



## **KITWE VOCATIONAL TRAINING CENTRE**

### **PROJECT FOR PROMOTING YOUTH EMPLOYMENT THROUGH CONSTRUCTION EQUIPMENT OPERATING SKILLS TRAINING**

### **NOVEMBER AWARENESS RAISING CAMPAIGN**

### **REPORTS**

## PROJECT SUMMARY

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 through three outputs, 1) Developing and accrediting a competency-based and demand-driven modern curriculum for construction equipment operator's 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.

The project for promoting youth employment through Heavy equipment operator skills training (herein referred to as KVTC project) seeks to provide decent employment opportunities for youths in Zambia. The expected outcome is that Zambian youths are professionally qualified to fulfil the human resource demands for skilled Heavy Equipment Operators (HEO) in the construction and mining sectors.

## AIM

In accordance with output 3 Activity 3.1 - Plan and conduct awareness raising campaigns for young men and women to attract their interest in the CEO sector and the training programme, with a targeted approach for women.

In light of the above, two awareness-raising campaigns were conducted to engage the youth in the communities of Luangwa and Baluba townships. These campaigns took place on the 16<sup>th</sup> and 22<sup>nd</sup> of November 2023, targeting a diverse audience that included youths, parents, and guardians who actively participated in these initiatives.

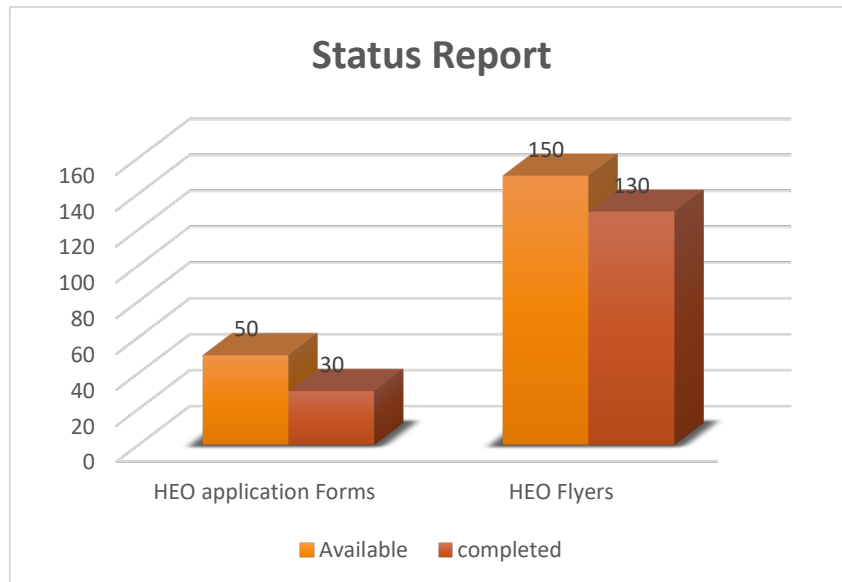
## AWARENESS RAISING CAMPAIGN IN LUANGWA COMMUNITY - 16<sup>TH</sup> NOVEMBER 2023

### DETAILS OF THE CAMPAIGN

The Awareness raising campaign in Luangwa successfully took place as all community members approached did not have knowledge about the soon to be launched Heavy Equipment Operator Skills Training courses at KVTC. Most parties talked to showed interest were male youths and parents the frequently asked question was if the excavator operator programme was Constituency Development fund affiliated. the team that was campaigning carefully explained that KVTC being TEVETA accredited is an advantage that they can get sponsorship through CDF. 130 HEO flyers were distributed to community members and 30 application forms were given to interested candidates. The Market Chairman participated actively by also inviting community members to have interest in the courses being

advertised. He also took with him 20 application forms and 20 flyers to handout to the community members that would want to apply but were not available at that particular time.

## GRAPHICAL PRESENTATION



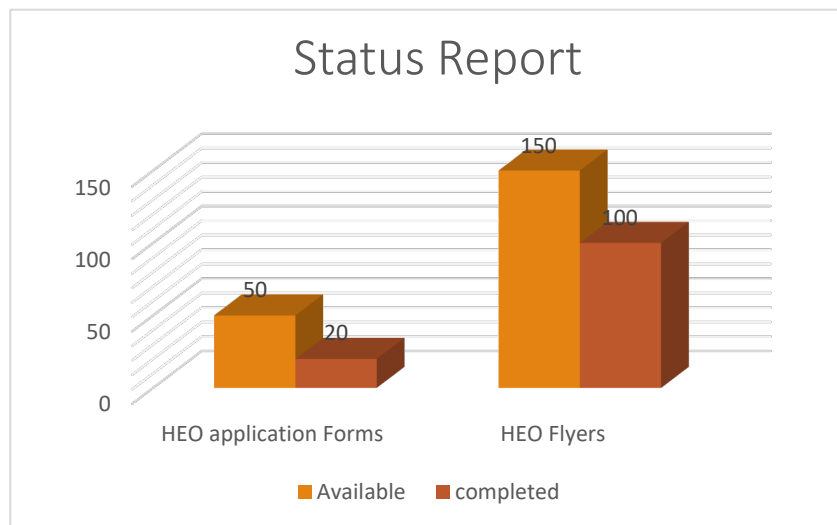
## AWARENESS RAISING CAMPAIGN IN BALUBA COMMUNITY – 22<sup>ND</sup> NOVEMBER 2023

### DETAILS OF THE CAMPAIGN

Baluba community is a small community in Luanshya District located along the Ndola Kitwe dual carriage way. the campaign successfully took place as most youths and community members approached by project staff had no knowledge about Kitwe Vocational Training Centre, its location and what courses are offered. The interested parties were explained to upon being approached with regards to HEO courses and the benefits of acquiring the skill.

The most interested where male youths as some females talked to responded that they could not meet the qualifications due to not completing their grade 12 as a result of dropping out. However, they were excited to learn that they are other courses offered at KVTC that they can access. Nevertheless, the interested parties found it appealing that they could apply under CDF as a way to assist carter for their funds saying the fees mentioned would be a bit challenging for them to sustain themselves during their time once accepted at KVTC as excavator operators. About 100 flyers and 20 Excavator operator application forms were distributed to interested parties. The market chairman took with him 50 flyers and 30 application forms to keep for interested parties who were not available during the time of the campaign.

## GRAPHICAL PRESENTATION



## CONCLUSION

The awareness campaign proved to be highly successful, effectively achieving its goals of informing and educating the youths of Baluba and Luangwa communities. The interactive nature of the campaign facilitated learning about HEO courses and the various offerings at KVTC for youths and community members in both areas. The significant collection rate of application forms indicates a strong interest and active participation, particularly from the Baluba community. This success underscores the positive impact of the campaign in engaging and mobilizing potential students.

PHOTO FOCUS



*Project staff explaining HEO courses, distributing flyers and excavator operators' application forms to interested youths in Luangwa Community*



*Below shows project staff handing out HEO flyers and Excavator Operator Application forms to interested parties in baluba community*