

Project Name: Rural-Based Girl-led Innovation & Entrepreneurship Program

Organization(s): Asante Africa Foundation (“AAF”) - Kenya and Tanzania

Dates of Implementation: 2010 Ongoing

Countries: Kenya, Tanzania

Partner(s): Tullow Oil, Procter and Gamble, County local governments, CBO’s, districts and schools, TIE (Tanzania) Teach a Man to Fish (TAMF) in KE and TZ, NAFGEM in TZ

Funder(s): USAID – Innovation Recognition Prize, Tullow Oil (KE), Social Capital Foundation, Quest Foundation, Procter and Gamble, Weyerhaeuser Family Foundation, Population Council, UNGEI, Red Cross Kenya

Website: <https://asanteafrica.org/kenya-team/>

Project description: The Girl-led Innovation & Entrepreneurship Program is a secondary-level school based educational project designed to address systematic unemployment problems in rural areas in East Africa. This project provides trainings that builds personal development, job readiness and entrepreneurship skills to prepare youth for school, jobs and start business. AAF implements a multi-year, three-phased model that follows the flow of Knowledge Acquisition, Knowledge Application and Knowledge Transfer. Besides teaching, this project also empowers schools with digital smart start kits including laptop, projectors and digital curriculum that prepare students to a modern labor market.

At the program level, they teach asset-based fundraising to each innovation club, AAF works with the youth in developing personal finance plans, clubs in developing budgets and utilize local business leaders are a part of the career mentors and entrepreneurship coaches. At the community level, the local leaders, the business leaders, and the educators are integral in skill building for potential jobs in that community and in identifying value chain SME possibilities for incoming industries or businesses.

Target Population: Women from different age groups (age 10-14 for Adolescent Programs and age 14-25 for Teen Programs) in extremely rural and hard-to-access communities. AAF tackles gender disparities in these regions by emphasizing young women’s leadership. Therefore, program activities are led by girls but include boys.

Results to-Date and/or Target Results:

This project operates in 15 Kenya regions and 11 rural Tanzania regions with 2019 plans for new regions as well as Uganda and Rwanda. AAF’s Girl-led Innovation and Entrepreneurship Program has impacted over 300,000 youth + our Adolescent Girl Advancement Program (elements of financial literacy and economic assets) has impacted over 130,000 young girls.

Interesting Features & Innovations:

-Targets extremely rural, hard to access, off the paved road communities.

- **Pay it forward** program helps youth to participate in peer mentoring, community service and collaborative business enterprises.

-Active partnership with the local, county and Ministries of Education.