



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 2017**

INTRODUCTION

The GAICAM Annual Leadership and Entrepreneurial Fellowship is an 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 program is design to run annually during the months July and August, and is expected to spur economic growth and prosperity, democratic peace and security across Cameroon, Africa and the world.

The preoccupations of the GAICAM 2017 Annual Leadership & Entrepreneurial Fellowship were:

- To train young and vibrant Cameroonians and ultimately other nationalities with sustainable leadership and entrepreneurial skills, helping to create and establish start-up businesses so they can serve as pavement to the emergence of Cameroon, and Africa at large.
- To inspire, motivate and empower fellows with the necessary skills to enable them be more creative, proactive, flexible, productive, industrious and resourceful to the nation and the continent at large, while promoting and sustaining growth and enhancing peace in our communities.

- To empower fellows and enable them conceive sustainable projects/business ideas, develop and test the ideas viability, debate and defend the projects/business ideas, to enable us source for investors on their behalf so they can establish their projects.
- To provide a suitable platform for Fellows to gainfully improve on their communication skills, creativity, and positive personality traits, through our weekly defence, enabling them become successful leaders and public speakers, as well as empower them on how to sell their vision, etc.
- To provide Fellows with a common platform which enables them come in contact with some prominent leaders, nation builders, successful entrepreneurs, business organizations, and international institutions, paving the way for them to think out of the box, see beyond the confine of their survival and certificates, as well as empower them with the right skills to take-up leadership roles and create new business ventures for the growth of Cameroon and Africa at large.
- To develop true Ambassadors of peace, unity and progress. Strong and vibrant youth population who will work tirelessly and stop at nothing until Africa attain its full capacity.

Expected outcome of the 2017 Fellowship

GAICAM seeks to expand youth's confidence level and skills-base to enable them creates start-up businesses, as well as engage in more sustainable ventures in their respective communities. In that regard, our expectations after the 2017 GACAIM Annual Leadership and Entrepreneurial Fellowship were;

- ✓ There would be a significant increase in the number of business creation in the economy, boosting economic growth and reducing the rate of unemployment, as well as an increase in skilled young community leaders – equipped with sustainable leadership skills for a stable and vibrant community growth.
- ✓ By the end of the third week of training, all fellows would have defended their individual sustainable projects/business ideas, which is already a step closer to establishing the idea, helping them focus on building a lasting brand that would catch the attention of the investors.

- ✓ Over 85% of the Fellows are expected to be well rounded with sustainable leadership and entrepreneurial skills, interpersonal skills, team building skills, as well as develop good governance attributes by the end of the fellowship session.
- ✓ The weekly defence and daily debates, group presentation and others will build and improve the communication skills and confidence levels of the fellows, enabling them become good public speakers and mediators in their respective communities.
- ✓ The team spirit and interpersonal relationships the fellows will develop during the fellowship would greatly promote the spirit of coexistence, love and unity, with a stronger urge for nation building.
- ✓ The biographies, personal experiences of some great leaders and entrepreneurs shared with the fellows, as well as the stories of the individual fellows shared with their peers, would undoubtedly impact and transform the mind-set of the fellows and help them build a strong and positive mind-set to enable them appreciate the training and achieve the personal goals.

Fellowship Structure

GAICAM Annual Leadership and Entrepreneurial Fellowship program for 2017 was structured to run for three weeks. That is from Tuesday July 4th to Tuesday July 25th, 2017. Week one to three was dedicated to effective training, while the last week was for an exposure tour.

Week One: Orientation and Personal Development.

Week Two: Leadership Skills Development.

Week Three: Entrepreneurship Skills Development.

It should be noted that the training session of the GAICAM Annual Leadership and Entrepreneurial Fellowship was divided into two sessions. That is the Morning (from 8:00am to 11:00am) and afternoon session (4:00pm to 3:00pm).

Fellows admitted for 2017 Fellowship

A total of 44 applicants across the ten regions of Cameroon applied for the 2017 GAICAM Annual Leadership and Entrepreneurial Fellowship. After reviewing the applicants' application following the laid down admission requirements, 24 applicants were admitted for

the 2017 GAICAM Fellowship. The applicants admitted for the 2017 GAICAM Fellowship came from South West, North West, Littoral, West and Center region of Cameroon.

FACILITATORS

A total of 7 Facilitators were part of the 2017 GAICAM Fellowship. Taking into considering the objectives of GAICAM and most especially that GAICAM Annual Leadership and Entrepreneurial Fellowship, GAICAM shortlisted the best Facilitators that could inspire the Fellows achieve their dream. Facilitators were shortlisted across professional and business sectors. The following persons were Facilitators during the 2017 GAICAM Annual Leadership and Entrepreneurial Fellowship;

- Mr.TAMINANG Search – Executive Director, GAICAM.
- Mr.IKOME Neal Mbella, Chief of Center of Multi-purpose Youth Empowerment centerBuea.
- Mme.NGUM Doris, Entrepreneurship Coach at HIMS, Buea.
- Mr.JANYUYJoybert, Chief Executive Officer (CEO) CELBMD Africa.
- Mrs.KYENG Mercy Tetuh, Founder/CEO Value Health Africa.
- Mr. Mark ALUNGE, CEOStrawacademy.
- Mr OTOAkama, CEO Active Spaces

PARTNERS

- United States of America Embassy to Cameroon
- Multi-purpose Youth and Empowerment Center (MINJEC) Buea
- ACMAR Media Group
- National Employment Fund (NEF).
- Les Brasseries du Cameroon
- Value Health Africa
- CELBMD Africa
- Fotabe University

FELLOWSHIP ACTIVITIES

The first week of the 2017 Go-Africa Initiative Cameroon Annual Leadership and Entrepreneurial Fellowship started with Orientation and Personal Development. On Tuesday July 4th, 2017, which was the first day of the Orientation and personal development week. The Fellows were orientated on the GAICAM Leadership and Entrepreneurial Fellowship which is an annual program that serves as a platform that brings together aspiring leaders and entrepreneurs across Cameroon to train them on sustainable leadership and entrepreneurial skills for today's complex digital environment and on a range of issues relating to the functioning of the fellowship. The biographies of some selected great leaders, outstanding entrepreneurs and innovators, both locally and internationally were reviewed to the Fellows. At the end of the day, the Fellows were handed each copy of the program of activities of the 2017 GAICAM Annual Leadership and Entrepreneurial Fellowship.

On the Second day of week one of the fellowship, the Fellows started the training proper. Vision & Dream Mapping, Goals Setting and Time management, Curriculum vitae writing and Cover /Motivational letter writing were the modules thought to the Fellows during the Orientation and Personal development week.

The Fellows were told that, Passion and Community goals are the steps in Vision mapping. The Fellows were reminded that vision is a mental image of a desire future. Having a vision of what you intend to become is good but they need a passion to drive the vision into reality and if they are not passionate about their vision then the vision will end up as a night mare.

As far as the module on goals setting and time management is concern, the Fellows were told that time to an Entrepreneur is money. To be rich or be a successful person in future they must see time as a precious "commodity". To see time as a precious "commodity" it means they should not spend their valuable time on unnecessary things. Also, in order for them to effectively manage their time and be productive in life, they must set their goals and prioritize their daily activities or tasks. For instance; task that are important and urgent and tasks that are important but not urgent. Finally, once tasks are prioritized they should avoid the syndrome of procrastination.

Furthermore, the Fellows were also thought on the importance of writing a winning or good Curriculum Vitae and a motivational Letters, which is the first chance they get to make a

good impression with a potential employer. Therefore, a top-quality or a winning CV will considerably boost their chances of getting a face-to-face interview with an employer and it is therefore worth spending time and effort on the content and presentation of their CV. The Fellows were thought that in writing a winning CV it must be concise and accurate. The CV should not generally be longer than two pages, no picture, it should be tailor specifically to the job they are applying for and include the following details; Personal details or profile, Skills or area of competent, Employment history, Educational background, References (on request).



Through an exercise, the Fellows had the opportunity to tell their peers where and what they will be in the next five years to come. Each day during the development week the session rounded off with a debate on a particular chosen topic. The Fellows were divided into two groups, one group argued for and the other group argued against.

On Fridays of each week, the Fellows rounded off the week with the defence of their report. It should be noted that the Friday weekly defence, is a platform where the Fellows get to convince a team of panellists of what they have learnt throughout the week.

The first week rounded off with a young and energetic Station Manager of the Tiko Community Radio, Madame Sarah NKONGHO as our quest of the week. She was so excited to have shared her life experiences with the trainees. Her life experiences indeed motivated

and encouraged the trainees that life is not fun and game but full of challenges and challenges are for those who overcome it.

The second week of the GAICAM Annual Leadership and Entrepreneurial Fellowship which was the Leadership skills and development week started from July 10th to July 14th, 2017. During this week the Fellows were thought on several leaderships and skills development modules.

The first leadership and skills development module that the Fellows received lectures on was, the module on sustainable leadership for today's SMART economy. Under this module, the Fellows learnt that there are two types of leadership: visionary and creative leadership. This therefore means that a visionary leader is someone who lead by example and people follow what you are and not what you are saying and you take accountability of everything that happens in the organization. On the other hand a creative leader is that leader where the visionary leader creates a stage for others to come play their passion.

Another very interesting module that the Fellows learnt was the three Years Emergency Youth Plan for the youths by Mr. Neal IkomeMbella Chief of Center of Multipurpose Youth Empowerment Center in Buea. He began by explaining to the Fellows that aim of the three years emergency youth plan which is to permit the youths understand the opportunity in Cameroon and the objective which is to promote the socio-economic empowerment of young persons through major projects and programs so that young people can fully participate in the projects towards the development of Cameroon.

Again, the Fellows were reminded of the three components of the Three Years Emergency Youth Plan which are:

1. The creation of the National Youth Observatory
2. The creation of a new projects and reinforcement of existing projects for Youths.
3. The construction of equipment of socio-economic educative structures meant to train youths.

Haven explained to the Fellows the aim of the Three Years Emergency Youth Plan he appeal to the Fellows to get themselves register for the program of the three years emergency youth plan free of charge either through the Youth Empowerment centres located at the Sub Division or through the website <https://www.onjcameroun.cm> in order to benefit from finance of projects, employment and Volunteerism.

Moreover, Youth engagement in community development was another module that Fellows were drilled on. Under this module, the Fellows were told that Youths are not only surrounded by a sea of societal problems but they are the cause of and solutions to the most part. Principles of youth engagement such as capacity building, motivation opportunity and volunteerism are some of the areas which the Fellows must be engaged actively to contribute to the development of their community. The Fellows were however enjoined that it is important for them to commit their time and energy for the benefit of the society and their community, the environment or individual outside their family through voluntary services not for financial gain but for development of their community and upgrade or acquire more skills.



Another interesting exercise during the second week of the fellowship was an outdoor visit by the Fellows to some start-ups businesses around the Buea municipality. The aim of the outdoor visit was for the Fellows to see how some young entrepreneurs or start-ups have come a long way in business. Some of the start-ups businesses that the Fellows visited were; Employment House at MolykoBuea, Evolution Printing at University of Buea street, NJORKU, Jungo-Hub and Gerald's Restaurant at D-Tchuks. At each stop over at the start-up business, the CEO/Proprietor took their precious time to share with the Fellows their life experiences, humble beginning in business as well as the challenges they are facing and how they are overcoming the challenges. At the end of the outdoor visit to the start-up businesses

in Buea municipality and after listening to the CEO/proprietor shared their experiences, the Fellows were motivated and encouraged to face everything and rise.



The third and the last week of the fellowship was focused on Entrepreneurship and Skills Development which started from July 17th to July 21st, 2017 and ended with a final defence of the Fellows' report. The first module that the Fellows learnt on the third week was developing an entrepreneurial mind-set. The Fellows were told that an Entrepreneur is someone who creates, innovates and add value to a business idea. Also that an Entrepreneur must be ready to take risk in business, be optimistic and always see success in all they want to do, develop an unshakable vision, as part of their personality and ensure flexibility in all their decisions. The Fellows learnt the rules of developing an entrepreneurial mind-set which includes:

- The Fellows must know what they want, set their goals, believe and be passionate about what they want.
- Connect with the right people, be positive about their thought, and focus on what they see ahead.
- Be ready to show gratitude to people as they connect with the right people.
- They should be hungry for success
- Never give fear a chance to kill their passionate.
- They should give the best to whatever they want to do and do it as though their whole life depends on the business.

- They must find a mentor to help guide their path.

Moreover, the Fellows also learnt how to conceive a business idea. First and foremost, the Fellows were told that conceiving a business idea depends on identifying a problem in the society and trying to bring out a solution while taking into consideration necessary feasibility studies. Business feasibility means carrying out necessary studies, research and findings in your field of business. The elements of business feasibility studies include; market analysis, organisational and management feasibility and financial feasibility. After the business idea has been conceived and feasibility studies carried out the next stage is developing a business plan.

A business plan therefore ought to be short and precise. Business plans are of personal creativity and therefore ought to be written in the words of the individual who innovated the idea. A business plan constitute the following elements:

- Table of Contents
- Executive Summary
- Business description
- Products and Service.
- Market description.etc

Another interesting module that the Fellows learnt was the Rights and duties of Citizens of Cameroon. The main objective of this module was to equip the Fellows with perfect knowledge of their rights and then the duties they owe to the state. The meaning of some concepts like Citizens, Rights and duty and the rights they enjoy as citizens of Cameroon as well the duties or obligation they owe to the state of Cameroon were explained to the Fellows



FINAL DEFENCE

Friday July 21, 2017 marked the end of the three weeks Annual Leadership and Entrepreneurial Fellowship. What an exciting journey, which has led to the training of transformative young leaders and entrepreneurs drawn from over six regions in Cameroon. The annual fellowship training program rounded off with final assessment of the Fellows through a defence of their report before a constituted team of panellists of; builders, Entrepreneurs, Innovators, Civil Society Activist.

Each Fellow had 10 minutes to convince the team of panellists, their parents, friends and love ones who all turn out in their numbers to witness the colourful defence exercise, wherein they present what they have learned during the three weeks fellowship training and how the training have impacted their lives. It was so amazing and breath-taking to see the Fellows discuss their various projects or business ideas they all have generated in the course of the three weeks stay with GAICAM, and the impact such a training has brought to their lives.



After the presentation by each Fellow, the Panellists had 5 minutes to interact with them through a question and answer session, in order to get a better understanding of their projects and business ideas, as well as to encourage and guide the Fellows towards their vision. The Fellows are ready to start impacting their various communities through their projects and business ideas. They remain one of the most valuable assets that GAICAM has, especially as the Executive Director pledged to continue working with them until results are reproduced in their various communities. It should be recalled that these fellows were drawn from over six regions in Cameroon to be trained for this period.

Exposure tour to Yaounde

The last activity of the 2017 GAICAM Annual Leadership and Entrepreneurial week rounded off from Monday July 24 to Tuesday July 25th, 2017; as part of the tradition of the Annual Fellowship, with an exposure tour with the Fellows to Yaoundé. The objective of the exposure tour was to expose the Fellows to some state own and private enterprises for the Fellows to understand how the enterprises are run or managed. Secondly, after haven gone through three weeks intensive training it was wise for the Fellows to take out time to also relax as well. This year, the Fellows had the opportunity to visit some state owned and

private institutions in the Nation's political capital- Yaoundé for the exposure tour. The exposure tour is a flagship tradition during the GAICAM Annual Leadership and Entrepreneurial Fellowship.



The two days exposure tour to Yaoundé, the Fellows visited the Regional Taxation center I in Yaoundé, National Employment Fund Fouda Branch Yaoundé, 1Task1job and a host of other private institutions. At the Taxation center I, on board to receive the Fellows was the Regional Chief of Taxation for Center I, Mr. Ali Aladji ABBA who began by introducing his eight close collaborators to the Fellows. He took out time to explained or present to the Fellows the central and the operational services of the Regional Taxation Center I and how they are interrelated.

Tax exoneration, unavailability of fiscal stamps especially during peak periods (competitive entrance exams), how government through the taxation stakeholders fight against tax evasion by unscrupulous business persons were some of the questions that the Fellows were eager to know during the questions and answers session between the Regional Chief of Taxation Center I, his close collaborators and the Fellows. The Fellows also visited the Mont Fobe Hotel which is one of the best hotel in Cameroon and the Center region. The exposure tour to Yaoundé marked the end of the 2017 GAICAM Leadership and Entrepreneurial Fellowship.



FELLOWSHIP CHALLENGES

During the Fellowship, GAICAM faced lots of challenges which includes:

The late start of some training sessions as a result of the fact that some fellows were not on time due to heavy rainfall. Consequently, the Training ended up consuming more time than planned.

Another huge challenge faced by GAICAM during the fellowship was the absent or lack of training materials such as Laptops, video cameras, projectors and internet kits. Honestly, the absence of these training materials was a big hindrance to effectively document the fellowship, as well as reach out to our ever increasing followers on our social media platforms like Facebook, Twitter, Google plus, YouTube just to name a few.

Thirdly, transportation, accommodation and feeding was another huge challenge faced by GAICAM during the leadership. Transporting, feeding and accommodating of Fellows during the Fellowship, especially during the exposure tour around Buea and the visit to Yaoundé, was not an easy task for GAICAM.

Another challenges faced during the fellowship was the fact that the Fellows had little or no time to effectively prepare their final report for the defence, as well no time on the part of the

Program Director to supervise the Fellows' reports. Consequently, most of the Fellows' reports was poorly written with errors.

The last but not the least challenge faced by GAICAM during the fellowship was the lack of support or failure to response to the promises made by some sponsors or partners, this greatly acted as a hindrance to the smooth organization of GAICAM Fellowship.

FELLOWSHIP ACHIEVEMENTS

However, despite the challenges recorded during this year's Annual fellowship, GAICAM still recorded a huge success.

On a general note, the 2017 GAICAM Annual Leadership and Entrepreneurial Fellowship was a great success as it ended with no major short comings.

We have been receiving lots of positive responses from the fellows, their parents, guardians and many others who saw the transformation in this year's fellowship. Many are even advising that the fellowship should be organize twice a year and that more opportunities should be given to more Cameroonian youths to participate in, and while note those of other nationalities.

Specifically, GAICAM successfully trained and transformed the lives of 24 Fellows this year and some have already begun creating their own business, while others are also doing remarkable works in their various communities.

We have formally received a congratulatory message from the Governor of the South West Region of Cameroon, appreciating our efforts for building a strong society that would help foster the development of Cameroon.

Another huge achievement by GAICAM was that our Fellows were profiled on all our social media platforms with the objective of exposing the Fellows and their passionate business ideas to the world. This exposure helped some of them to get access to investors and customers for their products for those who were already into small scale businesses.

Finally, during the fellowship, GAICAM succeeded to keep or maintain traffic on our social media platforms especially Facebook which has over 1000 LIKES on our Facebook page and over 10,000 audience viewing out post daily according to Facebook statistics.

RECOMMENDATIONS

It is highly recommended that before the Training begins, the Trainees should be call to order or be reminded of the importance of the training. Above all, attendance should be taken seriously to punish those who are not serious.

It is recommended that in order to maximize time, during the next edition of GAICAM Annual Leadership and Entrepreneurial Fellowship, the Fellows should be camp and not allow to return home.

Another recommendation is that,GAICAM should include a networking session on it program during the next GAICAM fellowship. The networking session will serve as a platform for business persons/enterprises to meet and interact with the Fellows so that the Fellows can create fruitful networks with the business enterprises.

It is recommended that GAICAM Fellows and Trainees should have training badges. Persons without training badges shall not be allow at the training centre.

In order to avoid disappointment in the organisation of the fellowship, it is recommended that those who wish to sponsor or partner with GAICAM Fellowship should have to confirm their sponsor or partnership three months to the start of the fellowship.

If the Fellows for the 2018 fellowship are to be camped, then it is recommended that the training period for the fellowship should be two weeks and not three weeks as it was the case for 2017 fellowship.

Considering the fact that most of the Panellist for the Fellowship final defence were professional/business persons working either in public and private sectors who do not have ample time during the working days, It is recommended that henceforth the final defence of the Fellows' reports should take place on Saturday and not Friday as it was the case for the 2017 GAICAM Fellowship

In order to ensure effective supervision of the Fellows' reports, it is recommended that the Fellows should be given 2 days to prepare their reports. The deadline for submission of Fellows' final report shall be Friday at close of business (3:30pm prompt).

CONCLUSION

In a nutshell, the 2017 Go-Africa Initiative Cameroon (GAICAM) Annual Leadership and Entrepreneurial Fellowship was a great success despite the challenges encountered.

