



GEA Young Africa Works: Pulling Ghanaian Youth Out of Unemployment

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SUCCESS STORY

The story of an A2E beneficiary whose journey under the Young Africa Works Project shows how important the Project is for young people in Ghana.

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BY THE NUMBERS

We bring you graphic details of what we have achieved and the impact of the Young Africa Works Project on the next generation of Ghanaians

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Young
Africa
Works



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Adwumapa

Newsletter

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Mrs. Kosi Yankey-Ayeh, Chief Executive Officer, Ghana Enterprises Agency.
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GEA's Vision for Young Africa Works

How the Project is creating jobs and meeting our strategic goals for MSMEs in Ghana

I am delighted to present the milestones of GEA/Mastercard Foundation Young Africa Works—a Project with an overarching goal to create 39,000 dignified and fulfilling jobs for Ghanaian youths with 70% of beneficiaries being women—for the second half of 2021.

At GEA, we set out under Young Africa Works to become the leading voice for young people by playing a vital role in improving their lives.

This second edition of **Adwumapa Newsletter** makes the case for the positive progress we have had this year against our strategic plan to create dignified and fulfilling jobs for young people from all backgrounds and circumstances across our country.

Before you read further, let me use this opportunity to announce that our objective to create 39,000 dignified and fulfilling jobs for youths within the Micro, Small and Medium Enterprises (MSMEs) space, is well on course.

With all the three components of the Project in full swing, we are seeing a renewal of our commitment to support young people whenever and wherever they need it.

This is evident in the impressive growth of the Project within this year. We have seen a sharp increase in the number of young people as well as service providers and organizations engaged under this Project. The breadth and quality of our work continues to improve as we strive to increase the support we offer to young people.

A key demographic of beneficiaries of this renewed commitment is young people from disadvantaged backgrounds and those struggling with complex needs. The Young Africa Works Project is proving to be extremely important in reaching this key demographic because the project is not concentrated in urban areas.

It was very refreshing to read the story of Dorcas Holchile, our Success Story for this edition, who had lost all hope for a bright future until she came across Young Africa Works.

As a result of the far-reaching benefits of Young Africa Works to the marginalized, several training programs have been organized to equip young people with the requisite knowledge to help them start their businesses especially under modules like hairdressing, dressmaking, baking and welding.

It is our firm belief that the partnership with Mastercard Foundation will continue to deliver on its objective of providing decent employment to a cross section of Ghanaian youth while supporting the transformation agenda for MSMEs in Ghana.

A handwritten signature in black ink that reads "Kosi Yankey-Ayeh".

Kosi Yankey-Ayeh (Mrs)
Chief Executive Officer, GEA

About the Project

The Ghana Enterprises Agency (GEA)/Mastercard Foundation Young Africa Works Project is an entrepreneurship development and employment program targeted at young people, particularly young women, in Ghana. The Project therefore falls under the Youth Entrepreneurship and Employment Program (YEEP) of GEA.

The Project is being implemented in Ghana by GEA and will create employment and income-generation opportunities for 39,000 young men and women in Ghana. 70% of the 39,000 beneficiaries will be women.

The project is delivered through the Business Advisory Centres/Business Resource Centres of GEA across the country and in collaboration with other Young Africa Works partners in Ghana including CAMFED.

Project Components

The Project targets MSMEs and the youth with a strong focus on women and girls. It seeks to create employment and promote entrepreneurship among young women and men, through 3 key Interventions or Components as follows:

Innovation, Creativity and Entrepreneurship (ICE): This is aimed at supporting 25,000 unemployed youth (particularly, graduates from tertiary and vocational institutions and selected School drop-outs with innovative ideas) to start and operate successful business ventures.

Apprenticeship to Entrepreneurship (A2E): This intervention is targeted at 8,000 unskilled youth and those from vocational institutions who may need vocational skills or additional practical training and start-up kits to launch their own businesses.

MSME Business Acceleration (MBA): This intervention will support Entrepreneurship and SME growth in Ghana with a strong focus on women-led businesses

PARTNERSHIPS



GEA Partners National Service Scheme

The Ghana Enterprises Agency (GEA) and the National Service Secretariat have entered one-year partnership. The partnership seeks to nurture and hone the entrepreneurship skills of young entrepreneurs and graduates. Under the one-year pact:

- 15,000 young entrepreneurs would be trained and mentored under the Innovation, Creativity and Entrepreneurship (ICE) Component under the GEA/Mastercard Young Africa Works Project
- 5,000 graduates would be assisted to prepare their own business plans
- 2,000 young entrepreneurs would be assisted to start their own businesses



GEA Young Africa Works: Pulling Ghanaian Youth Out of Unemployment

Africa's young population is increasing rapidly. It is expected that almost 11 million young people will enter the workforce each year for the next decade.

In Ghanaian, it was projected that, given the country's growing youth population, 300,000 new jobs would need to be created each year to absorb the increasing numbers of unemployed young people. Yet the employment structure of the Ghanaian economy has not changed much because the economic growth of the country has not necessarily translated into increased opportunity or employment.

Recognizing the need to address this gap, Mastercard Foundation and Ghana Enterprises Agency entered this partnership in 2020 with the sole aim of providing dignified and fulfilling jobs to over 39,000 young people with 70% targeted at young women. The

strategy is to support the growth and development of young people and help reduce the unemployment rate in Ghana.

The project has three main modules with separate conceptual underpinnings.

The first module—Innovation, Creativity and Entrepreneurship (ICE)—opens the door for young enterprising fellows with interesting and workable business proposals to incubate their thoughts and coach and financially assist them to commence their businesses.

The second—Apprenticeship to Entrepreneurship (A2E)—trains beneficiary youth in workable skills over a specified period, after which, they are provided with start-up Kits to commence their own businesses.



The third component—Micro, Small and Medium Enterprises Business Acceleration (MBA)—seeks to support women-owned, women-led businesses to develop public-private partnerships that can facilitate the economic development of local communities by encouraging innovative practices and generating diversity in both jobs and services available. It also seeks to amplify the visibility of the products that MSMEs produce and connect them to bigger markets.

Although the project is still in its early days of implementation. The initiative that uses youth employment as the major source of socio-economic progress has showed significant achievement with a number of young people finding pathways out of poverty.

As at December 2021, the Project created over 23,000 jobs; seen to the creation of over 6,000 new

businesses; and given 36,000 plus young people sustained employment.

These achievements can and should never be overlooked, Ghana can make it with such baby steps yet achieving giant results.

There will be no development in Ghana without the youth. The best way to end poverty is to create opportunities, and this is what this project is all about. By creating career opportunities and youth-led enterprises, we are planting a seed of change for the next generation. The Young Africa Works strategy is the seed that needs to be planted and water diligently to have the change our country needs to have.

A Natural Deodorant Maker's Young Africa Works Experience

G-MITH is a Ghanaian based manufacturing company which was founded by Miss Gladys A. Boateng in 2018. A talented trader who fell in love with deodorant making after several years of being unemployed. She tried different methods in which she created the best recipe out of the most, and that was her first product.

G-MITH is a brand of effective Natural Deodorant with its own production in Ghana. Gmith aims at giving everybody a soothing and a refreshing smell that builds up the confidence in you.

Products

Our Main Products are:

- Gmith Natural Deodorant Roll on (Lime)
- Gmith Natural Deodorant Spray (Lime)

Finances

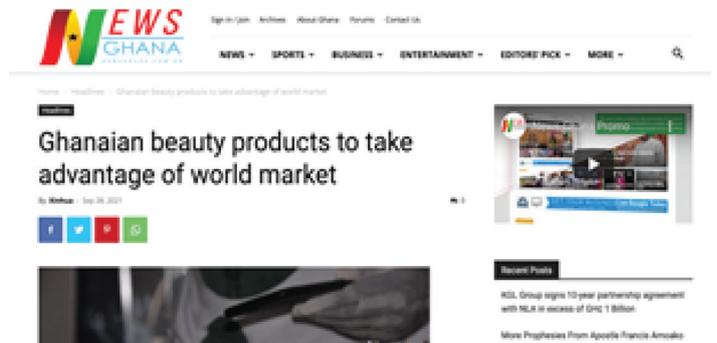
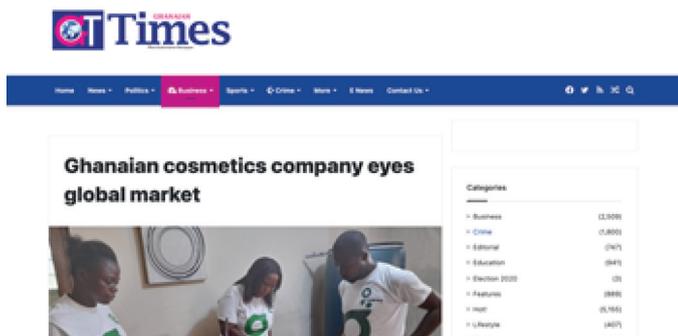
The G-MITH company was privileged to be part of the Small and Medium Enterprises who received a loan from the Ghana Enterprises Agency (GEA) to

support their businesses. This support has been beneficial to the company a lot and it has contributed to the growth of the company to their current stage.

Here are few achievements we made from the loan we received:

- Rebranding to meet International Standard
- Increasing profit over 100%
- Increased Productivity
- Started a promotion which also helped to increase our customer base and market share
- The company can boast of 30 employees

The company hopes to expand its market to other regions across Ghana. Therefore, we are going to produce more products and also employ more workers. With the GHS 54,125.00, we can purchase more packaging containers and essential oils which are the most important items for production.



Entrepreneurship made by GEA Young Africa Works



Eunice Tudeka at her workplace with her apprentices. © 2020. GEA.

20-year-old Dorcas Holchile from Kyebi in the Eastern Region considers the Mastercard Foundation Young Africa Works is the best thing that ever happened to her.

Dorcas recounting her story to the Editorial team tells that she originally comes from Dagaaba in the Upper West Region, however moved to the Eastern region with her parent for farming activities. Growing up from a town where farming is the main activities, to her she thought farming was the only occupation on can involves themselves in. Therefore, to her, she was of the believe that studying will not be of benefit to her, so she dropped out of school when she completed JHS.

In 2019, her family decided to migrate to the Kyebi, that to her was one of the best decisions made by her family. In Kyebi she continued to support her parent to work on their farm. But coming to the Kyebi and being exposed to different people from different background engaged in different kinds of work. She yearned to learn a trade to support herself and her family knowing that formal education is no more a choice. In December 2020, she heard an announce through the community radio broadcasting about an opportunity opened for young people to start their own

business. She decided to registered under the Apprenticeship to Entrepreneurship (A2E) component. Dorcas was placed under apprenticeship for 6 months.

"I have really learnt a lot and I am actually proud of myself. Before joining the programme I had no skill at all. Today I am able to sew a complete dress all by myself. I can't wait to graduate, receive my start up Kit and start my own business."

Dorcas has a dream of starting her own business and equally supporting young girls like herself to equally learn a trade. She mentioned that she forever remains grateful to the Ghana Enterprises Agency and the Mastercard Foundation for Young Africa Works.

The Story of Eunick Clothing

Eunice Tudeka is the owner of Eunick Clothing, a fashion business dealing in the production and sale of fashionable clothing and apparel.

Eunice joined the GEA Young Africa Works Project under the MSME Business Acceleration (MBA) Component in 2020.

After the COVID-19 pandemic devastated the economy, Eunice found herself in dire straits. She was unable to pay for the space from which she ran the business, and the stock from which she produced the clothing had run dry to the lack of business coming in. She was desperate and in a state of despair.

Eunice then heard news of financial support from GEA and applied for it in hope of saving her business. Her application was successful, and Eunice received funds for her business.

She used the funds to pay off the rent for the workspace, and to replenish her stock for the business. As a result, the business was able to run again and soon was fully back on its feet and ready to compete.

Eunice is very grateful for the intervention that saved her business.



OUTPUT





The Nkosuo Program, with an initial commitment of GHS 90 million from the Mastercard Foundation, provide financial assistance, in the form of grants and soft loans, via participating institutions, including banks, fintechs, mobile lenders, NGOs, and Business Development Services.

Beneficiaries of the Program the team interacted with commended the intervention and revealed how funds disbursed to them had resulted in significant changes in their lives through its impact on their enterprises. They expressed their profound gratitude to the GEA and Mastercard Foundation for the initiative.

Below is a graphic overview of the funds disbursed so far under the Program:

GRANT APPLICATIONS

 **304,668** Grant Applications Received

17,691 Grant Applicants Received **GHS22.23M**

 **41%** Grant Recipients Male |  **59%** Grant Recipients Female

 **50%** Grant Recipients Youth

LOAN APPLICATIONS

 **288,475** Loan Applications Received

2,319* Loan Applicants Received **GHS 15.90M**

 **40%** Grant Recipients Male |  **60%** Grant Recipients Female

***Target Is To Disburse GHS54.6m To 5,700 Beneficiaries**

Launch of Ghana Enterprises Agency, MSME Policy and COVID-19 Response Grant



Training Programs Under GEA Young Africa Works

