



Concept Note for Inter University / College Jiajiri Business Dialogue.

“Developing Entrepreneurial Business Mindset to Young Entrepreneurs & Students”

Background

Jiajiri Business Dialogue is an initiative of Sokoine University Graduates Entrepreneur Cooperatives (SUGECO) to advance entrepreneurship skills and unlocking business opportunities to youth and women. The initiative brings together about 300 - 400 participants (i.e. Youth, students, graduates, experts, Entrepreneurs and government officials) to discuss and dialogue on business opportunities, business environment and labor market in Tanzania while preparing youth mindset towards agribusiness and business development for self-employment. The event is in line with the recently establishment of SUGECO satellite office at MATI Uyole in May 2021 to advance SUGECO incubation services to youth and women in the southern highland. In this regards, SUGECO is preparing the event in collaboration with The Ministry of Agriculture Training Institute (MATI) Uyole, Kilimo Bora cha Matunda na Mbogamboga kwa Wanawake na Vijana (KIBOWAVI Project) and Heifer International (EAYIP Project).

The Program and the Actors (The ecosystem)

The program is customized to address the entrepreneurial skills gaps based on the needs identified and develop a base for SUGECO incubation services to youth in the southern highlands in close collaboration with Heifer International Tanzania, KIBOWAVI Project and other stakeholders.

Rationale

The event targets to bring together young entrepreneurs and the ongoing MATI (Uyole, Inyala, Igulusi), Mbalizi polytechnic and MUST students to discuss and be informed about business opportunities and support available. Furthermore participants will have opportunity to showcase their work (Exhibition of products & services) for exposure of the available business opportunities, as strategies to prepare their mindset entrepreneurially and understanding on Tanzania business and employment environments. Likewise, financial institution and agro insurance companies (Reliance Insurance) will present to the youth the service and products that they offer (To enhance networking). Role models (Successful youth entrepreneurs) will share their experience strategies and challenges to fellow youth.

Objectives

1. To introduce SUGECO, KIBOWAVI and EAYIP Projects and its activities to MATI (Uyole, Inyala, Igulusi), Mbalizi polytechnic and MUST students.

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2. Recruiting new members for newly established incubation service in Mbeya (Southern highlands)
3. Prepare and activate youth, students and entrepreneurs' mindset towards entrepreneurship and business operations.
4. Informing students about available agribusiness opportunities and internships programs (Israel and USA).
5. Provides training to youth and college graduates on how to become successful entrepreneurs using various model such as the Kizimba Business model (KBM).

Approach

SUGECO's and partners will apply their experience as an innovative initiatives to successfully facilitating entrepreneurship training in order to strengthen youth and women "agripreneurs" using an active and peer-based learning approach. Presentations, case study and showcasing of entrepreneurial work from successful entrepreneurs will be used to stimulate emerging entrepreneurs. Group discussion with proper documentation of all activities will be applied and Participants will be given chances to ask questions, give opinions and suggestions. There will be a desk for recruiting new incubates.

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