About Junior Achievement

Junior Achievement (JA) is the largest global, nonprofit organization dedicated to empowering young people to own their economic success by enhancing the relevance of education.

JA's purpose is to inspire and prepare young people in Tanzania to succeed in a global economy by raising their awareness of economic issues, teaching them entrepreneurial and life skills, providing them with an understanding of the business world, and enhancing their sense of personal responsibility through practical business experience.

History

Junior Achievement was founded in the United States by Theodore Vail, president of American Telephone & Telegraph (AT&T); among the first founders are Horace Moses, president of Strathmore Paper Co.; and senator Murray Crane of Massachusetts. Its first program, JA Company Program, was offered to high school students.

In 1955, Junior Achievement expanded beyond the United States and today its programs are delivered to young people around the world. Since its inception, JA has impacted more than 125 million young people around the world and has expanded its activities and broadened its scope to include in-school and out-of-school program activities.

JA Tanzania was registered in 1998 and is a member of Junior Achievement Worldwide with our Africa Headquarters Regional Operational Center located in Ghana. JA Tanzania Head offices are on the First Floor, White Star Tower, Kiko Avenue, Off Mwai Kibaki road, Mikocheni.

What We do

JA Tanzania’s unique, experiential programs, focusing on the core content areas of work readiness, entrepreneurship and financial literacy—ignite the spark in young people to experience and realize the opportunities and realities of work and life in the 21st Century.

JA Tanzania’s flagship are JA Company Program® and ITS TYME (Immersion Training Strategy: Targeting Young Marginalized Entrepreneurs). JA Company Program® is for High School students and ITS TYME is for Out-of-School youth. Company Program is designed to provide basic business education to high school students through a variety of hands-on activities, and supporting a diverse range of learners. ITS TYME is an initiative that provides basic business education with mission to
equip them with the practical, strategic and tactical business tools they need to become self-sufficient and active contributors to the social and economic life of their communities.

Currently impacting more than 30,000 young people, the JA program teaches youth (in-school and out-school) how to start and run their own businesses by developing and marketing products or services with the help and guidance of local business leaders. The approach is highly experiential and “hands-on,” with volunteers from the business sector serving as teachers, mentors and role models for the students.

JA Programs help prepare young people for the real world by showing them how to generate and effectively manage, how to create jobs which make their communities more robust, and how to apply entrepreneurial thinking to the workplace. Youth put these lessons into action and learn the value of contributing to their communities.

The Need

60% of the population of sub-Saharan Africa and about 37% of its workforce are youth under age 25. We are on the cusp of change, the world is becoming more youthful. Why does this matter to Tanzania? Tanzania is already the 10th largest youth populated country, more than 34.7% of the population ranges between age 15-35 and the ‘youth boom’ is expected in the next ten years. With more than 50% under the age of 35 already, it is the fact that the country’s workforce falls under this category.

These young people are burdened by many challenges, the major one being achieving a sustainable income and owning their economies. Every year approximately 100,000 young people in Tanzania enter into a weak labor market, where high unemployment, low productivity and poverty-level income are a commonplace.

The Solution

JA Tanzania believes that entrepreneurship is the key to enabling the burgeoning numbers of marginalized youth on the continent to become economically self-reliant. We are therefore adapting our curriculum and delivery mechanisms to meet the needs of the millions of out-of-school and un/underemployed youth (typically between the ages of 15-35). By increasing resources to address the unique needs of this population, we believe significant progress can be made on these four regional priorities:

- Promoting enterprise and employability of young people,
- Expanding alternative program delivery methods, including the use of technology, in and out of school,
- Effectively engaging JA Tanzania alumni as program facilitators and mentors,
- Developing impactful public and private partnerships.
About ITS TYME

ITS TYME® (Immersion Training Strategy: Targeting Young Marginalized Entrepreneurs) is a program wherein participants are provided hands-on entrepreneurship experience to gain a wide range of skills and abilities. Through this program, out-of-school youth develop a better understanding of the relationship between what they face in reality and their successful participation in a worldwide economy. The experience enhances these youths' understanding of life matters they face and encourages them to use innovative thinking to acquire business skills, build positive attitudes and expand and enhance their career options and aspirations.

The ITS TYME initiative builds on the highly acclaimed JA Company Program® which was designed to provide basic business education to high school students through a variety of hands-on activities and technological supplements supporting a diverse range of learners. ITS TYME goes further by taking the JA Company Program out of the classroom and into the Tanzanian marketplace, motor parks, slums, sports arenas and other centers of youth activity with a mission to equip young people with the practical, strategic and tactical tools they need to become financially self-sufficient and active contributors to the social, economic and political life of their communities. Through this initiative, JA Tanzania transfers tangible, marketable and sustainable skills to the rapidly increasing cohort of idle, unemployed and underemployed youth walking the streets of Tanzania.

In 2013, as part of the scaling up of the ITS TYME program into new countries and communities, with funding from Barclays Bank, a study was conducted by JA Africa to establish a baseline set of data. The goal of the benchmark database is to serve as a comparison for future findings from participants to measure the program's impact and outcomes. The study design included newly selected participants of the ITS TYME program and a control group from Tanzania, Zambia and South Africa.

Program Objectives

Participants will be able:

(i) To Understand the concept of self-esteem and self-awareness
(ii) To Learn how to set Goals, to get business idea and time management
(iii) To Learn importance of market research and analysis
(iv) To Identify resource for business startup and manage your business
(v) To Understand importance of saving and borrowing
(vi) To Learn importance of business plan and write one or two page business plan
(vii) To Learn how to prepare and read financial statement, profit and loss, cash flow statements
(viii) To Learn strategies that can help prevent failure in business.

Key donors of this program for the past 3 years are Barclays Africa and Citi Foundation.
Proven success

Our price comes when the youth attain their achievement after going through ITS TYME program and their life style changes for better. From the year 2013 to 2016 of ITS TYME program implementation, there are more than 152 businesses and 54 saving groups.

In 2015, JA Tanzania participated in JA Africa Company of the Year competition in Gabon. A team of young people from Moshi who participated in ITS TYME went to represent Tanzania in the competition and emerged best group with an Innovative Award through their business of modern bricks they make.

April, 2016 JA Tanzania and Good Neighbors Tanzania partnered to provide training of ITS TYME program to 600 refugees in Nyarugusu and Nduta Camps at Kigoma Region. Through this training, a remarkably impact was obtain, 37 active saving groups were created, 60 individual businesses were established, 14 active group businesses were formed and 115 business were improved. 90% of the participants are knowledgeable about the saving habit and how to spend their earned income properly.

In January 2017, under the sponsorship of Citi Foundation, JA Tanzania partnered with a Government through Iringa DC to reach 500 youth and train ITS TYME program in rural areas. The program has ended in June, 2017 successfully and the below achievement have obtained:

- 30 savings groups created,
- 38 new businesses are established,
- 25 groups are successfully registered,
- Over 20 existed businesses are improved.