



# GAICAM

**GO-AFRICA INITIATIVE CAMEROON**

Vision: "TRANSFORMING LIVES & PROMOTING GROWTH IN CAMEROON"

MolykoBuea, South West Region-Republic of Cameroon



## TO WHOM IT MAY CONCERN

Subject: **GAICAM Annual Leadership & Entrepreneurial Fellowship Report 2016**

### INTRODUCTION

The GAICAM Annual Leadership and Entrepreneurial Fellowship is a designed annual training platform that brings together aspiring leaders and potential entrepreneurs across Cameroon, to orientate and train them on sustainable leadership and entrepreneurial skills for today's complex digital environment, all in an effort to invest in the next generation of Cameroonian leaders, and potential entrepreneurs who will serve as pavements to the emergence of Cameroon. This is expected to spur economic growth and prosperity, democratic peace and security across Cameroon, Africa and the world.

The preoccupations of this fellowship were to:

- Train young and vibrant Cameroonians with leadership and entrepreneurial skills, capable of enabling them undertake challenging leadership and business ventures in their respective communities, as well as become nation builders and successful entrepreneurs ready to spur growth and speed up the attainment of the nation's vision 2035.
- Activate and empower participants with the necessary skills to enable them be more creative and flexible, productive, industrious and resourceful to the nation and the continent, while promoting and sustaining growth.
- Provide a suitable platform for participants to gainfully improve on their communication skills, creativity, and positive personality traits, as a result of our

weekly defense, enabling them become successful leaders in their respective fields and able to sell their vision.

- To provide the participants with a common platform, which enables them come in contact with some prominent leaders, nation builders, successful entrepreneurs and business organizations, as well as some state structures, paving the way for them to think out of the box and see beyond their certificates, while empowering them with the right skills to take-up leadership roles and challenging business ventures for the attainment of the nations' vision 2035 emergence.

## **OUR EXPECTED OUTCOMES**

With regards to the facts that our preoccupation is solely geared towards expanding youth's confidence level and skills-base to enable them create start-up businesses, as well as engage in more sustainable ventures in their respective communities, our expected outcome of the 2016 GAICAM Annual Leadership and Entrepreneurial Fellowship were:

- 95% of participants would be well rounded with civic leadership skills, public or interpersonal relationship skills, initiating and realizing good business ventures as well as understanding attributes of good governance by the end of 2016
- The exposure from the CRTV Monday show, united states embassy, the National Employment Fund, exchange of ideas with our partners would enable participants have a transformed mindset, causing them see beyond the confinement of their immediate circumstances and making them active members in development rather than passive recipients, since there will face challenges as a result of the exposure.
- Their defense and group presentation would improve their communication skills and confidence levels, making them fully involve in challenging tasks in their respective communities, as well as initiate gainful community development projects that will speed up the development of their communities.
- The team spirit developed during the training process by the participants and their peers would greatly promote love, peace and unity by 75% in their communities, with a stronger urge for nation building.
- The practical and field exposure would have expose participants to a whole lot from talent discovery to leadership and entrepreneurial skills development, since they are opportune to meet and have discussions with other community leaders, entrepreneurs, and nation builders.
- The biographies and personal experiences of some great leaders and entrepreneurs shared amongst the fellows would undoubtedly impact and transform the mindset of the participants and inspire them more.

## **FACILITATORS**

A total of 10 Facilitators took part in the 2016GAICAM Annual Leadership And Entrepreneurial Fellowship as seen below:

- Mr.TAMINANG Search – Executive Director, GAICAM.
- Mme.NGUM Doris, Entrepreneurship Coach at HIMS, Buea.
- Mr. TEM Martin, CEO Living World Publishers Buea.
- Mr. TINGOM Ferdinand, CEO Ferdsilinks Group Buea
- Mr. AYUK Etta, CEO Skylabase Technologies.
- Mr. ASENJevis, CEO Jevis& associates Consulting Buea
- Mr. NTAMJames, Lecturer HIMS Buea
- Mr. JONATHAN Ngwaneba, Executive Director Leading Edge Technologies Cameroon
- MrNDINAMBAIYBasheru, Academic Affairs – Fotabe university
- Mme. NDOH Louisa, project manager GAICAM

## **PARTNERS**

- National Employment Fund (NEF)
- Leading edge Technologies Cameroon
- Skylabase Cameroon
- CRTV Monday Show
- SAWA Credit Union
- Productive Living Publishers Buea

## **ATTENDANCE**

The Fellowship was successful and attended by very active, vibrant, and resourceful young Cameroonians with the zeal to learn. The following 26 fellows participated in the 2016

GAICAM Annual Leadership and Entrepreneurial Fellowship, out of the 42 applicants who applied to be part.

1. LAI EMMANUEL NJOH
2. MOKAKE ROSE MANYU
3. ANUMEMEHRODRIQUEFOTO
4. EGNALYNNGWE
5. DOH EUGENE NDAH
6. FORKUH FRITZ NKAMTA
7. TADZE WESLEY
8. NKEZEATEMNKENG
9. NJUNG SYLVIE GA-AH
10. JONTOH OLIVER
11. TADZE VALERY AWAH
12. TEBI COURAGE AMBO
13. ACHUO JOSHUA ME-EH
14. FOBAKOM
15. NFORLINGNYU JULIUS
16. FRANCIS AJEBESONE
17. ABEGABRUMMEHIESABEGA
18. VENYITEH FRANCIS
19. FESTUS INEMAIVA ANDERSON
20. NDAMAROUNA
21. IQUOOROCKOJOM
22. ACHUO JOSHUA ME-EH
23. NFORLINGNYU JULIUS
24. JONTOH OLIVER NYINGMIH
25. GHANDE ROSTAND
26. MEBONG ANNIE ROSE

## **STRUCTURE OF THE FELLOWSHIP**

The fellowship was structured and managed as follows:

### **a) THE ORIENTATION WEEK**

The training commenced on the 18<sup>th</sup> July, 2016 with an orientation which was designed to orient and enable fellows develop remarkable mindsets, capable of assimilating the presentations to be made by the different facilitators, experts, nation builders, and the constituted authorities, who are all extraordinary in their fields of expertise. In the same

light, fellows were given room to share their live experiences with the others, which helped them fully understand, and appreciate their current situations, as well as stir up a good interpersonal communication and socializing process amongst participants. The main purpose for the orientation was to:

- Providing information and resources that will allow participants to make informed and appropriate academic plan, take up leadership opportunities in their communities, challenging business ventures and healthy social choices;
- Create a more conducive environment that builds a sense of coexistence amongst participants and the organization's staff, trainers/facilitators and others.
- Providing a framework for experience sharing through the communication of expectations, norms and standards, and the sharing of personal stories.

The orientation week activities comprised of three hours indoor training and four hours outdoor visits/practical's visit to some Government institutions and private owned philanthropic Centre's. Some of the training topics treated during indoor sessions for this week were as follows:

- GAICAM's Mission and Objectives.
- The Fellowship and its importance.
- Training structure of the Fellowship.
- Understanding the concept of Leadership and Entrepreneurship.
- How to build and sustain a good vision.
- Choosing the right career path.
- Understanding and building a sustainable vision.
- Mapping your dreams and setting SMART goals.
- Biographies of Nelson Mandela, Peter J. Daniels, Nsoh Joseph, Steve Jobs, Muhammad Ghandi, Barack Obama, Abraham Lincoln and Donald Trump.
- Developing your inner abilities and skills.
- Goal setting and Time management.

The participants visited the following institutions in their outdoor visits during the orientation week:

### **1. The Bostal Institute Buea:**

The participants visited the institute, and during their visit, they were fortunate to have the Director of the Institute Mr. Njei Fidelis gave them a brief history of the institute, its objectives and functions. He said the Bostal Institute is a sub unit under the Ministry of Social Affairs and it is a rehabilitation center for three categories of children – minors of below 18 who are Juvenile delinquents, social mal adjusted children, delicate social cases. He went further to advice the youths to have respect for

constituted authorities. He frankly pointed out that, because youths are nonchalant and disrespectful, the older people do not want to give way for the youths to take up political participation and leadership positions in the government because the youths are not reliant.



## 2. **Grace of Hope Philanthropic Foundation BondumaBuea**

Our visit to the orphanage was to meet the orphans and needy children under the patronage of **AbaneSume Mary** who is the Founder of the Foundation. She explained to the participants that, she started the orphanage with 3 children in her care since 2014 but now the number has increased to 28 children. She emphasized that, she got her inspiration from God who showed her the vision to care for these under privileged children. She then got the support and encouragements from her biological children who have been supporting her financially ever since. She lamented because she has no permanent sponsors, only get meager supports from some religious bodies and individuals. If she could get enough financial support, she will be able to get permanent staffs to care for the children and she will be able to take in more children and babies included.

## 3. **The Divisional office Buea Sub-Division**

The Fellows' visit to the Sub-Divisional Officer's office Buea was historical. The Fellows and GAICAM's staff were all welcomed by the Administrative officer (D.O) **Mr. Kouamwokam Paul** who gave an insight of the functions of the Sub Divisional

Officer in relation to keeping peace and tranquility in the communities, at the sub divisional level in other to avoid inter-tribal disputes. He explained that the Divisional Office is the grass root unit of the government which serves as an intermediary between the government and the communities. He urged youths and young people to be more involved in nation building activities to ensure sustainable growth. He thanked GAICAM for the wonderful initiative to organize this Fellowship and for the Human Investment work carried out by the fellows around the DO's office, keeping the whole environment clean and tidy. The whole visit ended with snap shorts and appreciation from the DO.



## **b) THE TRAINING PROPER**

Transforming and building an industrious and sustainable society takes the energy of great minds, experience and skills to work and provide solutions to complex problems through leadership and entrepreneurship. The training proper was a combination of Leadership and Entrepreneurial training. The training proper included training sessions on Leadership and Entrepreneurship for two whole weeks, with indoor training sessions of 3 hours daily and outdoor sessions for 4 hours daily from Monday to Thursday. While all Friday's were dedicated for the defense of the lessons learned, where trainees were grounded with knowledge on how to prepare and defend their reports.

The purpose of our outdoor visits during the leadership week was to strengthen the Fellows' leadership skills in the public, private sectors, and as well as empowers and connect potential leaders of tomorrow through results-base leadership exposures. Our team of experts are themselves successful entrepreneurs and business leaders with many years of experiences and successes. Many of them have multiple degrees and some are involved in other business

ventures, in addition to their seasoned Leadership team. This continues to keep them sharp and ensures their insights and inputs are most relevant and current with today's realities while based on well-founded research and sound methodologies. Some of the topics treated during the training proper were:

- *Introduction to the concept of leadership*
- *principles of good leadership*
- *Team building and leadership challenges,*
- *Writing a winning business plan*
- *10 keys of business success,*
- *The intricacies of money,*
- *Wining and manage existing customers*
- *Exploring the job market through networking*
- *Becoming a good leader,*
- *Understanding and undertaking leadership challenges and peer influences,*
- *General business planning tips,*
- *Legal registration and tax status*
- *Managing business finance and records*
- *Expanding your leadership scope*
- *Developing an entrepreneurial mindset*
- *The role of tech in business growth and development*

However, apart from the indoor training sessions, the participants were also opportune to visit the following places during the leadership and entrepreneurial weeks of the fellowship:

### **1. The Multi-purpose Youth Empowerment Centre Buea**

At the Youth Centre, the Chief of Centre **Ikome Neal Mbell** gave the participants a brief presentation of the Ministry of Youth Empowerment and Civic Education and its services to promote and empower Cameroonian Youths. He then gave a detailed discuss on the **Government Five Years Emergency Youth Plan** and on strategies the ministry intends incorporate in order to empower youths. He completed his work with a powerful message to all the participants, calling on them to be nation builders for a more vibrant Cameroon. The visit ended with contributions from other staffs of the Centre and group snap shorts.

### **2. Skylabase Technologies Buea**

The CEO, Mr. Ayuk Etta presented on Entrepreneurship, starting up a business and scaling. He emphasized that capital is not the main component to start up a business, but passion and focus. "If you are driven by a powerful passion it will lead you to your



vision and completes your mission” he said; during facts and inspiration from how he started Skylabase which is now competing at the international level.

### 3. **FOTABE University College**

At the FOTABE University College, we met the Founding President of the University **Mme. FotabeElmine** who is a multitalented and outstanding woman. She was able to advice the young trainees to go in for any opportunity which can be a stepping stone to their career and build their potentials. She applauded GAICAM for the initiative, stating “it is a laudable and very inspiring initiative which gives young people the opportunity to build the appropriate skill set to face the challenges of the future”. She was so inspiring and serve as a booster to many of the female fellows who listened to her share her story of how she started her carrer.

### 4. **Jevis and Associate Consulting**

Our visit to Jevis and associate consulting meet the expectations of many fellows who had unanswered questions on legal registration procedures and tax status of, as well as financial recordings and projections for businesses. The CEO **AsenJevis** was able to answer their questions and showed them some documents pertaining to their areas of interest. He asked the fellows to pass by his office any time with their worries for him to give them advice and probably provide a solution for their worries and difficulties.

### 5. **SAWA Credit Union Mile 17 Branch**

Here, we met the branch manager Mr. **Ngeah Bertrand**, who gave the fellows a brief presentation on the creation of the Credit Union and how it functions to ensure good customer service and the maintenance of customers trust. He was very impressed with the vision of GAICAM and encouraged the students to come to the Credit Union for internships or as volunteers if need be.

### 6. **Media Afrique FM 89.6 Radio Buea**

The participants also visited Media Afrique Radio Buea, as part of their outdoor tour, where they were welcomed by the Editor in Chief of the radio, **Mr. Walter Wilson Nana**. He represented the Manager in welcome the Fellows to the radio house, together with the staff. The Fellows were given a tour round the radio from the news room, technical department, and to other departments which all help in the news broadcast and proper functioning of the radio house. The staff of the different departments were introduced to the Fellows and their various functions were highlighted to the fellows. The Editor in Chief then expatiated on his talk by encouraging the fellows not to forget the media especially the radio as a very important medium to disseminate information to the public

He added that, students from different higher institutions are welcomed any time to carry out their internship with Media Afrik. He went further to advice the fellows that to be a successful entrepreneur, you must be able to appreciate the value of publicity in other to create awareness of your product. It was indeed a wonderful experience to be at the media house.

#### 7. Visit to the President of HIMS (Higher Institute of Management Studies ) Buea

With one of the Fellowship objectives to provide a common platform that should enable, fellows come in contact with some prominent leaders and entrepreneurs, they were opportune to meet the president of the professional institute HIMS, **Mr. Fomba Bernard**. He is a man of great vision who started with very meager resources and now is the proprietor of a renoun higher institution- HIMS. The president gave the fellows a powerful presentation on factors that make one a successful and an excellent entrepreneur. He emphasized that to be a successful entrepreneur; you need knowledge, skills and the right attitude to succeed.



#### 8. Leading Edge Technologies Cameroon

The main purpose of our visit to Leading Edge Technologies Cameroon was to enable the fellows get first-hand information from the expert and founder himself, Mr. Jonathan Ngwaneba, Managing Director of the organization. His presentation was on the *indispensable of role of tech in today's business economy*. He also impacted the fellows on importance of technology in business today and denouncing the over reliance on government jobs instead of being job creators. He ended his discussed with an encouragement for the fellows to undertake IT lessons in other to ease their incorporation into the job market or to help them when they become entrepreneurs themselves.

## 9. Emjay's Supermarket Molyko-Buea

The visit to the supermarket was to enable trainees ask questions pertaining to various items sold in the supermarket, how it functions, as well as how management of such a platform is done. They visited various departments in the supermarket from wines, to non-alcoholic drinks, strong spirits and whiskey, to cosmetics, electronics, and household equipment's, etc. The fellows were given a tour by the heads of the various departments, while they asked their questions concerning each item they saw. The assistant manager of the supermarket **Mr. David Etoma** gave a brief presentation on the supermarket, what they do to attract customer, the kind of customer services they offer and the difficulties faced by the supermarket. He was also please to remark that, the fellowship on Leadership and Entrepreneurship deserves applaud because it is an initiative which young people need. *"I am truly thrilled by the whole initiative and it is accomplishing"*

## 10.Njeiforbi Company Limited

The Njeiforbi Company Limited is renoun for its pastries and bakeries around Buea, as well as the Njeiforbi supermarkets. Like every successful business which starts small and expands gradually, the company leaves a reputed mark in the English speaking zones in Cameroon (North West and South West regions). The fellows were fortunate to visit the Njeiforbi business Centre and head office, where the manager **Mr. Padinga Anthony Nwana**, manager, gave a brief biography of the founder and owner **Mr. Njei Louis**. The manager presented on the genesis of the Njeiforbi Bakery, its projects and services and the challenges of the bakery. He stressed on the point that capital is not the main point of focus or limitations to startup and business, but that passion and love of what you know and can do best is of great importance.

## 11.Land Mark University College

Land Mark University College, a professional higher institution in MolykoBuea is one of those institutions which leave its mark of professionalism and entrepreneurship in the hearts and minds of many Cameroonians. It was just natural for the trainees to visit the reputed university as the Dean of Studies **Mr. Ngwa Maurice** and his entourage were all present and gave the fellows an orientation on entrepreneurship and the activities of Land Mark University. The Dean gave some of the challenges the university faces as: competition from other numerous professional schools in Buea, the absence of skilled teachers and financial constraints which limits the provision for all school equipment's. The Dean elaborated on the syllabus on how it is structured to train students to be self-employed; and that they offer free computer classes to their students, entrepreneurial works are provide some special courses such as research methodology and total man, all incorporated into the syllabus.

## **12. Buea Shopping Mall mile 16**

The proprietor of the shopping mall was so glad to receive the fellows in the mall. She was indeed excited and gave a powerful and a much more practical presentation on the kind of services the Mall offers and their innovation. All goods sold must be of quality, security of goods are guaranteed, some good sold have a warranty and are sold sealed because the business people buy directly from the manufacturer. The proprietor stated that, the main challenge they face is that of changing the mindset and warming the population up with the idea of a mall, because they are so addicted with the presence of provision stores.

## **FELLOW'S EXPOSURE TOUR TO YAOUNDE**

As part of the tradition of the fellowship, the fellows were opportune to visit the following structures during their exposure tour to Yaounde:

### **1. The National Employment Fund (NEF) Yaounde**

The National Employment Fund was created on 27<sup>th</sup> April 1970 by a presidential decree. It was created with a mission to promote employment in Cameroon. The deputy manager for the Centre region **Mr. Lomo Joseph** explained to the Fellows the role of the NEF in Cameroon. The NEF has as the main goals to aid job seekers find jobs, employers find the right personnel and others to become self-employed. It helps employers by providing them with a data base of suitable candidates for a particular vacancy; teach the employers or help them carry out their interviews.

They help the self-employed by providing technical and financial services. This technical assistance includes; how to write a good business plan, how to look for financing for your business. All the technical assistances are free of charge. The NEF is divided into four departments:

- The vocational training department
- The self-employed department
- The intermediary department
- The information and communication department.



## 2. The Regional Taxation Centre Yaoundé one

Our visit to the Regional Taxation Centre was perhaps the most exhilarating visit made by the fellows who were more from a business background. The Chief of Centre gave the trainees a brief of the organizational structure. He said in total the Centre has total of 295 civil servants and 603 administrative contractors in the regional Centre. They have a total of 898 staffs and of this number there are 282 men and 516 women. The chief of Centre mentioned the different kinds of taxes in Cameroon - the personal income tax paid by businesses, the company tax paid by companies and comprises of 30% of their profits, value added tax which is 17.5%, communal tax, special return tax, patent, registration and stamp duty. He ended by stating that, it is important to get a business license, which can be done by visiting taxation Centre of your locality and creating your business tax file before going operational. He appreciated the efforts of GAICAM, creating such a powerful platform to help empower Cameroonians. The whole visit ended up with excitement and photo shorts to grace the visit.



### 3. The CRTV Monday Show Yaounde

Our visit to Yaounde ended up with a visit to the Cameroon Radio & Television(CRTV) Monday Show, where the Executive Director of GAICAM was able to share with Cameroonians the vision and objectives of the organization, the organizational projects and others. It was so exciting especially as fellows were receiving calls and messages from their loved ones who were watching live that evening. It was a remarkable opportunity for the fellows and some of the GAICAM's staffs who were all visiting Yaounde for their first time.

## RESOURCES

The resources incurred in the organization of the fellowship were quite enormous, ranging from material resources to financial resources in order to make the Fellowship a success. The various activities embarked on, made the fellowship so demanding and costly, especially as letters had to be printed and served before and after the fellowship, publicity made, feeding and refreshment of resource persons, training fee for trainers, transportation and lodging, etc.

There was also much needed effort to negotiate and publicize the fellowship in different higher institutions (University of Buea, Higher Institute of Business Management Buea and the Higher Institute of Management Studies Buea) and in churches, radios and all public areas around Buea.

The financial expenses incurred in the organization of the 2016 GAICAM Annual Leadership and Entrepreneurial Fellowship, amounted to a total of 1,352,000FCFA.

## LIMITATIONS OF FELLOWSHIP

- The most profound limitation was in the area of finance. The financial constraints were so alarming to a point where we had to reach out for a loan from SAWA Credit Union, who are one of our partners, just to make sure we hire the bus that was to transport the fellows to Yaounde, since support from some individuals and the minimal registration fee from the fellows couldn't go half way.
- There was some aspect of poor time management, since most of the trainers either own businesses or were workers, making it difficult for them to always be there at the appropriate time.

## ACHIEVEMENTS OF FELLOWSHIP

Though we had difficulties in organizing the fellowship, we as well recorded a great success as stated bellow.

- We have received a lot of positive responses from the fellows and their parents, as well as guardians since after the fellowship through phone calls, text messages and other medium such as our Facebook page, appreciating us for such a wonderful program. The fellows were so satisfied to an extend that some wrote soliciting to volunteers with us after graduation from their respective schools.
- There was a wealth of knowledge presented by the many speakers who were leaders and entrepreneurs in their various fields. A lot of "learning" at one clip, with most material compressed into three whole weeks' worth of time.
- The fellowship brought a sense of renewed hope and inspiration as many Fellows' concerns and worries were lessened by sharing their experiences with others.
- The fellowship paved a great way for many to develop public speaking skills through the weekly defense.
- As a tradition to our organization, letters of appreciation were formally served to each facilitator, thanking them for honoring our invitation to train the fellows and for their inspiring presentations, which has created a pull of human resource for our future trainings.

Taminang Search  
Executive Director GAICAM