

Epimack Mallya

EMPLOYMENT IN THE SOLAR VALUE CHAIN

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Sector: Renewable Energy



CHALLENGE

Unemployment is one of the biggest challenges in Tanzania, especially for the youth. Rural youth are facing difficulties to enter (self) employment due to lack of skills, lack of trust by the employers and lack of business mentality to create their own employment.

The Opportunities for Youth Employment (OYE) addresses employment challenges for rural youth in Tanzania by providing skills that enable them to grab opportunities to employ themselves in renewable energy sub-sectors.

CLIENT

Epimack Mallya is among 20 youth who got an opportunity to be trained in solar. Epimack is 25 years old, and was born in Singa village, Moshi rural district in the Kilimanjaro region. Although Epimack was a certificate-holder, before joining OYE he was just at home helping his parents. When he heard about OYE and its aim to provide employment opportunities for youth in Renewable Energy, he expressed interest.

METHOD / SNV INTERVENTION

Epimack heard about OYE from his local councillor. He registered for the project and was selected to receive solar technical training as conducted by TAREA on behalf of OYE. Before selecting solar as his preferred field of training, Epimack was involved in focus group discussions where he and other youth from Kilimanjaro brainstormed on their economic ambitions and their desire to improve their own livelihoods as well as those of their dependants. Epimack received a combination of basic life skills training and solar technical training.

OUTCOME

“OYE has convinced me that *success starts with me*, and I did not want to lose the skills and knowledge I acquired during the OYE training. After the training, especially the basic life skills component, I was confident enough to look for a job and market myself to employers. I therefore decided to look for an opportunity with one of the solar companies – MOBISOL - which I heard about during the training. Luckily there was an opportunity and I marketed myself to

the company using the skills gained from the training. MOBISOL saw my potential and gave me an opportunity to be their sales agent. I have been working there for more than a year” said Epimack.

Epimack was selected by MOBISOL Academy where he was trained as a sales agent for one week, after which he sat an examination, passed and earned a certificate. In March 2015, Epimack got an award for being the third best sales performer thanks to concrete and specific training received from OYE during Business Development Skills (BDS) Training. Epimack uses the marketing skills he received during his training to increase his customer base. BDS skills also help Epimack to keep records of his sales, particularly revenue and costs.

IMPACT

Epimack has risen to become an employee of MOBISOL, after years of being a rural youth who stayed home and was totally dependent on his parents. He now earns Tsh300,000 (US\$150) per month as his basic salary, to which he adds commission from his sales.

SUSTAINABILITY

Epimack will continue to work for MOBISOL on a regular basis. He has acquired additional skills in solar such as solar installation and maintenance from TAREA. Epimack is now preparing to start his own business and employ himself in addition to being a sales agent for MOBISOL.

LESSONS LEARNED

The Youth market assessment forms part of the (self-) selection process, where identified market/employment opportunities are discussed among youth that express interest in participating in OYE training. It is crucial in ensuring sustainability and (self) employment of youth, as it contributes to the youth focusing their efforts towards achieving their goals.

Basic Life Skills training is often the best part of the training as perceived by the youth, not only because it is already combined with or geared to a concrete market focus; but it makes the youth well focused and results-oriented from the first day of enrolment and skills training.

The private sector are encouraged to absorb trained youth, on the basis of acquired basic life skills, which make them reliable for the job market.

