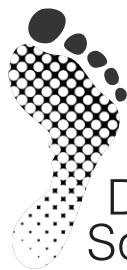


DIGITAL LITERACY TRAINING PROGRAMME



Barefoot
Digital Youth
Squad

Dates: April 4th, 5th or 6th 2017

Time: 8am – 5pm

Venue: Tom Mboya Labour College, Kisumu, Kenya



Google



LIQUID
TELECOM

AJIRA

DCP-KENYA

create dare to dream change
transform
Kisumu
innovate establish foundations

About The Programme

The Kisumu County Ministry of Information, Communication and Technology (CIT) working in partnership with the Kenyan Ministry of ICT, ACAI and Google is conducting Digital Literacy Training courses for up to 3,000 young people. This will prepare course graduates to join the Digital Youth Hubs to be opened in every ward in Kisumu County. The training will focus on:

- Using basic phones to find economic opportunities
- Learning how to capture data for online work
- Basic life skills for the world of work

Digital literacy training for young people in Kisumu started in April 2016, with the support of Google, ACWICT, Microsoft and many other project partners. Over 700 young people were trained across all the seven wards in Kisumu County, (see #wespeakcode). Using their digital skills, the 2016 cohort of graduates from this course gained enhanced skills to offer employers,



School leavers participating in the digital literacy program designed for young adults who completed primary school but did not attain secondary school certificates. Kisumu, May 2016. #wespeakcode

many also developed the skills to create mobile apps or other technologies that ripe for investment as start-ups. The county also hosted a number of employer forum meetings to encourage recruitment of suitable graduates.

However the Governor Ranguma was still looking for a more wide-scale sustainable solution to the youth unemployment and skills gap in the county. He therefore convened an expert advisory group, at the Rockefeller Foundation's Bellagio Centre in July 2016, to examine the many development programmes and initiatives across the county, and explore opportunities for successful innovations, which could be scaled-up and aligned with the broader "Transform Kisumu" agenda.

The underlying principle of this programme is to design programmes that can be grown to scale, to empower young people in sustainable ways, which foster rapid systems-wide transformations across a wide range of sectors in the county.

The graduates of this programme can apply to join a network of Digital Youth Hubs across every ward in the county, which engages youth teams known as the "Barefoot Digital Youth Squad" or "Barefoot Digitali" in local slang. These are young people (18-32years) embedded in local communities, with skills that make them more employable and able to access further training and job opportunities through online study or work. Many of youth within the hubs will also assist government, development partners and private companies to fill essential data gaps by using forms, platforms or apps available on their mobile phones, across a range of sectors including, health, education, agriculture and others.

The long-term objective of the Barefoot Digital Literacy Programme is to train up to 5,000 young people in 2017 on basic digital literacy and basic life skills to make them more employable. The course is also preparing them to join a network of Digital Youth Hubs to be created across every ward in Kisumu County, where they

We want to disrupt the perception that digital skills or jobs are only for the well-educated or the middle class. We believe that anyone with a mobile phone can improve their skills and create enterprises that help them enhance their economic prospects. It is based on principles of self-reliance and promotion of citizen engagement with technology for good governance.

Digital Tools For A Networked Life

We want to shift the mind-set of young people, especially those who are most vulnerable, labelled as school drop-outs, to realise that they are part of a unique new generation of youth, empowered with a wide range of digital tools to scale the ladder of economic and social advancement. What they did not learn in school, they can now learn online. The jobs they cannot get in their home town, they can find across the globe. Their basic mobile phone is the doorway to their transformation.

Across Africa the uptake of mobile technologies has given everyone new tools to easily gather and share data from the ground up to national and international platforms. It has also opened doors for economic advancement for many young people, fostered a new generation of online workers and encouraged many entrepreneurs to create their own opportunities using internet tools, apps and platforms. Across Kenya there are over a million young people entering the workforce every year and the every county is facing the same challenge of creating enough jobs and economic opportunities to meet their needs of the rising youth bulge.

Our training programme is therefore designed to provide skills using the minimum of tools, a basic mobile phone and it also builds on the fact that there are a number of innovations already developed in Kenya to help support people in many areas of everyday life, seeking pathways out of poverty or simply to enhance their knowledge and economic prospects. The apps, which are most effective in doing this, will be used as part of the training course. In Kenya there are many success stories of innovations, such as MPesa (the mobile money transfer service) in Kenya, used by over 22million people, people from across the socio-economic spectrum who are increasingly becoming more comfortable with technology. Ushahidi is another celebrated data platform created in Kenya to help citizens crowd source information, which can be used in election or crisis monitoring, advocacy and human rights.

Many young Africans can now see themselves, their continent and the world much more clearly because they have mobile phones. Therefore civil society and citizen-generated data are now a growing part of the national data ecosystem in Africa.

The “barefoot” model refers to the famous “Barefoot Doctors” programme launched in China during the Cultural Revolution, which trained farmers in basic healthcare and helped bridge the gaps in health care delivery as the human capital was now expanded to reach every village and community across the country. They were partly responsible for the great improvement in health indicators that China experienced since 1949. The model has provided inspiration for other developing countries that would be able to leapfrog the development of expensive Western technology and find solutions specifically designed for local needs.

The Barefoot Digital Youth Squad is a model that can be replicated in other African countries and ACAI has already developed a partnership with Delta State in Nigeria to pilot the programme, share learning which will help us scale the initiative across the African continent in the next 5 – 10 years.



A graduate of the digital literacy program holds up her certificate after being awarded by Governor Ranguma in Kisumu City, June 16, 2016.

Good Data = Better Decisions

Making decisions about how to deploy resources or develop policies to support communities is difficult for governments without basic up to date data – such as registrations of births, deaths, education or healthcare delivery. Even the private sector finds it hard to develop better products for their customers because there have significant data gaps. Citizens also do not have the tools to measure performance of their governments and hold them to account on delivery due to data gaps. Good data helps everyone make better decisions.

Byte Sized Data = Better Uptake

ACAI refers to the Luo word “To be bitten”, which points to our commitment to develop “byte” size training and skills acquisition programmes, which that provide pathways for inclusion for young people. Our first priority is to standard eight school leavers – those who were not able to complete secondary school education for whatever reasons. In future we hope that we can build a bridge with formal educational partners, which allows those graduate who want to continue their education to re-enter via vocational pathways, leading to graduate level degrees and beyond.



Training Criteria

1. Participants must be over 18 years and have a working basic phone
2. S/he must be keen and interested in learning using digital tools

What Will Trainees Gain?

All participants will be trained on:

1. using basic phones to find economic opportunities;
 - Learning how to capture data for online work
 - Basic life skills for the world of work
2. All trainees who finish the one day training module will get certificated and be enlisted onto the Barefoot Youth Digital Squad database. Those aged between 18-32years are eligible to enter the recruitment programme for selection into the Digital Youth Squad members in future.
3. Participants will leave trained on a variety mobile apps that they can use to improve their own lives or support others in their communities.
4. Participants have access to progress further on Google's digital literacy program with over 89 courses online.



Training Agenda

Tuesday 4th April, 2017

8:30 – 9:00: Welcome and Registration

Opening Session

9:00 – 9:10: Opening remarks – Hon. Michael Onyango, County Minister for ICT, Government of Kisumu

9:10 – 9:20: Welcome Address, Governor of Kisumu, H.E Jack Ranguma

9:20 – 9:30: Guest Speaker, Cabinet Secretary, C.S Hon. Joe Mucheru, EGH

Training Begins

9:30 – 9:35: Hon. Michael Onyango, County Minister for ICT,
Government of Kisumu

9:35 – 9:45: Overview of Training – ACAI

9:45 – 10:20: GOOGLE TRAINING: Session 1

10:20 – 10:30: Group Feedback

10:30 – 11:00: GOOGLE TRAINING: Session 2

11:00 – 11:10: Group Feedback

11:10 – 11:40: GOOGE TRAINING: Session 3

11:40 – 11:50: Group Feedback

11:50 – 12:00: Review and key Messages

12:00 – 1:00: AJIRA Session 1

Lunch: 1-2Pm

2:00 – 3:00: AJIRA Session 2

3:00 – 4:00: Mobile Apps Session

4:00 – 4:30: Closing Remarks

Profile of Partners

AJIRA

- To raise the profile of online work.
- Promote a mentorship and collaborative learning approach to finding online work.
- Provide Kenyans with access to online work.
- Promote Kenya as a destination for online work.

The bulk of online work is created by companies based in the largest economies of the world. But most of the work is completed by people living in developing countries in Asia, Africa and Eastern Europe.

Already, thousands of Kenyans participate in the world of online work. There are at least 40,000 Kenyans registered on Upwork, the leading freelance platform. In a 2014 survey of oDesk (now Upwork) Kenya ranked 10th overall on a list of countries providing workers, No 1 in Africa.

ACAI

ACAI is a newly formed private company which aims to create systems for “data connecting Africans”

This team of development professionals is driven by a sense of urgency to ensure that a deeply rooted awareness of how data helps people and governments make better decisions in every sector.

- We believe in systems solutions for systems challenges
- We believe that sustainable change comes when citizens left with the legacy of jobs which enhance dignity
- We believe that shared learning will move us rapidly towards achieving the SGDS across
- We believe in creating pathways for inclusion to reduce inequalities across all sectors

DCP KENYA

The Diaspora Community Projects –Kenya (DCP- Kenya) is a registered NGO under the societies act 1968 of the Kenyan constitution which aims to support and empower local communities with view to promoting communities and supporting individual growth and development.

DCP Objectives:

1. To support local people and youth into employment through training, business start-up and direct employment.
2. Improve the skills and experience of local people through work placement and volunteer/exchange programmes.
3. Help and support individual talents and improve personal employability prospects through different community projects
4. Increase social integration and inclusion through tailor-made employability programmes for the socially disadvantaged communities.

GOOGLE - DIGITAL LITERACY PROGRAMME

The Global search engine, Google, has trained one million Africans in digital skills in eleven months and aims to train even more Africans in the coming year. The Digital Skills programme offers 89 courses through the online <https://digitalskills.withgoogle.com/portal>, and Google works with 14 training partners covering more than 20 countries to offer face to face training.

The programme is expected to address needs for small business owners, who are looking to better understand how to take advantage of the web across Africa. Accordingly, Google will add web-focused skills training for SMEs across Africa as part of this initiative.

Google is also assisting local communities further by providing offline versions of its online training materials to reach individuals and businesses in low access areas where it is unable to hold physical training sessions. Additionally, Google will provide offline versions of the content in languages like Hausa, Swahili and IsiZulu.

LIQUID TELECOM

Liquid Telecom Kenya and Kisumu County government launched an initiative in 2016 to position Kisumu city as Kenya's first "Smart City" by 2019, from the platform of a new KSh54m state-of-the-art metro network that will increase Internet speeds in the lakeside city ten-fold.

On completion, the 12.4km metro network will cover Kisumu Central Business District, Milimani, Kondele up to Kibos, Kicomi and Migosi Junction. It will be the first step towards transforming Kisumu into a Smart City, as part of an initiative conceived during the Bellagio Workshop sponsored by the Rockefeller Foundation.



Fibre optic cables being laid across Kisumu City by Liquid Telecom.



H.E. Jack Ranguma, Governor, Kisumu County.

Governor Ranguma was elected Governor of Kisumu County in 2013. His professional life before joining government was in the private sector as an economist for over 30 years.

In 2002 he was appointed Commissioner of Income Tax, and later Commissioner of Domestic Taxes, Kenya Revenue Authority. In 2008 he became Senior Policy Advisor, Tax Justice Network Africa, a pan-African organization.

As Governor, he has brought a global perspective, a passion for transformation and a commitment to transparency and evidence based decision-making.



C.S. Hon. Joe Mucheru EGH

Joseph Mucheru is the current Kenyan Cabinet Secretary in the Ministry of Information and Communications. He is a former Google Sub-Sahara Africa Lead based in the Google Nairobi office. He was Google's first Sub-Saharan employee and was key to setting up of Google's presence in Africa from 2007. Before joining Google he worked at Wananchi Online, a company he co-founded in 1999, in various roles at the company including Chief Technology Officer and Chief Executive Officer.

He attended the Business Executive Programme from Stanford University Graduate School of Business in 2008. He holds a (B Sc. (Hons)) in Economics & Computer Science from City University London.[7] He was awarded the Moran of the order of the burning spear in December 2010 by the President of the Republic of Kenya, Mwai Kibaki.



Hon. Michael Onyango, County Minister for Communication, Information and Technology. Co-Organizer, Kenya

Michael is the County Minister responsible for Communication, Information and Technology. He also serves as a Board Member of Kenya Film Commission and contributed to developing The Road Map for Kenya's creative industries sector, in collaboration with IBM, positioning the sector as a catalyst to Kenya's economic growth, outlining how to double Kenya's current creative industries contribution to GDP to 10% by 2017. Michael is also a Rockefeller Foundation Social Innovation Fellow.



Dr Sheila Kaka Ochugboju, Director of Programme Development, ACAI

Sheila is the Ambassador for Transformative Science and Urban Resilience for the County Government of Kisumu. She was the Daphne Jackson Trust, Post Doctoral Research Fellow in Biochemistry at the University of Oxford before following a career in International development, which has seen her working at senior positions in Kenya, Ghana and Nigeria in the last 15 years. In 2016, she was also awarded the Wings World Quest Foundation, Women of Discovery Humanity Award. Sheila is a TED Fellow, co-curator of TEDxNairobi



Achie Ojany-Alai, Director of Strategic Partnerships, ACAI

Achie is the CEO of Next Intention Coaching, based in UK and Kenya. She is an accredited Executive Coach and Neuro-Linguistic Programming (NLP) practitioner who specialises in the Corporate leadership, expatriate and Development sectors. She is a social marketing and communications expert with an extensive international career in advertising and marketing where she worked on some of the worlds leading brands including Gillette, Delta Airlines and P&G. She has a Masters degree in Marketing from Kingston University London and has worked in Kenya, London and The Hague.



Dr Ruky Ugwumba – Nigerian Partnerships Team Leader

Dr Ruky is a Consultant for the Senate Health Committee in the Nigerian National Assembly. She was formerly the Special Advisor on health Monitoring for the Delta State Government for three years. She is also an associate Professor in family Medicine, at the University of Saskatchewan in Canada.



Fredrick Imbo – Trainer for Google.

Fred is the Lead trainer for Google on this programme. He is a market and social research specialist with an impeccable track record in business development having physically worked in 31 countries in Africa and indirectly in about 40 African countries for both development agencies and for-profit clients. He is also the director for Research & Strategy in Explore Consulting & Research. He previously served as Research and business development executive for Ipsos Synovate for the Sub Saharan region. Currently he is the head of Business Development and Market Intelligence for Africa 118.



Austin Odour - Chairman DCP Kenya

Trained teacher specialised in British, America and Kenyan systems of Education. He is the founder and Principal Academic Administrator at Ostin Moriz International Solutions.

Notes:

ANNEX 1: Mobile Apps in Africa

African technology developers are coming up with award winning innovative farming, social and health-themed mobile-phone apps specifically tailored to Africa's unique challenges and opportunities.

In a continent which is fast developing, yet still grappling with poverty, inequality, natural disasters and unstable politics, the need for better infrastructure, more efficient health systems and access to basic necessities is a daily urgency. The good news is that Africa's mobile penetration of 60% (predicted to reach 100% by 2014) means organisations can bypass bureaucracy and deliver solutions directly to the everyday 'mwananchi', empowering Africans to lift themselves into a better life.

It's also clear Kenya is becoming the epicenter for innovation and development in Africa with the majority of the apps listed below developed there mainly for android and non-smartphone users. It's yet another encouraging sign that the tide is turning for this great continent.

The apps we have in the market which might serve the audience for the digital training are

M-Farm

M-Farm offers real-time market prices for crops, matching Kenyan farmers with buyers.

It helps farmers match their crops with what the market demands. As a transparency tool for Kenyan farmers, the app allows them to simply SMS the number 3535 to get information about the retail price of their products, buy their farm inputs directly from manufacturers at favorable prices, and find buyers for their produce. We're especially encouraged for how this allows remote farmers to plug into market updates and as a result, keep up with the competition. Studies have shown Mfarm can help farmers double their sales.

<http://mfarm.co.ke/>

M-Pesa

An award-winning mobile money transfer service, M-Pesa was first launched by the Kenyan mobile network operator Safaricom, an affiliate of Vodafone, in March 2007. It quickly captured a significant market share for cash transfers, and grew astoundingly quickly, capturing 6.5 million subscribers by May 2009 with 2 million daily transactions in Kenya alone. As of November 2011, M-Pesa has over 14 million subscribers and well over 28,000 agents across the country. The service has since expanded to East Africa (Uganda and Tanzania) and has also been launched in South Africa, Afghanistan, India and Egypt. The phenomenal take-up of M-PESA, and the recognition it's had worldwide (4 GSMA awards, 2011 Mobile Money Award winner and UN-Habitat winner) is clear evidence that innovative, yet simple and practical solutions really do make a difference where it counts. Visit the M-Pesa

<http://www.safaricom.co.ke/index.php?id=250>

MAMA

More of a program, and less than an app, the Mobile Alliance for Maternal Action (MAMA) works with low-income and at-risk mothers and families in countries with high populations of mobile phone users — to provide vital health information through SMS text messaging and simple voice messages.

MAMA provides pregnant women and new mothers with targeted health information and care tips using SMS and voice calls. The system allows expectant women to register with their due date for free or affordable information on antenatal care and delivery services timed to their precise stage of pregnancy.

The expectant mothers are also advised on birth plans and childcare, including breastfeeding. MAMA is making a three-year, \$10 million investment to create and strengthen programmes in primarily in three countries around the world – Bangladesh, India and South Africa.

For more information, please visit <http://www.mobilemamaalliance.org>.

MedAfrica

Kenyan developers Shimba Technologies launched the MedAfrica app in 2011, that helps users diagnose symptoms and providing directories of doctors and hospitals with the aim to revolutionize how people in developing areas, particularly on the African continent, access and use health information. Set up as a sustainable business rather than on a “social good” charity model, the MedAfrica platform brings basic information about health and medicine to all phones — not just smartphones — and enabling people to use that information on their own. In countries such as Kenya, where on average 14 physicians must serve around 100,000 people, this kind of accessible, self-serve information could be vital in improving national health and wellness. MedAfrica can be found here, by visiting via your mobile phone browser: <http://www.medafrica.org/>

iCow

Aimed at farmers, iCow acts as a virtual veterinary nurse and midwife for subscribers, giving advice on gestation, milk production and fodder. The app now counts 6,000 small- scale dairy farmers on its SMS platform since launching in Kenya seven months ago. The app is treasured by farmers for helping them know when to give their cows maternity leave and when to cut napier grass for animal feed and generally increased their knowledge base and naturally upswing in milk production and profits. iCow Mobile App was recently featured on Forbes.com as the best new African Mobile App of 2011. For more information, please visit www.icow.co.ke/

Olashe

We know some parts of Africa are not the safest. Now there's an app to help you when you're caught up in a spot of trouble. Olashe, (which means “brother” in Maasai), on the Android platform, sends an SOS message to all emergency contacts on the user's mobile, alerting them that the owner needs help. It allows you to: Enter your In-Case of Emergency (ICE) contacts, choose these contacts from your phone book, send an SMS that you are in trouble with a link to your location to all your ICE Contacts and has a single-click widget button to be located on your homescreen for quick access. Olashe is a FREE app from Capefield. Download it here: <http://tinyurl.com/6qf5sw6>

Africa Travel Guide

From the <http://TomsApps.com> suite of world travel guides, the Africa Travel Guide Offline (phone or tablet) provides comprehensive information on over 1,000 destinations. What's great about it is that no Internet connection is required – all the data is stored within the app, so no matter where you are in Africa you can access it in the most remote places and avoid expensive roaming charges. The guide allows you to explore all the major cities (hotels, bars, restaurants, nightlife, entertainment, transportation, sights), discover places off the beaten track, and learn about everything in between. You can also add your own notes to each location and keep a list of your favorite places for easy access. Plus explore locations on a map (requires network connection). Download it here: <http://tinyurl.com/cwouw6e> Another great iPad app for travelers is the Travel Africa Magazine app – <http://tinyurl.com/cqmb5se>

M-shamba

Mshamba is an app developed to deliver and promote the provision of relevant, realtime, researched and innovative agricultural information to farmers, extension officers, agri-businesses, agricultural agencies for enhanced agricultural production, processing, marketing and value-addition with a view to stimulate and catalyze economic growth and sustainable development across the globe.

M-Pepea

Already featured on Afritorial, M-Pepea is a fully automated app set to revolutionize Kenya's credit system by offering instant loans to workers at a fee via their mobile phones. M-Pepea targets employees on full-time basis registered for the service and offers small emergency loans ranging from (US\$58 to US\$350) depending on pay-scale.

Users can access loans anytime anywhere without the necessity of having to wait for advance approvals or having to visit a financial institution to request for emergency money. Find it here: <http://mpepea.co.ke/>

Mkulima Young

This is an app where you can post your farm produce for selling directly to widely available range of buyers, or find that product that you need in an instant

Origicheck app

Origicheck is an app that helps buyers identify whether a product from a manufacturer is original or counterfeit. He was inspired by the fact that he wanted to find solutions to local challenges. It was about finding local solutions to local problems. Origicheck was developed in 2015.

Totohealth

Totohealth is best-known for its SMS platform, which sends SMS messages to mothers and fathers during pregnancy and for the first five years of a child's life – offering health tips and simple diagnostic questions to help parents keep track of their child's health.

Totohealth can develop simple diagnostic questions that fit into a 160 character text message, such as asking “does your child's foot point up or down”.

Eneza Education

Over 1,800,000 learners across Africa already taking mobile certificate courses with Eneza.

Eneza is the most widely used mobile education platform in Africa with local content.

They started with SMS and have now released web and smartphone versions. They offer a virtual tutor and teacher's assistant – a way for both students and teachers to access valuable courses and assessments while interacting with live instructors – all through low-cost mobile phones. Students can access locally-aligned tutorials, tips, and assessments, as well as a leaderboard, Wikipedia text and live teacher chat through USSD/SMS, an online web app, an offline desktop app, and an Android app. Individual parents, students or teachers can buy a subscription to our courses for a low weekly or monthly fee.

<http://enezaeducation.com/>

create dare to dream change
transform
Kisumu innovate
establish foundations

Images from
www.africaknows.com

