



## **EASEN Job Creators Clubs**

### **Introduction**

East Africa Social Enterprise Network ([www.easenetwork.net](http://www.easenetwork.net)) is a job creator's network. In Kenya, there is an abundance of resources and many successful role models. There is a high enterprise culture, huge youth population, many devolved funds and opportunities from county governments. However, unemployment, idleness, crime and lack of skills are also high. There is a growing disparity between the rich and poor and the situation requires urgent attention. Majority of Kenyans have been oriented towards job seeking and few perceive themselves as job creators. The government and mainstream private sector are not able to cope with the demand for new jobs and therefore a paradigm shift is required.

### **Goal**

Turn every Kenyan into a job creator

### **Objectives**

- i. Mobilization of members for idea generation and implementation.
- ii. Identification and appreciation of available resources using asset based approach.
- iii. Identification and appreciation of talent for mentorship, coaching and role modelling.
- iv. Create linkages with financiers and business development service providers,
- v. Training and capacity building for management of obstacles and challenges.

### **Target Members**

Every Kenyan should be a job creator and we target unemployed youths, women, business people and those in employment. Those still in school and retired persons will also be involved to create a strong link between those with potential and those with experience.

### **Partners**

To make the project a reality, a number of partnerships will be developed and this include youth and women serving organizations, NGOs, relevant government ministries and departments, universities and colleges, schools, development organizations, media, business associations, churches and corporate organizations among others.

### **Project Areas**

The project will focus on three key result areas;

- i. Club formation, mobilization of members and launch seminars.
- ii. Training and capacity building focusing on mentorship, coaching and role modelling, management of obstacles and challenges and identification and appreciation of talent.
- iii. Resource Mobilization including identification and appreciation of available resources using asset based approach, idea generation and implementation, creating linkages with financiers and business development service providers.

### **Target Results and Time Line**

1,000	Job Creators Clubs by June 30 <sup>th</sup> 2012
May/June 2011	finalise the programme
July 1, 2011	Launch during dinner
July 2, 2011	Implement