

# YEB

DECEMBER - JANUARY ISSUE

YOUNG  
ENTREPRENEURS  
BOTSWANA

European Union  
Contributes to TVET

## PHILANTHROPY & ENTREPRENEURSHIP IN TVET

Storytelling from My Roots

TVET and the 4th  
Industrial Revolution

How to Survive as a  
Creative

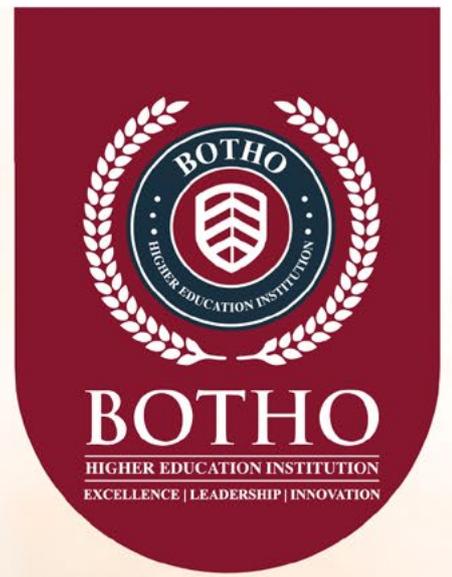


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The word entrepreneurship invokes different emotions. Its definition varies from person to person, depending on their personal experience. For example, some people see inventors and manufacturers as entrepreneurs. But similarly, others will say business owners are not.

At Young Entrepreneurs Botswana, we believe that when you begin to identify and take advantage of the opportunities around you, by creating and selling value, you are an entrepreneur. We are inspired by the Batswana youth taking this path, whether out of passion or due to the current state of our economy. It is unfortunate that the education system does not support this way of life, training students to be employees in a nation with increasing unemployment rates. Young people are left to hustle for business management knowledge with limited resources.

Through our work, we have realized that entrepreneurs working in the field

of Technical and Vocational Education and Training (TVET) are better prepared for the business world. For years, we have trained students to find answers for the question of where to find work after education. It is high-time we teach our youth to use their education to build companies, filling much needed gaps in our local industries. This means incorporating practical management and entrepreneurial skills into our syllabi.

Despite its benefits, society continues to undervalue and minimize technical and vocational education, discouraging gifted individuals from following a pathway full of opportunity. We believe that Botswana needs more TVET graduates to increase the number and quality of local businesses. We see Young Africa Botswana's Making TVET Cool Campaign, in partnership with the European Union in Botswana, as a step in the right direction.

As such, we dedicate this Issue to young, passionate TVET graduates,

running their own companies and creating employment for their peers, as well as the organizations supporting their work.

- *Olerato Morweng*

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# EU CONTRIBUTES TO TECHNICAL AND VOCATIONAL EDUCATION AND TRAINING

Young Entrepreneurs Botswana met with EU Ambassador Jan Sadek at the European Union Delegation, and he informed us that the EU recently disbursed €2 million (two million Euros), out of the €13 million (thirteen million Euros) that are allocated, towards the reform of Technical and Vocational Education and Training (TVET) in Botswana. For both the EU and Botswana, the support to education and skills development is a high priority, especially as a way to increase chances of employment.

**“the skills and competences acquired need to be matched with the demands from the labour market”**

Africa has the youngest population of any region in the world and continues to experience strong demographic growth. Providing youth with access to quality education and Technical and Vocational Training is extremely important. This, however, is only the beginning, as a high-quality TVET system requires active engagement of the private sector at all levels.

In the words of Ambassador Sadek, “If we want to boost investment and create jobs, the skills and competences acquired need to be matched with the demands from the labour market. To this end, the private sector and the industry should play a fundamental role and should be highly encouraged to participate and contribute to enhance the relevance and quality of Technical and Vocational Education and Training systems.”

TVET plays a central role in Europe, with countries implementing tailor-made systems to meet their own diverse needs, proving that there is no one-size-fits-all model to work with. Some notable features of countries with high TVET participation include, better economic growth and management of challenges such as youth unemployment, because of the reduced time spent job hunting after being through a TVET programme as compared to mainstream academic programmes.

Ambassador Sadek noted three strategic measures to be taken for TVET to become an active contributor to Botswana’s economy:



i. “Align the TVET and skills development strategy with the economic recovery plan so that the businesses can find the necessary skills in the market to perform both in numbers and in quality;

ii. Change the still existing perception of TVET as a last resort option for those who fail the education system and elevate its quality and relevance, so that people can have access to adequate and relevant learning; and

iii. Back up the political priorities with sufficient financial resources.”

To this end, the EU program with the Government of Botswana to support TVET reforms addresses the internal quality challenges faced by the local TVET system: governance, quality and relevance of the TVET offer, and work-based learning opportunities, especially for women. Regarding the perception of TVET, the EU has partnered with Young Africa Botswana to implement the ‘Making TVET Cool’ campaign: a national drive to change how the youth and community at large see TVET.

A prominent example of activities

undertaken through this campaign includes the collaboration with Young Entrepreneurs magazine to highlight TVET successes in Botswana.



Despite Botswana's economy being hard-hit by COVID-19, the pandemic gives rise to an opportunity to project a new model of growth; one pursuant of sustainable and climate resilient development strategies. According to Ambassador Sadek, "The EU's development assistance and cooperation frameworks will maintain a comprehensive, just and green approach in the context of COVID-19 recovery. Promoting a green, circular economy and investing in areas such as energy, resource and water efficiency policies, sustainable food systems, sustainable value chains, circular business models, carbon sinkcreation, smart and sustainable transport and mobility, as well as low carbon industry will secure jobs and create new jobs."

The pandemic has marked the greatest disruption of education in history, exacerbating the need for a digital transition and. Given education's catalytic impact on health, employment, income growth, climate change, poverty reduction and social justice, it becomes society's duty to prevent the devastating consequences of this education emergency.

Ambassador Sadek: "Education budgets must be protected, and the digitization strategies should be developed in a way that the digitalization is inclusive of the most vulnerable populations."

The recently approved Economic Recovery Plan includes welcome ideas on green sustainability and digitization. As the country transitions, TVET can play a fundamental role in supporting skills development and ensuring that relevant, quality expertise for all sectors to perform is available in the labour market.





# TVET AND THE 4TH INDUSTRIAL REVOLUTION

An Interview with Kago Ramoganege on Driving a Knowledge-Based Economy

One of Botswana's greatest challenges is rampant unemployment amongst the youth. Economic experts propose that skills development is one of many solutions to this issue. Mr Kago Ramoganege, a social researcher and vocational education lecturer, has taken it upon himself to advocate for Technical and Vocational Education and Training (TVET). Currently based in Molepolole, Mr Ramoganege considers himself an Ambassador for the Making TVET Cool Campaign, led by Young Africa Botswana.

A man with short dark hair and a goatee, wearing a grey wool jacket over a blue and white checkered shirt and a black tie, stands outdoors. He is looking slightly to his right with a thoughtful expression. The background shows a blurred outdoor setting with trees and a building.

Mr Ramoganegi: “Botswana is transitioning from a resource to a knowledge-based economy. Our government needs to invest in education and training, as now, information is a key factor for economic growth, wealth and employment creation. With TVET, Botswana can work as artisans or join a team of skilled crafters and traders, thereby reducing unemployment. The training develops the skills, expertise and competencies required to fill the gaps in many industries across the nation. It gives us the opportunity to start manufacturing our own products, minimizing our dependence on imports.”

When looking at the impact of TVET on the 4th Industrial Revolution, Mr Ramoganegi believes that research, innovation, and critical thinking and problem-solving skills are of utmost importance. In his viewpoint, when strategizing the transformation of technical and vocational education, the government, and other stakeholders, must create an environment that facilitates effective learning and teaching in the digital age we live in today. In his own words, “institutions should be adequately equipped with teaching and learning aids, such as libraries, workshops and laboratories, to stimulate students’ interest in TVET. The current disparity in living allowances for TVET students (P300) and those studying towards degrees (P1600) makes people shy away from this kind of work. Society looks down at people with TVET training, who, in turn, can end up with low self-esteem.”



Mr Ramoganegi believes that Brigades and Technical Colleges should centers of vocational education, producing fully-fledged, well-trained and expertly skilled graduates. Apprenticeship programs should provide students with supervised training in their specific fields of work. Lastly, rapid skills programs should be readily available to upskill local, established artisans without formal training.

“If we are going to be a self-sufficient country, Botswana youth need to take TVET-based initiatives seriously and grab any opportunities they see with those both arms,” advises Mr Ramoganegi. “In this way, we can join the 4th Industrial Revolution and sustainably drive the country’s economy.”



## Value All Opportunities!

Rebel Cook

The world is full of possibilities when one is determined to make their mark and go the extra mile to unearth their talents. This describes 31-year-old, Mahalapye native Refilwe Keoreketswe Keabile, a culinary entrepreneur best known as The Rebel Cook. Prior to starting her catering venture, Ms Keabile completed her O-Levels in Bulawayo, Zimbabwe and furthered her education at the Design Centre in Johannesburg, studying Graphic Design.

“A year ago, my business experienced more lows than highs. Accumulated debts forced me to look for a job to support my business,” says Ms Keabile. “I found employment with an event décor company, which, in giving me time away from the kitchen, allowed me to fall back into a solid routine.”

When the country began dealing with COVID-19, Ms Keabile found herself

### “the pandemic reignited the fire in my kitchen!”

drawn back to her company. With renewed energy, she realized one of her dreamed and started a backyard eatery, #EatsWithRebelCook. Now, she regularly hosts people in her home in response to the harsh reality dealt to businesses by the pandemic. Despite this, she strongly believes that by implementing strategies to adapt to the new normal, most businesses can survive the crisis. In her own words, “the pandemic reignited the fire in my kitchen!”

Ultimately, Ms Keabile’s goal is to use her business to inspire other youth to sustain themselves too. She is hopeful that she can use her successes to help the youth understand the positive effects of Technical and Vocational Education and

Training (TVET) on Botswana’s economy in terms of curbing unemployment rates.

Ms Keabile: “The Making TVET Cool campaign gives the youth the opportunity to build their livelihoods and careers by using their skills and doing things they love. I was inspired to go into cooking by my mother and grandmother. We’re all gifted in something. It’s only a matter of recognizing and exploring your own talents.”

In closing, Ms Keabile urges the youth to take TVET-based initiatives seriously, as they can help them improve their standards of living. She further advises everyone to believe in themselves and never stop trying saying, “if you have a gift, work on making something out of it because that is where your true strengths lie.”

# BOTHO UNIVERSITY

## Supporting TVET Entrepreneurs



To acknowledge the significance of the 4th Industrial Revolution, Botho University invites alumni, running TVET-based businesses to participate in a program aimed at further developing and expanding their businesses. One such graduate, Ms Bame Botlhe Moiphedi, studied Business Management and founded 8th Perfection Crafts, an organization specializing in home-made crafts.

“I think every TVET-based entrepreneurs should take advantage of opportunities from institutions like Botho University,”

Ms Moiphedi describes the aid she received from Botho University saying, “Through my participation in this entrepreneurial program, I’ve gained various invaluable management skills and received assistance with the day-to-day running of my company.”



The program supports graduates by teaching them professionalism, as well as digital marketing and financial management for their businesses to prosper. Admittedly, Ms Moiphedi learned her craft from a young age but is still grateful for the opportunity to further her entrepreneurial endeavors. “I think every TVET-based entrepreneur should take advantage of opportunities from institutions like Botho University,” says Ms Moiphedi. “It will help them further their businesses, while reducing unemployment rates and boosting economy. Today, with thanks to Botho University, my business is financially viable.”

Botho University is firmly rooted in the belief that a digital transition in marketing local TVET-based businesses is a necessity to curb the negative impact of the pandemic on productivity and profits. Similarly, society needs to acknowledge the importance of TVET to the nation’s economy. It is vital for young entrepreneurs to acquire as much knowledge as they can about managing a successful business. Botho University is one such institution, offering a wide range of business courses and programs, enabling entrepreneurs to expand further.

Ms Moiphedi: “Take pride in your work and supply quality products and services to multiply your clients. Finally, make sure you brand your work to set yourself apart from your competitors.”





# YAB MAKES TVET COOL AGAIN

Young Africa Botswana (YAB) is a local non-governmental organization which focuses on developing and implementing programmes to help the youth become employable or create jobs for themselves. Registered in 2016, YAB recently received accreditation as an Education and Training Institute through the Botswana Qualification Authority (BQA). The organization is currently devising eight courses for accreditation, including Garment Construction, Food & Catering (under Tourism and Hospitality) and Arts & Crafts. As Botswana's novel provider of Technical Vocational Education and Training (TVET) programs, their ultimate aim is to prove that **TVET is cool**.

Botswana's culture is unique to the country, and the youth within its borders are brimming with talent and vibrancy. In them, YAB sees an opportunity to have a positive impact, empowering them to better their standards of living, while creating employment.

Young Africa Botswana's vision is to up-skill the youth, honing their talents and imparting skills to help them tap into available resources to reduce unemployment.

Ms Mimi Modimakwane (YAB Board of Trustees Member): "Our Centres are to become hubs, symbolizing the abundant potential in our youth, where locals and tourists can experience Setswana culture, food and art!"

Their vision is based on the following distressing facts, which zeroed their attention in on the issue of youth unemployment:

- In the SADC region, Botswana ranks 4th in unemployment rates, despite the perception of being one of the most developed countries in Africa;
- The COVID-19 pandemic, and subsequent economic crisis, exposed the country's dependence on imports. With development support and investment, TVET-based Small, Micro and Medium Enterprises (SMMEs) can fill this gap with locally produced goods.
- The Tourism Industry needs diversification away from high-end activities in the North. Botswana has numerous untouched and under-utilized locations, such as Gaborone, which can be turned into world-class tourist destinations.



The organization works tirelessly to bring their vision to life, partnering with relevant local and international stakeholders, including the Ministry of Youth Empowerment, Sports and Culture Development (MYSC). Through this particular joint venture, a first of its kind and magnitude, YAB will revamp three of the Ministry's main programs: the Internship Programme, the Youth Development Fund (YDF), and the National Service Program (Tirelo Sechaba).

With funding from the European Union, YAB developed and is currently running the Making TVET Cool communication campaign, aimed at changing the perception of TVET work amongst the youth.

At the Lady Olebile Masire Youth Centre in Gaborone West's Phase One, YAB incubates eight youth-owned businesses: Young Minds, Aymo Construction, Succuro, Valiant Publishers, Runge Kutta Foundation, Ecofurn, FBK Construction and Hotspoon. Each enterprise participates in our Business Incubator program, receiving mentorship in the new idea of Trading and Training, focused on the cross-cutting sectors outlined below as per Government economic priorities:

- **Tourism, Hospitality and Catering**
- **Arts and Culture, including Handicrafts, Fashion and Design, Entertainment etc.**
- **Natural (Indigenous) Products**
- **Information and Computer Technology / Innovation**
- **Agriculture**



Ms Modimakwane: “Under our care and tutelage, entrepreneurs share costs, such as marketing, admin and security. They work together to create and maintain strong customer relationships. Then, they pay it forward by appointing student apprentices and training a new generation of aspiring entrepreneurs and skilled employees.”

By 2022, YAB aims to have 20 businesses operating from their premises. They are planning to use their extra space for agricultural projects, educating the community while producing fresh crops for their restaurant.

In addition to this, they’ll be opening an Arts and Crafts shop, retailing dresses, handbags and other handicrafts made by their students. Murals painted by local artists will cover their walls, creating a unique hot-spot in the heart of the city. They’ll run a bi-monthly Creatives and Farmers Market to provide their students and entrepreneurs with a platform to showcase their products. This will extend to an online store to promote their in-house businesses on an international scale and highlight Botswana’s rich cultural tapestry.

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**“I want to own Botswana’s premier waterproofing construction company!” ~ Amos Phefo**

## Inside Waterproofing Construction

The business world is risky and challenging, but Amos Phefo, a Shakawe-born entrepreneur, does not let that hinder his dream of being one of the few Batswana who own a waterproofing construction company, Aymo Waterproofing (PTY) LTD. The company, based in Gaborone, offers various services, including construction waterproofing, system design and installation, material procurement and quality assurance and control.

Mr Phefo studied Construction Engineering and Project Management in the United Kingdom at City and Guilds and Expert Rating, before returning home to further his education, acquiring several certificates in various fields, including Construction Law and Drainage Systems. During this time, he started his company in a bid to enter an industry with very few Batswana-owned companies.

Amos Phefo: “Most of the waterproofing companies are owned by foreigners and it was then when I realized that it is upon us locals to fill that gap.”

Mr Phefo’s journey to entrepreneurial freedom was not an easy one. In the early months, Mr Phefo used his salary from previous employment to bootstrap his company. “I sold some assets, including my car and other essentials, to ensure that I had enough starting capital,” says Mr Phefo. His willingness to make his dreams come true against all odds is now paying off. Today, despite not being widely known, Aymo Waterproofing employs thirteen full time employees. Through Mr Phefo and his staff’s dedication, the company remains financially viable, offers great service and maintains good customer relationships to improve its clientele.



A great threat to business for Aymo Waterproofing is the preference potential clients have for foreign-owned companies. While this makes it difficult for the company to compete, Mr Phefo has gladly risen to the challenge saying, “We prove ourselves through the work that we do.”

Another issue they face is the lack of consistent and reliable suppliers, who sell on credit, in the market, which slows down projects, making it difficult to complete them in time. This hasn’t deterred the young entrepreneur, who retains profits to ensure that the working capital needed for projects is available. Because construction waterproofing is expensive, clients are skeptical about engaging young companies such as Aymo Waterproofing, further hampering business growth. Mr Phefo also notes that “lack of support from the government and other entities makes things harder and financial constraints prevent us from being able to get quality materials on time.”

In Mr Phefo’s opinion, the importance of vocational training in Botswana must be acknowledged as it contributes to the 4th Industrial Revolution. He believes that Technical and Vocational

Education and Training (TVET) will benefit and boost Botswana’s economy by teaching the nation to manufacture products in-house, instead of importing. In his words, “TVET gives the youth an opportunity to be highly valued entrepreneurs, which helps curb youth unemployment rates.” Most of Aymo Waterproofing’s employees are gifted artisans without formal training. This is how Mr Phefo came to see how vital handiwork is and, as a result, he has provided his employees with further training.

In closing, Mr Phefo encourages youth in Botswana to take TVET initiatives seriously for opportunities to improve their standards of living saying, “stick to what you know and do it at your very best to attract more clients”. He also urges local authorities and other business entities to give the young entrepreneurs a chance to prove themselves, noting “it is with your support that our businesses will grow and succeed.”



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# PHILANTHROPY & ENTREPRENEURSHIP IN TVET

“I want to inspire those who grew up like me, by being and doing better”

Sarah Mulwa is a woman of great stature from Mochudi. The wife and mother of two is also a highly academic individual and an entrepreneur, with two companies under her belt.

She has a Bachelor's in Environmental Science, a Master's in Sustainable Energy Development and is currently pursuing a Doctorate in Environmental Science. Her companies are Tersara Investments, producing corporate merchandise, and Seeng Investments, focusing on environment and energy consulting.

Ms Mulwa's diversity doesn't stop here. She founded the Now for Them Trust, a non-governmental organization, which raises awareness about learning disabilities, such as dyslexia and Attention Deficit Hyperactivity Disorder (ADHD), and donates solar lamps to underprivileged students. The organization also utilizes local literature to shed light on issues affecting children in vulnerable communities.

As the youngest of five children, she attributes her drive to the environment she grew up in. Explaining how having no electricity in her early childhood affected her studies, she says, "During study times, my older siblings had priority over the candle. I began to excel when we moved from the village to the city where we had electricity. As a grown up, remembering those days, and how lack of electricity affects scholars' grades, I knew I had to assist other children, across Botswana, growing up like me."

Like any budding start-up, Ms Mulwa faced various challenges getting her organization off the ground. At the time, solar power was a relatively unfamiliar concept in Botswana, visibility of solar in the NGO space was particularly difficult. After numerous rejections, she strategized to perform a feasibility study on the Impact of Solar Lighting on Students in Mabalane, proving the necessity of her products.

Continued resistance led to her successful strategy to walk an annual 100KM through the Makgadikgadi Pans, leading to public attention and brand endorsements for her cause with companies who decided to take chances on a start-up NGO promoting a not so known renewable energy source but trusted her like the Botswana Insurance Company (BIC).

Since then, the organization has grown to donate over 1000 lamps annually. As a beneficiary of the Mandela Washington Fellowship she was introduced to Debswana representatives at a networking breakfast organised by the U.S. Embassy, Gaborone, Botswana office aimed at strengthening collaborations with young leaders of Botswana. This is where Now for Them Trust was invited to apply for funding to grow the solar lamp initiative of the NGO. As a result of the Debswana sponsor Now for Them Trust is assembling solar lamps in Mabalane Village with women and youth to be donated to 4250 scholars in rural Botswana the year 2020-2021. We asked her if she knows of any other solar lamp assembly work such as her's in Botswana, in her own words 'not that I am aware of, perhaps we are the first, Debswana and the U.S. Embassy, Gaborone, Botswana have challenged me to many 1st that I did not know I was capable of achieving from localising solar lamp production, creating employment and imparting invaluable skills."

Time management is a necessity for Ms Mulwa, whose diverse ventures keep her schedule busy. She deems herself as lucky to have her husband's support in managing the businesses they have. While she runs the consultancy, he oversees corporate merchandising.

"We divide the roles amongst ourselves to make it work but we ensure to always consult each other and seek guidance from each other," says Ms Mulwa.

Ms Mulwa actively makes time for her daughters and has set up a home office to better juggle work and family life. Although it's proven difficult to do, she's an example that it's not impossible. For her, the most important thing is "making sure that I take breaks to rest my mind".

Currently, Ms Mulwa's working on a COVID-19 Response Project, aimed at educating scholars and the elderly on the virus and preventative measures. She is also co-leading the first Botswana Academy for Women Entrepreneurship (AWE) initiative in Gaborone, Mochudi and Maun. Both projects are funded by the U.S. Embassy, Gaborone, Botswana.

Her advice to young, aspiring entrepreneurs is to "deliver to your customer only quality, this is what keeps your client coming back". She believes in the importance of timely, quality products and services. She also suggests reinvesting the profits into the business for the first three years of operation and emphasises that, "the lavish stuff is not important in the beginning when building your product or service, sustainability is more important". Finally, she reminds the youth that "tiro ya diatla" can be the best money generator, saying, "If COVID-19 has taught us anything at all, it should be that instability in other countries affects us greatly as we rely on imports. This is an opportunity for you, as young people, to be innovative so that Botswana can be self-sufficient. Technical Vocational Education and Training (TVET) can play a major role in getting us there. Develop your brands and take advantage of opportunities from organizations like the Citizen Entrepreneurial Development Agency (CEDA) and the Local Enterprise Authority (LEA) to grow your skills and businesses."



# COVID-19

## SURVIVING AS A CREATIVE

Gorata Priscilla Mokgosi is a 23-year-old Fine Artist, whose work adorns the walls of the Lady Olebile Masire Youth Centre in Gaborone West. She has first-hand experience in the benefits of Technical and Vocational Education and Training, having seen its impact on society. She sternly believes that TVET is highly necessary, particularly for creatives to showcase their talents.

Ms Mokgosi: “If our country is to develop further and become self sufficient, the TVET sector will need more recognition. It offers Batswana youth the opportunity to fill industry gaps, becoming self-employed and simultaneously creating jobs.”

Like dozens of other artists, Ms Mokgosi found herself struggling through the COVID-19 Pandemic. With lockdowns and social distancing minimizing profit-making events, creatives have had to adapt to the new normal too. According to her, “The situation was dire but I’m hoping that we’ll all come back better than ever.”





Ms Mokgosi suggests turning to social media to generate income as we wait for the pandemic to die down. In her words, “the world is going online and so should we. I’m not saying abandon traditional forms of showcasing your art but it is time to adapt to the new normal. Artists all over the world are on the internet, digitizing their work and making money from it.”

As a nation, Ms Mokgosi maintains that we need to facilitate the 4th Industrial Revolution with adequate infrastructure and support the Creative Industry with grants, residencies and commissions from works. She believes that this will go far in creating income streams for artists.

“Don’t rely on one source of income,” advises Ms Mokgosi. “Expand your skills to include other art forms to meet your market’s demand and interests. The Creative Industry evolves every day and we must grow with it.”



## **TVET in Entrepreneurship and Financial Management**

Kago Timothy Mweemba is a young Motswana, currently working at Young Africa Botswana as Project Manager, in particular, those dealing with entrepreneurship. Inspired by the non-governmental organization's objectives, activities and drive, he joined them as a volunteer in 2016. The Young Africa International affiliate works hard to create "life-changing" Technical and Vocational Training and Entrepreneurial Skills Projects.

"In its first two years, Young Africa Botswana gained recognition as one of the most promising practices by the African Union Development Agency," he says confidently. This can be attributed to their work in Technical and Vocational Education and Training (TVET), including the Making TVET Cool communication campaign, a national drive aimed at promoting TVET in Botswana and highlighting the opportunities and benefits of engaging in TVET based work.

Currently, the organization is implementing a Basic Garment Design Project, teaching 100 youth invaluable sewing skills. Simultaneously, Mr Mweemba will teach the students entrepreneurship,

educating them on how to apply their skills to business and leverage them to improve their livelihoods. These projects are part of a long-standing Memorandum of Understanding Young Africa Botswana has with the Ministry of Youth Empowerment, Sports and Culture Development, through which they up-skill beneficiaries of the Youth Development Fund, Botswana National Service Program and Internship Program.

In working with the beneficiaries, one thing Mr Mweemba has learned is that many of them do not have adequate training to manage their finances. It is important to understand that a business entity is separate from its owner – you the individual. This, by extension, means that business' money is not your personal money. As such, one of the first things entrepreneurs need to do is have a separate account for your business.

"Money is the lifeline of a business," says Mr Mweemba, "and if asked, a young entrepreneur should always have a good, purpose-driven answer for how money is used in their business"

Entrepreneurs also need to know the relationship between expenditure (money spent on business related costs) and income (money received for product sales or service provision) to track growth and know how to strategize. Mismanaged finances result in uncontrolled and unnecessary spending which can lead to debt and bankruptcy. In the long-term, companies that do not set and stick to financial plans do not survive.

In one such scenario, an entrepreneur purchased a car with initial Project finance meant to secure materials. Eventually, the business did not have working capital and he was unable to pay salaries, let alone maintain the car. For Mr Mweemba, these scenarios occur at an alarming rate, with business owners financing personal shopping sprees, meals and 'black tax'.

**"A company with track record of sound financial management attracts investors. People want to support businesses that can prove their trustworthiness."**



Entrepreneurs need to remember that ‘the aim of business is to make a profit’. However, sound financial management is not the only contributor to business success. Entrepreneurs also need to plan for and implement strategies around company and staff development, quality improvement and capacity building to ensure that clients choose them consistently and recommend their services.

Mr Mweemba advises young entrepreneurs to “take financial literacy seriously and make sure you know what you’re doing”. The most successful business owners have a solid plan. They know what they want to do and how they are going to make it happen. It is also advisable to take what you have now and use it wisely. This ensures that you remain driven and continue to make good use of your money to get positive results.

A company with track record of sound financial management attracts investors. People want to support businesses that can prove their trustworthiness. Entrepreneurship isn’t easy. It comes with immense pressure to remain relevant but don’t give up. Assets such as employees are invaluable resources to a company: a happy team is one of the things that makes a business succeed.



# Quality Vocational Training and Futuristic Thinking

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“TVET stands for everything I believe in because it has empowered young people like me to be where they are today”.

These are the firm words of Opelo Letshwiti, a 28 year-old, Motswana entrepreneur and textile curator, working mostly with technology and quality education. She is zealous about ensuring that individuals working in the textile industry are highly trained in their craft. Her passion extends towards the skill development programs for minority and vulnerable groups.

Ms Letshwiti is an art and textile enthusiast with a Bachelor's in Computer Engineering from Botho University. She furthered her education with Technical Vocational Training at the Tlokweng Brigade and then studying towards Training Certification with the University and Botswana.

With her keen entrepreneurial sense, Ms Letshwiti opened various businesses, dealing in various sectors of the creative industry. The first, Lesweedy Diaries, is a textile manufacturer and holding company for her smaller ventures. She is a founding partner in Dira Crafts, making textile inspired, home-made crafts. Finally, she owns Lekau and Monyadiwa, dealing in men's, women's and children's clothing.

"I've never been funded," says Ms Letshwiti. "I used my own money to fund my businesses by selling products, saving profits, and marketing myself as a supplier of textiles to local brands. I can attribute much of my success to my marketing insight."

**“pursue what you're passionate about but know that no one owes you anything. Work hard; work smart and don't force everything.”**



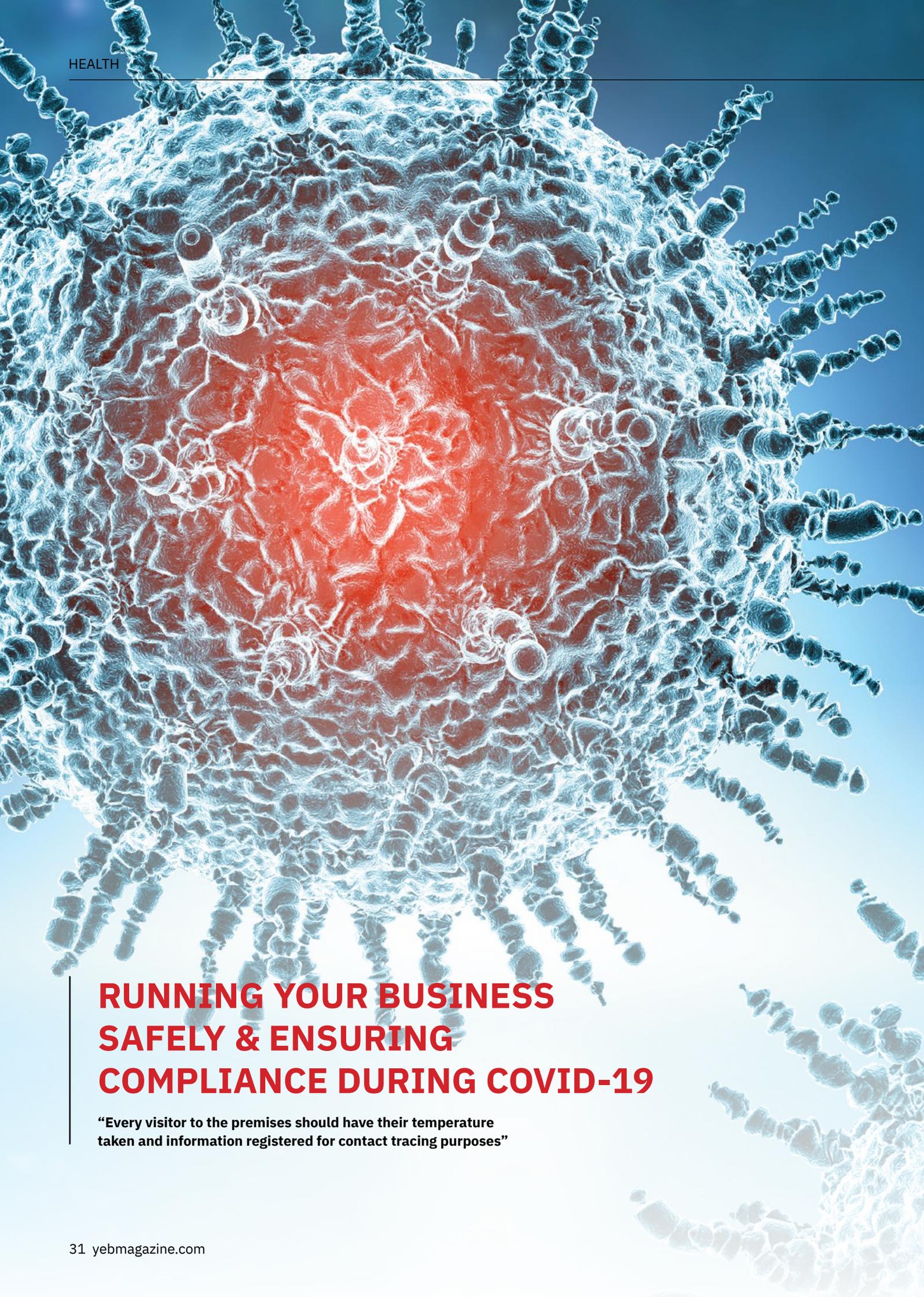


Ms Letshwiti is a firm believer that quality vocational education can greatly alleviate youth unemployment by producing more quality entrepreneurs. She maintains that having the opinion that ‘degree holders are superior to vocational training graduates’ is a personal choice, especially since she acquired her Bachelor’s before attending Brigade.

Ms Letshwiti: “It creates a shift in the way that people see and treat you. My University friends were shocked when I went to Tlokweng Brigade, even though I had my degree.”

Unfortunately, this stigma around vocational training leads to disparity, where those with vocational training socialize differently from those with formal education. The education system unwittingly segregates students through training centers. From Ms Letshwiti’s perspective, this separation must be removed to create an environment conducive for open and diverse learning; one that can also accommodate students’ monetary needs.

She advises young, aspiring entrepreneurs to “pursue what you’re passionate about but know that no one owes you anything. Work hard; work smart and don’t force everything.” She urges the youth to stand up for themselves and use their resources wisely. It’s important that young people make use of their environment and learn to depend on themselves to succeed. In closing, she recommends visiting local libraries, and other similar entities, for access to vital information to help you start-up your own company.



# **RUNNING YOUR BUSINESS SAFELY & ENSURING COMPLIANCE DURING COVID-19**

**“Every visitor to the premises should have their temperature taken and information registered for contact tracing purposes”**

Mahalapye-born Kutlwano Adrinna Marks works as a Contact Tracer for the Ministry of Health as part of the COVID-19 Task Team. Originally from Maun, the 32 year old's education includes a Certificate in Social Work from Bosa Bosele Institute and Bachelor's in Public Health from the Institute of Development Management.

The pandemic has had a grave effect on local businesses, which are now forced to strictly adhere to COVID-19 protocols. Their main concern should be for the health and safety of their stakeholders. Every company needs to engage a Safety, Health and Environmental (SHE) Officer, whether sourced internally by training current employees or through external consultancy. Their role would be to ensure that infection is prevented and control of the virus, as guided by the World Health Organization, is maintained.

"Our biggest challenge with clients is that, when we risk communication by assessing businesses, we find that some of them need more education on implementing safety precautions," notes Ms Marks.

If businesses are to comply fully, they must first limit the number of people within the premises. This can be done by allowing employees to work from home or in shifts, using a system that guarantees productivity. Management should install a Sanitation Station, with hands-free sanitizers or soap and clean water. Most importantly, every visitor to the premises should have their temperature taken and information registered for contact tracing purposes.



# Storytelling from My Roots



With Botswana on the cusp of a creative revolution, renowned Motswana actor Tefo Omphile Paya hones his artistry, while simultaneously running a farm.

Branded as a TOP Modiragatsi, Mr Paya is also the Director of Maru-a-Pula School's Maitisong Theater, a cultural creative hub where he coordinates and manages events and mentoring sessions.

Mr Paya boasts of an impressive profile, which, in addition to acting, includes directing and story-telling, arts facilitation, playwriting and mentorship. His passion for the stage was born during his senior school days, where he gained inspiration from participating in school productions.

"I was fortunate to receive a Rhodes scholarship to Switzerland for my sixth form, studying Theatre, Media, Maths and Physics," explains Mr Paya.

**"With wisdom, knowledge and understanding, we are able to do more and surpass our own limitations."**

"I continued my education at the University of the Witwatersrand in South Africa, finishing with a Masters in Dramatic Arts."

Throughout his score in the Creative Industry, Mr Paya's been guided by a deep, intimate understanding of how to apply his expertise and skills to his work. This stems from the knowledge that while theory is important, an ability to use it in real-life situations produces better results. He believes that Technical Vocational Education and Training programs can give young people practical skills, helping them explore their talents



for their own benefit.

One of the main challenges of being a Creative in Botswana is a lack of support and understanding from society. There's insufficient knowledge on how to engage creatives to provide economic value.

According to Mr Paya, "Art is a tool that helps the nation weather the storm by providing comfort and evoking emotion through well-written, expertly executed works and performances. There are many TVET-based elements within the Creative Industry because it's mostly handiwork. It's high-time, and paramount, that we, as a nation, start to acknowledge the great results produced through TVET initiatives."

Of his farming venture, Mr Paya says, "as the world faces the harsh realities of the COVID-19 pandemic, we need to return to our roots and culture to find ways to sustain our families." To ensure success, he has sought out theoretical knowledge and practical mentorship. This adventure is an amplification of Mr Paya's profound love for Setswana culture, which extends to his artistry through productions such as *Morwa: the Rising Son*.

"To all the TVET entrepreneurs and creatives," advises Mr Paya, "establish, research and analyze your market's demand and supply patterns. Know the ins-and-outs of the industry you are in. Hone your craft and find a mentor to guide your journey. Finally, be your truest, most open and passionate self."



# ISBS AND THE IMPORTANCE OF TVET

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Mr Nidheesh Sharma, a Mochudi-born entrepreneur, is highly passionate about supporting Batswana youth. He spent the last seven years as the Managing Director

of the Imperial School of Business and Science (ISBS) in Gaborone. Established in 2003, ISBS is a 100% citizen owned, private tertiary college, offering a wide

range of full or part-time professional qualification, certificate, diploma, and degree courses.

“We cater to students from all walks of life, whether privately sponsored or not,” says Mr Sharma. “In the words of the late, great Nelson Mandela, ‘Education is the most powerful weapon which you can use to change the world.’ That’s what we are trying to do: educate and empower our youth so they can prosper and change the world”

Mr Sharma maintains that, in any developing country, Technical and Vocational Education and Training (TVET) plays an essential role in the economic development, providing skilled labor for various sectors and providing the youth with career opportunities. The skills taught in TVET programs enable individuals to become self-sufficient, maintaining their standards of living through self-employment, if necessary. His passion for TVET stems from the understanding that today’s employment

market requires graduates to have hands-on or industry related experience. Through his work, he is able to ensure that students are educated in line with national market needs.

Mr Sharma: “Our courses aim to increase our students’ competency in their various lines of work. We want them to have the option of using their skills as employees in an organization, or to start their own businesses.”

Botswana is a developing nation, with a small population of 2.3 million, largely comprising of youth. With rising unemployment rates, it may prove difficult to find sustainable solutions in the short term. This can be aided by investment in and support for vocational education in the country. “Students and their families need to be better informed about TVET courses,” says Mr Sharma.

“Many people believe that conventional education is more valuable and effective than its vocational counterpart. We must change this narrative.”

The COVID-19 Pandemic has changed the educational landscape to nullify traditional teaching methods, ushering in the digital age. Institutions across the world learned to quickly adapt to online delivery, working on eliminating challenges as they arose. For Mr Sharma, the most important lessons learned are protecting the students’ mental health and the importance of readily available, fast internet.

In closing, Mr Sharma advises learning institutions to “take care of students’ mental health. They are also adapting to a new learning system. You must assure them that their education is their wealth. It cannot be stolen.”



# Technical & Vocational Education & Training (TVET): an Answer to 21st Century Challenges



We are in the era of TVET and now is the time to promote it, highlighting its benefits to the economy at large. With the advent of the 4th Industrial Revolution, an expertly skilled and knowledgeable workforce is imperative for active participation in and advancement of our economy.

Over the years, it has been proven youth partaking in TVET-based activities are empowered to alter the trajectory of their lives, through the life-changing opportunities they receive in training. Many who have taken this path have larger-than-life, positive testimonies about their experiences, attesting to the efficacy and necessity of such skills in our day-to-day lives.

TVET is an integral part of the readiness for employment in a global market, community development, and poverty eradication. This is because it promotes lifelong learning, empowering trainees to create sustainable livelihoods, focusing on competitiveness and knowledgeability, within the broader context of the 4th Industrial Revolution and globalization. It is paramount that society both realizes and appreciates the rapidly changing we live in, which requires that we constantly hone our skills to remain relevant and marketable across industries.

According to the World Bank, “a knowledge-based economy relies primarily on the use of ideas, rather than physical abilities, and on the application of technology rather than the transformation of raw materials or the exploitation of cheap labor”. In essence, they emphasize that today, knowledge is more valuable than mineral resources and other commodities. As such, TVET becomes integral to workers’ ability to improve on their functioning as members of society, as well as remain competitive in the global economy.

A failure to adequately equip our nation for this inevitable transition, with supporting policies, poses a risk of marginalizing ourselves. As suggested by the World Bank, “policy makers need to make changes to replace the information-based, teacher-directed rote learning provided within a formal education system, governed by directives, with a new type of learning that emphasizes creating, applying, analyzing and synthesizing knowledge, and engaging in collaborative learning throughout the lifespan.”

In addition to employability, TVET emancipates learners with an entrepreneurial and independent mindset. After completing their studies, they are able to use the skills acquired to better their lives, offering their services or collaborating with like minds to build sustainable businesses.



**JOIN US**

# **MAKING TVET COOL**

**Making TVET Cool is a coordinated effort to improve the perception of Technical Vocational Education and Training in Botswana.**

**Funded by the European Union.**



**Implemented by Young Africa Botswana**



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**<http://www.makingtvetcool.org.bw>**

**Every Friday at 10:30 Rb2 with Dj Gouveia and different interesting guests**

**Email: [jelena.mitrovic@youngafrica.org](mailto:jelena.mitrovic@youngafrica.org)**

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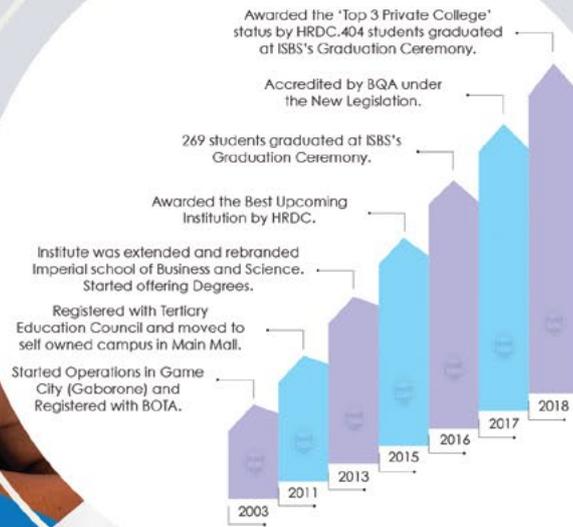




# IMPERIAL

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## Milestones



## Imperial School of Business and Science

ISBS is located in the Heart of the Capital and offers a wide range of BQA accredited Management, Business and Accounting Programmes. Over the past sixteen years, ISBS has consistently provided an affordable and quality education to people of all walks of life, with exciting career opportunities to choose from, thus oiling the wheels of economic development in Botswana.

ISBS is a brand that stands for excellence in education and professional opportunity. The growth strategy is in line with and supports the government's position on localisation of businesses. It is well rooted in Botswana while the programmes are of international standards and allows its alumni to be marketable across the world. ISBS caters for both full-time and part-time students as well as self-sponsored, company sponsored and government sponsored students.

### Institutions that benefited from ISBS CSR

- SOS Children's Village Monthly Support Sponsoring House
- Princess Marina Children's Ward
- Business Botswana Sponsoring Courses.
- Kagiso Senior Secondary School (Ramotswa)
- Kgari Sechele Senior Secondary School (Molepolole)
- Lobatse Senior Secondary School (Lobatse)
- Lotsane Senior Secondary School (Palapye)
- Madiba Senior Secondary School (Mahalapye)
- Masunga Senior Secondary School (Masunga)
- Matsha Senior Secondary School (Kang)
- Moeding College (Otse)
- Moshupa Senior Secondary School (Moshupa)
- Nata Senior Secondary School (Nata)
- Seepapitso Senior Secondary School (Kanye)
- St. Joseph's College, Kgale (Gaborone)
- Swaneng Hill School (Serowe)
- Tutume McConnell College (Tutume)
- Modipane Primary School (Modipane)
- Ditshegwane Primary School (Ditshegwane)
- Maranyane Primary School (Maranyane)
- St. Patricks School

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- Association of Accounting Technicians (AAT)
- Association of Chartered Certified Accountants (ACCA)
- Chartered Institute of Management Accountants (CIMA)
- Chartered Institute of Procurement and Supplies (CIPS)

### Degree Programmes

- Bachelor of Commerce in Finance and Banking
- Bachelor of Business Administration in Business Management
- Bachelor of Business Administration in Entrepreneurship
- Bachelor of Business Administration in Logistics and Transport Management
- Bachelor of Business Administration in Marketing and Public Relations Management
- Bachelor of Business Administration in Production Management
- Bachelor of Business Administration in Project Management
- Bachelor of Business Administration in Travel, Tourism and Hospitality Management

### Advanced Diploma Programmes

- Advanced Diploma in Business Management
- Advanced Diploma in Human Resource Management

### Certificate Programmes

- Advertising
- Business Information Systems
- Business Management
- CoP in Long Term Insurance
- Early Childhood Education
- Entrepreneurship
- Farm Management
- Health and Safety
- HIV/AIDS Counselling
- Human Resources Management
- International Computer Driving Licence (ICDL)
- Logistics and Transport Management
- Marketing Management
- Marketing and Public Relations Management
- Marketing, Advertising and Public Relations Management
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