





## Our contact

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# Our Profile





## Introduction

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%

**About 400,000 youths qualified from various universities are released annually into the job market to compete for approximately 9,000 available jobs.** About 30% of the youths who are institutionally qualified in Uganda are unable to find jobs, and the situation is even worse for semiskilled and unskilled youths.

Young Ugandans, are highly likely to be underemployed, in precarious and non-rewarding work, or in jobs that cannot offer decent incomes. **83.5% of the Ugandan population aged between 15-29 work in informal jobs, and that figure is 10% higher for young women than men.**

Although informality doesn't necessarily imply poor job quality, in Uganda, there is a strong correlation between the two. It's therefore essential to consider the quality of employment and develop interventions to tackle ,unemployment, underemployment and poor job quality. All skills interventions need to be demand-driven, so that training is responsive and relevant to market needs.

The Purple Skills Klinik Foundation offers a real opportunity to reframe the discussion and action around youth unemployment in Uganda. **With the working-age population projected to double by 2040**, it's clear that business as usual will not cut it. Skills Klinik uses innovative approaches to create or improve jobs for youth.



Skills Klinik Offices at Bukoto Next to Kla Intl School of Uganda



## Urgent need, Justification of Skills Clinic

According to the International Labor Organization (ILO) report , Urban youth are more likely to be unemployed (12 percent) than rural youth (3 percent). In addition, female youth are twice as likely to be unemployed compared to male youth.

Available evidence suggests that material deprivation increases sexual and reproductive health risks among youth including exposure to HIV/AIDs and other sexually transmitted infections, drug abuse , a potential civil unrest and a high security risk plus unplanned pregnancy.

Youth in low-income countries have widely been thought to be lacking the skills, competencies and knowledge to enter the workforce. Collaborative action is required by donors working with private sector and government to stimulate transformative growth, improving the quality and quantity of labor.

The Purple Skills Clinic Foundation is here to address these issues through a very unique model and offer practical solutions to the youth unemployment challenge and its effects in Uganda.



Skills Clinic Mentorship Class

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## About Us

The Purple Skills Klinik Foundation is a Ugandan social Enterprise Skilling the youths through innovative solutions to enhance employability. Bridging the gap in the workforce through skills development, mentorship, apprenticeship, career guidance, and startup capital support for the youth.

The Skills Klinik Foundation is a registered NGO **founded by Uganda's media personality Douglas Lwanga** and licensed by the NGO Bureau in Uganda (**NGO number INDR154504582NB**) headquartered in Bukoto Kampala Uganda East Africa. We seek to use Skills training in the service sector as a solution to youth unemployment.



Co founder  
**Douglas  
Lwanga**  
[www.skillsklinik.org](http://www.skillsklinik.org)



## Our Credentials

**FORM B**

Registration Number: **5838** Regulation form 5 (2)  
 INDR154504582NB

  
 THE REPUBLIC OF UGANDA  
 THE NON-GOVERNMENTAL ORGANISATIONS ACT, 2016  
**CERTIFICATE OF REGISTRATION**

I CERTIFY that:  
**PURPLE SKILLS KLINIC FOUNDATION, (An Indigenous NGO) of File No. MIA/NB/2021/04/4582**  
**P.O.BOX 28899 KAMPALA, NAJERA II, NAKAWA DIVISION**

..... has been registered with National Bureau for Non-Governmental Organisations.

Dated at Kampala, this ..... **01ST** ..... day of ..... **JUNE** ..... 20..... **21** .....

  
**Okello Stephen**  
 Executive Director,  
 National Bureau for Non-Governmental Organisations

NGO Certificate

**FORM E**

Permit Number: **6896** Regulation form 7(5)  
 INDP0004582NB

  
 THE REPUBLIC OF UGANDA  
 THE NON-GOVERNMENTAL ORGANISATIONS ACT, 2016  
**PERMIT TO OPERATE AN ORGANISATION**

I HEREBY CERTIFY  
 that ..... **PURPLE SKILLS KLINIC FOUNDATION, (An Indigenous NGO) of File No. MIA/NB/2021/04/4582**  
**P. O. BOX 28899, KAMPALA, NAJERA II, NAKAWA DIVISION**

has this ..... **01ST** ..... day of ..... **JUNE** ..... 20..... **21** ..... been issued with a permit to operate in Uganda under the Non-Governmental Organisations Act.

This permit is subject to the following conditions-  
**(a) The Organisation shall carry out its activities in the fields of mentoring and facilitating skills training for young people, connecting youths to vocational training opportunities, assisting in career guidance, creating skilling centres, giving startup capital to youths, negotiating for internship placements, sensitising the community about dangers of idleness, carrying out education programs.**  
**(b) The organisation shall operate Countrywide.**  
**(c) The staffing of the Organisation must conform to Section 45 of the NGO Act, 2016.**

This permit shall be valid for ..... **36 Months** ..... from the date of issue.

  
**Okello Stephen**  
 Executive Director,  
 National Bureau for Non-Governmental Organisations

NGO Permit





### **Mission**

To empower the youths with knowledge and skills through innovative solutions.



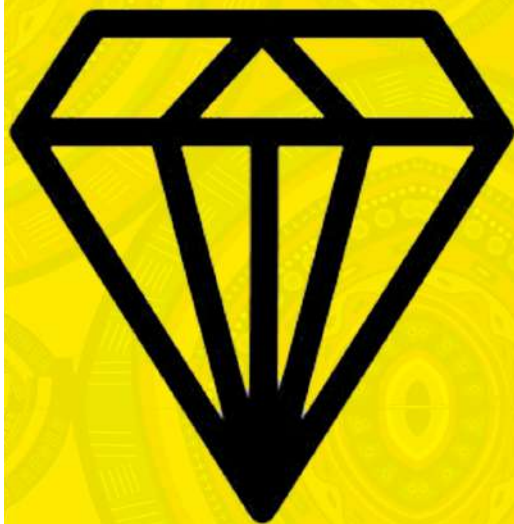
### **Vision**

To Bridge the gap in the workforce creating a self-reliant generation of skilled youth.



### **Position**

To be the National hub for skills excellence and development for Uganda.



### **Values**

- Youth driven
- Excellence
- Innovative
- Result oriented
- Teamwork
- Selfless



# Our Work





## Our Work



Skills development/Training



Mentorship Programs



Apprenticeship/Internship



Career guidance



Startup capital grant



Youth led research



## Our work

The Purple Skills Klinik Foundation operates in seven steps namely;

**1) Skills Development/ Training :** The Skills Klinik Foundation organizes skilling workshops bringing together resource persons mentor youth in various Skills disciplines.

### **2) ) Mentorship and career guidance**

This is part of the schools educational program where we organize master classes, and career guidance workshops for youth bringing together industry experts to mentor them.

**3) Apprenticeships/Internships placements:** The Skills Klinik Foundation connects trainees to Internship placements which allows them practice their skills in a work environment to enable them gain experience.

### **4) Startup capital grants**

With support from donors financial institutions and well-wishers, At the end of the Training we organize the youth in groups and lobby for capital inform of machinery and equipment that trainees can use to start their entrepreneurship journey .

**5) Youth led research :** Conduct youth led research so that government and policy makers can create policies that resonate with the interests of young people and their needs.

**8) Soft Skills :** such as SRH (**Sexual Reproductive Health**), Financial literacy, communication skills, **Mental health**, Branding, Marketing, **HIV Awareness**, Nationalism, Branding, Digital literacy.



## Media Mentorship Programs



### **The Skills Clinic Media Master Class:**

The skills Clinic foundation organized a Media Master class under the theme ***“New challenges, new opportunities, mentoring the next breed of media personalities”***

The master class attracted students from various learning institutions such as Makerere University, Kampala International University, Ndejje University, Islamic University, UMCAT, YMCA, and Kyambogo University. The purpose of the master class was to bridge the gap between Media students and those practicing the career enabling them get practical tips for their careers.

The key Speakers included Faridah Nakibwe News anchor and talk show host NTV Uganda, Dr Innocent Nahabwe Media Owner Galaxy FM, Canary Mugume News Anchor NBS Television, Andrew Kyamagero News Anchor NTV Uganda, Annatalia Ozze Show Host at NBS Television and Sanyuka TV, and Josephat Seguya Reporter Vision Group. The master class was had life coach sessions by Ruth Namutebi and a financial literacy coach Frank Kizito CGMA to give the students 360 knowledge and the session was moderated by Mckenzi Bryan.







**Ghetto Youth Talent Camp:** Purple Skills Clinic Foundation, American voices and the US Mission to Uganda through the YES Academy teamed up and held a one day workshop with US Based creatives in the fields of Beat Boxing, deejaying and singing. The Youth Excellence on Stage (YES) Academy Program serves as American Voices' flagship cultural engagement program as a means to further accessibility and understanding of American performing arts and culture.



## University and Secondary schools “Youth week” Outreaches



### University and School Programs:

In our goal to reach more youth, Skills Clinic Foundation organizes University outreaches to further interest learners in skills development in line with job market. We have been to Makerere University, MUBS, Kyambogo and various secondary schools.



# Our Business Model



Target Group	
Gender	F&M
Youth age	18-35
Geographical Area	National
Status	Unemployed

## Business Model

As an Organization we need to have a clear direction and also be sustainable to enable greater impact in the Communities we serve.



### Value proposition

we deliver our deepest value through Skilling, Mentorship, Financial Support and Research



### Targeted Beneficiary

Our target beneficiary is every youth who is in need of skilling or upskilling. We target the youth living in slums/ghettos, the student at university and secondary schools.



### Key Activities

Our key Activities are : Creative Arts Training, Media Skills training, Digital Skills Training, cosmetology, mentorship Programs and Community Outreaches.



### Sustainability

Our Institution has a number of paid for courses for the privileged youth while we also have bursaries for the unprivileged group Coupled with Sponsorships and Fundraisers



## Our Projects



## Our Projects

### 1) Ujuzi National Slum Skilling Program:

This is a National program aimed at Skilling the people living in slum areas with tools and skills to be self-reliant and alleviate poverty.

### 2) Sauti Ya Ghetto Talent Camp:

This program aims at nurturing talent in the ghetto communities where they don't have access talent development resources such as Quality Audio and Video recording studios thereby bridging the gap

### 3) Purple TV Demonstration project:

Purple TV is our inhouse demonstration television that allows students of media studies to have practical training and interface with equipment and a studio environment as they pursue journalism. The content created out of the training is shared on our streaming platform and YouTube.

### 4) Girls in ICT:

This program is aimed at filling the digital divide and encouraging girls and women to acquire technology based skills a sector that is heavily male dominated.

### 5) Skills Mentorship Program:

Our mentorship program involves sessions with industry experts so that the youth can learn from those that have made it in various disciplines.

### 6) Green Skills Program:

We are passionate about the environment and in our skilling activities we do outreaches encouraging communities to get skills on how to protect the environment while earning from it for example plastic recycling, Aquaponics, Tree planting, Waste recycling, Bio gas making, urban farming etc.







Purple  
Skills  
Clinic  
Foundation

## Who we target



### Youth in Slums/Ghettos

Youth living in unprivileged communities such as Ghettos and slums. Often times these are

- Unskilled
- Unemployed
- Under employment
- Uneducated



### Youth in Universities

Youth who are at higher institutions of learning perusing degrees, diplomas, certificates etc. These usually

- Focus on papers rather than practical skills
- Lack practical knowledge of what they are studying
- Likely to be unemployed even after



### Students in schools

Students who are in secondary schools transitioning to university. These need career guidance

- They choose courses at universities based on what parents dictate
- They have zero knowledge on what skills training are needed in job market

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# Our Courses





## Soft Skills Offered

Our main goal at the Skills Klinik is to equip youth with both employable soft and hard skills ranging from

- a) Sexual Reproductive Health
- b) Financial literacy
- c) Communication tips
- e) Branding and marketing Skills
- f) HIV Awareness
- g) Mental health awareness
- h) Entrepreneurship skills



A Photography class conducted by Bill Allstar

## *ICT and Digital Technology Skills*

### Short Courses

- a) Certificate in ICT
- b) Certificate in 2D Graphics and animation
- c) Certificate in 3D Graphics and animation
- d) Certificate in Digital Content creation

#### a) Certificate in ICT (4 Months)

- Introduction to computer (Hardware and software knowledge and repair)
- Microsoft office (Use of MS software's MS Word, Excel, Power Point, Access Etc)
- Web designing (Students will be able to design, monitor, create websites for clients)
- Apps development
- Networking (Skills to configure networks, cyber security, Operate servers, operate )

#### b) 2D Graphics and Animation (2 Months)

- Adobe Photoshop (Make flyers, posters, business cards and design billboards)
- Adobe illustrator
- Adobe After effects (Create 2D animations, Television Ads and graphics)

#### C) 3D Graphics and Animation (2 Months)

- Cinema 4D
- Mya

#### d) Digital Content Creation (2 Months)

- Social media hacks and tricks (Learn how to grow an online following)
- Shooting and editing picture content (Document pics for clients without camera)
- Shooting and editing video content (Make video content for clients)
- Social media Analytics (Monitor, read and interpret insights for clients)
- Social media management (Manage clients social media accounts)
- Digital influencer marketing (Become a social media influencer)
- YouTube Blogging
- Online branding



# *Fashion & Modeling Skills*

Short Courses

Certificate in Fashion Design

Certificate in Modeling

a) Certificate in Fashion design Basic (2 Months)

- Introduction to Fashion Design
- Elements of Design (Color, Line, Shape, Texture)
- Principles of Design (Balance, Proportion, Emphasis, Rhythm)

- 
- Haute couture
  - Luxury
  - Ready to wear
  - Fast Fashion
  - Economy
  - Accessory
  - Sports wear
  - Evening Wear
  - Limited
  - Classic
  - Mass Market Fashion
  - street
  - Casual

b) Certificate in Modeling (2 Months)

- Module 1: What is a model?
- Module 2: Different types of modelling
- Module 3: Fashion vs Lifestyle modelling
- Module 4: Modelling on television
- Module 5: Learn to pose correctly
- Module 6: Learning to walk the runway
- Module 7: Building a good photo portfolio
- Module 9: Test modelling<sup>and</sup>Trade for photos
- Module 10: Working with photographers
- Module 11: What does an agent do
- Module 12: How to find the right agent for you
- Module 13: Utilizing social media to promote yourself
- Module 14: Personal conduct and preparedness
- Module 16: Fitness and hygiene



# Media & Journalism Skills

## Short Courses

- a) Video Editing and production (Jobs as Video Editor, video director Etc)
- b) Photo Journalism skills (Jobs as camera man, photo journalist, editor)
- c) News gathering and anchoring ( Jobs as News reporter, Editor, Anchor)
- d) Public Speaking, Emceeing and Presentation skills (Job as Event MC, TV host, Radio Host)

### a) Video Editing and production (2 Months)

- Video Editing skills in Adobe premiere pro
- Video camera operations and hacks
- Capturing and storage of video

### b) Photo Journalism skills (2 Months)

Course Structure:

- Intro & Background y
- Basic Photography
- Composition
- Exposure
- Aperture & Depth of Field
- Shutter Speed & Movement
- ISO
- Lighting
- Lenses
- Practical Photography

### c) News gathering and Anchoring (2 Months)

- News Reporting
- News writing
- News Anchoring
- News report filing and script writing

### d) The art of Public Speaking, Emceeing and Presentation (1 month)

- TV Presentation
- Radio Presentation
- Corporate Emceeing
- Club emceeing
- The art of public speaking



## *Creative Arts Skills*

### Short Courses

- a) Certificate in Deejaying
- b) Live Band and musical instruments
- c) Audio Production

#### a) Certificate in Deejaying (2 Months)

- Equipment & Set-Up .
- Drop Mixing .
- Beat-Matching .
- Creative Mixing .
- Building a DJ Brand .
- Developing Your Career .
- How to Get Gigs .
- Promotion Tips .
- Recording a mix .
- Loops & Hot Cues .
- Effects and Samples .
- Preparing for a DJ Performance
- Final Performance

#### b) Audio Production (2 Months)

- Introduction to sound.
- Recording and Editing Audio
- Importing Loops, Editing and Arrangement
- Creating audio content for radio station branding, and audio commercials.
- Basic knowledge in sound design.
- Recording audio including voiceovers, music, actuality and sound effects
- Commercials or trails and post production processes.
- Kinds and categories of sound effects .
- Dithering and Mastering .
- Formats and Distribution
- Treatment of sound

#### c) The art of Music business ( 2Months)

- Talent management and Music marketing
- Digital music distribution ( understanding Streaming platforms)
- Media music marketing (Radio and Television)
- Touring, Concert & Event Management Logistics and Planning.
- Legalities of music business (Copyright protection, licensing & supervision)
- Record Labels (Major versus Independent; Bureaucratic Structures)
- Technology, Apps and their influence on the music business
- Developing a personal artist Brand



# PURPLE SKILLS KLINIC FOUNDATION

EMPOWERING THE YOUTH OF UGANDA







One of our Ghetto beneficiaries learning mechanics at Partner Workshop



Another Ghetto beneficiary uses Skills Klinik acquired washing equipment to run washing bay









A Fashion and design class at Skills Clinic



Video Production Student



## Output of Skills Klinic Foundation

- a) 80 Percent of the Skills Training beneficiaries will use acquired skills to engage in income-generating activities formally or informally.
- b) Beneficiaries will become self-reliant and strongly resilient in addressing their challenges through newly acquired skills and learning.
- c) Beneficiaries will be able to get funding of projects through the foundation inform of equipment in order to put acquired skills into practice.
- d) Beneficiaries will be able to use course completion certifications provided by Skills Klinic Foundation to add value to their curriculum vitae and enable wider career opportunities.
- e) We expect to skill over 3,000 youth annually with 200 training sessions a year.
- f) Young people will have knowledge of how to control early pregnancies and will be furnished with SRH Knowledge plus other soft skills.







ICT Class at Skills Clinic Foundation



A Sexual Reproductive Health awareness Class



# How You can Support us!





## How you can support the Skills Clinic Foundation.

**1) Land:** We would like to acquire at least 5 acres of land to setup a permanent home for this initiative. A place we can build spacious classrooms, dormitories and the foundation offices. With this we can help reach even more youth.

**2) Owning the current location of Skills Clinic in Kamwokya instead of renting:** We are currently renting our space at Bukoto Kamwokya. The strategic location of this facility in Kamwokya necessitates us to be the owners so we can be assured of continued services to the ghetto youth in Kamwokya, Kyebando, Naguru and neighboring areas.

**3) Training Tools and Skills Equipment Grant :** we have a deficiency in training equipment. You can enable us purchase this equipment such as photo cameras, video cameras, computers, Beauticians kits, Hair Dryers, Tailoring Machines this will boost our work.

**4) Supporting the Ujuzi Program :** We know the impact of skilling slum dwellers however the cost of running the program is high and your support is very much needed as per the budget attached.

**5) Funding the Trainees startups:** At the end of the trainings we organize the youth in to groups that we can support to start their own business. This seed capital is essential in making sure the skills acquired are put in practice. We request for this seed capital.





# The Proposal



Program Title	National Slum Skilling Program
Project name	Ujuzi
Implementer	Purple Skills Clinic Foundation
Target Regions	Central, Eastern, Western, Northern
Targeted Beneficiaries	5,000 slum dwelling Youth Annually

*"As Kampala grows, slums become hotbeds of innovation and business opportunities, or hotbeds of unemployment, frustration and crime. The youth in Uganda's slums must not lose hope, nor become stigmatized as 'radicals'. They deserve support, to unleash their potential, to run a business, get a job or take responsibility for their communities"*

EU's Head of Delegation to Uganda, Ambassador Kristian Schmidt





## Ujuzi National Slum Skilling Program

### **Project Background:**

Poverty and unemployment are the drivers of violent extremism among slum dwellers. The urban share of poverty faces multiple deprivations, ranging from housing and basic services to livelihood, food security, nutrition, health, sanitation and education, making the urban poor one of the most vulnerable sections of the population.

**Ujuzi Slum Skilling Program** aims to use skills training, mentorship, and soliciting for seed capital to the youth majorly in the slums of Uganda as a solution towards youth unemployment in Uganda.

### **Objectives:**

- 1- Skill and upskill a target of 5000 slum dwelling youth nationally creating employment livelihood opportunities for the vulnerable poor of the urban society.
- 2- To train disadvantaged youth, aged 18-35 years, and ensure they are placed and try to support of them in relevant jobs with assurance of minimum wages and opportunity for career advancement
- 3- Address the root causes of inter-communal conflict, radicalization and violent extremism in the slums of Kampala.
- 4- Reduce domestic violence on women, Anti-social activities, drug usage and engage youths in work as they also contribute to the national development of our country instead of tearing it down.

### **Expected Output:**

1. well trained self-reliant youth able to start their own business .
2. Reduced crime rate in the slums.
3. A data base of slum dwellers from across the country.
4. Patriotic youth who will guard against violence and anti-government activities.
5. Improved sanitation in the slums and reduction in diseases caused due to improper waste management.
- 6- A multiplier effect of those trained are able to train their peers in various skills.
- 7- Increased startups in the slums which will also contribute to the economy.

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



Partner Audio Production Studio teaching Audio Production



HIV Awareness and Mental Health workshop





Creative Arts Class at the Skills Clinic



The ICT Class at Skills Clinic



*Let us empower  
The Youth  
Together*





## Our Team



Douglas Lwanga – Founder/CEO



Shakira- Head of Finance/  
Partnerships



Noor- Administrator/  
Human Resource



Rizk- Client relations



Shakira- Administrator



Emma- IT/Procurement



Elvis- Head of Security



Apple -National Coordinator





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