

# Youths in Digital Jobs - YDJ

Creating maximum opportunities for Youths in Abia State for digital economy and job market by providing digital skills based training.



# About Youths in Digital Jobs Project



Youths in Digital Jobs Project is a project targeted at youths in Abia State to empower and train them in the areas of digital skills covering digital marketing, software development, mobile development, machine learning, and data science. The project is focused on upskilling youth for the purpose of equipping them with the necessary industry relevant skills that will land them meaningful jobs. This project will create a pool of trained and experienced professionals in the areas of digital skills thereby creating opportunities in talent marketing.



# Mission, Vision, and Values



## Mission

To train youths in the area of digital skills thereby making them digitally ready and employable.

## Vision

To own the largest pool of talents that are digitally ready while maintaining active participation in the digital economy and job market.

## Values

Impact. Credibility. Flexibility



## Problem

Increase in unemployment rate as a result of high rate of youths without digital skills and unequal and expensive access to digital skills training.

## Existing Alternatives

Expensive online courses offered by Online Learning platforms like Coursera, EdX

## Solution

Provide affordable-to-free training on digital skills through offline and online medium to increase job readiness and digital readiness of youths which will ensure decrease in unemployment rate.

## Key Metrics

The number of youths who get jobs after the training on digital skills versus the number of youths currently unemployed.

## Unique Value

### Proposition

Creating an industry relevant curriculum for digital skills with a pool of Learning and Development experts and Subject Matter Experts in Digital Business

## High Level Concept

Our programme will increase digital readiness and employment rate in Abia State by directly making Abia State a pool for talents with digital skills.

## Unfair Advantage

Allowing a hybrid medium for learning which will combine offline and online classes with real situation project work experience.

## Channels

Online - through a dedicated Learning Management System optimised for byte mobile and web.

Offline - Dedicated learning centres with pre-recorded videos of the classes

Project - Work Experience

## Customer Segments

Youths without jobs or well-paying jobs as well as the ones with interest in digital skills.

## Early Adopters

1. Fresh Graduates
2. High School Leavers
3. School Dropouts
4. 14 years and above

## Cost Structure

Learning Management System  
Landing Page  
Learning Centres  
Curriculum Development and Adaptation

## Revenue Streams

Talent Outsourcing  
Digital Product Marketplace  
Digital Services



**Youths in Digital Jobs has a unique advantage of high level success in terms of delivery and results.**

## **Strengths**

Access to a pool of seasoned Learning and Development Expert, Software Architects, Human Resources Professionals, and Professional Coaches.

## **Weaknesses**

Lengthy project execution timeline which can be solved through access to more funding and external stakeholder engagement.

## **Opportunities**

With the current job market and economy relying heavily on digital skills and capacities - this readily creates an opportunity for this project in the job market and the digital economy.

## **Threat**

Consistent access to affordable data for the target participants.

# Strategy, Tactics, and Execution



## Strategy

Use an engaging and blended learning system; a projectised experience, and case studies for training.

## Tactics

Identify and categorize participants in various groups for ease of selection of the training medium. We will engage stakeholders in the job markets for the purpose of identifying job opportunities.

## Execution

The first phase of the training programme will be skills assessment for participant categorization, then career counselling to identify the interests of the participants, the second phase will be training stage, and the third will be mentoring and placement.



# How do we make it to work?

## A Two Day Crash Course Training

We will be providing a 2-day training on the two most industry-relevant digital skills which will provide target participants a foundational knowledge of the broad programme as well as insights for stakeholders.



# Programme of Event

We will be hosting a 2 day training which will offer physical training and a virtual presentation.

Date: 27th and 28th of October Time: 9-5pm

- Introduction
- Foundation to Digital Marketing
- Starting Web Development
- How to land your dream job
- Closing

# Campaign and Publicity

The event will be promoted on social media and through all youth based organisations resident in Abia State.

- Instagram
- WhatsApp Groups
- Radio
- Youth-led organisations

# Logistics

We will be using a state-of-the-art facility in Umuahia which will allow a sitting capacity ranging between 200-500 persons.

- Hall
- Projector
- Sound Systems
- Electricity
- MC



## Programme Schedule

## Courses

## Facilitators

Online and Offline

Web Development and  
Digital Marketing

Maurice Ekwunife,  
Obiora Imah, Emmanuel  
Ihemegbulam, Omolara  
Savage, Michael Okeje,  
Princewill Akuma

Offline and Online

Landing your Dream Job

Prince Ihemegbulam,  
Olaoluwa Oluwasola,  
Chukwuemeka Ugorji

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# VICAR HOPE FOUNDATION

## Responsibilities

- Logistics
- Planning
- Publicity

Vicar Hope Foundation shall be responsible for the logistics thereby ensuring that the training facility will be ready for the training for the two days. Also, the foundation will be responsible for groundwork publicity across channels and partner organisations.

# Gear5

## Responsibilities

- Training
- Planning
- Publicity

Gear5 will provide the training and facilitators who will deliver excellent training for the entire two days - this will cover both offline and online training. Also, it will be responsible for online promotions of the event.



# Thank you

For your questions and enquiries  
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