

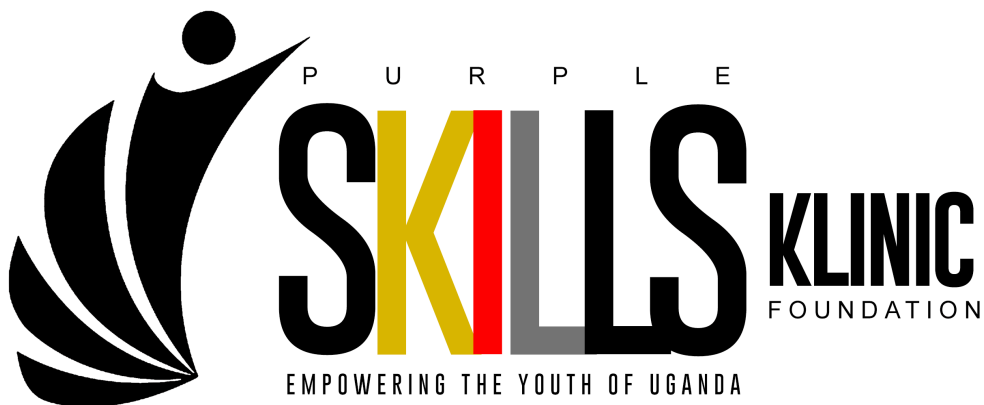
# Uganda Skills Expo Proposal

SHOWCASE, NETWORK, PITCH

Purple Skills Clinic Foundation Initiative 2023

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# Uganda Skills Expo Proposal

SHOWCASE, NETWORK, PITCH

“**Theme:** Job and Wealth Creation through Value addition, Innovation, Industrial skills, Job ready skills and practical entrepreneurship to combat youth unemployment in Uganda.

”

UMA Hall

Sat 15th & 16th July 2023,

World Skills Day

*“Give a hungry man fish, you feed him for a day, teach a hungry man how to fish you feed him for a lifetime”*

Anne Isabella



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## ABOUT US

The Purple Skills Clinic Foundation is a youth led NGO empowering the Youth and communities through Skills training, Mentorship programs, offering Internship placement, Startup funds, innovation and Research to combat the growing youth unemployment crisis in Uganda.

The Skills Clinic is a registered NGO founded by Uganda's media personality Douglas Lwanga who is passionate about serving the community and seeing people's lives changing for better. The organization is licensed by the NGO Bureau in Uganda (NGO number INDR154504582NB) and headquartered in Bukoto Kampala.



Founder of the Skills Clinic Foundation addressing creatives at the MTV MAMA Awards unveil in Uganda



### OUR VISION

Building a generation of self-reliant skilled Youth as agents of Change In their Communities.



### OUR MISSION

To be the leading skilling center in Uganda, using skills as a tool to combat, poverty, & unemployment by creating Opportunities for Uganda's youth



## COVER LETTER

SHOWCASE, NETWORK, PITCH

Dear Sir/Madam,

I am pleased to enclose here our proposal of the Uganda National Skills Expo to be implemented by Purple Skills Clinic Foundation. We hope this proposal will allow you to come to a decision regarding support for this program. Skills Clinic requests your support as per the attached program budget.

The Uganda National Skills Expo presents an opportunity to change the negative attitude of youth towards skills training, exhibit services and products created by various skilled youth thereby expanding their market base, open up new possibilities for income generation and attract more youth to opt for careers around business technical vocational education training (BTVET) as a solution to the youth unemployment crisis in Uganda.

With your support, we will be able to organize this Expo and promote locally skilled youth while encouraging the youth to diversify income sources as we all strive to solve the unemployment crisis in Uganda.

I will be happy to respond to any questions you may have about the proposal. I can be reached at +256 751 666 665 or +256 772 697 196

We thank you again for your consideration and look forward to hearing from you soon.

Regards,

Lwanga Douglas  
Founder  
Purple Skills Clinic Fdn  
25 November 2022



## BACKGROUND

Uganda has the youngest population in the world, with 78 Percent of its population being under 30 years of age representing significant development potential. But if left untapped, it could turn into a major development challenge. Uganda's national unemployment rate is 9.2%, while the unemployment rate for youth aged 18-30 is 13.3%

Academic education and training as introduced by the British in Uganda had little inclination towards Skills development. The colonial government's education was designed to impart learners with purely academic (cognitive) skills; starving them of the more work-relevant or practical skills .

Although the government is refocusing its training on skills, it has reported negative attitude from the youth who think skills and business technical vocational education training (BTVET). is for the academically dull students.

At Purple Skills Klinik foundation, we have that charge of impacting everybody in the country to see that practical skilling is the way forward if we are to solve the youth unemployment challenge, create jobs and improve our economy.

The National Skills Expo is an opportunity to change the negative attitude of youth towards practical skills training, by exhibiting services and products created by various skilled youth while using the platform to draw interest to careers around business technical vocational education training (BTVET) as a solution to youth unemployment and job creation.



# Uganda Skills Expo Proposal

SHOWCASE, NETWORK, PITCH

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## EXPO ACTIVITIES

The Uganda National Skills Expo shall have the following activities besides the display of various skills and products. These will include;

- 1- Exhibition of skills services and products
- 2- Mentorship and career guidance
- 3- Pitch Contest.
- 4- Skills Summit 2023
- 5- Pre event activations-Community outreach programs



### 3 PART ACTIVITIES

#### MENTORSHIP & CAREER GUIDANCE

Participating youth will interact with Industry experts in various fields who will be invited to speak at the break out mentorship sessions during the Expo.

#### EXHIBIT YOUR SKILLS, PRODUCTS & SERVICES

Participating exhibitors shall showcase products they have created and demonstrate their skills to potential clients and fellow youth as a way of attracting them to choose the exhibited careers.

#### PITCH CONTEST

Skilled youth shall be boosted with seed funds by pitching the best business ideas to a panel of judges. The best idea will win and this will make skills development attractive.

# Uganda Skills Expo Proposal

SHOWCASE, NETWORK, PITCH

## PROJECT DETAILS

### Concept Note

<b>Program Title</b>	<b>Uganda National Skills Expo</b>
<b>Project code</b>	UNSE
<b>Theme</b>	Job and Wealth Creation through Value addition, Innovation, Industrial skills, Job ready skills and practical entrepreneurship to combat youth unemployment.
<b>Implementer</b>	Purple Skills Clinic Foundation
<b>Categories of Exhibitors</b>	<ul style="list-style-type: none"> <li>• Industrial cottage skills Exhibitions,</li> <li>• Innovation</li> <li>• Digital technology skills,</li> <li>• Modern Agricultural Skills and products ,</li> <li>• Value addition products,</li> <li>• Recycling skills</li> <li>• crafts and jewelry production</li> <li>• Carpentry skills and products</li> <li>• Welding and metal fabrication products</li> <li>• Creative arts skills and show case</li> <li>• Fashion and design skills and products</li> <li>• Cosmetology skills</li> <li>• Multimedia Skills</li> </ul>
<b>Proposed venue</b> <b>Proposed Date</b> <b>Proposed Intl Day</b>	<ul style="list-style-type: none"> <li>• <b>Kololo Airstrip Kampala</b></li> <li>• <b>Sat 15 July and Sun 16th July</b></li> <li>• <b>World Skills Day</b></li> </ul>
<b>Duration</b>	2 Days
<b>Contact Person</b>	Lwanga Douglas - +256 751 666 665,
<b>Email</b>	douglaslwanga.dl@gmail.com



# 30,000

Youth Participating  
In the Uganda  
National Skills Expo

# Uganda Skills Expo Proposal

SHOWCASE NETWORK PITCH

## PROGRAM GOALS



### 01- SHOWCASE

Enable the youth to showcase their skills, Promote their projects and products.



### 02- NETWORK

Participating youth will be able to network with fellow skilled youth creating opportunities for skills exchange and collaboration.



### 03-COMMUNITY SKILLS TRAINING PROGRAMS

Ahead of the Expo, over 6 training workshops skilling upto 200 youth each shall be organized at grassroots level and participants shall be given free skills training.



### 04- PITCH INNOVATIVE IDEAS FOR FUNDS

Participating youth shall pitch innovative ideas to potential funders and win seed capital to jumpstart their careers.



NOTES

### Format:

The [two-day event](#) will closely mirror the flow and appearance of a real fair. The fair will be open to all. It will have a number of parallel sessions focussed both thematic and sectoral. Participants will have the opportunity to learn from experts, share their experiences with others, interact with participants from other countries and visit the exhibition hall where a number of booths will be set up by a selected set of institutions.

# DETAILED PROGRAM

## Day 1: Sat 15 July 2023

Time	<b>Opening of the Uganda National Skills Expo 2023</b>
7.00am - 8.30am	<b>Exhibition</b> and in-booth interactions and webinars
8.30am - 9.30am	<b>Skills Summit and Conference discussing</b> Skills development in Uganda Guest Speakers: Various authorities in youth skilling space
9.30am - 11.00am	<b>Exhibition</b> and in-booth interactions and webinars
10.00am - 10.20am	<b>Human Stories:</b> Video documentary screenings of various successfully skilled youth
11.00am - 12.00pm	<b>Creative arts show cases:</b> Entertainment showcasing of creative arts skills
12.00pm - 1.00pm	<b>Networking session</b>
1.00pm - 2.00pm	<b>Grand Opening – Guest of honor remarks and visit of expo booths</b>
2.00pm - 3.00pm	<b>Skills Display on stage:</b> youth in various sectors do live display of skills on stage
3.00pm - 4.00pm	<b>Networking session</b>
4.00pm - 5.30pm	<b>Exhibition</b> and in-booth interactions and webinars
6.00pm - 7.00pm	<b>Close</b>

## Day 2: Sun 16 July 2023

7.00am	<b>Opening of Pitch Contest and Expo</b>
7.00am - 8.00am	<b>Exhibition</b> and in-booth interactions and webinars
8.00am - 9.00am	<b>Skills Summit and Conference discussing</b> Skills development in Uganda Guest Speakers: International delegates in youth skilling space
9.00am - 10.30am	<b>Exhibition</b> and in-booth interactions and webinars
10.00am - 10.20am	<b>Human Stories:</b> Video documentary screenings of various successfully skilled youth
10.30am - 11.30am	<b>Pitch Contest begins</b> with pre-selected participants
11.30am - 12.30pm	<b>Pitch Contest</b> (pitch your business idea win seed capital)
12.30pm - 1.30pm	<b>Networking session and Exhibition</b>
1.30pm - 2.30pm	<b>Final Round Pitch Contest</b>
	<b>Crown winner of Pitch Contest</b>
2.30pm - 4.00pm	<b>Exhibition</b> and in-booth interactions and webinars (Tech Fair)
7:00	<b>Close</b>



# Uganda Skills Expo Proposal

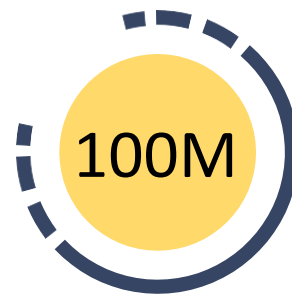
SHOWCASE NETWORK PITCH

## REQUIRED FINANCIAL SUPPORT



### 1) Supporting the National Skills Expo Budget

The Skills Expo has an operation budget as attached that if supported will enable us execute a succesful expo targeting 30,000 youth.



### 2) Supporting the Pitch Contest seed capital

Youth groups will be given a chance to pitch innovative business ideas based on their skills and the best ones will win a seed capital. We request for the sponsorship of this grant.



### TOTAL UGX 417,000,000UGX (\$109,736 USD)

The total budget to organize a two day National Skills Expo targeting over 30,000 participants shall total to the sum above



# SKILLS EXPO SHOWCASES CATEGORIES



Art skills show case



Carpentry skills show case



Vegetable growing



Vaseline making skills



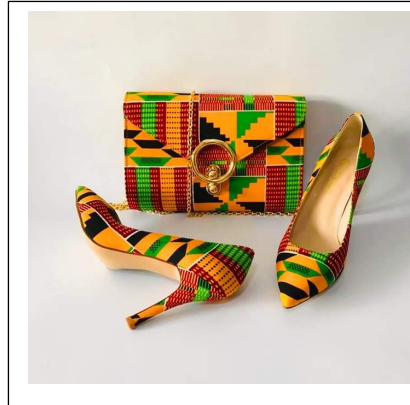
jewelry making skills



Detergent making skills



making bags skills



Making footwear skills



Jewelry skills





## PROJECT TIMELINE

PROJECT	Jan.	Feb.	Mar.	Apr.	May.	Jun.	Jul.	Agu.	Sep.	Oct.	Nov.	Dec.
START	█											
STEP 02		█	█	█								
STEP 03		█	█	█	█							
STEP 04				█	█	█						
EVENT						█						

## MORE DETAILS

### START PROJECT

The start of the program will majorly be around mobilizing for resources as per the budget, identifying funding sources, and closing on potential service providers.

1 JAN TO FEBUARY

### STEP 01-04

The following months shall have activities as we buildup to the event day. These will have grassroots skilling programs at village level, skills workshops at the Skills Clinic Foundation, shooting video profiles, advertisements and depositing on service providers

1 FEB TO JUNE

### EVENT MONTH

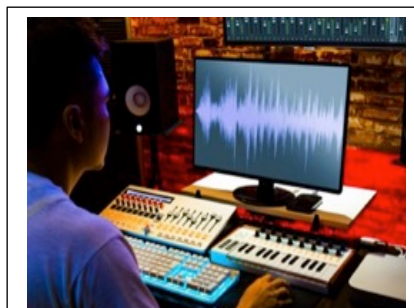
The month of the event shall have more media interviews, recruiting influencers to popularize the event, confirming guest speakers, Aligning event day activities

JULY

# SKILLS EXPO SHOWCASES CATEGORIES



**Metal fabrication skills**



**Audio production skills**



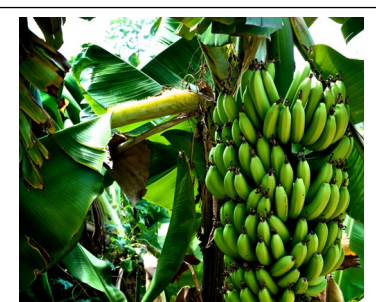
**Video prodn skills**



**Hair dressing skills**



**Facial makeup skills**



**Agriculture skills**



**Photography skills**



**Agro skills**



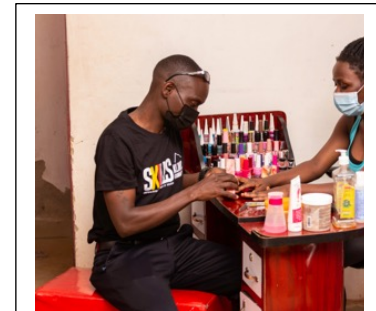
**Creative arts skills**



**Fashion skills**



**Web designing ,  
Graphics and  
animation and IT skills**



**Manicure , pedicure  
skills**

## BUDGET BREAKDOWN

ITEM	QTY	UNIT COST	TOTAL COST UGX	TOTAL USD
Venue	2 Days	30,000,000	60,000,000	\$15,789
Production (sound, Lights, Screens)	2 Days	26,000,000	52,000,000	\$13,684
Community skilling workshops	8 workshops		86,000,000	\$22,631
Event Advertising( TV, Radio, Billboard, Online)	2 Months Ads		37,000,000	\$9,736
Documentary profiles (Profile youth demonstrating various skills)	10 profiles	4,000,000	40,000,000	\$10,526
Pitch Contest seed grant	10 youth groups	10,000,000	100,000,000	\$26,315
Facilitating organizing teams	30 people	200,000	6,000,000	\$1,578
Pre- Events activities budget	6 community workshops	6,000,000	36,000,000	\$9,473
			<b>417,000,000</b>	<b>\$109,736</b>

## DETAILS

### 100,000,000 UGX / Seed Grant

This Money will be distributed among 10 youth groups who will have to work together to develop a business plan funded and supervised through skills clinic foundation to ensure funds are not misused.

### 86,000,000 UGX/ Community skilling workshops

These are training workshops that shall be organized months before the expo. They will take place within various villages across Uganda and will total to 8 workshops.

*Only with your support shall we be able to use this event as a stepping stone to popularize skills training in Uganda and give a platform to those practicing various skills to showcase their abilities, expand markets and develop their careers further.*





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SHOWCASE, NETWORK, PITCH

Purple Skills Clinic Foundation Initiative 2023

# Uganda Skills Expo Proposal

SHOWCASE, NETWORK, PITCH



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