



The Project for Promoting Youth Employment through Construction Equipment Operating Skills Training



LUSAKA AGRICULTURAL AND COMMERCIAL SHOW

**EXHIBITION AND AWARENESS RAISING
CAMPAIGN-HEO TRAINING COURSES**

2nd to 7th August 2023



HITACHI
Reliable solutions



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 esteemed project partner Hitachi Construction Machinery Zambia (HCMZ) collaborated to participate in the 2023 Zambia Agricultural and Commercial Show. The exhibition took place from August 2nd to August 7th in the Lusaka province of Zambia, under the theme of "Inclusive Economic Transformation." The initiative aligned with Activity 3.1, concentrating on awareness creation with a targeted approach for women, as well as Activity 3.3, aimed at establishing a career service center at KVTC and promoting industry linkages.

This expo was one of several events in which KVTC and HCMZ collaborated on raising awareness about HEO training courses and increase the visibility of KVTC and its efforts to provide the first-of-its-kind operator training to Zambian youths.

PARTICIPATION

The exhibition stand was provided by the Ministry of Technology and Science (MoTS), which had a dedicated space for all of the ministry's institutes. Evelyn Hone College, Chipata Trades Training Institute, and Zambia Institute of Management are just a handful of the institutes. KVTC oversaw activities, with assistance from project staff and HCM delegates. 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. CHIPO NKOMO	KVTC	PROJECT STAFF
8	MS. ALICE MUTANGALA	KVTC	PROJECT STAFF
9	MR. FRANK MALENJI	KVTC	PROJECT STAFF

Table .1: List of Participants

INDUSTRY ENGAGEMENT

The 2023 Agriculture and Commercial Show served as a platform for activities related to project Activity 3.3, which aims to promote industry linkages. During this event, a significant milestone was achieved as KVTC and Kaizen Institute of Zambia (KiZ) officially solidified their partnership through the signing of a Memorandum of Understanding (MoU). This MoU is centred on future collaborative initiatives that are set to assist KVTC in advancing the areas of quality, productivity, competitiveness, and business excellence by imparting the principles and techniques of the KAIZEN philosophy and methodology. The MoU constitutes a pivotal stride in the improvement of KVTC and its overall service delivery.

Furthermore, during the event, the KVTC principal paid a visit to the exhibition stand for the Technical Education, Vocational and Entrepreneurship Training Authority (TEVETA). The purpose of this interaction was to engage in discussions concerning the certification process for the 5 Heavy Equipment Operator (HEO) trainers and the 2 newly incorporated trainers who have become part of the institution's HEO team. Adding to that, the discussions also encompassed the certification of KVTC to independently conduct operator training. This particularly pertained to the forthcoming launch of the HEO courses, commencing with excavator operator training.

Additionally, the team dedicated efforts to explore other exhibitors with the intention of promoting the HEO training programs. Their focus was directed towards enterprises within the mining and construction sectors, particularly those entities that incorporate substantial heavy equipment machinery into their operations. The team made visits to a number of companies as part of this initiative:

Finally, the team also made a concerted effort to traverse the exhibition space, scrutinizing the various companies that were showcasing Tipper Trucks in order to request for quotations.

AUDIENCE AND OUTREACH

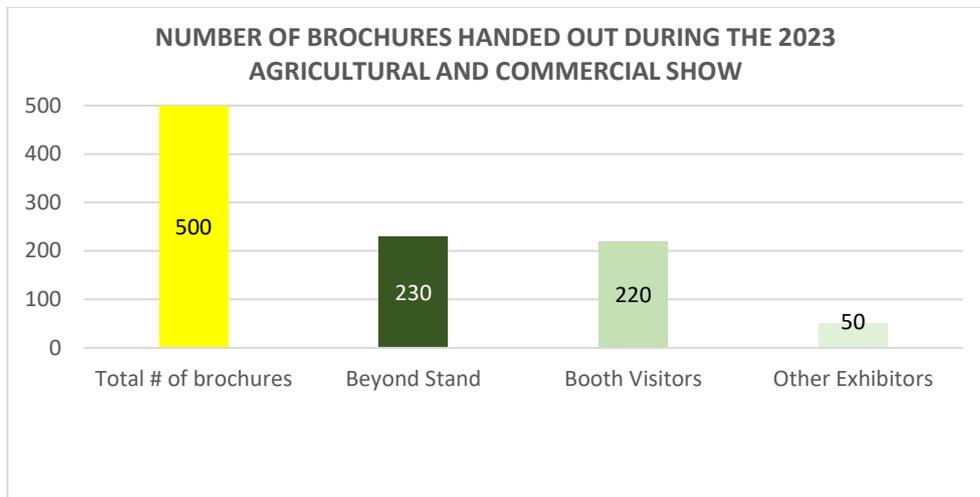
The KVTC exhibition stand was graced with the presence of the Minister of Technology and Science, Hon. Felix Mutati, who reiterated his keen interest in attending the launch of HEO beneficiary training, as he did at the 2023 Zambia International Trade Fair. The minister's remarks underscored the profound significance and far-reaching impact that KVTC's participation in such exhibitions holds. They serve as a conduit for heightened recognition and visibility for the institution.

Meanwhile, in the context of Activity 3.1, which is focused on raising awareness for the Heavy HEO training programs, the exhibition facilitated engagements with the youths and the general public at large. The KVTC exhibition stand attracted a substantial number of visitors who inquired about these training programs. Despite the remarkable turnout at the show, the visitor count at the booth could not be equated with the extensive attendance that had been observed. This discrepancy could be attributed to the stands' location, situated in a less conspicuous area. To address this challenge, the

project team proactively took steps to bridge the gap. They ventured beyond the stands’ designated location and instead visited the primary arena and other bustling areas filled with young attendees. In these areas, they interacted with those expressing interest in the HEO courses, distributing informative brochures and guiding them to the KVTC stand for those that wanted to apply for the training programs.

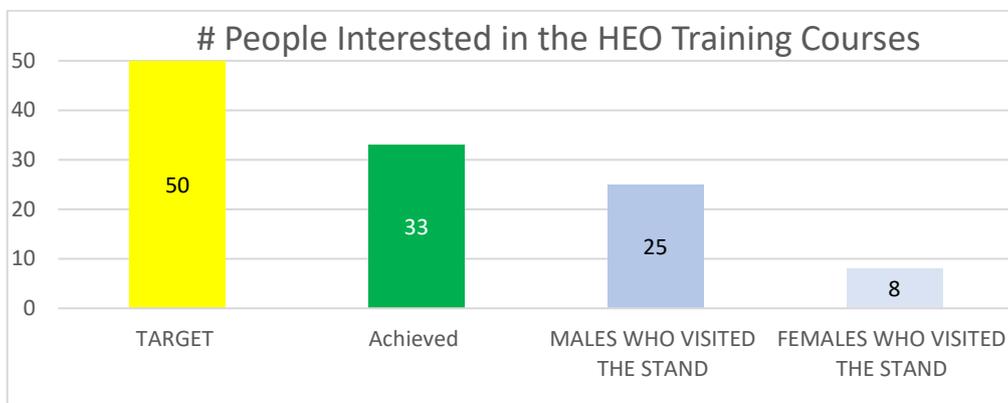
To enhance awareness, the team distributed a total of 500 brochures outlining the diverse training courses offered by KVTC. These brochures were distributed through three methods:

- At the booth, every visitor received a brochure, resulting in the distribution of approximately 220 brochures.
- While exploring the exhibition, the team visited other booths to generate interest in the HEO courses, distributing 50 brochures.
- Beyond the allocated KVTC area, the team engaged with over 100 young attendees, distributing approximately 230 brochures.



Graph 1.1: Number of brochures handed out during the 2023 agricultural and commercial show

The team maintained a logbook at the stand to document individuals who showed keen interest in knowing more about the HEO training courses. The team aimed to engage a minimum of 50 individuals interested in the HEO training courses. The following trends were recorded.



Graph 1.2: Number of people interested in the HEO training courses

The 2023 Zambia agricultural and commercial exhibition, much like numerous other expos, played a pivotal role in disseminating information concerning the recently accredited Heavy Equipment Operator (HEO) programs. The impact of the exhibition can be categorized into two distinct aspects:

- From a corporate perspective, the event generated substantial interest among various companies regarding the collaboration between KVTC and HCMZ. The presence of HCMZ materials and representatives at the booth sparked inquiries from numerous companies. Interactions with these diverse companies not only enhanced KVTC's visibility but also served as a platform to promote other training courses and services offered by the institution.
- From a public standpoint, the younger attendees displayed remarkable enthusiasm in enrolling for HEO training programs. A significant number of them sought information about KVTC's location, application procedures, and the spectrum of courses available. This outreach initiative effectively expanded the project's influence, extending the reach of HEO programs and KVTC beyond their provincial confines.

Furthermore, amidst the exhibition, KVTC and HCMZ took a proactive step by conducting engaging interviews for television and radio broadcasts. These enlightening conversations were subsequently aired on prominent platforms such as ZNBC TV and Radio, providing an additional avenue for raising awareness about the HEO training courses. These interviews are now accessible on our YouTube channel, enhancing the scope of information dissemination initiated at the show.

CONCLUSION

The 2023 Zambia agricultural and commercial show offered an effective platform to generate awareness to the various exhibiting companies and 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 AGRICULTURAL AND COMMERCIAL SHOW EXHIBITORS

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



MINISTER OF TECHNOLOGY AND SCIENCE HON. FELIX MUTATTI VISIT KVTC STAND AND EXPRESSES HIS KEEN INTEREST TO BE INVITED TO THE LAUNCH OF THE HEO TRAINING COURSES



KVTC SIGN AN MOU WITH KAIZEN INSTITUTE OF ZAMBIA



KVTC ALONGSIDE HCMZ POSE FOR A GROUP PHOTO AT THE OPENING OF THE 2023 AGRICULTURAL AND COMMERCIAL SHOW



KVTC AND HCMZ CONDUCTING A TELEVISION INTERVIEW



KVTC PERSONNEL VISIT HCMZ EXHIBITION STAND



DIRECTOR VET MR. SIMUMBA VISIT KVTC STAND



KVTC AND HCMZ TALK ABOUT THEIR PARTNERSHIP DURING THE RADIO INTERVIEW



KVTC INTERACTS WITH INDIVIDUALS VISITING THE EXHIBITION STAND



KVTC INTERACTS WITH THE GENERAL PUBLIC ATTENDING THE AGRICULTURAL AND COMMERCIAL SHOW



KVTC INTERACTS WITH THE VARIOUS COMPANIES EXHIBITING AT THE AGRICULTURAL AND COMMERCIAL SHOW