Unleashing Potentiality of our Youth through Entrepreneurship Training: A Must For Realisation of Kenya’s Vision 2030

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1 Abstract
No country is known to have ever developed without a solid pool of technically competent people. Entrepreneurship training has been highlighted by many scholars and government policy papers as a major non financial promotional programme that can effectively change youth’s perspective from white collar jobs to self-employment. Its implementation could enable youth to scan their own environment for business opportunities, use local resources to creatively and innovatively start a practical business with whatever amount of capital they have. If everyone can embrace this innovation; our country can make great strides in economic development and be a beautiful land to live in. A trained youth becomes more innovative. He/she would be able to scan his/her environment to identify the missing gap. Irrespective of the little resources he/she has, he/she would be able to marshal resources to start own enterprises for profits. He/she is therefore able to see the challenges he/she is facing as sources of opportunities and not threats. This changes his/her character from a frustrated youth to a rejuvenated youth. Drug abuse and crimes would become a thing of the past as he/she would be able to turn round his environment, start own enterprises, increase his/her earnings, create jobs for others and help Kenya achieve its Vision 2030.

2 Executive Summary
Change is witnessed in every facet of life. At the onset of Industrial Revolution came in technological innovations and today, it is the scene of information explosion. The world has shrunk in size to a global village. Change must be embraced for survival.

According to central bureau of statistics, the following are some of the shocking statistics on the Kenyan youth.

1. 67 percent of unemployed people are youth between 15 and 30 years old. They are able to work, ready to work available but have no work. This makes them idle, economically unproductive and frustrated and therefore prone to all sorts of vices.
2. Over 75 percent of committed criminals are young men aged 16 to 30 years
3. Over 60 percent of new HIV infections are youths.

Deduced from the above; Kenya will not be able to meet MDGs without addressing youth development issues. Likewise, Kenya will not be able to achieve her Vision 2030 if she does not address youth related issues.

3 Youth Unemployment
Majority of the unemployed youth have formal education but no training. Primary and secondary school graduates account for 82 percent of the unemployed and university graduates account for 1.4 percent (GOK, 2008). Of these, 92 percent have no job training other than formal schooling. This means that unemployment is not just a lack of jobs, but also a lack of job skills due to inadequacy of the training infrastructure as well as the means to acquire skills due to poverty. Mass unemployment has serious adverse social, economic and potentially political consequences.
High but unfulfilled expectations fuels frustrations and desperations which are the root cause for criminal behaviour, violence, drug abuse, risky and irresponsible sexual behaviour amongst the youth. Youth unemployment is also an economic burden on the employed. It has the affect of depressing savings, and consequently investment. Youth unemployment is associated with deviant and high risk behaviours, particularly crime, drug abuse and spread of HIV/AIDS.

4 Entrepreneurship Training, the Innovation

Entrepreneurship training entails inculcating entrepreneurial and intra-preneurial culture which involves a change of attitude and mind sets amongst the youth. The main objectives of entrepreneurship training among the youth are:

1. To reduce a creative, innovative enduring and practical business oriented youth.
2. To develop entrepreneurship behaviour and character amongst the youth.
3. To sensitize youth about emerging opportunities in farming business, manufacturing and service sectors through exploratory, and discovery methods.
4. To create an environment where learners embrace and respect self employment as a career.
5. To provide role modeling and mentorship to upcoming young entrepreneurs.
6. To encourage networking and business linkages for youths with other businesses and industrialists.
7. To change youth’s perspective from white collar jobs to self-employment.
8. To enable youth to scan their environment for business opportunities.
9. To use local resources.
10. To unleash the full potential of the youth that serves their needs and aspirations in building a better Kenya.

5 How Entrepreneurship Training can be Done

To make the training more meaningful, the following methodologies can be used:

1. **Role Plays:** One entrepreneur assumed the role of a worker, another was an estate owner and a third was a supervisor in a tower building game. The game demonstrated how entrepreneurs should do their SWOT analyses, design strategies and follow them to achieve desired results.
2. **Experimental Leaning:** This involved a ring toss game. An entrepreneur was expected to select distances from where to toss three rings round a peg. The game was aimed at helping entrepreneurs calculate business risks at all times and choosing the most optimal.
3. **Job Shadowing and Group Discussions** are among other methodologies which can be used. They can later be followed by bench marking tours and a business plan competition.

6 Relevance of the Training

No country is known to have ever developed without a solid pool of technically competent people. Entrepreneurship training has been highlighted by many scholars and government policy papers as a major non-financial promotional programme that can effectively change youth’s perspective from white collar jobs to self employment. Its implementation could enable youth to scan their own environment for business opportunities, use local resources to creatively and innovatively start a practical business with whatever amount of capital they have. If everyone can embrace this innovation; our country can make great strides in economic development and be a beautiful land to live in. A trained youth becomes more innovative. He/she would be able to scan his/her environment to identify the missing gap. Irrespective of the little resources he/she has, he/she would be able to marshal resources to start own enterprises for profits. He/she is therefore able to
see the challenges he/she is facing as sources of opportunities and not threats. This changes his/her character from a frustrated youth to a rejuvenated youth. Drug abuse and crimes would become things of the past as he/she would be able to turn round his/her environment, start own enterprises, increase his/her earnings, create jobs for others and help Kenya achieve its Vision 2030.

7 Significance
Youth account for 32 percent of the Kenyan population. Over 75 percent of Makueni committed criminals are youth and 60 percent of new HIV infections in the district are youth. This makes our target group so significant that ignoring the sector would imply no future leaders; we won’t meet MDGS and will not be able to achieve Kenya’s Vision 2030.

8 Sustainability; Outlook for the Future
Once trained, youths are capable of starting own enterprises and therefore repaying their training costs through employment created, increased GDP and improved economic growth. When youth issues are addressed, youths will become responsible and empowered to take active roles in national development. They will start new enterprises, employ other youths, help Kenya in its industrialisation process and thus increase GDP and economic development. Once started, SMEs are known and documented as engines of economic growth, having potential to use locally available resources and help in forward and backward linkages for products and services not previously in the market (GOK, 2003).

9 Replicability; Potential Implication for other Organisations
Everybody requires entrepreneurial skills. We need to develop an entrepreneurial culture where everyone will be active participant in job creation and not job seekers. Just like youths are trained to embrace entrepreneurship, adults need the skills to provide a culture where challenges will be seen as opportunities and not threats; that everybody will be acting pro actively and not passively, a situation where a state of hopelessness amongst our youth and others will be turned to a state of hope.

To the employed, entrepreneurship training will make employees be intrapreneurs where they will turn round their institutions/departments from loss making to profit making.

To the parents, entrepreneurship training will change their perceptions from using their land and animals as store (and show) of wealth to sources of wealth generation. They would look at their wealth as a business and use it positively to create more wealth.