

CONCEPT NOTE

GOAL: Creating Opportunities for the marginalized female youngsters in the Hospitality Sector.

SPECIFIC OBJECTIVES:

- a) To introduce/establish a Hospitality department which specializes in catering and baking at Don Bosco Dodoma Vocational Training Centre by 2019.
- b) To increase female enrollment to about 32% through the introduction of a gender friendly course at Don Bosco Dodoma VTC by 2020.
- c) To increase the level of employment among female youngsters enrolled within Don Bosco Dodoma VTC by 2020
- d) To increase the school income by at least 15% through the school canteen and the hospitality department by the end of 2020

ORGANIZATIONAL BACKGROUND:

DON BOSCO DODOMA VOCATIONAL TRAINING CENTRE

Don Bosco Dodoma Vocational Training Centre is a private Vocational Training Centre which mainly focuses on providing Technical and Vocational Education Training primarily among the marginalized youngsters from Dodoma City and surroundings . The marginalized youngsters trained at the institution mainly include primary school leavers and secondary school dropouts. Equally targeted are students who completed formal education but lacked the skills to secure jobs. Currently, the institution has a total of about 1800 students enrolled in different trades for both short courses (6 months to one year) and long course (2 to 3 years). Male trainees account for 74.2% of the institution's total population whereas Female trainees account for 25.8% of the total population. The Male-female ratio at the institution is 4:1. Don Bosco Dodoma Vocational Training Centre is among the oldest Vocational Training Centres in Tanzania. The institution is situated on the western side of the city of Dodoma, occupying about 4.25 acres at 7 kilometers from the city centre. The Institution traces its history back to 1981 when the Salesians arrived in the city, acquired a plot of land (plot number 11 Block Mbwanga) and started building a modest school. In 1983 the first eight students graduated in metalworking. In 1984 carpentry was introduced, followed by welding in the next year. The institution was successfully registered to the Vocational Education Training Authority in 1990 and has grown in terms of students' intake, academic units as well as programs.

Currently, the institution specializes in the provision of 12 major courses which are VETA certified. Courses provided at the institution include electrical installation, plumbing and pipe fitting, Masonry & bricklaying, Motor vehicle mechanics, lathe work, IT/secretarial, Tiling and Terrazzo, Tailoring & dressmaking, Carpentry and Joinery as well as Welding & Fabrication. Through outstanding qualifications that the Centre has reached over years

of operation, the Institution provides a holistic and diverse range of educational trainings. This has created and developed a wide range of career prospects which have in turn guaranteed high levels of employability for the trainees.

PROJECT RATIONALE:

The proportion of girls to boys in TVET Education in Tanzania is very small. Females are the minority at all levels of vocational and technical learning. The situation significantly contributes to low female employment rates in the country which is among the current major pressing issues in Tanzania. At Don Bosco Dodoma Vocational Training Centre, females account for 25.8% of the total population compared to 74.2% male participation.

It is in this perspective that Don Bosco Dodoma Vocational Training Centre aims to introduce a course in hospitality with special focus on catering and bakery. The introduced course will deploy a comprehensive approach which will increase female participation in technical and vocational training to 32% as the result of the enrollment of about 100 marginalized female youngsters who aspire to develop their careers in catering and baking.

The project will mark the protraction of the successful virtual "Binti Thamani" Campaign under the Via Don Bosco Program. Since this campaign in 2016, the Don Bosco Dodoma Vocational training Centre has been raising the awareness of the public on gender equality and participation in vocational Training to initiate more female involvement in TVET education.

Moreover, given the vast marketability of the hospitality sector in Dodoma which has recently acquired city status, the project will be bound to increase employment opportunities for the trained youngsters in the hospitality sector. This will be facilitated by the government's measure to attract the business community to invest in Dodoma. Among the deliberate measures the government has set to legalize Dodoma as the country's new capital, has been the establishment of a specific law that oversees all the state operations in the designated capital. The established law categorically states all the investment opportunities as well as explains how the private sector would collaborate with the public sector to boost the economy in Dodoma. The latter, which has attracted investors in the city most especially in the hospitality sector, will increase employment prospects among the trained youngsters in the course.

Similarly, the introduced course will further act as an Income generating source for the institution. Currently Don Bosco Dodoma Vocational Training Centre purchases bread for not only students enrolled at the VTC but also the neighboring Don Bosco Seminary School. Bread is normally purchased at Tshs 200 making a total of roughly 5,200,000 Tshs monthly (€ 2,000). With the established course, Don Bosco Dodoma Vocational Training Centre will be able to provide bread to the seminary as well as the VTC, and to the newly established Teachers Training College (opening spring 2019), at a more affordable price and in the process generate Income.

In addition, the institution is looking forward to establish a canteen for the provision of food services for the staff as well as students who are enrolled in the Vocational Training Centre, A-level students at the seminary, and students and teachers at the Teachers Training College. The established canteen will provide real practical experiences among the enrolled trainees in the department, and in the process, increase their core competences.

Moreover, given the demand which will rise due to the increased population in Dodoma as a result of the relocation of most government officials and their households from Dar es Salaam, the institution could reap the benefits from the situation to widen its business base from a canteen to a restaurant. Besides, the increase in the number of people in Dodoma will result to more social functions (weddings, graduations) which will in turn require catering services as well as supply, not only for students but also locals who perimeter the institution.

Trainees will be trained on growth strategies which will enable them to identify opportunities in market trends, strategic frameworks to competitive advantage, behavioral decision making as well as entrepreneurship skills. This will provide alternative pathways to the trainees on self-employment. The latter will be achieved through job placement trainings that will be part of the training through the course of the project implementation.

This structured and comprehensive training will be generating a group of professionals in the hospitality sector that could effectively fit to the labor market. Indeed, Tanzania ranks 5th among the African countries with the highest growth in the hospitality industry with an average rate of 6.3% per annum in the last six years. The training of female marginalized youngsters in hospitality will thus contribute significantly to the mobilization of the underutilized labor supply (females) and ensure higher female employment.

PROJECT ACTIVITIES:

The initial project activities including classroom renovations, designing furniture and fixings are scheduled to be completed prior to the start of the course at the institution. The activities will however very much involve the institutions' departments (including Masonry, Carpentry and Terrazzo), hence giving students hands on experience on a live project to increase their competences. This will not only increase the student's competences but also increase cost effectiveness (since hiring external companies would cost more).

Other planned activities for the project implementation will be carried out starting year 2019 once the proposal is approved and the funds are disbursed.

The activities will entail:

- Curriculum Development

- Registration of the course by the Vocational Education Training Authority (VETA)

- Training of Trainers to instruct the Hospitality course
- Development of the Training syllabus for the Hospitality course
- Purchasing of books and other learning materials for the newly established course
- Purchase of the Training Equipment for the Hospitality course and department set-up.
- Enrollment of trainees for the hospitality course
- Official Inauguration of the Hospitality Course at don Bosco Dodoma Vocational Training Centre
- Training of the enrolled students
- Internship Placement and job placement for the enrolled students into different companies
- Students Field attachment evaluation
- Documentation of the Lessons learnt and Success Stories

PROJECT OUTPUTS:

- Established hospitality department which specializes in catering and baking at Don Bosco Dodoma Vocational Training Centre
- Increased female enrollment from 25.8% to about 32% as a result of the introduced gender friendly course (Hospitality) at Don Bosco Dodoma VTC which will benefit a total of around 100 female youngsters annually.
- Increased level of female employment to about 70% among female youngsters graduating in the hospitality course every year from Don Bosco Dodoma VTC
- 15% increment in the school income by the end of 2020

BUDGET:

PROJECT BUDGET				
S/N	DESCRIPTION	QUANTITY	UNIT COST	TOTAL COSTS
1	CONSTRUCTION COSTS			
	Workshop Remodeling Costs (see annex for detailed budget)	1	12,000.00 €	12,000.00 €
SUB-TOTAL 1				12,000.00 €
2	MATERIALS AND EQUIPMENTS			
	Meat Mincer	1	340.00 €	340.00 €
	Cooling stand	1	400.00 €	400.00 €
	Gas cylinders	2	500.00 €	1,000.00 €
	Utensils	1	1,000.00 €	1,000.00 €
	Cooking and Bakery Accessories	1	1,500.00 €	1,500.00 €
	Books and other training Guides	1	1,000.00 €	1,000.00 €
	Cooking range	2	920.00 €	1,840.00 €
	Gas fryer	2	320.00 €	640.00 €
	Tefal Baking Trays	1set	200.00 €	400.00 €
	Kitchen scale tefal	2	100.00 €	200.00 €
	Cake Showcase	1	400.00 €	400.00 €
	Cake Decorating Kit	2	30.00 €	60.00 €
	Bread slice	1	920.00 €	920.00 €
	Cheese Grinder	1	240.00 €	240.00 €
	Bone saw	1	300.00 €	300.00 €
	Meat grinder	1	240.00 €	240.00 €
	Deep Freezer	1	850.00 €	850.00 €
	Refrigerator	1	1,040.00 €	1,040.00 €
	Refrigerated counter	1	430.00 €	430.00 €
	Cake Mixer	1	200.00 €	200.00 €
SUB TOTAL 2			Total	13,000.00 €
3	CAPACITY BUILDING COSTS			
	Training of Instructors	3	1,000.00 €	3,000.00 €
	Career Guidance Training	12	300.00 €	3,600.00 €
SUB TOTAL 3				6,600.00 €
4	OTHER COSTS			
	Official Inauguration Event Costs	1	2,000.00 €	2,000.00 €
	Recruitment of students	1	500.00 €	500.00 €
	Media	1	1,200.00 €	1,200.00 €

	Course Advertisement Costs	1	500.00 €	500.00 €
	Course Registration Costs	1	400.00 €	400.00 €
	Curriculum development	1	1,000.00 €	1,000.00 €
	JPO (labor market prospection)	1	1,000.00 €	1,000.00 €
	Students Field Evaluation costs	1	800.00 €	800.00 €
	JPO (Internship and job placement)		2,000.00 €	2,000.00 €
	Project Administration and monitoring	1	2,000.00 €	1,500.00 €
	Overhead cost	1	1,900.00 €	1,900.00 €
	SUB TOTAL 4			12,800.00 €
5	FURNITURES			
	Working bench	2	400.00 €	800.00 €
	Desks	30	60.00 €	1,800.00 €
	Chairs	30	30.00 €	900.00 €
	Dining tables	6	350.00 €	2,100.00 €
	Dining Chairs	0	0.00 €	0.00 €
	SUB-TOTAL 5			5,600.00 €
	GRAND TOTAL			50,000.00 €

Note: The technical support which will be provided by the institution for the Renovation of the workshop and design of the furniture as well as their maintenance in the course of operation will be the institutions' contribution in kind towards the project.