

9.8.2018

Entrepreneurship, Leadership and Information Technology (ELIT 2018) Report

Global Youth Innovation Network
Gambia Chapter
(GYIN Gambia Chapter)



Acronyms

CBO – Community-Based Organisation
 CEO- Chief Executive Officer
 CIVICUS – World Alliance for Citizen Participation
 CRR- Central River Region
 CORY – Creating Opportunities for Rural Youth
 GAWFA - Gambia Women's Finance Association
 GIEPA – Gambia Investment and Export Promotion Agency
 GoTG – The Government of The Gambia
 GYIN Gambia - Global Youth Innovation Network Gambia Chapter
 GYINers - the name for GYIN members
 ICT - Information Communication Technology
 LRR- Lower River Region
 IsDB - Islamic Development Bank
 NBR- North Bank Region
 NEDI- National Enterprise Development Initiative
 Nema - National Agricultural Land and Water Management Development Project
 NYC- National Youth Council
 NGO - Non-Governmental Organisation
 P2RS – Building Resilience against Food and Nutrition Insecurity in the Sahel
 Q & A- Question & Answer
 REVCEL - Rural Entrepreneurial Venture Creation and Experimental Learning
 WCR- West Coast Region
 YALESI- Youth Agribusiness, Leadership and Entrepreneurship on Innovation
 YEP- Youth Empowerment Project



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Introduction

GYIN is an international youth network supported by the Rome-based International Fund for Agricultural Development (IFAD), a United Nations (UN) agency specialized in rural development.

In The Gambia, the Network specializes in rural development by supporting rural youths to become self-reliant. GYIN Gambia Chapter is a national youth network operating across the country. The network focuses on rural development programmes in the areas of Entrepreneurship, Agribusiness, Leadership, Information and Communication Technology through income generating activities. Coaching and mentoring of rural youth on enterprise management has also been included in GYIN activities. This year's Entrepreneurship, Leadership and Information & Technology (ELIT 2018) National Youth Summer Camp was the 3rd edition, which allowed rural youths to demonstrate their abilities, plans and experiences in their various initiatives and ventures.

The Theme for this year's ELIT 2018: Broadening Young Entrepreneurs' Mindsets on 'Value Addition'

ELIT 2018 was designed with special emphasis in the agricultural value chain, focusing on processing and marketing of crops and vegetables produce by young people especially those in rural areas as a model in the fight against poverty and unemployment. ELIT 2018 gave beneficiaries of the YEP Mini Grant and Rural Youth Champions the opportunity to present their success stories. This was meant to inspire and encourage other youths to apply for the YEP Mini Grant Scheme, and the P2RS project dubbed, "Building Resilience Against Food and Nutrition Insecurity in the Sahel".

ELIT 2018 was a tailored programme for young people across the country. It is a National Youth Summer Camp where young people learn practical skills that will help them to become entrepreneurs and create employment, and ultimately transferring skills to others. The camp serves as a peer knowledge sharing platform. It gave young people the opportunity to interact, discuss and review case studies on different aspects of life with a view to learn and adopt the models that suit their own progress. This year, ELIT 2018 was particularly focusing on broadening the young rural entrepreneurial Mindsets to think "Value Addition".

ELIT 2018 gave the young people the platform to express themselves and also use the latest Information Technology skills to advertise their business. The National Youth Summer Camp lasted 10 days and included a combination of Field visits and Entrepreneurship Training educating participants on how to critically look at agriculture from value addition lens. They were also exposed to opportunities for partnerships and other funding opportunities in the country.



ELIT 2018 Entrepreneurship Training Expectations were:

- 1- Develop an appetite for value addition business
- 2- Gain knowledge in establishing and running a business
- 3- Develop entrepreneurship competencies
- 4- Develop skills on how to be an entrepreneur
- 5- Learn the elements of a business plan (and how to develop business plans)
- 6- Coaching and Mentoring services

ELIT 2018 Objectives were to:

- 1- Build the confident and self-esteem of young entrepreneurs" and inspire them to become successful entrepreneurs
- 2- Understand how to generate, identify and select business ideas
- 3- Acquire relevant knowledge and skills to start and successfully manage an enterprise
- 4- Understand the preparation of a specific, comprehensive business plan tailored to each individual's entrepreneurial needs
- 5- Understand the linkages between the entrepreneurs and all the resources and services needed to successfully launch and sustain an enterprise
- 6- Understand savings as a life skill for individual livelihood and business improvement

Methods applied:

- Presentations
- Pitching competition
- Individual and group presentations
- Field visits to success young entrepreneurs
- Field visit to Agriculture project sites
- Field visit to "Lumos" i.e. local markets
- Sharing success stories of Rural Youth Champions
- Sports

The organizer of ELIT initiative – GYIN Gambia, was encouraged by previous years editions' successes and demonstrated youth's enthusiasm to incorporate teachings of Columbia Business College into this years' training curriculum which consisted of 10 modules on entrepreneurship and value addition. The first National Summer camp was organized in 2016. ELIT subsequent editions' aim was to transform young people's perception about the agriculture and demonstrate that by bringing entrepreneurial approach into farming they can become successful businesswomen and businessmen.

The last year ELIT camp gathered 45 participants from rural areas of the Gambia and inspired many of them to improve or set up their businesses as well as increase their involvement in their communities. Two participants became beneficiaries of the YEP mini grant scheme. In addition, two ELIT alumni won Rural Youth Award in the categories of Young Agribusiness of the Year and Young Business Innovation of the Year. Moreover, previous edition's contestants became youth speakers during this year's National Summer Camp where they shared their success stories and gave testimonies on how their lives improved after ELIT. Interestingly among the successful



value addition enterprises that were selected for this year's field visits, we had 'Evergreen Farm' which was set up by two ELIT 2017 alumni.

Shortly after ELIT 2018, participants from their own initiative organised a networking event on poultry business, as a result they formed a group that is going to apply for the joint NEMA matching grant.

Organization of the ELIT initiative is GYIN's response to the challenges that the young Gambians are facing in the countries. This years' event was focused on educating young people how they can add value to their agribusinesses by focusing on areas beyond the production such as processing and adding value in latter stages like marketing, distribution, customers' experience etc.

High import of food and processed food to the Gambia contributes greatly to the country's negative trading balance. According to IMF, Gambian import accounted for D23, 1 billion vs. only D4, 1 billion in 2017. Interestingly, the staple food - rice, is also imported at high cost to the nation. In 2016 D2, 3 billion importing rice in 2016.¹

Insufficient agricultural production is followed by low focus on processing of agricultural produce. The value added in Gambian agricultural sector amounts to D7,7 B billion while in the neighbouring Senegal, it is equal to D97 billion.² On the other hand, the same source states that business freedom in the Gambia is greater than in Senegal.

Moreover, The Gambia is becoming an increasingly urban population. Urbanization is a major determinant of processed food demand. In 2017, urban population for Gambia was 73,5% as per data from African Development Bank Group (AfDB). This movement is caused by limited employment opportunities and investments in the rural areas. The issue of rural-urban migration has also contributed to the low agricultural productivity, as most young people prefer to settle in the urban areas.³

GYIN Gambia partners with YEP and Nema to address and bridge this gap by providing training to the youth on subjects of Entrepreneurship, Leadership and Information Technology. GYIN Gambia is committed to increasing opportunities for employment and education through a number of initiatives that include: Rural Youth Award and ELIT in addressing this problem by offering and holding the training event for rural youth in rural areas and proving year on year that Gambian youth can become entrepreneurs, job creators and leaders of their local communities if provided with adequate training and incentives.

¹ Source: Thepoint.gm

² SOURCE: World Bank, theglobaleconomy.com

³calculated using World Bank population estimates and urban ratios from the United Nations World Urbanization Prospects



Background

GYIN is an international youth network supported by IFAD a United Nations agency specialized in rural development.

GYIN Gambia was selected by IFAD as a leading youth mobilization network for agricultural development in the country and fully participated in the designing of the *Nema Project*, which is a US\$65M IFAD/IsDB and AfDB co-funded project which started implementation from 2012 – 2019 inclusive and is directly benefiting: 28,729 households. The goal of this project is to reduce poverty among rural women and young people through improved productivity based on sustainable land and water management practices.

As a key stakeholder, GYIN is a nominated member of the project steering committee for *Nema* and has collaborated with the project for the implementation of youth related activities such as trainings and small-scale vegetable garden production.

GYIN Gambia Chapter implemented the Entrepreneurship component of the *Nema* project by training 50 rural youth in Lower River Region and North Bank Region on Entrepreneurship. GYIN Gambia Chapter is also a member of the *Nema* Inter-Professional Body, a body which advises the project in implementation of project activities related to rice and vegetable production and value chain addition.

GYIN Gambia together with *Nema* project and West Africa Rural Foundation (WARF) in Dakar are running a two years project called the Agricultural Value Chain Interaction Platform (AVIP) which is currently in six selected communities in the rural areas of the country. The project is to bring the value additional actors together to create platform for them. The two years project is Berending, and Noo kunda in NBR, in Kudang and Boiram in CRR South, in Pakalinding in LRR and Dasilameh in WRC.

Earlier in 2016, GYIN Gambia successfully organized an International Event on Youth Agribusiness, Leadership and Entrepreneurship on Innovation (YALESI) in Dakar, Senegal (www.yalesi.org) which brought together more than 400 delegates worldwide.

GYIN Gambia Chapter was coordinating the implementation of the CORY Project which is a three years project (2014 to 2017) funded by IFAD at the tune of US \$6.66 million. CORY National Implementing Partners are: MoYS through its satellite institutions; GAWFA, V APEX, Jarumeh Koto Youth Development Association, *Nema* Project and LHDP.

GYIN Gambia as a National Youth Organisation, has implemented a series of training programmes for rural youth organizations on Leadership Skills and Qualities, Organisational Management, Entrepreneurship, Climate Change, Disaster Risk Reduction etc- The beneficiary youth groups include: Bulock Kapongha Youth Development Association in West Coast Region, Nyofelleh Tabokoto Development



Association in West Coast Region, Kaira Kafoo in Central River Region North, Jarumeh Koto Youth Development Association in Central River Region North, Nema Kuta Youth Development Association in Lower River Region etc. GYIN Gambia is registered with CIVICUS, an international non-profit organization and “A global alliance dedicated to strengthening citizen action and ([civil society](http://www.civicus.org)) around the world (www.civicus.org). GYIN Gambia Chapter helped secure registration with the Ministry of Justice (Attorney General's Chambers) for the Network of Entrepreneurs The Gambia (NEG), and Jarumeh Koto Foundation (JKoto Foundation).

The experience gained by GYIN Gambia in project designing and implementation from the Nema project is ample justification that GYIN has what it takes to deliver the proposed project.

As a youth network recognised by the Government of The Gambia and IFAD, GYIN Gambia took part in the designing of the Strengthening Climate Resilience (Chosso) of the *Nema* project.

GYIN Gambia since its registration, do participate effectively in IFAD Joint Supervision Mission supervising *Nema*, the defunct PIWAMP, RFP and LHDP project intervention sites. The network has a cordial relationship with the GoTG, Ministry of Agriculture, Ministry of Finance; Agricultural projects as well as other NGOs, and CBOs.

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GYIN Gambia chapter aims to contribute to the reduction of poverty among poor rural youth in The Gambia through exposure to opportunities and business prospects, innovation, and knowledge on replicable youth successful model income generating and to enable them to create and engage in sustainable small-scale agri-businesses and entrepreneurship.

MOTTO: “Youth Entrepreneurs: Agents of Change”

The general objective of this GYIN-Gambia is to create and support an enabling environment under which young people in country can act on their own behalf and on their own terms, and to facilitate exchange of experiences, learning and networking for young entrepreneurs.

VISION

To create an enabling space where young women and men in the Gambia can channel their creativities, potentialities and vibrancies in transforming their communities through self-sustaining socio-economic and cultural opportunities that provide the next generation with a decent life

MISSION

GYIN Gambia Chapter is committed to capitalize on the global and national entrepreneurial spirit of young women and men to overcome poverty and build healthy society for the Gambian community.

GOAL

Support women and youths in the areas of innovation, agribusiness, leadership and entrepreneurship through capacity enhancement, networking, coaching, mentoring,



volunteering and service learning as well as fostering partnership with businesses, development organizations, educational institutions, community-based organizations, and other youth-liked minded institutions in order to contribute to the overall mission of goal and the national development plan of the country.

OBJECTIVES

GYIN Gambia Chapter is a youth-led initiative, which is entirely run and manages by young people with strategic support from the mother GYIN and sponsor partners.

The specific objectives are as follows:

- ✓ To promote and support rural underserved youth in the area of agriculture and small-scale agri-business.
- ✓ To learn and share entrepreneurial experiences, best practices between and among young entrepreneurs for the benefit of young people
- ✓ To establish youth entrepreneur networks and clubs across all the regions and municipalities in the Gambia in a bid to nurture and prepare youths to venture into entrepreneurship and agri-business for their livelihood
- ✓ To facilitate a social youth platform that would serve as a resource generating centre and shall be coordinated by regional and municipalities network and club members for a viable entrepreneurship transformation.
- ✓ Develop the leadership potential of Gambian youth to be able to compete in a global economy of a political world.
- ✓ Prepare young people to take charge of their leadership roles and responsibilities for good governance

GYIN Gambia is registered with the Attorney General Chambers 4th June, 2012 and with the NYC as a National Youth Organisation on the 21st May, 2015.

GYIN Gambia chapter is also given Observer status in 2013 with the UNDP Banjul Office Human Development Report Steering Committee.

Services:

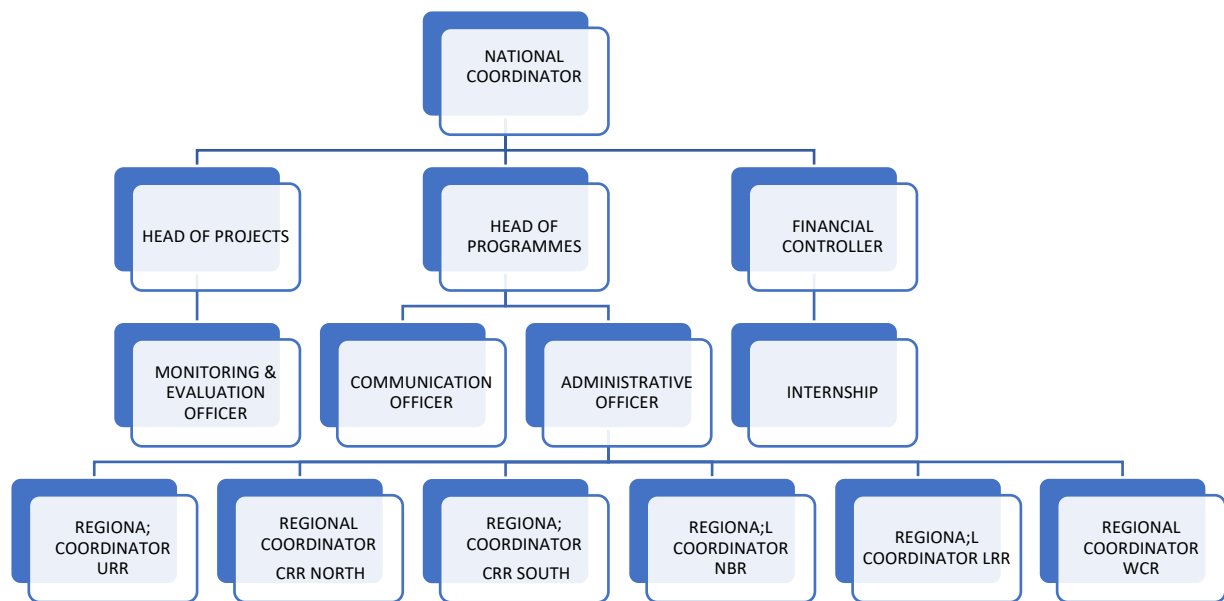
- 1- Rural Business Advisory Services
- 2- Entrepreneurship Trainings
- 3- Group Formation and Management
- 4- Networking and Partnership Strategies
- 5- Leadership Trainings

MEMBERSHIP

Membership will be distinguished into the following: General, Founding, Honorary/Associate based on level of contribution, support, commitment, dedication, etc in the network

Membership is open to any young men or women in the country who are interested and are within the age limit of 15 to 35 years.





At the secretariat, National Coordinator, Head of Projects, Financial Controller, Monitoring and Evaluation Officer, Head of Programmes, Communication Officer and Administrative Secretary are full time staff and work from Monday to Friday from 8:30am to 4:00pm.

At regional level: The network has regional coordinators in the following regions; WCR, LRR, NBR, CRR-S/N, URR. They are responsible for coordinating and facilitating GYIN Gambia chapter activities at the regional level thus working part-time with the network.

ELIT SUMMER CAMP

Orientation

The GYIN Gambia National Youth Summer Camp on Entrepreneurship, Leadership and Information Technology (ELIT 2018) began on July 8, 2018 with a general orientation.

The ELIT deputy chairperson, Jainaba Manjang, welcomed the participants to the programme and introduced them to the committee members responsible for the facilitation of the summer camp.

Giving a brief synopsis of the ELIT, the chairperson of the camp, Mr. Ebrima Bah described the concept of the summer camp as unique and original. He explained that the five best participants will be selected after the camp to receive D10, 000.00 to start or support their existing businesses. He also stressed out that there would be “wake-up” exercise every morning at 6:00 am, a rule that all participants should abide by.

The GYIN Gambia Executive Director, Mamadou Edrisa Nije asserted in his speech that, lateness would never be allowed during activities in the camp. In a cautionary tone, he said any ELIT-participants who feels uncomfortable with the camp rules, can gently request for transport refund to drop out from the camp and go home.



OPENING CEREMONY

The dignitaries of the official opening ceremony of ELIT 2018 Summer Camp were Banky Njie, the Business Development Officer of the P2RS project, Raimund Moser, the Country Manager of YEP, Dr. Amina Sillah, the CEO of GYIN International and Dembo Kambi, the Chairperson of the NYC.

The Chairman of the ELIT 2018, Ebrima Bah introduced the dignitaries and their various portfolios to the participants.

Delivering the opening remarks on the occasion, the CEO of GYIN International, Dr. Amina Sillah thanked the partners of the event for the trust and confident bestowed in GYIN Gambia as an implementing partner.

She said: “Transformation and innovation is value addition. ELIT 2018 will change the mind-set of youths in agriculture.” She recalled that during the YALESI 2017 Summit on Innovation in Dakar, Senegal, youth expressed interest in participating in decision-making processes, access to finance, conducive environment, training and capacity building programs. Dr Sillah went on to challenge the participants to come up with three key recommendations after the camp.

In his statement on the occasion, the GYIN Gambia Executive Director, Mamadou Edrisa Nije welcomed the dignitaries by extending his gratitude and appreciation for honouring his invitation to grace the opening ceremony. He called on the participants to take ELIT 2018 seriously as it is a life changing event.



Also speaking, the P2RS Business Development Officer, Mr Banky Njie expressed delight to be part of this year's ELIT and promised to continue supporting GYIN Gambia's activities. He encouraged the youths to engage in entrepreneurship and sustainable agriculture, saying: "the back-way days are gone with the structure put in place". He finally wished the participants best of luck in their endeavours.

For the YEP Country Manager, Raimund Moser, he is always excited when it comes to GYIN activities, adding that YEP has been working with Gambian youth organisations for about a year now.

"We are supporting entrepreneurship skills development, value addition and agriculture value chain. YEP is not a project for the youths, instead it is a project by the youths."

He further commended GYIN Gambia for holding its programmes in the rural areas, saying ELIT 2018 is a beginning of a new journey for the participants.

The Chairperson of the NYC, Dembo Kambi, for his part lauded the efforts of Raimund Moser, describing him as someone who has The Gambia at heart.

He said change in the fast-developing world cannot be stagnant as adding value is important in the modern world. He observed that improving product-level in The Gambia was lacking.

"Youth work changed now from pleasure to profession and thinking outside the box is innovation," says Kambi, while calling on the youths to desist from the recent crimes within their communities and maintain peace.



Presentations

Day 1

Group Formation by Ebrima Kinteh (09.07.2018, 10:30)

Ebrima Kinteh opened his presentation with a brainstorming exercise questioning the participants how a group could be founded. After listening to the feedback of the ELIT-participants, he started his actual presentation about “Group Formation”.

He distinguished the difference between groups and teams. He explained certain group dynamics and how to find out the optimal group size.

Moreover, he introduced the processes of groups (**Forming, Storming, Norming, Performing** and **Adjourning**) in details. He described specific group norms and how to develop them like behavioural norms. He said group cohesiveness is another important aspect about “Group Formation” as it measures the loyalty to the group by its members. Determinates are group size, managed diversity, group identity and success.



His presentation culminated with the factors influencing **group cohesiveness**: common goals, size, interpersonal relationships, external threats, high status and cooperation.

During the Q & A, ELIT-participants quizzed him about his presentation. For instance, Musa Jarju (WCR) asked how to improve the inner group-communication in a large group. Secondly, Adam Sowe (CRR) questioned, how can someone convince others to join a group.

Participant Grouping by Paulina Kowalke and Tim Tolle (09.07.2018, 12:00)

The selection process of ELIT 2018 participants was determined by the committee. Basically, six groups of ten participants each were presented. The three main aspects were actual business or future plans, gender and region.



Essential of Leadership by Ebrima Kinteh (09.07.2018, 14:00)

The second presentation of Mr. Kinteh was centred on leadership from an organizational perspective. He said, “a leader is considered to be someone with a vision and ability to articulate that vision to the team (...)”.

He explained the leadership tasks in detail (vision, strategy and people) by showing the five key components of organizational leadership to the participants (**worldview**, **strengths**, **ethics**, **communication** and **leadership** itself). Furthermore, Mr. Kinteh shared practical methods of leadership with the participants.

After finishing the presentation, questions and comments were made by the participants. Modou O. Sey (KMC) said the collective responsibility as a leader is important to spearhead things. Jabou Mbye (CRR) mentioned that some leaders fail to say the truth between members of a group.



REVCEL: Your Idea by Ebrima Bah (09.07.2018, 15.30)

Ebrima Bah started his presentation by introducing the REVCEL-Module, a keystone of ELIT 2018. The first part of the module is about developing a business idea. To achieve this goal, there is need to focus on four aspects (market, feasibility, resources and personal drivers).

As an Entrepreneur, there is a fundamental need in understanding the **market**. What problem is currently faced by the costumers? How do they solve it and who are the competitors? Can your potential product or service solve the problem in a more sufficient way?

Concerning the **feasibility**, Mr. Bah identified three main areas: financial perspective, technology and regulatory e.g. laws that need to be considered. According to Ebrima Bah, it is important to analyse what **resources** (financial, materials and human resources) are obtained and if they fit with the required resources.

Finally, **personal drivers** should not be underestimated. Is your venture your passion? How committed are you to the business idea?

The participants were given first assignment to describe their venture idea by addressing the aspects of the problem, their potential customers, the solution and the value to the customer.



Day 2

Success Motivation by Samuel Mendy (10.07.2018, 9:00)

Samuel Mendy made an inspiring and stirring speech which motivated all the ELIT-participants.

In his opinion, everyone should try to make best use of life to achieve something. “You need to wake up early and be prepared Success will not come easily and in becoming a prosperous entrepreneur, you need to work hard, be honest with yourself and be ready to face challenges in life,” he said. Success can be measured differently in life, as it is not a clear-cut term.



Mr. Mendy mentioned that everybody has hidden potentials and ELIT 2018 is a program, which could unlock these skills.

REVCEL: Business Model by Sheku Saidy (10.07.2018, 10:30)

Sheku Saidy is the Chief Executive Officer (CEO) Tolo Refreshment Centre. The ELIT has empowered him to expand his business from a road-side vendor to restaurant owner where he employs six other youths. He has been exposed to advertising his business using social media.

Mr. Saidy explained to the ELIT-participants five major reasons for new venture success.



He started with the “**Product-Market-Fit**”, which analyses if the entrepreneur’s product solves the customer’s problem. He emphasizes on the definition of a **target customer**. Furthermore, it is necessary to **appropriate domain expertise** e.g. by acquiring all necessary competencies the product requires. As a fourth major reason, Saidy identified **seeking proper legal advice**. Especially when it comes to ownership, equity matters and other associated commitments. According to him, many new

ventures run out of money and are unable to sustain their operations. Therefore, it is important to understand financial planning and the **role of cash** as the final major reason for new venture success.

The presenter described the nine components of the “**Business Model Canvas**” to the participants. Moreover, he underlined the importance of a functional business model to an entrepreneur. The ELIT-participants were given the assignment to develop their own business model inspired by the canvas model. Additionally, they should find out, how their product will relieve customer’s “pain” and what benefits the customer will achieve with their product.

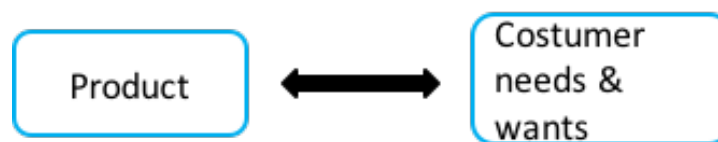
During the Q & A, Fatim Gaye (WCR) noted that the provided information by Mr. Saidy is useful when dealing with customers, suppliers and employees.

REVCEL: Your Customer by Mamadou Edrisa Njie (10.07.2018, 12:00)

Before commencing with the actual presentation, Mr. Njie reminded the participants that they need to obey the rules of the ELIT 2018 camp otherwise they won't receive a certificate at the end of ELIT 2018.



In his presentation, he defined the “**Product-Market Fit**” and asked the participants to question themselves if their product can actually satisfy a potential market. Firstly, they need to understand customer's needs and wants. Secondly, the participants have to compare it with their own product and test potential customer reactions. They should create a superior product when it does not only satisfy the customer's needs but also delivers a unique benefit for him.



Moreover, Mr. Njie introduced the concept of customer's “**gains and pains**” to the participants. If you want to discover your customer, he explained that it is necessary to understand his/her problem, analyse the current solution and explore potential benefits of your product to customers.

He presented on the basic information about distribution channels, experience and purchasing behaviour.

He also shared some basic customer **interview guidelines** with the ELIT-participants. For example, structuring the questions ahead of time or taking record in an interview.

After the presentation, the participants were assigned to write down five potential customers and their contact information. Thereafter, they had to develop potential customer interview questions referring on problems, solution, benefits, channels, experience and purchasing.

During the plenary session, Ahmed M. Ceesay (WCR) narrated that he became a graphic designer, because printing was too expensive in his village (problem → solution). Hagie Bajaha (KMC), in his intervention, asked how someone can maintain good customer relationship.

Value Addition by Fatou Saine-Gaye (10.07.2018 14:30)

Executive Director, GAYE Njorro

Fatou Saine-Gaye explained the term “**Agribusiness**” as an industrial complex that goes beyond just farm production which is made up of a group of industries engaged in product-related production, exchange and marketing.

She presented the difference between the **primary agriculture sector** and the **agriculture processing sectors**. The primary sector refers to agriculture at the field level (production) while the processing sector involves activities in both primary and secondary processing industry e.g. fruit processing. She highlighted that farming is an economic activity, not a means of livelihood and it is defiantly value adding.



By introducing the ELIT-participants into the concept of the “**value chain**”, Madam Saine-Gaye defines it as a chain of activities that a firm operating in a specific industry performs in order to deliver a valuable product or service for the market.

During this process, according to her, a product runs through a number of transformations and transactions.

After concluding her presentation, she did a simple mango negotiation with the participants. They should negotiate about quantity, price, fruit varieties, payment and delivery.

Global Education Network (GLEN) by Paulina Kowalke and Tim Tolle (10.07.2018, 15:30)

As being interns from GLEN, Paulina Kowalke and Tim Tolle introduced their network to the ELIT-participants and shared some basic information about their home countries with them.

GLEN is a European Network of several national organisations. GLEN enables young people from Europe to take part in seminars about current global issues and offers the opportunity for them to do an internship for three months in the global south. Part of the program is a Global Education Activity (GEA) in the home countries of the GLEN interns, which implies developing knowledge, values and skills and is supposed to be mutual learning for the future.

Paulina Kowalke described the application process for host organisations e.g. GYIN Gambia and stressed out that the application period already started for 2019.

Both GLEN-interns shared in the end of their presentation some facts about their home countries Germany and Poland.



Day 3

Fass Lumo (Field Trip) (11.07.2018, 17:00)

The ELIT-participants were given the task to explore the local market in Fass and began their own market research. By interviewing local shop owners, they should understand how they operate their businesses and their problems. This assignment is also part of a service to the local community in Fass.



During the interviews, some participants spoke to a lady, called Nyima Bojang, who got excited about the GYIN-Network after GYINers introduced it to her. Despite being a business lady, she never attended any training on entrepreneurship but based on her own extreme motivation and curiosity, she became part of the ELIT 2018 and participated in all training till the end of the camp.

At the following morning session, participants presented their experiences gathered from the market research at the Lumo in Fass.

Day 4

REVCEL: Your Market by Sheku Saidy (12.07.2018, 8:30)

Sheku Saidy began his presentation by explaining the importance of a **suitable market analysis**. Possible resources to achieve this goal could be internet searches, competitor's brochures, potential customers, interviewing experts and usage of media kits.

According to Mr. Saidy, another important skill for a successful entrepreneur is the ability to acquire customers. In order to achieve this, it is important to define your customer. Therefore, Sheku Saidy explained the term of “**market segmentation**”.

Potential ways of segmenting the market could be demographic, behavioural or geographic. After segmenting,

entrepreneurs should narrow their **potential target market**. It helps to describe your initial target market by using exact numbers and not general phrases.



Taking the presentation into account, the ELIT-participants received the assignment to work out five customer segments referring to demographic, geographic, income range or business size, lifestyle/behavioural and total available market criteria.

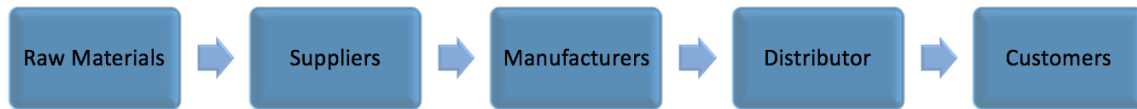
The participants Bubacarr Keita (NBR), Babucarr Janko (WCR), Musa Jarju (WCR) and Ousman Bah (CRR) commented on Mr. Saidy's presentation.



REVCEL: Your Industry by Ebrima Bah (12.07.2018, 09:00)

Ebrima Bah presented the fifth component of the REVCEL-Module “Your Industry”. Regarding to start-ups the most important issue is, if you are offering anything better than or materially different from your competitors? **Analysing your industry** is a long-term process, which need to be adjusted over time.

Industry Ecosystem



Ebrima Bah also informed the participants the importance of knowing your **competition**. As an entrepreneur, you will be likely successful, if you can distinguish your products and services from competitors and to identify factors that will motivate your customers to choose your offerings over alternatives.

In relation to identifying your competition you should be able to understand the difference between your potential **direct** and **indirect competitors**.

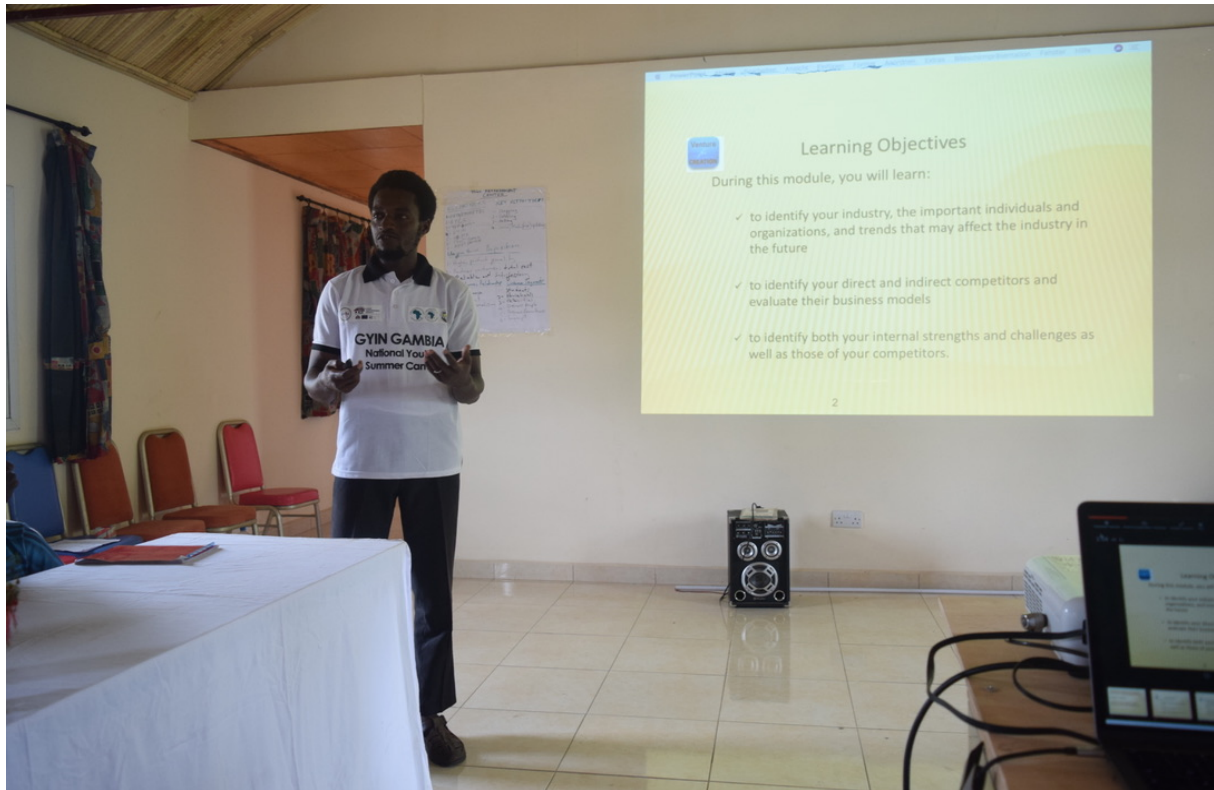
Another effective option is to analyse your competitor business model in detail. A useful tool could be using a competitor's analysis table.

	Competitor 1 -----	Competitor 2 -----	Competitor 3 -----	Your Venture
Time in Business				
Product Offering & Value Proposition				
Target Customers				
Customer Engagement & Distribution Channels				
Key Activities, Resources, & Partnerships				
Profit Model: Market Share				

Mr Bah also introduced the traditional **SWOT-Analysis** to the ELIT-participants (**S**trengths, **W**eakness, **O**pportunities and **T**hreats). He explained the relation between price and quality, meaning entrepreneurs have to choose the right fit wisely.

As a final task, the participants were assigned to prepare a competitor's table and a competitor's SWOT-analysis.

The participants Agie Isatou Gaye (NBR), Ahmed M. Ceesay (WCR) and Babucarr Janko (WCR) commented on Mr. Bah's presentation.



REVCEL: Your Product by Paulina Kowalke (12.07.2018, 10:30)

Paulina Kowalke started by explaining the objectives of this session. e.g. how to identify critical success factors for start-ups in the early product development and launch phase. Possible drivers could be a **unique or differential product** and a strong **market orientation** of your business.

A unique product determines the customer “needs” at the outset, not just their “wants”. The market orientation is based on a strong focus on your customer and target market. Continuing customer involvement is necessary during the early phase of product development, too.

While being at the **developing phase** entrepreneurs should ask themselves:

- If products can be developed at an acceptable cost,
- What the actual product concept is,
- If the product will be sold at sufficient volumes to justify investments in development and launch.

Paulina Kowalke explained to the ELIT-participants the concept of “**Minimal Viable Product**” (MVP). She quoted Eric Ries, an American entrepreneur and author, as saying: “the minimum viable product is that version of a new product that allows the

team to collect maximum amount of validated learning about customers with the least effort”.

This means, a “MVP” should be “good enough” to illustrate features for customer/stakeholder feedback, but flexible enough to make changes as the customer development and design process evolves.



As an assignment the ELIT-participants were supposed to draw their product and highlight its key features. Additionally, they should develop interviews about three early target customers to gain valuable feedback on your early stage product design.

Hagie Bajaha (KMC), Mohamed Dukuray (KMC), Tijan Chorr (WCR) and Fakebba Barrow (KMC) commented on this presentation.

Success Story by Alfu M. Sarr (12.07.2018, 12:00)

After attending ELIT 2017, Alfu M. Sarr established Noble Business Initiative (NBI) which focuses on tree planting, beekeeping and cashew farming. His participation in the P2RS training, provided by P2RS in Jenoi, LRR, has helped him to officially register his own business. Therefore, he had useful tips about business registration for the participants. Further, he outlined his business and described how to plant cashews and process them properly.

Mr. Sarr also provides coaching services to young people in his area and beyond on agriculture and cashew processing. He is also a successful grantee of the YEP mini-grant with D 47,000.00 to support his initiative.

He called on the ELIT-participants to be job-creators instead of job-seekers. In the end, Mr. Sarr encouraged the ELIT-participants to make the best of their opportunities and knowledge and to start developing their own network.



Success Story by Sarjo Darboe (12.07.2018, 14:30)

Before ELIT 2016, Sarjo Darboe was selling breads and beans at Kudang Primary School. However, she had already participated in the CORY trainings in 2015. After attending ELIT 2016, she received D5, 000.00 soft-loan from GYIN Gambia to open her own salon. Her business developed extremely successful. In 2017, she won the Rural Youth Award (RYA), Young Business Innovation of the Year and accomplished three months of GYIN mentorship program. Moreover, she won the YEP mini-grant. Based on attending all these trainings and programs she became very skilful in business operation.



Ms Darboe encouraged the ELIT-participants to take GYIN and ELIT as their own gateway to their future success.

The participants Jabou Sidibeh (CRR), Demba Keita (NBR), Sainabou Demba (CRR), Jaila Bah (CRR) and Babucarr Janko (WCR) commented on Mr. Darboe's success story.

Success Story by Modou Lamin Fatty (12.07.2018, 15:00)

Mr. Fatty was an Alumni of ELIT 2017 and shared his story with the participants. He explained that his business idea on 'Poultry Farming' was inspired by ELIT 2017 Summer Camp. He ventured into poultry in December 2017 to turn his dream into reality. After attending another business training camp by the NEDI, he raised D 10,000.00 to start his businesses, which were all his savings at that point. However, he needed another D10, 000.00, which he borrowed from his farther, to finally begin with poultry farming.

Starting with only 100 birds, he currently gathered 700 poultry birds and employs two other youth to manage the business. Mr. Fatty built up a strong network and increased his production capacity. He was selected by YEP to receive further financial support (D47, 000.00) and he also won the Runner-up for Young Agribusiness of Rural Youth Award 2018. He decided to give his business a social impact. Therefore, he donates 10% of the annual profit as corporate social responsibility (CSR) activities to his community.

By the end of his presentation, he shared some “lessons learned” with the ELIT-participants of 2018. For instance, to be patient, honest and respectful or sticking to your promises and focussing on your own goals. He concluded his presentation by showing three motivation videos and further pictures about successful entrepreneurs from the Gambia.

ELIT-2018 participants got really excited and motivated after Mr. Fatty’s shared his success story.



Comments and questions about the success stories were made by following participants: Babucarr Janko (WCR), Demba Keita (NBR), Jabou Sidibeh (CRR), Jaila Bah (CRR), Sainabou Demba (CRR) and Vincent Mendy (WCR).

Presentations by the ELIT-participants (12.07.2018, 21:30)

The participants, divided into their six groups, were supposed to do a presentation of their accomplished assignments.

The criteria, by which the groups were scored, were: discipline, group work, completeness, quality of delivery, on the topic and format of the presentation. The maximal score that could be achieved was five points per category.

For the first group (poultry farming) Omar Manjang and Agie Isatou Gaye presented. However, they were not able to complete presenting all assignments and did not achieve a high score from the committee. The second group (gardening) selected Musa Jarju and Adama Sowe to present. Their assignment which was related to feasibility was not explained with regards to their business. They showed just four out of six assignments. Ousman Sanneh and Jabou Mbye presented the work of group three (horticulture & sheep fattening). They were able to explain just four out of six assignments, too. Some of the assignments were misunderstood by them.



For group four (fashion industry) Babucarr Janko was chosen to represent them. He presented two out of six assignments. Ahmed M. Ceesay and Hagie Bajah were the presenters of group five (trade). They could outline four out of six tasks. Moreover, they made research on their own and gave references to governmental records referring to their market research assignment. Group six (poultry & food processing) decided on the participants Sainabou Demba, Modou O. Sey and Mama Jabang to represent them. They divided their presentation into segments. However, Mama Jabang had some issues with the figures and the group made the promise to improve for the final presentation.

Day 5

The role of Microfinance in Business by Ebrima Gano (13.07.2018, 9:00)

Firstly, Ebrima Gano explained why microfinance is worth considering by both existing and rising business: Securing microloan allows you to save and invest the disposable cash and assets of the business owner.

Typical loan conditions are:

- Interest rate
- Repayment schedule
- Loan term (short, intermediate and long term)
- Collateral requirements
- Interest fee
- Annual profit sharing
- Other charges etc.

Loan costs = interest fee + loan processing fee + loan application fee



Ebrima Gano emphasised that one of the biggest challenges for start-ups is to face the fact that they are not yet in the comfortable situation where a “traditional” investor or a commercial bank would be interested in supporting them with capital. Therefore, usually entrepreneurs, starting a business, are mostly forced to sell some of their own assets, borrow money from their families or to raise a mortgage.

According to Mr. Gano, the aims of your business define how much this objected development will cost you. Gaining access to capital could be provided by microfinance loans. He said the traditional aim is maximizing your profit. However, being innovative and part of creating a sustainable (long-term) development for your company could be worthy ambitions, too.



By the end of his presentation, he recommended for the ELIT-participants to always seek for the cheapest option to finance their company. He also mentioned that GYIN Gambia could create a credit union to secure future financing.

Questions referring to Mr. Gano`s presentation were made by Lamin Y. Singhateh (KMC), Babucarr Janko (WCR), Agie Isatou Gaye (NBR), Jabou Mbye (CRR), Sainabou Ngack (NBR) and Alieu Jammeh (WCR).

REVCEL: Group Presentation (13.07.2018, 17:30)

In the evening, six groups and the committee resumed to assets groups' assignments presentations. After yesterday's presentation, members of all the six groups took their time to incorporate received recommendations and improve their final work.



Overview of Group Presentation Scoring

Group	presentation total score	Final presentation total score
Group 1	8	17
Group 4	10,75	18
Group 6	10,75	18,5
Group 2	11,25	22
Group 3	13	22,5
Group 5	15,5	27,25

In conclusion, all six groups could improve on their performance in comparison to the presentation the day before.

Day 6

The ELIT Chairperson - Mr Ebrima Bah started the day with giving best practice tips on the art of presentation in order to prepare participants for their assignments demonstrations. After that, one of the main ELIT trainers, Mr Sheku Saidy presented on budgeting.

Budgeting by Sheku Saidy (14.07.2018)

Mr Sheku Saidy dilated on:

- Necessary steps to build an integrated state of financial statement,
- Challenges connected to financial projections,
- How to develop detailed assumptions that form business revenues and costs basis,
- Importance of cash flow.

The other subjects covered by him were revenue / sales forecast models, product pricing, types of possible transactions and methods of payment, how to determine sales processes and sales cycles, customer acquisition and customer retention rates. At the end of the presentation, he led a practical exercise on how to make revenue model assumptions which was an excellent attempt in showing participants how budgeting works in practice.



Mr Saidy explained further the difference between gross and net profit. He also talked about possible source of start-up capital such as family and friends and institutions like YEP or *Nema*.

Sainabou Dem asked Mr Saidy what he would advise to new entrepreneurs when their start up is making losses. Babucarr Janko commented that the last part of Mr Saidy's presentation talks about the key partners.

Group Presentation (14.07.2018)

After the lecture the role reversed and this time the participants were doing presentations.

Group 1

Awa Faal presented the group's business idea on poultry production.

Group 2

Wonto Fatty presented on behalf of the group 2. The problem related to limited access to fresh vegetables and their business venture is trying to solve it by providing delivery service for their customers.

Group 3

Dembo Jarju presented on several problems that their prospective customers are facing which were high price of products, low quality and inadequate supply. He added that his findings come from visiting lumo every week and that the best way to solve this problem would be to reduce the price.

Group 4

Oley Joof presented competitor's SWOT analysis. As the strengths, she listed experience in the business, good location and good customer relationships. In the area of weaknesses, she listed poor quality of the product and high prices. She said the opportunity for their business is provision of good quality batik products.

Group 5

Jaila Gaye presented on key partners, key activities and value proposition of the group's business idea which was ICT training and providing Internet services.

Group 6

Vincent Mendy presented the identified customer problem by the group 6 which was low quality of chickens and eggs. Their business aims to solve this problem by providing high quality eggs directly to consumers and vendors.

After listening to all the presented assignments, members of the audience as well as the committee provided recommendations and suggestions to all the groups.

Success Stories by Modou Sawo (14.07.2018)

The assignments' presentations were followed by a second round on ELIT Success Stories. Trainees were joined by Modou Sawo, who is also an ELIT Alumni.

Modou Sowe is an IT Technician, Mobile Phone & Accessories entrepreneur in Brikama market, Western Region. He became a proprietor at the age of 21 when most of the youngsters are still pursuing education and are unclear about their future. Breaking from the mainstream, he decided to do something for himself. He started



helping his friend at the mobiles & accessories shop. Shortly, he became a partner and started managing a shop. As the business was progressing, he kept saving for 18 months, and was able to accumulate D15, 000. He didn't have the opportunity to further his education after graduating from high school due to financial problem which was beyond his control. However, he heard that GYIN Gambia was organising training for rural youth. He decided to apply and was lucky enough to be selected and took part in CORY REVCEL training that took place in Jarra Jenoi Lower River Region (LRR) at the Agric-Rural Farmer Training Centre in 2015.

In 2016, after having the intensive entrepreneurship training with CORY REVCEL, he was selected to attend YALESI youth international conference in Dakar, which is an event gathering a lot of amazing business entrepreneurs around world. In 2017, GYIN Gambia organized the first ever rural youth's award, for youths to apply to inspire other people around the world and he was lucky enough to be selected as one of the nominees under the category of Young Information Technology Enterprise of The Year. He received a certificate as a successful Young Information Technology Enterprise of The Year 2017 as a result. He finished his speech with the following words:



"I cannot leave the stage without giving the sincere thanks and appreciation to GYIN Gambia national secretarial and its partners for helping me to become a successful entrepreneur. I am encouraging you as my fellows to work very hard to persuade and motivate yourself in whatever you are doing in life, success is a journey that we have all started and we cannot end this journey without determination and self-confidence."

After Modou's testimony, a summary session with the participants on all of the sessions was conducted. Participants of the ELIT summer camp were sharing their feedback on the training sessions and a lot of them expressed appreciation for a great learning opportunity.

Haggi Bajaha mentioned that he learned about leadership and how to become a leader during Mr Kinteh's presentation.

Babucarr Janko said that since he came to ELIT, he has learned a lot of things, among which he mentioned Mr Saiku Sady and Mr Kinteh's presentation. He also said that now he knows more about GYIN.

Sarjo B. Jatta thanked everyone as she had learned a lot from the day one. She also mentioned that the presentation on leadership helped them organise work within their working groups.

The testimony was followed by a screening of ELIT 2016 & 2017 Alumni Success Stories which participants watched with interest.

Day 7

Evergreen Farm, Abuko (15.07.2018)

The seventh day of the camp was the first day of field visits. Organizers rented two minibuses with total capacity of 64. Everyone left the Fass lodge early in the morning in order to board the first morning ferry. The group arrived at Abuko Evergreen Garden at 9 a.m. in the morning and spent one hour touring the garden and talking to the owners – Hassan Sanyang and George Jatta. Before gardening, they were working in construction business. When they realised that it was not a profitable venture they diverted into gardening. The land was given to them by a sponsor. They started gardening with cucumber and sweet peppers. After that they included tomato, cabbage, banana and cassava production. They started their business with only D3,000.00 three thousand dalasis capital which now multiplies to over D15,000. They were encouraged by Samuel Mendy to undergo P2RS and ELIT training.



During the training, they learned the importance of record-keeping. They also registered their business to become a recognized legal entity. The owners talked as well about their challenges. One of them was a tomato disease which they counteracted by applying fertilizer every three months. They also shared their knowledge on nursing of a tomato which takes three days. The second challenge that they shared with the group was watering. They cultivate crops in both seasons – rain and dry season.

Angela Hortons Foundation, Mango Jam Production, Lamin (15.07.2018)

As part of the field visits, ELIT participants visited the ANGELA HORTONS FOUNDATION which is located in Lamin and specializes in processing of mango jam, pawpaw jam, jackfruit jam, peanut butter, hot pepper sauce, orange marmalade, groundnut cake and pure Gambian honey. The centre was established in 2009. They are targeting hotels and restaurants as their main customers.

They explained their key activities which are washing, drying and processing of the mango, packaging and labelling.

The company representative discussed with participants their cost and price strategy.

In the afternoon, the participants in their working groups prepared presentations on the field trips. Their assignment was to apply Business Model Canvas to classify and categorise what they learned about the visited enterprises. It was an exercise where they could put in practice the theoretical knowledge that they acquired in the earlier days of ELIT.





Day 8

Farm Fresh (16.07.2018)

Monday, the 16th was the second day of field visits. In the morning, all the participants went to the headquarter of Farm Fresh – a company that created the first e-commerce platform that allows Gambians in the country as well as abroad to shop online fresh vegetable and local produce and link local farmers with a growing market of online shoppers. The company provides also delivery services through a 3rd party 'Fatfat' and enables Gambian diaspora to do grocery shopping for their close ones in the Gambia.



The company has been operation for 4 years.

One of the participants, Omar Mangang asked Mr Modou Njie how he came up with the business idea. He replied that he wanted to help with creating a marketplace where small farmers could supply and sell their products and that he thought this platform.



Aspuna, Cassava Processing Centre

The second place that the participants visited was Aspuna, the cassava processing centre located in Duasu.



ELIT participants were welcomed by the Aspuna Country Director – Mr. Aspuna Jah who immediately took them on a tour around the factory line while explaining how the



cassava is being processed. In the end, he showed them the ready product – the cassava flour.

After his presentation, participants asked questions in line with business model canvas. They learned that the company's starting capital was D2, 000,000 but by including the machines imported from China, they invested D21, 000,000. Mr Jah also disclosed that his daughter is the Chief Operating Officer of the centre.

YEP Mini Grant scheme by Saikou Touray (16.07.2018)

Mr Saikou Touray works as NACCUG mini grant officer. He met with the participants to share more information on the YEP mini grant which is out to enhance employability and self-employment amongst the Gambian youth.

“YEP ventured with National Association of Corporative Youth Union to provide scheme that can help youth realize their dreams”, says Mr Touray, adding that the YEP mini grant can help manifest their ideas learned at ELIT.

The YEP designed three phases of grants such as the first phase of 1,000 USD payouts for 50 beneficiaries planned for 2018. The second and third phases in 2019 and 2020 would be targeting 100 beneficiaries each. At the end of the project, Touray explained that YEP would like to see 50 striving businesses.

The target recipients of the financial support are women and men 15 to 35 years of age. The amount of the grant is D47, 000.00 which should enable young entrepreneurs to launch a business. The areas of provided support include machinery and equipment, raw materials, improvements to a business' premises. Besides the age restriction, an applicant needs to be in a possession of an entrepreneurship training certificate. Another requirement is directly linked to the nature of the business which needs to be environment friendly. The last condition is a possession of a guarantor.



Moreover, Mr Touray explained the type of businesses suitable for this type of micro-financial support. During the course of the presentation, he gave valuable advice on ways to fill the application form and how to ensure that a request for financing will be accepted. At the end, he took time for questions from the participants.



Jabou Mbaye said that she was applied for YEP mini-grant, but she was unsuccessful as she did not get any response from them. Mr Touray replied that the issue could be not that she was not successful but that she did not provide her contact information in the application form. Modou Sey asked about a guarantor for YEP mini grant loan.

Later in the day participants recapped on their experience and feedback on the ELIT summer camp.

Jabou Mbaye said that training and what she learned about GYIN was very helpful. She knows now more about GYIN, leadership and group formation. She mentioned that the field trip to Aspuna was very informative as she learned a lot about its processing and she has never known before that cassava has so many applications.

Yusupha Mamburay said he learned a lot during field visits.

Mohumed Dukuray said that ELIT was very helpful for him especially memorable was Samuel Mendy's Success Motivation presentation. He found the training very useful on how to do business, know your market, and establish your product, businesses model canvas which is key partners, key activities, segmentation, and value proposition. He also said that it is very important to build good relationships with your customers, make them feel important so you gain their loyalty.

Later in the afternoon, the ELIT team –participants and committee went to the beach in Bakau where they spent some recreational time after an intensive series of trainings. On their way to the seaside, they met YEP officers with whom they exchanged greetings and best wishes.

Group Presentation (16.07.2018):

Group 1

Fatim Gaye delivered a presentation about Aspuna. She talked about the company's key partners which were Ministry of Agriculture and Cambridge University. Furthermore, she mentioned that Aspuna does not have any competitor in the Gambia as they want to compete with the world market, i.e. Thailand and USA.

Group 2

Sarjo B. Jatta talked as well about Aspuna. She mentioned that the cost of the machine was D2, 000,000 and that the company is yet to start selling flour in the local market.

Group 3

Mbyanick Marong presented on Farm Fresh's key partners who he defined as farmers.



Group 4

Fakebba Barrow talked about Aspuna key partners which were Cambridge University, *Nema* and Ministry of Agriculture. He added that Aspuna is processing cassava into flour which it is yet to sell in both local and world market. The cost of the company, according to the group, was D2, 000,000.

Secondly, he talked about Farm Fresh which is an online business that allows customers to buy fresh vegetables online. The key partners that the group identified was the Farmers Association and My Farm.

Group 5

Ahmed M. Ceesay started his presentation from Aspuna. The group identified two key partners: farmers and Cambridge University. The presented competitor was world market with countries like Thailand and USA. The company processed its first product on June 21st which was the cassava flour. The flour has not been sold yet as they are waiting for test results from a lab on quality of the product. He then proceeded to list Farm Fresh's key partners which were My Farm, a strawberry farm, Jams Yard Food. In the cost structure, he mentioned delivery costs.

Group 6

The group presented first on Aspuna. The keep partners mentioned by them were NARI and Nema. According to the presenter, Asuna has not started yet selling flour but they started selling fertilizer. The company wants to compete with the world market.

Day 9

On the last day of the training, ELIT hosted two presenters.

Nema Matching Grant by P2RS Business Development Officer, Banky Njie (17.07.2018)

Mr Banky Njie works as a Business Development Officer for the P2RS project. During his presentation, he informed participants that he is currently heading two projects Nema and P2RS. Nema is focusing on rice cultivation and vegetables production. Its objective is to give incentives to farmers to produce better quality products. They are supporting producers by supplying them with machines and other tools. He then explained the principles of Nema matching grant which targets groups of people doing the same type of business. The financial support is given in a form of necessary supplies for businesses.





Cyber Crimes & Internet Security by Amadou Bah (17.07.2018)

The last presentation focused on the IT component of ELIT. Amadou Bah ICT expert delivered a presentation on Cyber Crimes & Internet Security.

He focused on cyber security principles important for businesses in those days. Mr Bah shared the top five emerging cyber security challenges. He said that there were 785 million attacks in 2016 which entrepreneurs face every day. Every day, there are news on organized cyber-attacks, ransom ware, phishing and other hacking activities. He gave examples of institutions and businesses that faced high costs when they became victims of those attacks. However, as he said the good news is that we could ensure that we are 100% cyber-attack proof and explained the steps for prevention.

Later on, he presented several concepts such as:

- IoT – Internet of Things, a world of connected devices that can communicate with each other;
- Big data – In two years, the amount of available data will double, and it will be equal to the amount that was accumulated during last 5000 years;

- Critical Infrastructure – the key infrastructure which when attacked can cripple the whole nation, i.e. Power stations, communication centres
- Biometrics – usage of voice or facial recognition in the process of verification someone's identity.

After his presentation, he answered several questions from the presentation. Fakebba Barrow asked for a definition of a hacker and asked about the requirements to join capacity building training.

During the day, members of the committee spent ample time to do final grading of all the contestants. It was announced during the orientation of the camp that GYIN Gambia was tasked by YEP to select the best 5 participants to receive D10, 000.00 to support their businesses. In order to grade all the contestants, the committee members – Ebrima Bah and Paulina Kowalke created a grading scheme that assessed several categories and participation.

The first category was a group score from the presentation from the 12th of July – the maximum possible score was 30 points. The second, group score from the revised presentation from the 13th of July - the maximum possible score was 30 points. Each participant who was a speaker during one of the above presentations was awarded additional 5 points. Next category was participation in either one or both of two discussion panels that were held on the 15th and 16th of July which was again awarded with 5 points. Assessors also gave 5 points to individuals who delivered presentations analysing the field trips. The competition between contestants was very tight, hence the committee added two more categories for which points were allocated, including: possession of the ELIT name tags on the day and bookmarking. The two assessors marked everyone's notebooks. For this category, the maximum possible points were 10.

After this session, participants presented their last assignments of the previous day field visit.

The aforementioned assessment enables the committee to select 26 participants with the highest scores. Certainly, it is worth mentioning that the difference in points between the shortlisted individuals was marginal, hence the assessors' decision to hold face to face interviews with each one of them was made on the eve of the last day of ELIT. The ELIT chairperson, Ebrima Bah announced the names of shortlisted participants and invited all of them for the final interviews next morning at 7 a.m.



Day 10

Interviewing Participants by Ebrima Bah, Jainaba Manjang and Paulina Kowalke (18.07.2018)

The last day of ELIT started with morning interviews. Three members of the committee – Jainaba Manjang, Ebrima Bah and Paulina Kowalke- questioned and assessed interviewee responses on their motivation, business thinking and readiness to start and run a successful venture. Within two hours, they concluded the face-to-face assessments of 26 contestants and selected the best 5 that would be recommended for the YEP to provide each individual with material support worth D10, 000.00

Introduction to Mentorship Concept by Ousman Sonko (18.07.2018)

The introduction to mentorship concept was delivered by Mr Ousman Sonko. Annually, GYIN Gambia organizes a mentorship program to provide coaching opportunities for young people for several months. The mentorship programme is an initiative that starts month after the summer camp.





Mr Ousman Sonko centred his presentation on The Principles of Mentorship. He is an expert in this field and is an owner of a consultancy firm, called Managers Prescription Consultancy Firm that developed a handbook on a mentorship programme.

Mr Sonko said that all successful people must have a mentor. They need to look up to somebody. He then proceeded to explain a concept of mentorship, what does a mentor do and who needs a mentor. He emphasized that you must have confidence in your mentor. You should push your mentor to share her/ his mistakes to you, not only success stories. The speaker then laid out some best practice rules to ensure successful mentorship which are:

- Mentor listens and asks a lot of questions, guides but doesn't implement, focuses on action.
- The mentor can advise on action, but they will not make this action for you.
- Every mentoring session should be finalised with an action /time plan.
- It is important to know that the mentor doesn't train, evaluate or interfere with the mentee's daily routine.
- At some point in time, mentees should assess themselves if they are making progress with current mentors.
- Everything that is being discussed between mentor and mentee should be confidential.
- Mentor, should have experience, connections and time for you.

Haggie asked if the mentor should be older than the mentee but Mr Sonko rectified that by saying that age doesn't matter but the amount of experience does.

Closing Ceremony

The 18th of July marked the last day of ELIT 2018. As previously mentioned, ELIT stands for Entrepreneurship, Leadership and Information Technology and it is a summer camp that has been organised for the third time by GYIN Gambia. During the ten days, 60 participants underwent an intensive training on entrepreneurship, listened to a number of success stories delivered by their peers and visited several value addition agribusiness companies. All of those activities were targeted on unlocking those young people's potential and laying foundation towards their successes in business. Participants were taught on a program developed by the Columbia Business college that was adapted to the needs of rural youth by the GYIN Gambia staff. During the course of the program, young people successfully implemented their acquired knowledge in analysing local businesses as well as their own business ideas.

The closing ceremony was chaired by Ebrima Bah, the ELIT chairperson who opened the ceremony with prayers and introduction of the high table.

Speaking on the occasion, GYIN Gambia's Executive Director, Mamadou Edrisa Njie referred to ELIT's beginnings which were made possible thanks to Nema Project. He said: "They have been supporting us from 2016 up to date and they keep supporting ELIT". He also acknowledged the cooperation between the GYIN Gambia and Dr Amina Sillah. According to him, this is the first time all the selected participants successfully completed the training and that all 60 of them would be awarded certificates.

The P2RS Business Development Officer, Banky Njie, in his remarks expressed belief that the young people are the future leaders, and today he was inspired by the way participants were working since the day one of the camp. He described GYIN Gambia as very creative and innovative organisation and expressed his approval for this year's theme 'value addition'. He praised the organisation for supporting rural youths.

Also speaking, the CEO GYIN International, Dr Amina Sillah narrated that on her first visit she tasked the participants with three tasks and she was also tasked by them. She congratulated the participants and commended GYIN for what she described as a 'great job'.

Dr Sillah urged the participants to move forward and implement what they learned in the camp, while assuring them that it will be beneficial for both them and their community. She finally tasked GYIN with hosting of the next international GYIN conference in the Gambia in 2020.

For her part, Paulina Kowalke announced the grading and selection process set out to choose the best 5 participants.

Presentation of ELIT certificates to the participants were done by various dignitaries present at the ceremony including GYINers, Speakers and others.



Finally, Ebrima Bah announced the names of the five winners which include:

1. Ousman Sanneh- Foni Bulock- WCR
2. Babucarr Janko- Sukuta, WCR
3. Sainabou Ngack- Pakau Njogu- NBR
4. Adama Sowe- Fullakunda- CRR North
5. Hagie Bajaha- Kantora- URR



At the end of the speeches, Mr Banky Njie told everyone to turn to the person behind them and give themselves a round of applause which they truly deserve. The ceremony concluded with applause to an overall satisfaction of all the participants.



Conclusion

Youth represents a majority of the Gambian population today. By empowering them we are reinforcing the country's future. Young people have demonstrated that if they are provided with suitable opportunities, they are willing to learn and work hard to secure their future in the Gambia. If we invest in their development by providing proper education, encouragement and space for self-expression, they will invest back in the country's development by setting up enterprises, expanding agricultural and other sectors & becoming job creators and leaders of the future.

Recommendations

- GYIN Gambia Chapter should translate the Creating Opportunities for Rural Youth (CORY) Entrepreneurship Training Module into local languages for the benefit of those who cannot understand English.
- To organise a study tour for GYINers to enable the youths to have broader knowledge on the agricultural value chain.
- GYIN Gambia to set up a Youth Entrepreneurship Fund (YEF) to help youths especially those who have undergone Entrepreneurship trainings by providing them with soft loans or grants.
- To extend the duration of the next ELIT's Entrepreneurship training.
- Support GYIN Gambia Chapter with office mobility- vehicle(s) to effectively monitor and supervise youths.
- To provide youths with Youth Mentorship Programme for six months.
- GYIN Gambia to recognise the efforts of rural youth through organising Awards, Agribusiness Forums, and Exhibitions.



List of ELIT 2018 participants

ID	Name	Gender	Village	Region	Business	Plans
201801	Ababucarr Mbye	Male	Kaur	CRR	Sheep	-
201802	Abdoulie Sanneh	Male	Abuko	KMC	None	Poultry
201803	Aboubacarr Singhateh	Male	Latrikunda	KMC	Mobile Selling	-
201804	Adama Sowe	Female	Fulla Kunda	CRR	Garending	-
201805	Agie Isatou Gaye	Male	-	NBR	None	Poultry
201806	Ahmed M. Ceesay	Male	Sukuta	WCR	ICT	-
201807	Alieu Jammeh	Male	Bulock	WCR	None	Cashew
201808	Amadou A. Cloe	Male	Brusubi	WCR	Animal Husbandry	-
201809	Amie Marong	Female	Ndofan	NBR	None	Trade
201810	Ansuman Drammeh	Male	Kantaru Wassu	CRR	Farming	-
201811	Ansumana Touray	Male	Tabokoto	KMC	Poultry	-
201812	Awa Jallow	Female	Nyorro Tukulor	CRR	Gardening	-
201813	Babucarr Janko	Male	Sukuta	WCR	Batik	-
201814	Bubacarr Keita	Female	Nawlero	NBR	Soap Making	-
201815	Bunja Janneh	Male	Kaur	CRR	Farming	-
201816	Demba Keita	Male	Sare	NBR	Baking	-
201818	Dembo Jarju	Male	Bulock	WCR	None	Cashew
201819	Fakebba Barrow	Male	Fajikunda	KMC	None	Poultry
201820	Fatim Gaye	Female	Yundum	WCR	Farming	-
201821	Fatou Manajng	Female	Tabokoto	KMC	None	Tailoring
201822	Haddy Nyang	Female	Lamin	WCR	Fashion	-

201823	Hagie Bajaha	Male	Tallinding	KMC	Furniture Supply	-
201824	Haruna Jarra	Male	Sanyang	WCR	None	Garending
201825	Hawa Faal	Female	Njoban	CRR	Gardening	-
201826	Isatou Jallow	Female	Njoben Torro	CRR	Horticulture	-
201827	Jabou Mbye	Female	Jimballa	CRR	Sheep	-
201828	Jabou Sidibeh	Female	Janjanbureh	CRR	None	Tailoring
201829	Jaila Bah	Female	Toro Bah	CRR	Poultry trade	-
201830	Jaila Gaye	Female	Toro Bah	CRR	Processing	-
201831	Lamin Y. Singhateh	Male	Latrikunda	KMC	None	Poultry
201832	Mama Jabang	Female	Eassu	NBR	Poultry	-
201833	Mamahincha Boye	Female	Boriam	CRR	Rice	-
201834	Mariama I. Jammeh	Female	Bulock	WCR	Garending	-
201835	Mariama Jammeh	Female	Bulock	WCR	None	Garending
201836	Mbanyick Marong	Female	Ndofan	NBR	Cashew	-
201837	Modou Mbye	Male	Kaur	CRR	Poultry	-
201838	Modou O. Sey	Male	Bakau	KMC	None	Poultry
201839	Mohamed Dukuray	Male	Bundung	KMC	ICT	-
201840	Musa Barrow	Male	Wellingra	WCR	Poultry	-
201841	Musa Dambelleh	Male	Basse	URR	None	Farming
201842	Musa Fatty	Male	Abuko	KMC	Poultry	-
201843	Musa Jarju	Male	Darsilami	WCR	None	Garending
201844	Olie M. Sarr	Female	Ndofan	NBR	None	Trade
201845	Olley Joof	Female	Ndofan	NBR	Salon	-
201846	Omar Gassama	Male	Bundung	KMC	Capentery	-
201847	Omar Manjang	Male	Wellingra	WCR	Poultry	-
201848	Ousaniou Trawally	Male	Sambangado	NBR	Poultry	-

201849	Ousman Bah	Male	Toro Bah	CRR	Youth leader	-
201850	Ousman Sanneh	Male	Bulock	WCR	None	Poultry
201851	Peter Jatta	Male	Abuko	KMC	Garending	-
201852	Saikou Jahateh	Male	Bantading Wollof	NBR	Farming	-
201853	Sainabou Demba	Female	Janjanbureh	CRR	Cosmetic	-
201854	Sainabou Ngack	Female	Pakau Njogu	NBR	None	Food Processing
201855	Sarjo B. Jatta	Female	Brikama	WCR	Sheep	-
201856	Tijan Chorr	Male	Yundum	WCR	Business	-
201857	Vincent Mendy	Male	Busubala	WCR	Poultry	-
201858	Wonto Fatty	Female	Jarra Soma	LRR	Gardening	-
201859	Yusupha Mamburay	Male	Farato	WCR	Poultry	-

Final overview of ELIT 2018

Sorted by regions	BJL	CRR	KMC	LRR	NBR	URR	WCR	Sum
Sum of Participants	0	15	12	1	11	1	18	58
Sum of Approved but not present	1	2	2	2	2	2	9	20
Waiting list	0	5	1	0	1	0	5	12
Sum of Applications	1	22	15	3	14	3	32	90

Sorted by gender	Male	Female	Sum
Sum of Participants	34	24	58
%	58,62%	41,38%	
Sum of Approved but not present	12	8	20
%	60,00%	40,00%	
Waiting list	6	6	12
%	50,00%	50,00%	
Sum of Applications	52	38	90
%	57,78%	42,22%	100,00%

Some of the newspapers publication on ELIT 2018:

<http://thepoint.gm/africa/gambia/article/gyin-gambia-elit-2018-to-focus-on-agriculture-value-chain>

<https://www.facebook.com/GYINGAMBIA/posts/1907411209318841>

<https://twitter.com/GYINGambia/status/1006546010695487488>

<http://standard.gm/site/2018/07/10/gyin-national-youth-summer-camp-opens-tomorrow/>

<http://thepoint.gm/africa/gambia/article/youth-forum-gyin-gambia-youth-summer-camp-begins>

<https://www.facebook.com/GYINGAMBIA/posts/elit2018-forms-are-now-freehttpthepointgmafricagambiaarticlegyin-gambia-elit-201/1913972778662684/>

<http://standard.gm/site/2018/06/13/gyin-gambia-elit-2018-to-focus-on-agriculture-value-chain/>

<http://standard.gm/site/2018/07/24/entrepreneurs-summer-camp-on-agricultural-value-chain-wraps-up-in-bakau/>

<https://www.facebook.com/thestonecirclenews/>

<http://standard.gm/site/tag/gyin/>