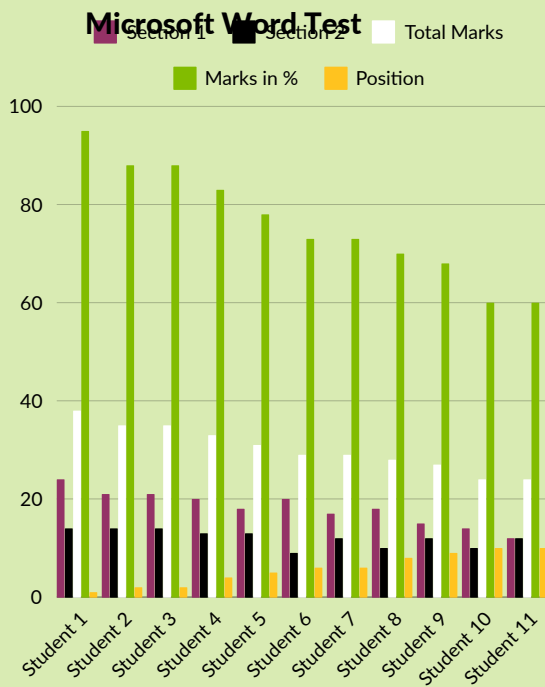- Nassoro Morsady - Founder & CEO of CH Design

These experts provided invaluable insights into their respective fields, giving students a glimpse into the real-world applications of the concepts they were learning in class. Getrude, for instance, shared her journey in creating Natokaje Kidigitali, a successful digital marketing agency, and discussed the importance of creativity in the industry.

Exams & Test

During the course period, students were also taking exams to assess themselves and evaluate their learning progress. These exams were designed to test their knowledge and understanding of the topics covered in class. The exams were usually conducted in a controlled environment to ensure fairness and to prevent cheating. The Chart below shows student's scores on the test

The charts below show the test performance of all students during phase one and phase two.

Microsoft Word Test

Section 1   Section 2   Total Marks

Marks in %   Position

Microsoft Excel Test

Project   Test   Total Marks   Marks in %

Position

Graphic Design Test

Canva   Powtoon   Adobe Express

Total Markx   Average   Position

Digital DesignTest

Poster Making   Linktree   Blog test

Test one   Average

Phase 3 - Internship Process

The internship program took place for a duration of two months, starting from the first month and concluding in the third month of this year.

To secure companies/organizations for student internships, Camara utilized social media advertisements and WhatsApp groups. Many companies showed interest in taking on students. For selected companies, students were provided with introduction letters.

The internship program spanned two months, from the first to the second month. Students had the opportunity to work in various organizations, including Tanzania Ports Authority, Tampro Saccos, Fahari Tuamke Maendeleo, Wise Keko, Kuchele Media, Voice of Eagle, and Tap Elderly Women's Wisdom for Youth (TEWWY).

During this fieldwork period, students maintained logbooks detailing their daily activities. Additionally, after the internship, we received feedback from their supervisors through forms they filled out following visits to the companies.

Youth Engagement

During the training, we had the opportunity to meet with students individually and in groups to understand their progress in their studies, and the challenges they faced, and to encourage them regarding their coursework.

Not only did we guide on academic matters, but we also offered support for personal and social issues.

Parents engagement

We also communicated with the parents of the children enrolled in this program through phone calls to update them on their children's progress in their studies.

We encouraged parents to participate in their children's education by providing support at home and attending school events.

Projects & Events

1. **TOP:** Students visiting the business exhibition at Saba-Saba (NNICT, TCRA, TTCL)
2. **Bottom Right:** Timiza Malengo Website that was created by Adam from the Web Design group.
3. **Top Left:** YDS student present on what she has learned during Camara Board visitation.
4. **Bottom Left:** Computer lab networking at Kurasini Sec School, part of students' field practice.

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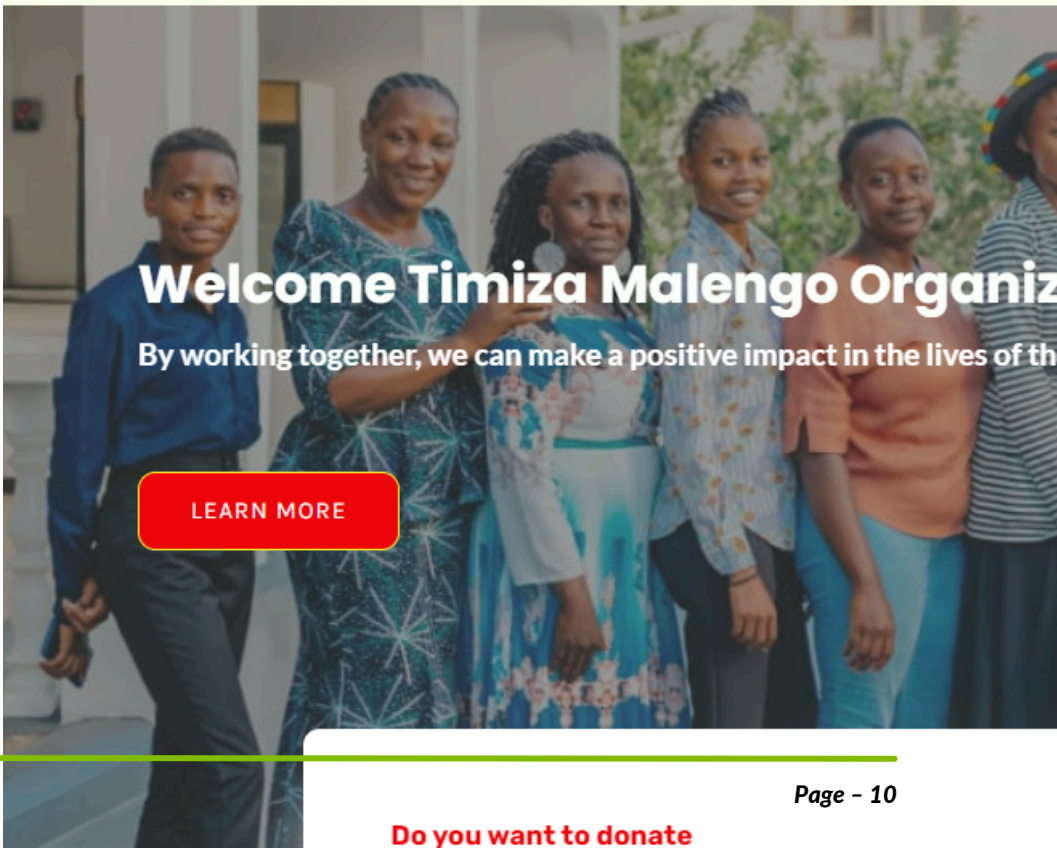
Welcome Timiza Malengo Organiz

By working together, we can make a positive impact in the lives of th

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Final Report: Youth Digital Skills

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Professional Development

Encouraging Youth to Acquire Additional Skills in Tech

Our program aimed to provide youth with the basic knowledge they needed to launch their careers in tech. We emphasized the importance of considering further skills and education beyond the program. As a result, some youth took the initiative to enrol in additional courses to expand their skills.

For instance, two digital marketing students enrolled in the Google Digital Marketing course and earned certificates upon completion. This certification was an invaluable addition to their resumes as they applied for entry-level positions and internships. The Google Digital Marketing course provided them with an in-depth understanding of digital marketing principles, as well as hands-on experience with Google Ads, Analytics, and other commonly used tools in the industry.

Two web design students also took advantage of online resources on W3 Schools and YouTube to learn new programming languages such as PHP and JavaScript frameworks.

We guided all students on how to acquire more skills relevant to their field of interest. We introduced them to various online learning platforms such as Udemy and Coursera and ensured they had access to our training room outside regular hours (weekend and after work hours).

Google Digital Garage

RICHARD ROBINA

is hereby awarded this certificate of achievement for the successful completion of **The Fundamentals of Digital Marketing** certification exam

on 09/07/2023

President – Google EMEA

The Open University

CEO – IAB Europe

Graduation, Mentorship & Employment

We were able to complete the YDS program in the third month, on the 22nd of this year. Twelve students graduated, and the graduation ceremony was attended by the African coordinator, other leaders from Helios Tower, and parents, with the guest of honour being the youth leader from the Temeke district.

It was a joyous occasion, filled with laughter and tears of joy. The graduates had come a long way, having worked hard and dedicated themselves to the program. They had overcome numerous challenges and obstacles, but through their perseverance and determination, they had succeeded.

During the ceremony, the African coordinator gave a moving speech, congratulating the graduates on their achievements and encouraging them to continue to strive for excellence in all their future endeavours. The guest of honour, the youth leader from the Temeke district, also spoke, sharing words of wisdom and inspiration with the young graduates.

Mentorship

Upon completing the YDS program, we continue to support graduates via a dedicated WhatsApp group we've formed. The group also include all mentors who had a chance to conduct training with them, ensuring they can engage them anytime for guidance and support.

Additionally, we conduct monthly phone calls and share various job opportunities to provide ongoing mentorship. We understand that completing the program is just the beginning of your journey.

This mentorship will play a pivotal role in guiding these young professionals through the complexities of the tech landscape. Experts in the group will offer valuable insights, share real-world experiences, and provide personalized guidance, accelerating the learning curve for emerging talents. This mentorship not only enhances their technical skills but also cultivates crucial soft skills such as communication, problem-solving, and teamwork.

Employment & Freelancing

Up to now, the students have reaped the rewards of our training: many secured jobs, others embarked on self-employment or volunteered, while some are still in pursuit of employment opportunities.

Specifically, three students found employment at Kyando Book Publishers, Dospects Studio, and Tanzania Port Authority. Additionally, three students are currently volunteering at Swahili Digital, Tanzania Port Authority, and Rei Logistics Company. Furthermore, two students initiated their local businesses, one selling shoes and one clothes, while four others continued their job search.

It is heartening to see our students apply the skills and knowledge they have gained from our training to achieve success in their chosen paths. We believe that our training programs are not just about imparting knowledge, but also about instilling confidence and equipping our students with the necessary tools to navigate the job market.

Monitoring & Evaluation

We conducted the assessment for students after each phase, to gauge their understanding and progress. This allowed us to identify areas where students may have struggled and provide additional support as needed. We also used this information to adjust our teaching methods and materials to better meet the needs of our students.

Phase One Assessment

What topics have you understood well so far?
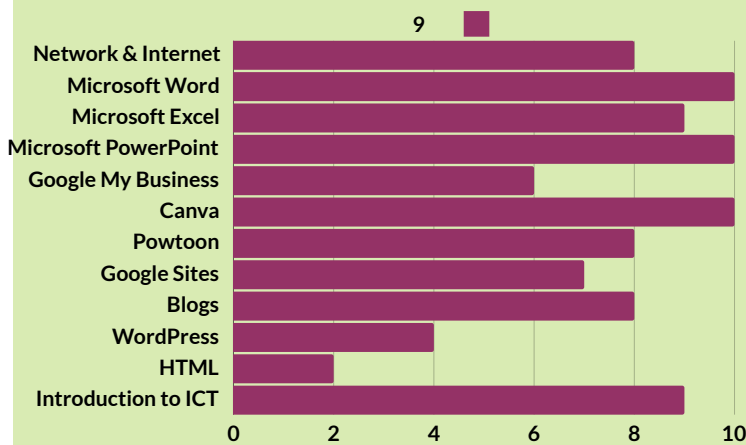
Which method could help you learn more?
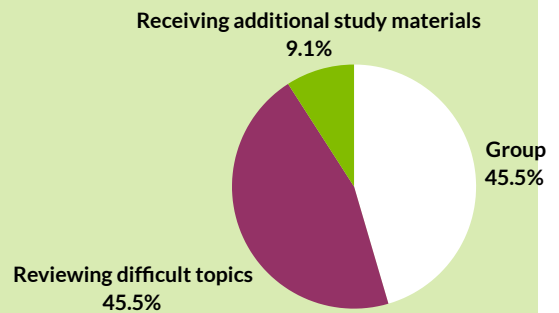
Phase Two: Assessment

What Skills did you acquire in this phase?

Graphic Design

- To prepare Business Card, logo & flyers
- Using Social media to share post
- To use Canva to design different things
- Office Package
- To create Google map location, Blogs, and their uses

Website Development

- To prepare Website
- Computer maintenance
- Computer networking
- Graphics
- How to use bootstrap
- Installing Web Server on Windows OS
- Website backup

Digital Marketing

- Social Media Management
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Display Advertising
- Email Marketing
- Graphic design
- Digital Market
- Company profile
- Brand guideline

Success & Challenges

🏆 Success

- Empowering 12 students with digital skills.
- Providing knowledge and skills for both self-employment and job opportunities.
- By the program's end, 9 out of 12 students had begun earning income from their newly acquired skills.
- Students effectively applied these skills, such as creating a website for Kazaura Secondary School.
- Currently, 3 students have secured employment in various organizations.
- Additionally, students gained new knowledge during internships, such as Google Illustrator and Monday.com.

🧩 Challenges

During the Program

- English language challenge
- Lack of fund to support food and transport
- Absence of equipment at home place for more learning
- Drop down of the students

During the internship

- Limited internship opportunities due to educational qualifications.
- Working in fields unrelated to one's acquired skills.

After the Program

- Lack of donors to support equipment
- Challenges in securing clients to collaborate with

Testimonials

As a testament to the transformative power of our 6-month digital skills program, hear directly from our empowered youth. Discover first-hand the invaluable insights they've gained and the innovative ways they plan to apply these newfound digital skills in shaping their futures.

Irene Gabriel - *Graphic Design*

Before starting the training, I aspired to be a soldier, but that path wasn't accessible. This program became a way for me to acquire additional skills. Now, my ambition is to excel as a graphics designer, leveraging the skills I've obtained. I'm actively pursuing further learning and seeking clients by establishing and promoting my presence online. This endeavour also aims to facilitate connections with diverse experts for sharing experiences and collaborating with clients.
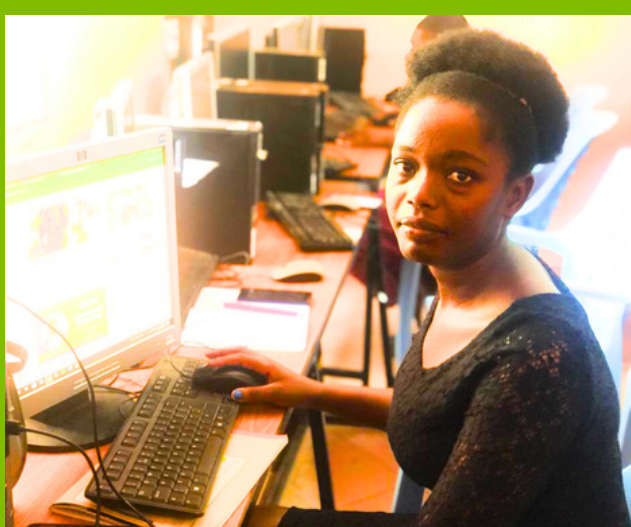
Adam Rashid - *Web Design*

At present, I'm confident in possessing a profession that allows me to generate income. Before enrolling in this program, I had received training in Web Design, equipping me with skills applicable to various professions conducive to learning. This expertise doesn't just facilitate employment but also enables self-employment.

Richard Robina - *Digital Marketing*

Entering the digital marketing course without a clue about computers was intimidating. However, the program's structure and the instructors' patience made all the difference. I went from feeling lost in the digital world to confidently navigating social media platforms and understanding the intricacies of online marketing. It's incredible how this course not only taught me about digital marketing but also turned my initial fear of computers into a newfound fascination. I'm grateful for the opportunity and the invaluable skills gained.

Youth Support

Ensuring access to tech equipment, connectivity, and mentorship is imperative in empowering youth who have undergone digital skills training as they embark on their careers in the tech industry. Equipping them with the necessary tools and resources enables them to translate their newfound knowledge into practical applications, fostering innovation and productivity.

Thus, despite the program being concluded, we remained dedicated to aiding the graduated youths, ensuring they leverage their acquired skills for livelihood. Among the efforts undertaken are the following:

Laptops for Outstanding Students
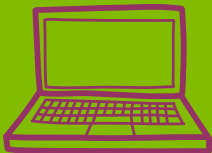
We were thrilled to provide 6 laptops to deserving students who demonstrated exceptional dedication to applying what they learned during their studies. Four individuals were even able to keep their devices permanently.

Productive Workspace

Students can still access our office, not only to complete their tasks, but they can also use our free Wi-Fi or computers within the office. They can utilize our office as a meeting point for clients, host virtual meetings, or spend time here working on client projects.
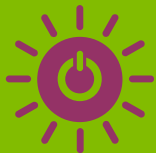
Promoting their Services

Promoting their services, such as graphic design and web design, to our network of schools was a priority to help them acquire new clients. To achieve this, we utilized various channels including bulk SMS, WhatsApp groups, and social media.

Looking Ahead: 2024 & Beyond

Review & Redesign

Our team has thoroughly examined the results of our pilot program and have made significant improvements to the course content, selection criteria and assessments. With these updates, students will have the opportunity to work on several projects. These are just a few of the many changes that have been made to the program.

Strong Partnerships

Our mission is to create valuable internship opportunities for youth, while also providing them with real-world projects that showcase their skills. To achieve this goal, we will expand our network of mentors and partners, who will be committed to providing long-term, personalized mentorship for our youth.

Freelancing & Employment

We will be focusing more on courses that teach young adults how to sell their skills and leverage online platforms like Fiverr, Guru, and Upwork to secure new opportunities. Additionally, we will be collaborating with local government authorities to help young people obtain group soft loans, which can be used to establish small offices or fund their startup ventures. With this plan in place, we hope to help young people unlock their full potential and achieve their dreams.

Way Forward

Because, we're here to transform for good!

We eagerly anticipate the second cohort of our program, contingent upon securing the necessary funds to support it. Our first cohort showcased incredible potential, and the anticipation for the second group is palpable. However, until the essential funding is secured, we'll continue working diligently to ensure the program's success.

The success of the first cohort has been a testament to the effectiveness of the program. We have seen remarkable progress in the participants' abilities and confidence levels. It has been incredibly rewarding to witness their growth and development. We are committed to providing the same level of support and guidance to the second cohort, and we are confident that they will also achieve great things. We are actively seeking funding opportunities and partnerships to make this a reality. We believe that this program has the potential to make a significant impact on the lives of many individuals and the community as a whole.

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