

# **Six Months Mentorship Programme Launching Report**

The Global Youth Innovation Network Gambia Chapter (GYIN Gambia Chapter) on Saturday, 15<sup>th</sup> September, 2018 launched a 6-month youth mentorship programme on enterprise management.

The launching was held at the Agricultural Rural Farmers' Training Centre in Jenoi, Lower River Region.



## **LAUNCHING OF SIX MONTHS YOUTH MENTORSHIP PROGRAMME ON ENTERPRISE MANAGEMENT**



**Funded by the Youth Empowerment Project (YEP)  
and Implemented by GYIN Gambia Chapter**

**DATE: Saturday 15th September, 2018**

**VENUE: Jenoi Agricultural Farmers' Training Centre, LRR**



The six months Youth Mentorship Programme is funded by the Youth Empowerment Project (YEP)- a four-year initiative funded by the European Union (EU) Emergency Trust Fund for Africa.

The Youth Mentorship Programme is expected to compel participants acquire ability to craft exceptional business structures, increased management skills, and maximise streams of profit. It will also enable them to experience application of different business models during the programme.

The mentoring programme is part of a larger entrepreneurship development programme that includes recognition of young entrepreneurs through yearly Rural Youth Awards and specific training camps for upskilling young and aspiring entrepreneurs.

## **The Mentorship Programme Objectives are:**

GYIN Gambia Youth Mentorship Programme is designed to provide support for mentees in the following specific areas:

- Understanding business ecosystem
- Banking and finance
- Application of grants and loans
- Business Management

At the launching, over 75 participants attended including YEP communication officer, GYIN secretariat, mentees, mentors, managers' prescription consultancy services, Government officials among others.

**The Youth Mentorship Programme** on Enterprise Management is designed to set industrial mentality in the operations of young entrepreneurs in The Gambia.

**The first Edition of the Youth Mentorship Programme on Enterprise Management in 2017 graduated 25 rural young entrepreneurs'**. The first edition in 2017 registered success in the areas of leadership and management, micro finance, marketing and export markets.

## **Opening Ceremony:**

Mamadou Edrisa Njie, executive director of GYIN Gambia Chapter thanked YEP Project for funding the six months mentorship programme on enterprise management, saying GYIN Gambia is happy to be one of the YEP project implementing partners in The Gambia.

Giving background information on GYIN Gambia Chapter, Njie said that the youth network is a national youth network that specialises on rural development.

In The Gambia, the network- GYIN Gambia Chapter was registered with the Attorney General Chambers on 4<sup>th</sup> June, 2012 and with the National Youth Council as a National Youth Organisation on 21<sup>st</sup> May, 2015. GYIN Gambia Chapter is also registered with CIVICUS; with Voting Membership- CIVICUS is an international non-profit organization and "a global alliance dedicated to strengthening citizen action and civil society around the world". ([www.civicus.org](http://www.civicus.org)).

GYIN Gambia Chapter is a youth network that specialises on rural development and focuses on Entrepreneurship, Agribusiness, Leadership, Communication and Information Technology, Community Outreach Programmes in rural areas with the aim of contributing to the reduction of poverty among poor rural youth in The Gambia through exposure to opportunities and business prospects, innovation, and knowledge. A good number of our youth empowerment initiatives are based on best practices of

income generation models, which enables youth people to create and engage in sustainable small scale agri-businesses and entrepreneurship.

The 2018 mentorship programme, according to Njie, the programme is associated with positive personal and professional growth; career outcomes and development of young people especially those in the rural regions.



**GYIN Gambia 2018 Mentors posed with GYIN Gambia Secretariat**

Mentors for the programme, Njie stated possess effective communication skills, techniques and insights of mentoring. Participants (mentees) have close contact with their mentors to develop professional relationship with the society. One-to-one mentoring initiative was triggered by the following key factors:

- Concerned about the lack of mentorship programmes in the country to shape the future of young entrepreneurs, and leaders
- Recognition of the need for the effective mentorship programmes for young people and its potentials to upscale the services, production, and influence of young people through their business ventures.

Outlining some of GYIN Gambia's programmes, Njie stated that the network is providing the following services:

- 1- Rural Business Advisory Services
- 2- Entrepreneurship Trainings

- 3- Rural Youth Awards
- 4- ELIT National Youth Summer Camp
- 5- Group Formation and Management
- 6- Networking and Partnership Strategies
- 7- Leadership Trainings

The ten (10) mentors, Njie explained were selected based on the following criteria's;

- Proven track record in successfully running a business
- Previous experience or ability to provide business coaching
- Business venture or is trained on venture creation subjects by any recognised training programme
- Interest in supporting rural youth in their business development activities by providing relevant and accurate advice and information

While for the mentees who attended a recognised entrepreneurship training that is;

- Rural Entrepreneurial Venture Creation Experimental Learning (REVCEL) Certificate;
- Been Finalist, or Champion of the annual Rural Youth Awards;
- Business venture or is trained on venture creation subjects by any recognised training programme;
- Entrepreneurship, Leadership, and Information Technology (ELIT) Certificate and
- Interest in becoming a mentor in the future schemes/ in the next cycle.

Highlighting on some of the challenges the network is facing, Njie stated that mobility that ie office vehicle is a big problem for them adding that because of that, they are limited to reach so many rural people especially those in Wuli, Upper River Region, and Nianija in the Central River Region North.

“Mobility is our biggest challenge and I am calling on YEP to consider us by providing us with an official vehicle.”

With an official vehicle, Njie believed that their operations would be smooth.

According to him, with the lack of official vehicle, they kept on hiring vehicles for their programmes especially rural programmes saying that “it’s very expensive hiring a vehicle for rural programmes.”

He concluded by thanking the European Union (EU), International Trade Centre (ITC) and YEP Gambia team for given considerations to GYIN Gambia’s programmes.

Mr. Gheran Senghore, communication consultant of YEP, said Gambia remains on the list of the Least Developed Countries, adding that it has a small economy that relies primarily on agriculture, tourism and remittances while about 60% of the population is under the age of 25.

“Launching of this mentorship programme is one of the steps being taken by YEP to contribute to efforts aimed at creating and developing avenues for youth entrepreneurs in The Gambia,” he added.



He lamented that the youth mentorship program is expected to compel participants to be able to acquire ability to craft exceptional business structures, increase management skills and maximize streams of profit.

The launching was chaired by Mrs. Mariam Saine, GYIN Gambia Financial Controller. While chairing the launching, she called on mentors, mentees and supervisors to work closely to achieve the intended purpose of the programme.



**Group pictures of Mentees, Mentors, Supervisors and GYIN Gambia Secretariat**

### **Presentations on Youth Mentoring Programme:**

Madam Paulina Kowelle and Tim Tolle are interns at GYIN Gambia.

**The youth mentorship programme presentation was done by Paulina and Tim**

### **Concept of a Mentorship**

- Professional relationship in which an experienced person (Mentor) assists another (Mentee):
  - Developing specific skills and knowledge
  - Contribute to enhancing the less-experienced person's professional and personal growth
- Mentorship implies a developmental relationship, one where feelings, thoughts, & emotions come into play
- It gives access to different perspectives, experiences and knowledge
- Mentoring is NOT Training!
- It is an opportunity for advice

## Role of mentees and mentors

### Mentee:

Driver of relationship

- Identify the skills, knowledge and goals you want to achieve and communicate them to your mentor
- Bring up new topics that are important to you at any point and give feedback to your mentor
- Resource Partner
  - Work with your mentor to seek resources for learning
- Teacher
  - Look for opportunities to give back to your mentor

### Mentor:

- Coach/ Adviser:
  - Give advice and guidance, share ideas, and provide feedback
  - Share information on “unwritten rules of success”
- Resource Person
  - Identify resources to help mentee enhance personal development
- Champion
  - Serve as advocate for mentee

Steps towards successful mentorship:

- ◆ Successful Mentoring begins with setting a contract for learning around which the Mentor and the Mentee are aligned on the rules and on what they want to achieve
- ◆ Create a safe environment based on trust and mutual respect which enables both sides to express their opinions
- ◆ Accept the opportunity to receive regular and constructive feedback
- ◆ **-Concealing the truth can only harm, not help**
- ◆ **-Mentor is here to advise on how to do things, not to do things for you**