

An Experience To Build A Dream On Challenge

Only fourteen years after independence and the end of apartheid rule by South Africa, Namibia is still experiencing the transformation from a colonial economy, in which natural resources are extracted and exported, to a modern economy that relies more heavily on a skilled workforce adding value to products. Critical to this transformation is the development of an entrepreneurial class among the majority population.

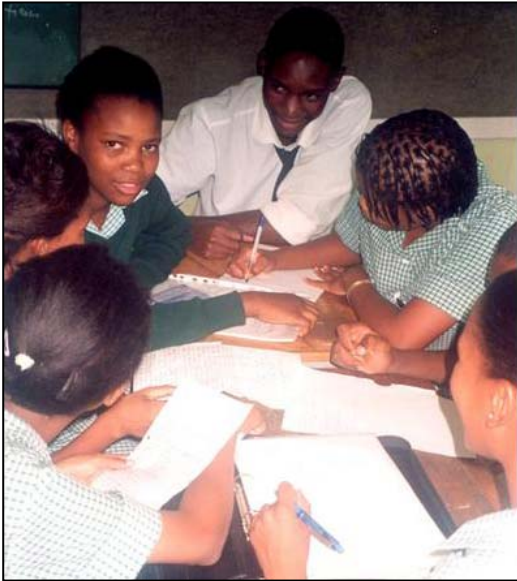


Photo: Kendall Swarts/
Junior Achievement Namibia

Junior Achievers plotting their Business Strategy

Results

Since JAN's inception, more than 1000 students have participated in the Company Program. At the 2003 awards ceremonies, students spoke with poise and considerable business savvy about what they had learned from the program and the achievements of their companies.

According to teachers, the JAN program also boosted participating children's grasp and performance in subjects including accounting and business management. The students also indicate that they gained valuable leadership, business, and financial management and marketing skills through the JAN activities.

Initiative

USAID supported the establishment of a Junior Achievement International Namibian chapter. Since 2002, Junior Achievement Namibia (JAN) has implemented its program in conjunction with several high schools, a university, and vocational training centers in the country. Participants, both students and out-of-school youth, spend up to fifteen weeks developing their business with the guidance of school teachers and volunteers.

The students form a company and agree upon a product or service to offer. The students together raises adequate capital for a business start up, develop and market the product, and wisely manage their human and capital resources. Finally, the company is liquidated and, if all has gone well, dividends are distributed. With capital raised from shareholders, students have produced and marketed picture frames, t-shirts, candles, and gift packages of chocolate, as well as provided services such as hair dressing and small snack shops at their schools.

"We would like to give our humble thanks to Junior Achievement Namibia for giving us this life-long experience and we hope the experiences gained will help us improve our own lifestyles as well as contribute to the country's economy."

-Managing Director of the JJA Smart Shop