

ENTERPRISE PROJECT ANALYSIS REPORT 2019



TABLE OF CONTENTS:

1. Background_____	2
2. Introduction_____	2-3
3. Role of OVSA Enterprise Project_____	3-4
4. Learner Feedback_____	4
5. Importance of saving & investing_____	4
6. Benefit of entrepreneurship_____	5
7. Developing Entrepreneurs Project_____	6-7
8. Challenges_____	8
9. Recommendations_____	8-9
10. Conclusion_____	10

1. BACKGROUND

The OVSA Schools Programme (and its associated projects, such as the OVSA Enterprise Project) helps young people learn how to take responsibility for their health, lifestyle and future. The Schools Programme contains a fun, yet in-depth focus on HIV and AIDS, TB, life skills, sexual and reproductive health and rights, gender and human rights, hygiene practices and good citizenship issues for young people between the ages 10-24. Through an interactive programme consisting of a series of in-depth workshops, young people engage with high energy, informative experience which introduces them to valuable skills on a range of critical and lifestyle issues, including career guidance and entrepreneurial skills.

While engaging with learners on critical health and lifestyle issues, OVSA developed an understanding of the importance of providing young people with a more realistic and practical approach to youth empowerment. Research conducted by Human Sciences Research Council (Altman; 2009) revealed that school leavers, including matriculants, have less than 50/50 chance of being employed by the ages of 24. According to the research 'supply- side' problems are some of the reasons why school leavers are likely to be unemployed, i.e.

- Lack of appropriate skills and work-related capabilities
- Concerns regarding communication, and core skills capabilities
- Lack of job search capabilities
- Lack of networks
- Lack of mobility
- Lack of direction
- Mismatch of expectations
- Lack of information on available options and opportunities

There is a very high rate of unemployment amongst South African youth which makes them more vulnerable to the social ills and risk. Therefore, as a protective measure, there is a critical need to support young people in completing their education and acquiring skills needed to seek employment, set up a business or access institutions of tertiary education. Ultimately, our goal is to make young people financial independent.

2. INTRODUCTION

This report provides a summary or an analysis on the Enterprise project for both Grade 9 and Grade 11 in all our participating schools in all districts i.e. (Umlazi District, Pinetown District, Ilembe District as well as King Cetshwayo District. A sample of 150 scripts was used in the analysis process. Further to that the report will look at the Developing Entrepreneurs Project (DEP), exploring key findings and learnings during the mentorship process, challenges experienced during the implementation, as well as recommendation on how we can improve the project.

The Monitoring and Evaluation team worked in collaboration for the analysis process. The team consist of M&E officer, Schools Programme Manager and the Managing Director. A feedback session was held with implementers/ mentors of the project to collate data.

The purpose of this qualitative analysis report is to ascertain how much learners have benefited from the OVSA Enterprise Project as a whole. The aim is to:

- Evaluate the role of OVSA Enterprise Project on beneficiaries in helping them to shape their future
- Explore possible connections between the benefits and practices
- Identify challenges encountered during the implementation of this project and ways in which OVSA can improve its Enterprise Project according to beneficiaries' point of view
- The overall experience or feedback of Developing Entrepreneurs Project (DEP)

We analysed what learners reported on their involvement in the OVSA Enterprise Project, their experiences and impact of this project in their lives and to determine how it contributed to their career planning processes and also their behaviour with regards to managing that career).

The analysis report will play a significant role in helping OVSA management to make more informed decisions with regards to the programme and its implementation. Also, the data will assist OVSA in ensuring that we remain relevant with what is needed by the beneficiaries.

3. ROLE OF OVSA ENTERPRISE PROJECT IN YOUNG PEOPLES' LIVES

The feedback received from learners from all four (4) districts, indicates that OVSA Enterprise Project played a significant role in terms of preparing learners to their future. About 86.76% learners from Umlazi district, 90% learners from iLembe district, 94.59% learners from Pinetown district and 91.67% from King Cetshwayo district stated that the OVSA Enterprise Project played a big role in their lives in terms of preparing and shaping their future. These learners shared that this project made it easy for them to develop their career profiles and as a result they have set goals with clear timelines because of partaking in this project. This translates to an average percentage of 90.76% learners who have benefited from this project in the year of 2019.

The grade nine (9) learners who took part in this project feel that the project showed them the vast opportunities that are available for them as they have done their own SWOT Analysis which helped them to identify range of opportunities that they can choose from. SWOT Analysis did not only help these young people to identify opportunities but has helped them to start improving on weaknesses that seem to chance of becoming threats in future

Apart from helping the learners to develop their career profile (plans), the OVSA Enterprise Project also help learners to think beyond what is common in their communities. Learners mentioned that they were not aware of business opportunities that exist within their communities, however being part of this project helped them to go and

research on what could be lacking in their communities and came up with a lot of business ideas that can help their communities in terms of wealth and job opportunities.

Approximately 81% of learners from grade eleven (11) believe that the only hope to overcome the struggle of unemployment in South Africa is through entrepreneurship. Learners trust that if majority of young people can become entrepreneurs, it would help in creating more job opportunities and eventually reduce the rate of unemployment.

4. LEARNER FEEDBACK REFLECTING ROLE PLAYED BY ENTERPRISE PROJECT

Feedback of a learner from iLembe;

“The Enterprise Project helped me to plan for my future and taught me skills of saving money at a young age. It also helped me to choose my career through evaluating my strengths, weaknesses, available opportunities and to note some threat that I may come across along the way”.

Feedback of a learner from Pinetown;

“Enterprise Project helped me to realise that I am a business minded person and now I do things like a business person i.e. saving money, spending wisely and thinking about ideas that can help my business to grow and be successful in future”.

Feedback of a learner from King Cetshwayo;

“Enterprise helped me to realise my strengths and opportunities available that can help me to achieve my goals in life. All in all I can say that Enterprise Project has offered me solutions to problems like developing and converting my weaknesses to strengths”.

Feedback of a learner from Umlazi;

“Enterprise Project played a huge role in shaping and giving me ideas on how I can develop myself to be my own boss in future. This has helped me to learn planning skills and be able to compile a business plan. I understood that in order for me to succeed in the business world, planning is the most important factor”.

5. IMPORTANCE OF SAVING/ INVESTING AT A YOUNG AGE

Majority of learners consider saving at a young age as very important and will benefit them in future. Below are some of common benefits of saving they listed:

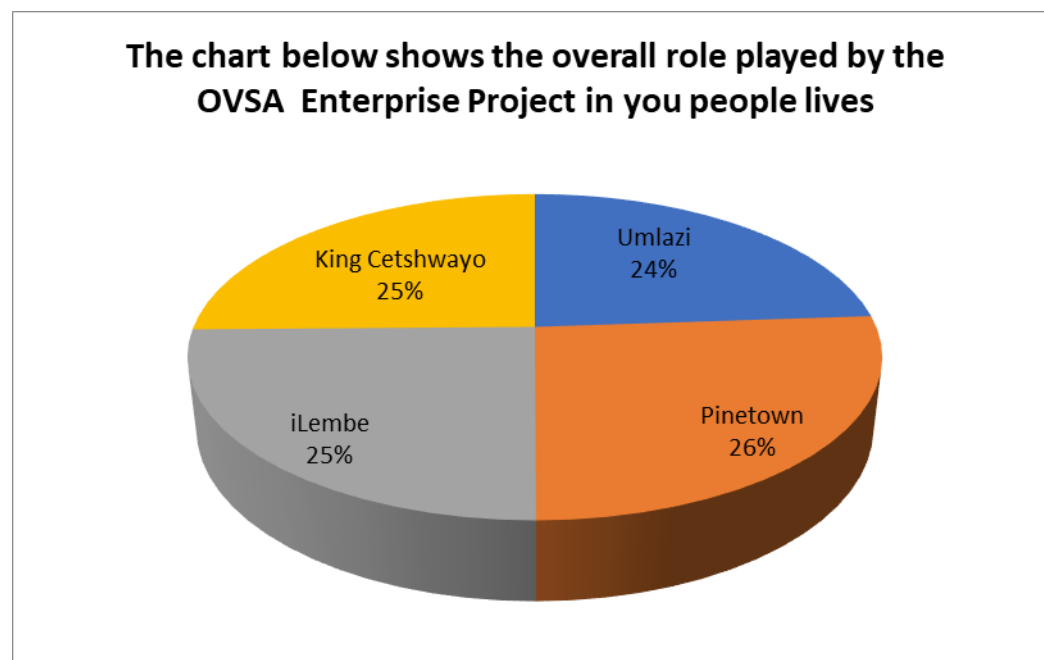
- The money can be used to start or develop their businesses in future
- Some parents do not afford university fees; therefore, this money can help cover the costs of registration fee and some portion of tuition fees
- The money can help their families in times of difficulties
- Saving at a young age can teach them a skill of financial management which they will use when they become adults
- It will help them prevent a bad credit record
- Learners also believe that saving money will help them to be more independent as they grow up

6. BENEFITS OF ENTREPRENEURSHIP

Learners believe that the main benefit of entrepreneurship in their lives is being financial independent. Most of these young people say that there is a potential that the business can generate more income when comparing to being an ordinary employee. Learners also believe that the entrepreneurship can help them in developing leadership skills which can be applied in the running of a business to increase chances of being successful.

On the other side, learners state that entrepreneurship would help create more job opportunities in their communities, thus this will partially reduce the rate of unemployment which is the greatest concern in SA. Apart from job creation, learners think that entrepreneurship will create role models that will help future generations to start thinking about entrepreneurship (business opportunities) at a young age.

This stresses the importance or the value of OVSA Enterprise Project because it brings motivation and encourages young people to think creatively in order to help our country in finding solutions for the existing problems faced by South African citizens particularly the youth. The entrepreneurship would also help in developing the economy of the country.



The chart above shows the impact made by the OVSA Enterprise project. Some learners indicated that they have never thought about being entrepreneurs in their lives before partaking in this project. The project helped them think creatively and they have explored lots of opportunities as a result of participating in the OVSA Enterprise Project.

7. DEVELOPING ENTREPRENEURS PROJECT (DEP)

DEP is a mentorship project under OVSA Enterprise project designed to equip young people with necessary skills to either start or grow their own businesses. It also enables learners to have a desire for a greater control over their lives, careers and destinies.

7.1. DEP Project Outcomes

The key project outcomes were as follows:

- Develop a life vision (and avoid temptations such as drugs and sugar daddies)
- Develop entrepreneurial competencies to achieve your life vision:
- *Resourcefulness, Creative Problem-Solving, Determination, Accountability, Time management, Emotional intelligence, Self-Management*
- Identify and develop your talents
- Use community problems/needs as business opportunities and develop a business plan
- Implement your business plan, develop business skills and make a profit
- Develop partnerships with churches, local business and community leaders to support your business
- Become leaders and role models by empowering others and uplifting your community

7.2. Where it all started (the Business plans competition)

The process started in a classroom with Grade 11 learners in our 10 out of 15 schools. We implemented OVSA workshops with all learners, we gave them all an opportunity to submit their business plans in order to be part of the competition. From there, we had to screen for more viable 16 Business Plans, making use of the following criteria:

- The feasibility of implementing the plan with the learner's available time, skills and resources
- Evidence of thinking, logic and research
- Evidence of learner's own work
- Effort and care shown in layout and attachments
- Likelihood of this business being successful

7.3. The process of mentorship

Our mentors were strategically paired for the mentorship process and we ensured that they rotated in order to maximise the process of learning from each other. The following is a breakdown of sessions and the mentors who were responsible for sessions:

- **Session one** - Nqobile and Mbali facilitated this session. The session was more of an introduction of the DEP to the mentees, getting to know each other. They looked at their Business Plans and how they could improve or modify it as part of homework. Each mentee explored their life visions, why they want to be entrepreneurs and how they can succeed in the entrepreneurial world.

- **Session two-** Promise and Deli facilitated the session. Feedback on the Business Plans was done, they looked at what it means to be an entrepreneur, what qualities are needed in order to succeed. The role OVSA plays in making sure they succeed; the importance of research as an entrepreneur. They also highlighted the importance of open communications with the mentors as well as with each other as mentees.
- **Session three-** Sane and Hlengiwe facilitated the session. They educated on the importance of marketing in a business and the various strategies that they can use to market their businesses. They developed a mind map for their businesses on where they want their businesses to go in future in order to help them to stay focused.
- **Session four-** Nqobile and Deli facilitated the session. They focused on reviewing the development of the Business Plans of each mentee, looking at each one's successes and challenges and providing support wherever it was needed. An introduction to social entrepreneurship was done, followed by a visit to the Green camp for exposure.
- **Session five-** Hlengiwe and Promise facilitated the session. They looked at the importance of leadership if you are an entrepreneur, looked at qualities of such a leader.
- **Session six-** Deli and Hlengiwe. To help them with powerpoint presentations and report writing
- **Session seven-** Mbali and Sane- To get feedback on the process from the previous session and to proceed with finalising presentations for the Graduation ceremony.

7.4. Experiences of mentors/ Lessons learnt

- Building relationships with all educators in schools is important in order to the project to succeed
- It is important to be patient with young entrepreneurs
- Communication is important
- Research, Research, Research!!!
- Learnt that teamwork is very important in order to succeed
- It is possible to learn from the young people because they are knowledgeable
- Given the right and conducive environment, young people are able to shine and blossom and they are capable to bring about the desired change.
- Some learnt that working with a smaller group is better for them because you get to engage on a more personal level with the learners and the impact is of high quality.

7.5. Impact of the project in your life? (Mentees' feedback)

- "It will help me to develop my business and I will be able to think creatively in order to make my business successful.
- "It helped me to think outside the box and now I have ideas of how to market my business in order to grow".
- "I learnt about the importance of being a leader and not a follower and the role that plays in being a successful entrepreneur"

8. CHALLENGES

8.1. Challenges encountered during the OVSA Enterprise Project implementation

There are learners that experienced some challenges during the implementation of the Enterprise Project. Below are some of the challenges reported:

- Majority of learners in all districts stated that the top challenge encountered was the disturbance caused by their fellow classmates through noise making. They felt that this was caused by the result of the lack of respect and interest amongst learners.
- Some reported a concern that their peers would come in late for the sessions which caused a lot of distraction for the rest of the learners who are punctual
- Some of the learners felt that the Project language/terms are too difficult for them to comprehend.
- Some learners who shared their business ideas were too big and therefore that possessed as a challenge because they don't have start-up capital.
- Some learners felt that this project is so helpful to them, but time allocated for it (duration) is was not enough

8.3. Challenges encountered with the data collected

- Data source (evaluation forms) not fully completed
- Message conveyed by the participants sometimes is not clear enough due to the literacy problems in the schools we work with.

8.3. Challenges encountered during the DEP intervention

- During the stage of collecting Business plans, facilitators discovered that not many learners are interested in submitting the Business plans as they had to follow them a lot and many did not meet the deadline that was set.
- Space not conducive (not spacious enough everybody)
- Both facilitator and learner manuals were not user friendly
- Learners not having access to laptops for their presentation is a challenge for them because they have to take their laptops to schools to help the learners and there are issues of safety in the communities, we work in.
- Some mentees don't have cell phones and therefore it is difficult to communicate with them
- Some mentees were problematic in doing their homework

9.RECOMMENDATIONS

Majority of learners shared that the OVSA Enterprise Project was helpful in terms of shaping their future. Learners indicated that this project helped to realize the importance of hard work in order to reach your destination /in future. They feel that the project motivates them not to give up in life and encourage them to think about being future entrepreneurs.

The following suggestions to help improve the OVSA Enterprise Project were identified:

- Learners who took part in this project recommended that we should identify successful entrepreneurs to mentor them in their businesses
- In cases where other learners are creating distractions in the class, they recommend that a Facilitator should focus more on co-facilitating to help manage the distractions;
- Some learners suggested that we should find more resources on entrepreneurship that could help them with more information on this subject

9.1 Recommendations to help improve the DEP project

- Funding dependant, to use a different and more spacious venue for our sessions.
- To have the visit to the Green camp during session two because some mentees get motivated and wish to modify their Businesses, but it is too late during session four.
- To have champion /teachers and parents during the Graduation ceremony

Learner voices:

Learner 1, “What I’m suggesting is that everybody deserve such opportunity even in our communities because there are less fortunate in terms of knowledge, but they are business minded. The difficulty is finance and knowledge for alternatives, so I’d like to request you to assist people in our communities with this information and business skills”.

Learner 2, “I think the Enterprise project would be more interesting if you can bring some entrepreneurs in our school to join us during our session to give us motivation and share with us on what challenges has he or her have encountered in the business and how he or she managed to overcome them”.

Learner 3, “What I would like to suggest is that there should be more sessions in grade nine (9) because next we are going to grade ten (10) where we will be selecting subjects that links with our chosen careers. Therefore, more sessions (especially on entrepreneurship) will help us to explore more opportunities that are available for us”.

10. CONCLUSION

The report reveals that the overall intervention of OVSA Enterprise Project was a success. The project helped learners to determine variety of opportunities that are available for them, as a result of this project, majority of learners were able to identify their career paths and have created their career plans. On the other hand, this project helped learners who participated in the DEP to explore more business ideas and they now have practical experience as they are current running small businesses within their schools and in their communities.

Learners shared positive feelings about the importance of OVSA Enterprise Project in their lives. Although they feel that the time of implementation should also cover practical experience i.e. successful entrepreneurs should be identified to help them in developing their business, and other professionals to share their experiences, challenges they have come across in their chosen careers.

Picture 1- Green Camp visit



Picture 2- DEP learner's work

