



SEI AFRICA

**Student Enterprise and Innovation
Report
August 2012**



Student Enterprise & Innovation Africa

...Developing Africa's future

Acknowledgements

Student Enterprise & Innovation (SEI) Africa 2012 was very successful due to the co-operation and dedication given by many individuals from Ireland and Uganda. We are very appreciative of the fundraising and co-ordination carried out by the Irish Volunteers and applaud the positive impact they had facilitating the workshops in Uganda. We are thankful for the generous financial support provided by Tullow Oil Plc, which was absolutely essential to the delivery of the programme in Uganda. We would also like to thank the participating Ugandan Students and Teachers and we acknowledge the commitment and determination they've shown to further their own development and the development of the Ugandan communities they represent. The availability of a suitable premises to run the programme was essential. Our profound thanks to the principal, Mrs. Maria Kabanda, for the use of the Kimaanya Blessed Sacrament Secondary School, Masaka, without which we could not have run the programme.

We would also like to extend a very special thanks to the organisers in Uganda, the participating graduates and lecturers, Uganda Martyrs University (UMU), Makerere Business School (MUBS), the CEDF board of Directors, the founder Mrs. Sylvia Katete Gavigan, Honorary Consul of Uganda to Ireland. Finally, a special thanks to South Dublin County Enterprise Board for their help and advice in developing the programme documentation.



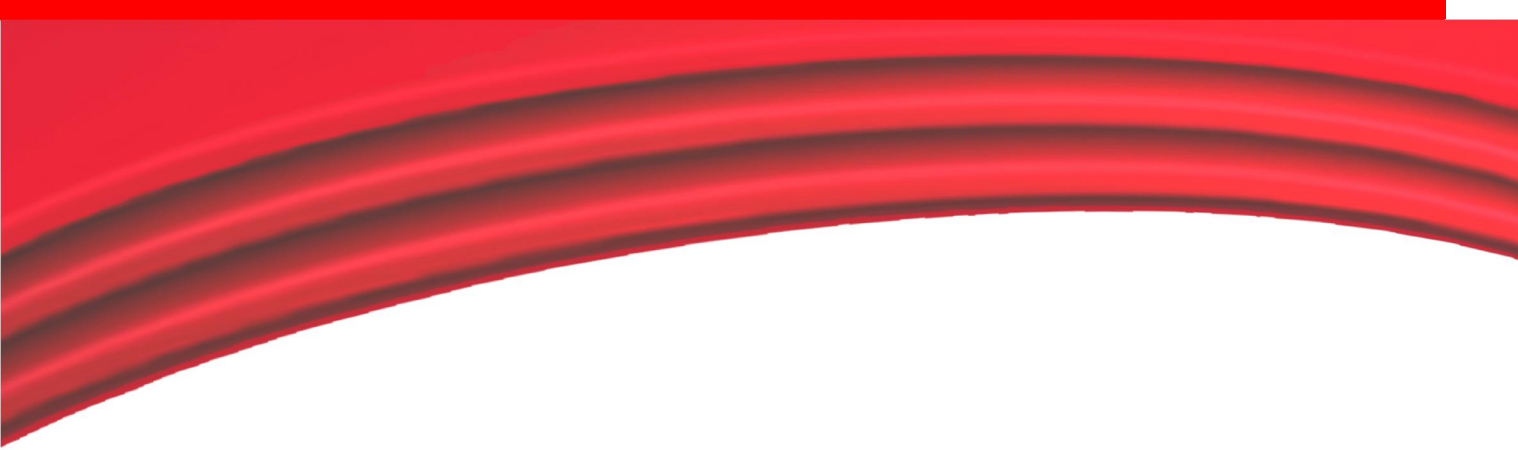


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"Teaching should be such that what is offered is perceived as a valuable gift and not as a hard duty." - Albert Einstein

Introduction

The purpose of this Student Enterprise & Innovation (SEI) Africa report is to highlight the need for learning opportunities in Uganda, discuss the experiences gained by the students and the teachers that took part in the SEI Africa Workshops and how the project has encouraged young Ugandans to think creatively about business opportunities. It also discusses the future plans of SEI Africa and how crucially important education, innovation and entrepreneurial skills are for local and national communities in Uganda.

Background

The Children's Educational Development Fund (CEDF) partnered with the Institute of Technology Tallaght, Dublin (ITT Dublin), South Dublin County Enterprise Board and University College Dublin (UCD) to organise a practical learning programme in Entrepreneurship & Innovation, which was specifically tailored for Ugandan students.

The Student Enterprise Awards competition in Ireland is a national initiative organised by the County and City Enterprise Boards, which aims to foster an enterprise culture among second level students in Ireland. It offers students the opportunity to take a business from the idea stage, through market research to production, selling, record keeping, management and finally, to writing a comprehensive report on the activity. Mr. Loman O'Byrne, Chief Executive Officer of South Dublin County Enterprise Board, encouraged CEDF to adapt the Irish model to suit the SEI Africa programme needs. Accordingly, CEDF designed a programme tailored to the needs of Ugandan students and their teachers.

The Student Enterprise & Innovation Programme - Uganda

The introduction and purpose of the Students Enterprise & Innovation programme was to foster entrepreneurial and innovation skills in Ugandan students with the aim of raising their business acumen and awareness. The idea was for young Ugandans to potentially create self-employment through starting their own enterprises and to consider it an option for their future careers. The Uganda economy is on the cusp of expansion so there is a growing need for young entrepreneurs to emerge. Innovation needs to be encouraged to meet the needs of small, medium and large businesses. Furthermore, alternative employment opportunities must be developed within the local economy.

The workshops demonstrated how to form business ideas, form a viable business plan and set up their own business through the use of practical exercises which allows them to practice and nurture their entrepreneurial skills. Within the programme students are familiarised with the business language, production strategies and the marketing required with running their own businesses. The workshop provides and teaches them the necessary skills to generate a new business idea, develop the idea, and put together a business report needed to acquire capital, successfully set up and manage a new business operation. Students were also taught other essential business elements such as, teamwork, market research, presentation, budgeting, costing, pricing and finance.

Entrepreneurship is only one option for students, but by showing how it works and what support is available, those who are motivated to follow this route will have a much better understanding of what is required and how they can improve their chances of becoming a successful entrepreneur themselves.





Picture: Mr. Kakooza Emmanuel, Executive Director, K & E Company,

Project Aims

- To build and improve relationships between Ireland and Uganda
- To provide worthwhile and meaningful business education for Ugandan students and teachers
- To encourage innovation and entrepreneurship within Ugandan Communities
- To encourage and maintain high interest in business and education for the young people of Africa.
- To promote awareness regarding the importance of innovation and entrepreneurship in Uganda
- To develop alternative employment routes for the young people of Uganda
- To provide a platform and nurture young, aspiring and potential entrepreneurs.
- To prepare and equip the young people and teachers of Uganda how to put together a viable and realistic business plan.
- To reach 100 Schools, approx 300,000 students to benefit in the first three years
- To have the participating teachers pass on their acquired knowledge gained from the programme to other schools within their district.



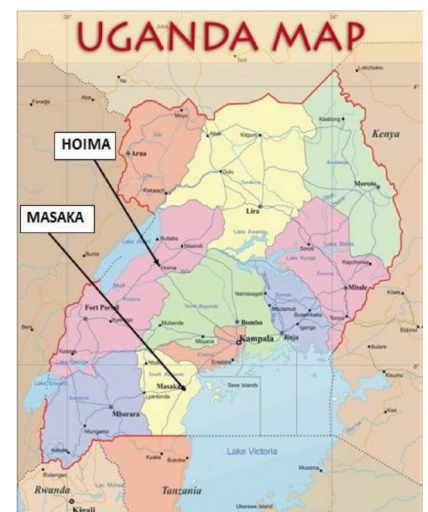
Focusing on Uganda;

Students participating in the *SEI Workshop held in Masaka, August 2012*

The programme involved 15 schools (5 pupils per school) and 30 teachers (2 business teachers from each school) from both the Hoima and Masaka districts in Uganda. A structured series of daily workshops and plenary sessions were held over a one week period. It began on Sunday 19th August with an introduction assembly evening and continued through to Friday 24th August 2012 ending with a closing ceremony in the afternoon. The closing ceremony was attended by the Minister for Education and Sport Uganda, Dr. Kamanda Batarigaya, where he presented certificates to all participants involved.

The programme was delivered and implemented by 6 volunteers from the partnership colleges in Ireland, 2 Lecturers from Makerere University, and 3 Lecturers from the Uganda Martyrs University – Uganda.

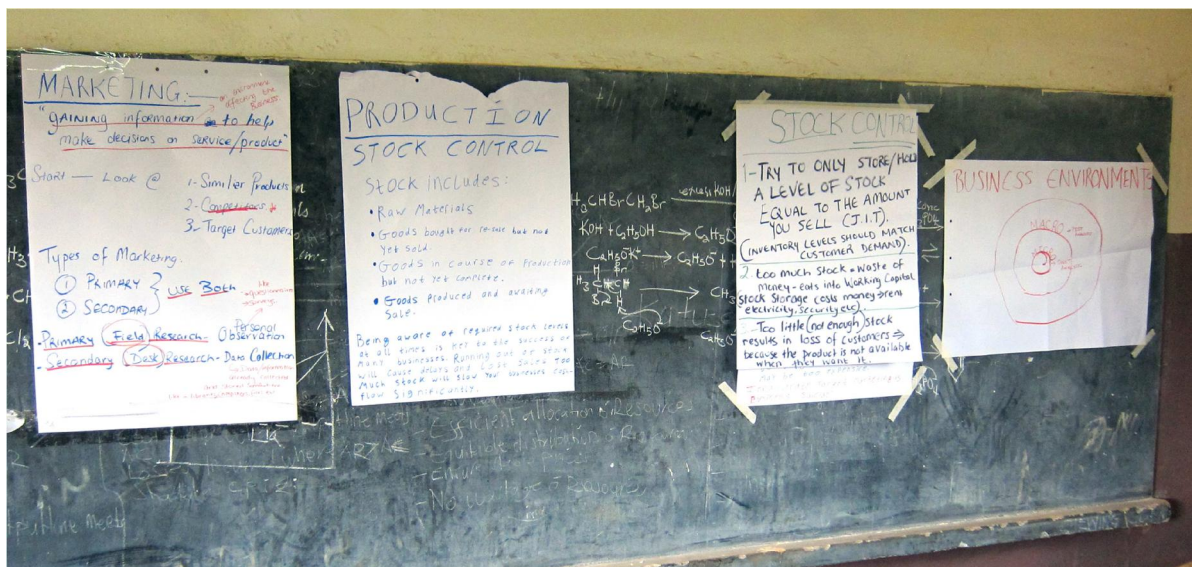
The workshops were held in the Blessed Sacrament, Secondary School Kimaanya. Students and Teachers travelled from the Hoima and Masaka districts to take part in the workshops.





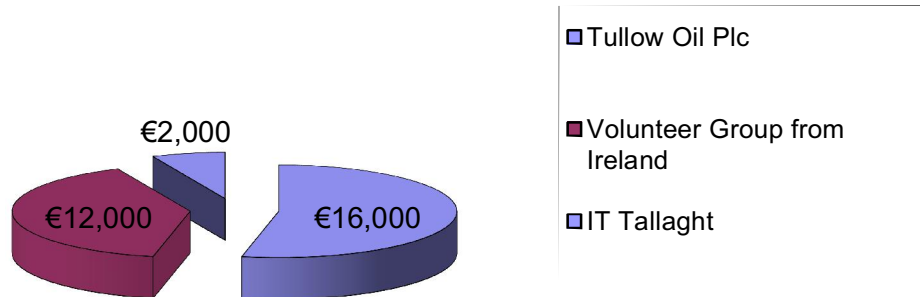
Discussing the Importance of Entrepreneurship with Ugandan Students:

- Builds an entrepreneurial mindset
- Provides the experience of working as part of a team
- Applies learning in a practical way
- Explores possible career paths for the future
- Motivates students to become entrepreneurs themselves
- Enhances creativity
- Improves communication skills
- Builds personal confidence

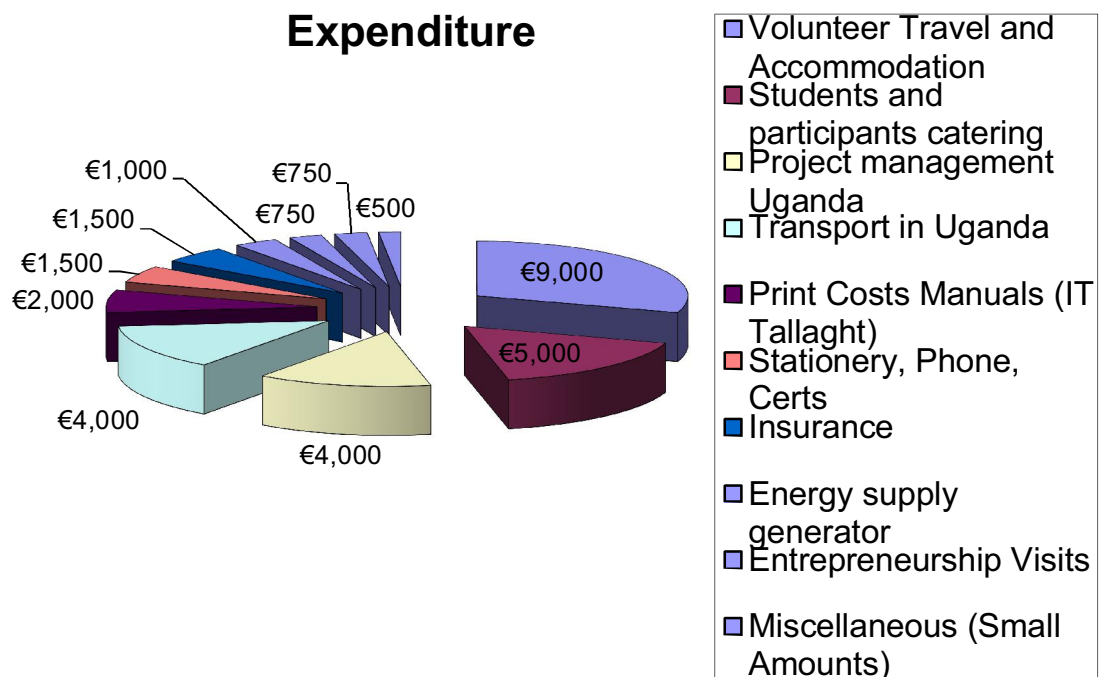


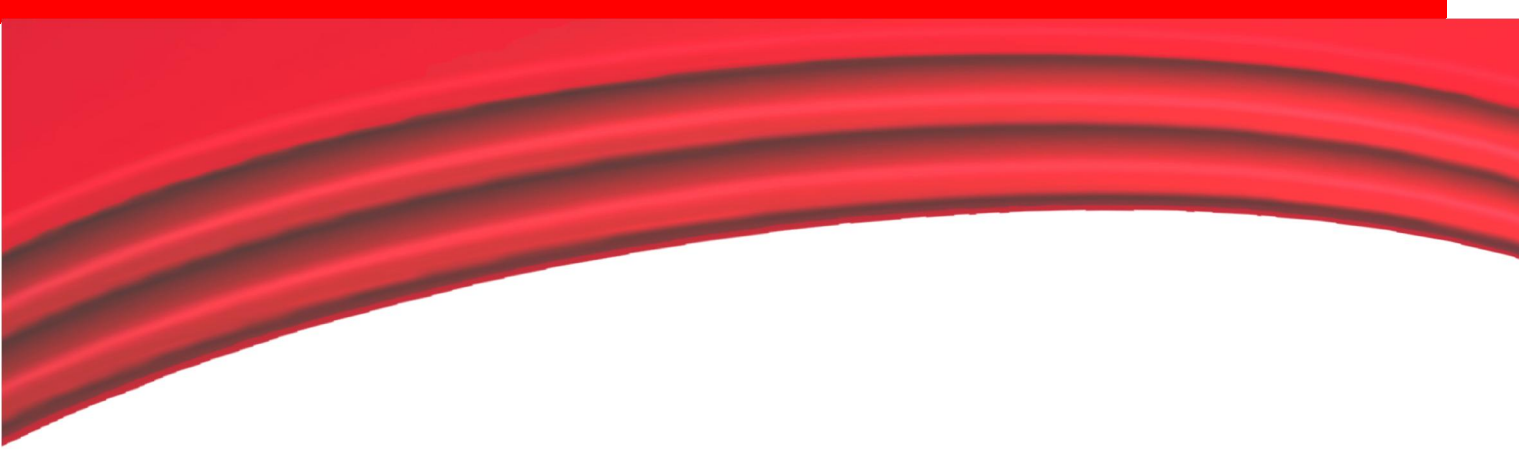
Programme Income and Expenditure – August 2012

Income



Expenditure





SEI Workshops



SEI Workshops Timetable

Participants from Masaka / Hoima districts in Uganda

19th – 25th August 2012 Workshops

Time	Monday 20 th of August
8.00 – 10.00 am	Introduction of the programme to all the Ugandan Teachers. Welcome/Opening address & keynote speaker: <i>What is an Entrepreneur Generating a business idea – Tips to help you get started</i>
10.00 – 11.00 am	Introduction to groups Generating a business idea – Where to look for a new business idea.
11.00 – 11.15 am	Tea Break
11.15-12.00 pm	Guest Speaker Education Commissioner: Mr. John . M. Agaba
12.00-12.30 pm	Business Guest Speaker. Mrs. Josephine Kizza, CEO, St. Jude Family Projects and Rural Training Centre.
12.30 -1.00 pm	Workshops – Generating a business idea – Idea Generation Techniques
1.00-2.00 pm	Lunch Break
2.15 – 3.00 pm	Workshops – Idea Generation Techniques – Brainstorming Exercises
3.00 - 4.00 pm	Each group to decide on a new product or service and complete idea checklist/information needed(research)
4.00 - 4.45 pm	Introducing Businesses groups
5.00 - 5.30 pm	Review and Conclusion by all School Teaches and Facilitators



Time	Tuesday, 21 st of August
8.00 – 10.00 am	Teamwork – Self Analysis: 2 presenters, Irish / Ugandan Lecturer
10.00 – 11.00 am	Workshops – Teamwork, Skills Needed in a Team & Organisation Chart
11.00 – 11.15 am	Tea Break
11.15-12.00 pm	Market Research – What is Market Research and where do you Start?
12.00-12.30 pm	Market Research – The different types of Market
12.30 -1.00 pm	Research
1.00-2.00 pm	Lunch Break
2.15 – 3.00 pm	Entrepreneur of the year, Uganda, Mr. Kakooza Emmanuel, Juice company
3.00 - 4.00 pm	Guest speaker MP. Mr. Vincent Ssepijja <i>Market Research</i>
4.00 - 4.45 pm	Workshops – SWOT Analysis Process
5.00 - 5.15 pm	Review and Conclusion

Time	Wednesday 22 rd of August
8.00 – 10.00 am	Market Research – Production Speakers: <i>Marketing – What is Marketing and basic Marketing steps?</i>
10.00 – 11.00 am	Workshops – Marketing
11.00 – 11.15 am	Tea break
11.15 – 12.00 pm	Speaker: Marketing – The Marketing Mix (The 5 P's)
12.00 – 12.30 pm	Workshops – Marketing Mix and Branding
12.30 – 1.00 pm	Workshops – – Developing the Marketing Plan
1.00 – 2.00 pm	Lunch
2.00 – 2.30 pm	Guest Speaker on Marketing (Entrepreneur discussing how they developed a Marketing plan for their business idea)
2.30 – 3.30 pm	Workshops – Stock Control
3.30 – 4.30 pm	Workshops – Costing and Pricing Strategies
4.30 – 5.00 pm	Review and conclusion



Time	Thursday 23 rd of August
8.00 – 10.00 am	Costing and Pricing – Calculating unit costs: Irish/Ugandan Lecturer
10.00 – 11.00 am	Workshops – Costing and Pricing – Pricing your product
11.00 – 11.15 am	Tea Break
11.15 – 12.45 pm	Workshops – Sources of Finance and Record Keeping Budget Preparation and Forecasting Cash-flow
12.45 – 1.45 pm	Lunch Break
2.00 – 5.00 pm	Field visit to St Jude's Family Farm and Enterprise Centre

Time	Friday, 24 th of August
8.00 – 10.00 am	Evaluation and Review – Writing your Business Report: Irish / Ugandan Lecturer.
10.00 – 11.00 am	Evaluation and Review – Writing your Business Report
11.00 – 11.15 am	Tea Break
11.15 – 1.00 pm	Evaluation and Review – Writing your Business Report
1.00 – 2.00 pm	Lunch Break
2.00 – 3.00 pm	Conclusion and Award of Certificates to all Participants: Minister for Education and Sport, Dr. Kamanda Bataringaya.
3.30 – 3.30 pm	Announcement of the winning team Prize (5 schools) – Uganda shillings 1.2m (€400)
3.30 – 4.30 pm	Workshop Ended & Thank you presentations

Experiences

Graham – Workshop Facilitator

"Sylvia first approached me in ITT Dublin regarding the SEI workshop and explained the aims, the workshop structure and she also discussed the needs for innovation & entrepreneurship in Uganda. As a student who was studying innovation and enterprise development I understood the importance of entrepreneurship and the effect it has on potential job creation and overall economic growth.



Myself and another volunteer Daniel had the privilege of coaching up to 25 students and 8 teachers. The idea was to go through all aspects of developing a business plan and have the students create their very own business plan from scratch. We would have the students create their own teams and give them practical assignments for them to complete. Initially, the majority of the class had little knowledge of the topics we aimed to cover. By the end of the week the students had formed their very own business plan and had a solid understanding of each topic area covered. This was an incredible achievement given we had 5 days to facilitate the workshop and I was taken aback by the level of commitment and engagement shown by both the students and the teachers. The most humbling aspect was having teachers and students frequently approach me before and after each workshop thanking me for the opportunity to learn business enterprise. It was very evident what it meant to them. They would also talk excitedly about their future business plans and discuss their aspirations. Such was the interest I now personally email over 10 teachers and university lecturers, forwarding them business enterprise material that they had requested from me. The idea is for them to continue building on what we taught.

It was a pleasure to be involved in such a successful, well structured and meaningful programme. If this is what the 2012 SEI pilot programme can achieve in 5 days, I can only imagine what it can potentially achieve in the future given the right support."

William – Participating Student

"I learned a lot from the Irish facilitators and thank my lovely brothers for teaching us enterprise and entrepreneurship. I will now study hard for the better. I have bought a piglet to be my commencing point and I have now proposed a plan of starting organic farming with the animal I bought and I think after this school term, I will be able to commence with it. I will receive my first certificate October 6th and this will go with my enterprise and entrepreneurship certificate. Thank you all for showing that there is better life after struggle."





The Students Business Ideas – August 2012

The students who attended the workshops arrived with little or no understanding of the general business environment. By the end of the week each group had generated an idea, named their enterprise, created a mission statement, highlighted their vision, assigned responsibilities, formed a marketing and advertising campaign and finalised a complete business plan. The following are a list of new businesses ideas that evolved from the SEI workshops.

GROUP 1

Enterprise Name:

Jaffris Frog Enterprise

Mission Statement:

"To improve science education by providing specimens at affordable prices"

Vision: To become the best providers of reliable and affordable specimens to High schools

Advertising Methods:

Internet
Local radio
School Magazines
Business cards

Benefits:

Provide Employment
Source of income
Source of Product for Biology
Improve Business Skills

GROUP 2

Enterprise Name:

Spotless Laundry Services

Mission Statement:

"To provide the best Laundry cleaning service in Masaka"

Vision: To improve personal appearance

Advertising methods:

Promotional posters
Billboards
Discounts and promotions

Benefits:

Saves time for customers
Promotes smartness
Discounts for customers

GROUP 3

Enterprise Name:

Eagle Scrap Company

Mission Statement:

"To become the leading scrap recycling company in an environmentally friendly way"

Advertising Methods:

Posters

Local Media

Targeted customer acquisition

Benefits:

Good for the environment

Ready market

Product plentiful

GROUP 5

Enterprise Name:

Seed Science Suppliers

Mission Statement:

"To provide animal & rodent specimens to help research"

Vision: To expand in the market gap.

Advertising Methods:

Internet

Local radio

School Magazines

Business cards

Benefits:

Provide Employment

Source of income

Source of Product for Biology

GROUP 4

Enterprise Name:

Aqua Nile

Mission Statement: "

To provide Ugandans with quality safe clean water for good health"

Vision: To become Uganda's number one water supplier"

Advertising Methods:

Good branding

Local radio

Business cards

Benefits:

Provide Employment

Source of revenue for government

Product is healthy

GROUP 6

Enterprise Name:

Natural Fresh Juices

Mission Statement: "To improve fruit farming and processing"

Vision: To provide high quality natural organic juices in many varieties to suit all our customers' needs.

Advertising Methods:

Internet

Local radio

Business cards

Benefits:

Provide Employment

Source of income

Popular product

Good for you

GROUP 7

Enterprise Name:

BS Best Cards

Mission Statement:

"To make cards for individual demands using the Ugandan language"

Vision: To meet customer demands"

Advertising Methods:

Internet

Local radio

Business cards

Benefits:

Provides new employment

Allows creativity and innovation

Attracts new market opportunity

GROUP 9

Enterprise Name:

Smartex Designers

Mission Statement: "To provide high quality clothes & generate profit"

Vision: To become the best providers of affordable clothing in Masaka.

Advertising Methods:

Fashion Shows

Exhibitions

Benefits:

Provide Employment

Source of income

Allows creativity

Providing service to the community

GROUP 8

Enterprise Name:

Premier Poultry Products

Mission Statement: "To provide highest quality poultry products in Masaka"

Vision: To become the best providers of reliable and affordable poultry products to restaurants and supermarkets"

Advertising Methods:

Internet

Local radio

Market boards

Benefits:

Provide Employment

Source of income

Producing food

Producing fertilizer

GROUP 10

Enterprise Name:

Global Piggery Project

Mission Statement: "To offer the best quality pork in Kampala at the fairest prices"

Vision: We intend to be the best producers of pork in East Africa and the world.

Advertising Methods:

Brochures

Posters

Word of mouth

TV

Local radio

Benefits:

Provide Employment

Source of income

Provide manure

Improve diet

Source of taxable revenue

GROUP 11

Enterprise Name:

Commercial Organic Mixed Farming

Mission Statement: "To be the number one producers of health friendly foods through organic farming."

Vision: To be the best producers of health friendly quality foods internationally.

Advertising Methods:

Internet

Local radio

Business cards

Benefits:

Provide Employment

Source of income

Source of Product for good health

GROUP 13

Enterprise Name:

Best Bakers Bakery

Mission Statement: "To invent a mixer that will enable faster production of bakery products"

Vision: To become the best provider's of bakery products in Masaka.

Advertising Methods:

Internet

Local radio

Word of mouth

Benefits:

Provide Employment

Source of income

Improve diet

Improve Business Skills

GROUP 12

Enterprise Name:

Bag Masters

Mission Statement: "To promote self sustenance and environmental conservation throughout Africa by ensuring corporate responsibility"

Vision: To become one of the best environmentally friendly businesses in Africa.

Advertising Methods:

Internet

Local radio

Business cards

Benefits:

Provide Employment

Source of income

Source of Product for Biology

Improve Business Skills

The future of the SEI AFRICA Programme in Uganda

The Student Enterprise and Innovation Africa programme is expected to positively impact over 100 schools and approximately 300,000 students over the next three years throughout Uganda.

Since the launch of the workshop in Uganda in August 2012 the teachers of the Hoima District have introduced the teaching criteria and the programme to other schools within Hoima. This encouraging development proves that the SEI workshops have already started to have the intended impact the programme aimed to achieve. These teachers are driving education for entrepreneurship & innovation thus showing that the programme has already begun to grow. This also implies that support is very much needed for the continuation of SEI in order to reach its target of reaching over 300,000 students in 3 years.

We envisage that by year 4 the Ugandan partner Universities, Schools and Students will be able to deliver this programme themselves throughout the SEI target area.

Due to the high work level and demand for innovation arising from the workshop, CEDF have announced that they will facilitate an Innovation Competition to schools and Districts within Hoima, Kampala and Masaka for 2013. Due to this competition, the pressure to raise funds is now more critical than before. Funding raised will help sponsor participating schools enter into this Enterprise Programme for young aspiring entrepreneurs. The SEI Africa Student Society at the Institute of Technology Tallaght has already started its fundraising campaign.



Meeting with Irish Ambassador to Uganda, H.E. Anne Webster



The Irish volunteers and local N.G.O. representatives met with H.E. Anne Webster to discuss the outcome of the SEI Africa Student Enterprise and Innovation Programme 2012.



What will my future be without Innovation & Entrepreneurship?

Partners and facilitators



Programme Leader, Martin Nolan, Head of Dept. of Accountancy & Professional Studies at IT Tallaght, Sylvia Katete Gavigan, Consul for Uganda in Ireland, Dr. Kamanda Bataringaya, Minister for Education and Sport, Uganda, and Volunteers.



Sylvia Katete Gavigan, BBS, Hdip, MSc.

Sylvia is the first appointed Ugandan Honorary Consul to Ireland. She is a Director at IMC Global, a Management Consultancy Co. Sylvia is the Founder of The Children's Educational Development Fund (CEDF CHY 17489). The Charity, is working with Rural Communities and Schools in Uganda, CEDF, has built a Vocational School, Secondary School, Medical Centre, workshops and a Community Centre in Uganda. Sylvia is the Founder of the Ugandan Association of Ireland and Founder of Students Enterprise & Innovation Africa.

In 2006, Sylvia represented Ireland in Norway-Oslo for a showcase as an Ethnic Entrepreneur in Ireland. As a Consultant, Sylvia has been supporting Ethnic Entrepreneurs in Ireland to access Finance from lenders.

She holds a Masters in Management Consultancy from Michael Smurfit Graduate School of Business, UCD, a Degree in Business and Accounting and Higher Diploma in Business and Management. Sylvia is Board Member of Self Help Africa, an NGO that supports Rural Communities in Africa; she is a Board member of Camara International, an Irish NGO that supports sending computers to African Schools.



Martin C. Nolan BComm, MA, AITI, FCA

Martin is Head of the Department of Accountancy & Professional Studies at the Institute of Technology, Tallaght (ITT Dublin). He specialises in the area of External Independent Audit and Assurance and has publications in this area. He has a long association with not-for-profit organisations and overseas aid organisations. He was the financial adviser to Vita International for 15 years – it specialises in development aid in Eritrea, Ethiopia and Kenya.

He is also Chairman of Harambee Education Fund an activity of African Cultural Project Ltd., a registered charity in Ireland. Harambee focuses on second level education support in the Mukuru district of Nairobi, Kenya. He jointly co-ordinates the South Dublin Student Enterprise Awards at ITT Dublin and ITT Dublin is the principal sponsor of the event.



Patricia Morris BBS. DPA. FCA

Patricia Morris is a Senior Lecturer in Accounting at ITT Dublin. She specialises in Corporate Finance, Financial Management and Management Accounting. She is joint co-ordinator for the South Dublin Student Enterprise Awards for ITT Dublin. She trained as a chartered accountant with PricewaterhouseCoopers (PWC). She is actively involved in community –based projects in Dublin.



Kathleen O'Reilly, BA, MSc.

Kathy is a Lecturer and Programme Director at the UCD Michael Smurfit Graduate School of Business. She holds an MSc in International Business, and teaches a number of courses related to global business, including International Business, Global Marketing and Global Competitive Strategy, plus Project Management and Management Consulting. She has taught on a number of UCD's undergraduate, post-graduate and executive education programmes in Ireland, Spain and Singapore.



FR. EDWARD ANSELM SSEMWOGERERE

Senior Lecturer, Uganda Martyrs University.

Rev. Edward A. Ssemwogerere is a Senior Lecturer in the Faculty of Business Administration and Management.

He teaches Principles of management, organisation behaviour, Strategic Management, Strategic Human Resource Management and Finance.

As head of microfinance he has worked with various partners like Bank of Uganda, Association of Microfinance Association of Uganda and Milan University. He has attended various workshops within Uganda and outside Uganda in countries like Kenya, Tanzania, South Africa, Ethiopia, Italy and USA. He is lead person in the Student Training for Entrepreneurial Promotion Programme (STEP) at Uganda Martyrs in collaboration with Leuphana University of Germany.



Bisaso Rita Regina MBA, B Educ. (Hons.), Dip Educ. (secondary)

Rita is a lecturer at Uganda Martyrs University-Nkozi; Faculty of Business Administration and Management. She holds an MBA majoring in Accounting and Finance from Uganda Martyrs University and a Bachelor of Education (Business Studies) from Makerere University, Uganda.

Before joining the University, Rita was a secondary school teacher where she served in various capacities as HOD Business Studies Dept., Discipline Mistress and Deputy Head teacher. She participated in the curriculum review of entrepreneurship course at secondary level.



Nakyejwe Christine M.A.

Christine has a Master's of Arts in Education and Development
Christine is a lecturer in Uganda Martyrs University belonging to the Faculty of Humanities and specifically, to the Department of Languages.

Christine is the Managing Director of a Women Organisation called Women Entrepreneurship for Sustainable Development (WESUDE). It is registered - as a Community Based Organisation, with Masaka Municipality in Masaka District. She is founder of Lady Christine Day-Care Centre after seeing the need for a 'home away from home' for the toddlers in Masaka Town whose mothers are employed or travel a lot. She is a certified as a STEP (Student Training for Entrepreneurial Promotion) Trainer by Leuphana University in Germany.



Francis Kimbugwe: BESBM, MBA, PhD

Francis is a Lecturer in the Department of Entrepreneurship and Faculty of Entrepreneurship and Business Administration (FEBA) Makerere University Business School, Kampala (Uganda).

His qualifications include: MBA (Project Planning & Management), BESB ; A PhD student in the area of stakeholder commitment (Undergoing Research Methodology Training) ; A post graduate Diploma in Monitoring and Evaluation-Ongoing – Uganda Management Institute (UMI), Kampala.

Francis has additional training in NGO management, Image Building, Etiquette & Diplomacy and Business Coaching and Mentorship.

He is a Trainer at the Entrepreneurship Centre (A business Development Centre at MUBS).

He is also a facilitator on the courses in: Entrepreneurship, Project Planning and Management, Project Monitoring and Evaluation, Business Planning, Business Start-up and Growth, Research Methodology at both the undergraduate and the Graduate Research Centre (MUBS).



The Irish facilitators (Left to Right)

Lisa O'Leary – Specialist Areas; Marketing and Advertising,

Dublin Business School

Barry O'Reilly – Specialist Areas; Accountancy & Finance

Institute of Technology, Tallaght (ITT Dublin)

Daniel McGuiness – Specialist Areas; Accountancy & Finance

Institute of Technology, Tallaght (ITT Dublin)

Graham White – Specialist Areas; Business Management and Entrepreneurship

Institute of Technology, Tallaght (ITT Dublin)

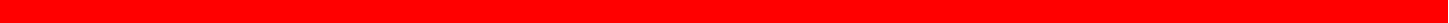
Martin Nolan – Specialist Areas ; Head, Department of Accountancy

& Professional Studies

Institute of Technology, Tallaght (ITT Dublin)

Lindsay Murray Specialist Areas; Accountancy & Finance

Institute of Technology, Tallaght (ITT Dublin)



Compiled by

Lisa O’Leary

Edited by

Martin Nolan and Sylvia Katete Gavigan

On behalf of CEDF