

2024 Enterprise Development Project EVALUTION

PROJECT OVERVIEW PROJECT OVERVIEW

In 2024, OneVoice South Africa (OVSA) successfully implemented its flagship Enterprise Development Project, setting a new benchmark for educational and entrepreneurial initiatives. This project was meticulously designed to bridge the gap between theoretical knowledge and practical life skills, targeting learners at critical stages of their academic journeys. The programme reached a remarkable total of 1,337 learners, comprising of 1,055 grade 11 learners and 282 grade 9 learners across various schools, emphasizing inclusivity and scalability.

OVSA's curriculum offered a unique blend of core competencies essential for success in the 21st century. Participants engaged in modules on Career Guidance, which provided them with the tools to navigate their educational and professional futures, and Practical Entrepreneurship, which honed their ability to innovate and address real-world challenges. Furthermore, the programme equipped learners with Business Plan Writing skills, a vital capability for any aspiring entrepreneur. Financial Literacy training rounded out the curriculum, emphasizing the significance of early financial management and the benefits of adopting a savings mindset.

PROGRAMME OBJECTIVES

The project sought to achieve the following objectives:

1. **Empower learners** with the knowledge needed to make informed career and subject choices.
2. **Instil entrepreneurial skills** by introducing practical approaches to starting and managing a business.
3. **Enhance financial literacy**, with a focus on budgeting, saving, and responsible money management.
4. **Encourage innovation and resilience**, equipping learners to navigate challenges in their academic and professional journeys.

The multi-dimensional focus of the programme reflects OVSA's commitment to equipping learners with comprehensive tools to excel in various aspects of their personal and professional development.

PROJECT IMPLEMENTATION

The programme was delivered through interactive modules designed to engage and educate participants in an innovative way. Each module was carefully crafted to meet the developmental needs of learners in both grade 9 and grade 11. Below is a detailed account of each module:

1. Career Guidance:

- **Key Activities:** This module introduced tools for self-assessment, allowing learners to identify their strengths, weaknesses, and areas of interest. Learners participated in guided discussions and career counseling sessions, which provided valuable insights into diverse career paths and their associated requirements.
- **Subject Choices:** A critical component of this module was ensuring that learners understood the alignment between school subject choices and potential career opportunities. Specialized sessions were organised for grade 9 learners to select subjects relevant to their aspirations, while grade 11 learners received mentorship to refine their academic goals.
- **Future Trends:** Learners were introduced to emerging employment trends, focusing on skills that would be in demand in the future, such as digital literacy, communication, and critical thinking. These insights helped participants make well-informed decisions about their education and career.

2. Practical Entrepreneurship:

- **Innovative Activities:** Participants engaged in simulations that simulated the real-world challenges faced by entrepreneurs. Through case studies and group activities, they learned to think creatively and solve problems effectively.
- **Business Idea Development:** Learners brainstormed unique and viable business concepts, with guidance from Facilitators to refine their ideas. They practiced identifying market gaps and customer needs, laying the groundwork for successful entrepreneurial ventures.
- **Peer Learning:** The inclusion of collaborative tasks encouraged learners to work in teams, fostering cooperation and communication skills that are essential in business environments.

3. Business Plan Writing Skills:

- **Training and Workshops:** This module provided a step-by-step guide to drafting an effective business plan. Learners received templates and tools to create detailed plans, including sections on business objectives, operational strategies, marketing, and financial forecasting.
- **Interactive Exercises:** Role-playing exercises involved learners pitching their business plans to their peers, enhancing their presentation skills and boosting their confidence. Constructive feedback from mentors further refined their planning abilities.
- **Practical Applications:** Learners were encouraged to align their business ideas with community needs, promoting the concept of social entrepreneurship.

4. Financial Literacy:

- **Budgeting Basics:** A hands-on approach was adopted to teach learners how to create and maintain a budget, ensuring financial stability in personal and entrepreneurial contexts.
- **The Importance of Saving:** Real-life examples highlighted the significance of saving, including its role in funding education and business ventures. Participants were motivated to adopt the habit of saving early in life.
- **Investment Insights:** Basic concepts of investing were introduced to promote long-term financial planning. Learners explored simple investment strategies, empowering them to make informed decisions about their finances.

EVALUATION AND IMPACT ASSESSMENT

To measure the effectiveness of the Enterprise Development Project, OVSA conducted post-programme evaluation surveys with 150 participants. The evaluation focused on gauging knowledge acquisition, skill development, and overall satisfaction.

- **Career Guidance Success:** 92% of participants reported improved clarity on their future career aspirations and subject choices. This indicates the module's effectiveness in bridging the gap between academic decisions and career planning.

- **Entrepreneurial Readiness:** 88% of learners expressed confidence in their ability to conceptualise and launch small business ventures. This was evidenced by the well-structured business plans they presented during the programme.
- **Financial Literacy Growth:** 85% of respondents demonstrated an understanding of the importance of saving, with many indicating they had initiated personal savings plans or influenced their families to adopt better financial habits.
- **Overall Satisfaction:** 94% of surveyed learners rated the project as highly beneficial. Feedback consistently highlighted the interactive delivery methods, and the relevance of the topics covered.

LEARNER TESTIMONIALS

Real-life stories from participants underscore the impact of the programme:

"The Career Guidance sessions helped me discover my passion for environmental science, and now I know which subjects I need to pursue this path." – Grade 9 Learner.

"I've already started saving money weekly and am planning to use it for a small baking business!" – Grade 9 Learner.

"Learning how to write a business plan was the most valuable part for me. I can now present my ideas confidently!" – Grade 11 Learner.

KEY SUCCESS FACTORS

1. **Interactive Learning:** The programme utilized role-playing, case studies, and group activities to ensure the material was engaging and relatable.
2. **Focus on Life Skills:** By combining career guidance with financial literacy and entrepreneurship, the project addressed both academic and real-world needs.
3. **Community Involvement:** Mentors from local businesses and organizations contributed their expertise, creating a bridge between education and industry.
4. **Customization:** Tailored sessions for grade 9 and grade 11 learners ensured that the content was age-appropriate and aligned with their current needs.

RECOMMENDATIONS AND WAY FORWARD

To further enhance the impact of this project, OVSA recommends the following:

1. **Expanding Reach:** Efforts should be made to extend the programme to more schools, including rural and underserved communities, to ensure widespread access to these vital skills.
2. **Follow-up Workshops:** Regular follow-up sessions could be implemented to reinforce learning and provide ongoing support to participants.
3. **Mentorship Programmes:** Establishing a network of mentors would help learners receive continuous guidance as they explore career and entrepreneurial opportunities.
4. **Digital Integration:** Leveraging digital tools and platforms could allow for scalable delivery of the programme and facilitate ongoing engagement.
5. **Parental Involvement:** Involving parents in financial literacy modules could enhance their ability to support their children's learning and reinforce lessons at home.

CONCLUSION

The 2024 Enterprise Development Project by OVSA has proven to be a transformative initiative. By imparting crucial skills in career planning, entrepreneurship, and financial literacy, OVSA has empowered learners to take confident steps toward their futures. The overwhelmingly positive feedback from participants underscores the programme's value in shaping capable, innovative, and financially responsible individuals. OVSA remains committed to youth development and aims to build on this foundation for even greater impact in the years ahead.