



# QUALITY JOBS AT HOME

## The Gambia Youth Empowerment Project



International  
Trade  
Centre



Republic of The Gambia



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# Quality jobs at home

## The Gambia Youth Empowerment Project

At the end of 2016, The Gambia went through a peaceful democratic transition. This instilled renewed hope among the Gambian population, accompanied by determination of the new government to create better opportunities for Gambian youth.

In partnership with the European Union, the International Trade Centre (ITC) was among the first international development partners to engage with the new government.

ITC's Youth Empowerment Project (YEP) supports the creation of quality jobs at home by addressing skill gaps and identifying market opportunities for youth.

**Trade matters for The Gambia because it is the driver of inclusive growth and prosperity. Youth are excited to contribute to nation building.**

**Fatoumata Jallow-Tambajang,  
Vice-President of The Gambia**



**In 2017, my business expanded from four to nine outlets. We support young entrepreneurs to sell their products and provide them with a retail space and training on business management and craftsmanship.**

**Ndeye Fatou Njie,  
Designer and Founder, TiGA**





**Our first participation at the Trade Fair Gambia International was a great opportunity to showcase our products and services, expand our client base and network with seasoned entrepreneurs.**

**Hassan Y. Jallow, Founder, Assutech**



**Our show, followed by some 100,000 youths, features successful entrepreneurs who share experiences and challenges on their road to success. They can ask questions and receive feedback live. The idea is to trigger their creativity and inspire them.**

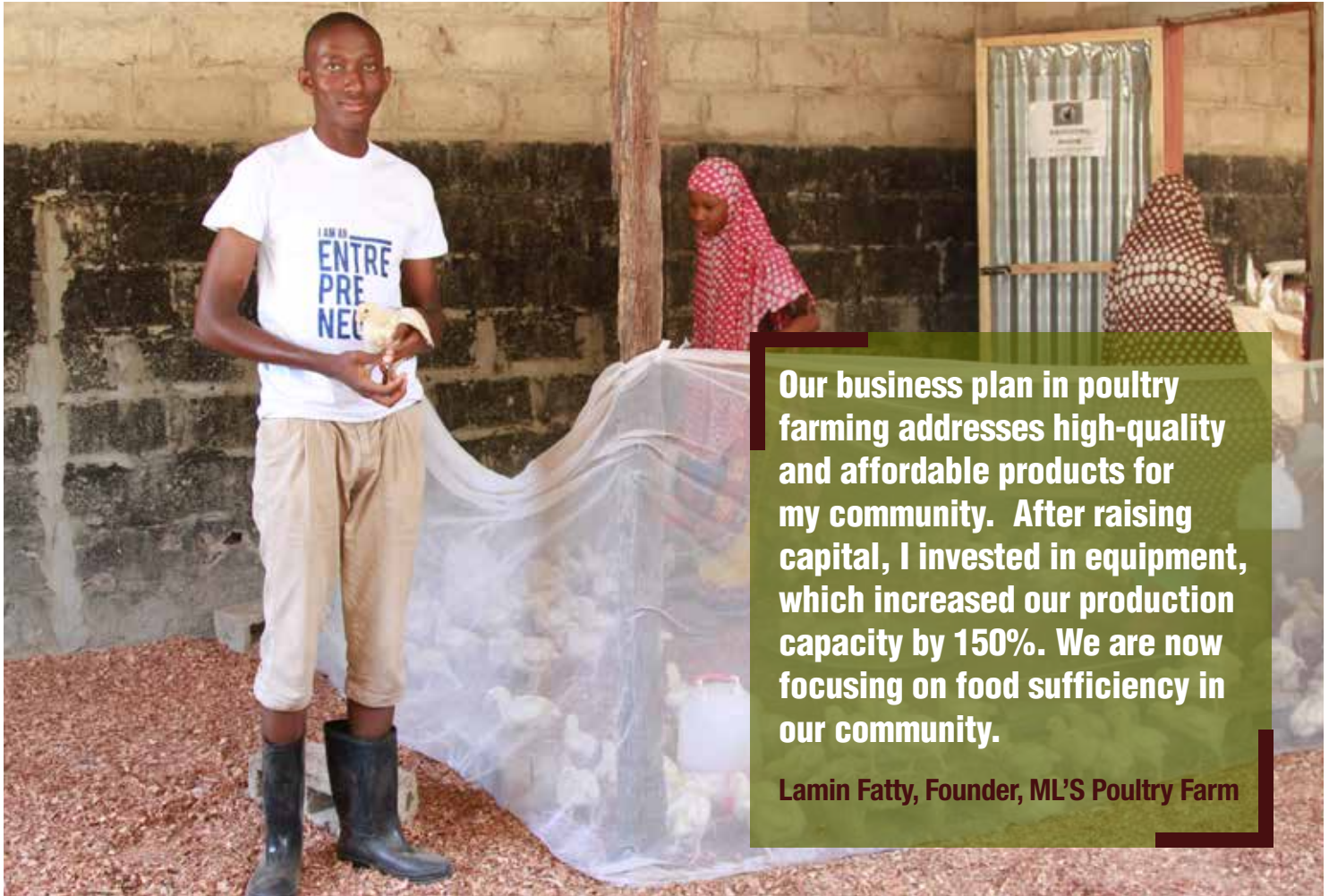
**Ajara Jallow, Radio Host 'The Employment Hour' and Labour Economist , Ministry of Trade and Employment**



**Over the past year, we were able to expose vibrant entrepreneurs in rural areas to available market opportunities. With a strong suite of support services destined to young start-ups, GYCC has now a better footing in the entrepreneurship ecosystem.**

**The Gambia Youth Chamber of Commerce (GYCC)**





**Our business plan in poultry farming addresses high-quality and affordable products for my community. After raising capital, I invested in equipment, which increased our production capacity by 150%. We are now focusing on food sufficiency in our community.**

**Lamin Fatty, Founder, ML'S Poultry Farm**





**Being exposed to experienced entrepreneurs from abroad was inspirational. My company received in-kind contributions in the form of raw material and equipment, which represents a massive support for a young business in its initial phase.**

**Nene Secka, Founder, Lineage**



**My customer base is expanding thanks to the marketing system we put in place. Hopefully, in a year's time, I will be able to hire young recruits.**

**Abdoulie Drammeh, Founder,  
Kara Garden**

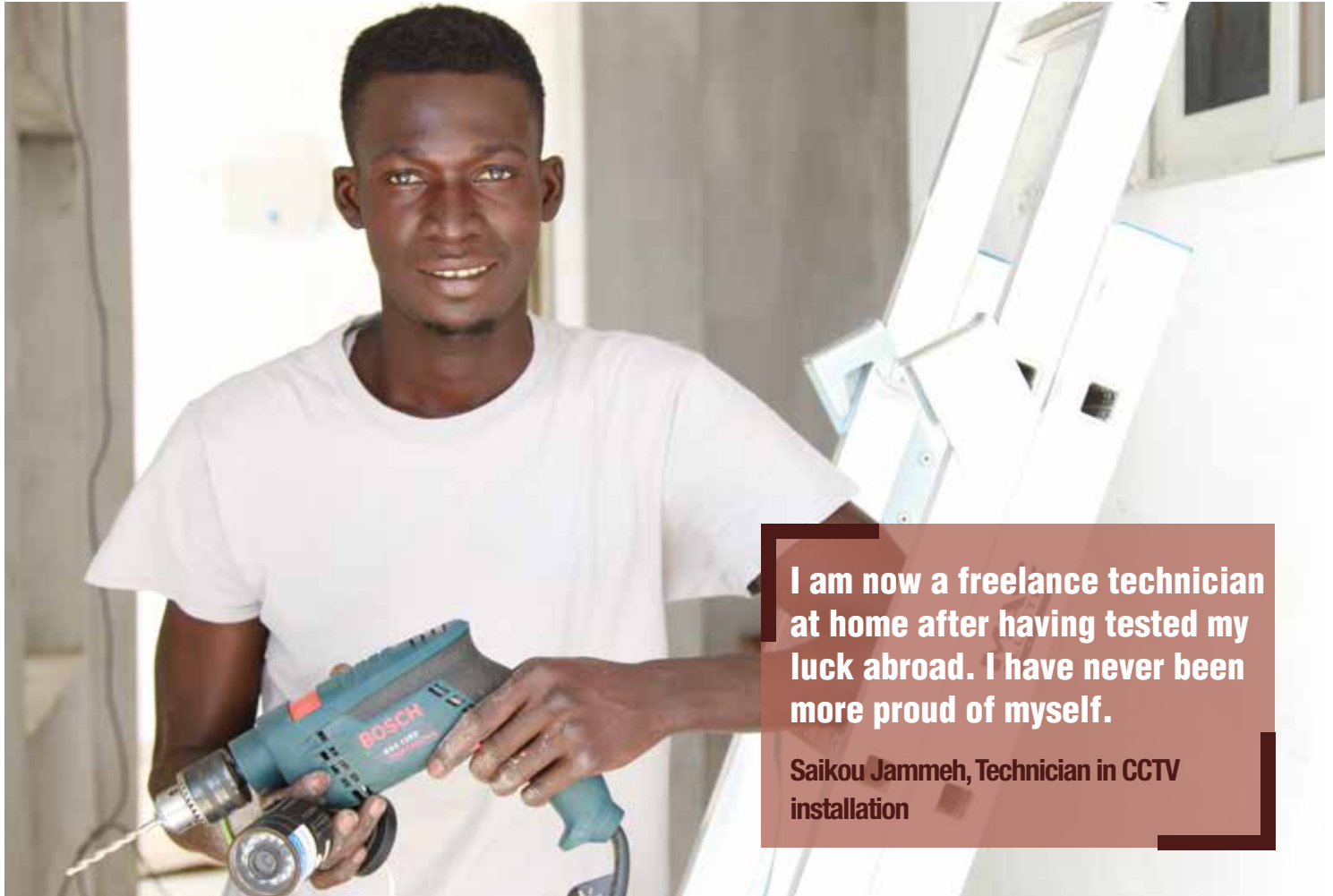




**Our institute now delivers an updated qualification curriculum addressing the needs of Gambian tourism industry. Thanks to new teaching methods, our students assimilate the knowledge better.**

**The Gambia Tourism and Hospitality Institute**





**I am now a freelance technician at home after having tested my luck abroad. I have never been more proud of myself.**

**Saikou Jammeh, Technician in CCTV installation**



**The idea of encouraging tourists to come visit the entire Gambia is really exciting. I hope to grow as an independent tour guide, train others and contribute to making our region attractive for visitors.**

**Omar Jammeh, Trainee, Community-based Tourism Master Training, Janjanbureh**

# A culture of entrepreneurship



## The Kankurang Festival

In 2018, after a break of decades, the people of Janjanbureh staged the Kankurang Festival, a masquerade tradition associated with protection of the young people as they go through their rites of passage. The revival of the Kankurang Festival is part of the project's efforts to preserve cultural heritage and boost tourism in Janjanbureh. Youth leveraged on the revenue-generating opportunities for hospitality, sale of souvenirs and tour guiding services for the many local and international tourists that were there. The Janjanbureh Kankurang Festival will now be an annual event as part of the larger initiative to empower the youth of the Central River Region of The Gambia.





## The Youth Pavilion at Trade Fair International

In partnership with the Gambia Chamber of Commerce and Industry, the latest edition of the Gambia International Trade Fair had youth businesses at the centre stage. The Youth Pavilion, an exhibition space provided to 24 young entrepreneurs, offered an opportunity for doing business and networking. The Youth Day, a celebration of youth creativity, brought together lucrative opportunities and entertainment through a food tasting competition and a fashion show. The events put the spotlight on youth businesses, which had the chance to display their products and attract new clients.

## Youth Entrepreneurship Summit

The Youth Entrepreneurship Summit and Job Fair brought together over 300 aspiring and successful entrepreneurs, young professionals, experts, policy makers and investors on one platform. It was a series of workshops to promote entrepreneurship and professional development and a business pitching competition with participants from all regions of the Gambia. The winner went home with a cash prize and a free six-month incubation program.



## Study Tour to Dakar Farmers Market

Youth entrepreneurs, selected from all regions, districts and business backgrounds of the Gambia, visited the well-established Dakar Farmers Market in Senegal in February. This was part of an entrepreneurial study tour organized by the Association of Small Scale Enterprises in Responsible Tourism, with the support of YEP and coaches. The study was successful in providing the participants with practical exercises on developing entrepreneurial skills and improving the quality of their products – varying from agro-processing to crafts – by observing and comparing the business practices of successful Senegalese youth entrepreneurs. Participants also engaged in peer-to-peer discussions on marketing, creativity, financing and networking strategies to overcome the difficulties of building a business. Upon return, participants continued the collaborative process by organizing a youth seminar where they also developed new partnerships, market linkages and priority goals for improvement and support. A similar market platform will soon be developed in the Gambia.

## Community-based Tourism

In an effort to mobilize community members and build local youth capacities in villages along the Gambia River, YEP has collaborated with local institutions active in the tourism sector to deliver training on community-based tourism. In the training, communities are invited to learn about tourism, why people would be interested to come to their villages, and what kind of activities can be developed based on certain aspects of the local culture that the villagers feel proud and happy to share. Local youth are trained as tour guides and connected to potential partners like tour operators to present the tourism products they developed.

## Partners

Ministry of Trade, Industry & Employment

Ministry of Youths & Sports

Association of Small Scale Enterprises in Responsible  
Tourism

EMPRETEC Gambia

Food Safety and Quality Authority of the Gambia

The Gambia Tourism Board

The Gambia Chamber of Commerce and Industry

The Gambia Investment & Export Promotion Agency

The Gambia Tourism and Hospitality Institute

The Gambia Telecommunications and Multimedia Institute

The Gambia Technical Training Institute

The Gambia Youth Chamber of Commerce

Global Youth Innovation Network - Gambia Chapter

The Institute of Travel and Tourism of the Gambia

National Association of Co-operative Credit Unions

National Accreditation and Quality Assurance Authority

The Gambia National Agricultural Research Institute

National Centre for Arts and Culture of the Gambia

National Enterprise Development Initiative

National Youth Council

Start-up Incubator Gambia

Sterling Consortium

The Gambia Standards Bureau

YMCA Gambia





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