

10K Youth Empowerment

Concept Note

Intellectual Foundations – Online information hub



Concept Note for Mzala “An online Information hub”

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1. Introduction

The need for good information when making decisions cannot be over-stated.

Good information is information that is accurate, relevant and available when needed. There is a lot of information available, unfortunately it requires that one knows where to search for it. Knowing where information is stored, for retrieval purposes is becoming more and more problematic as information production is on overdrive and yet it is rarely verified.

Mediums where information can be obtained can lack the necessary security to ensure information is accurate and relevant to the user. Due to the technology era, Young people are turning to social media for advice instead of going to elders or professionals. There is a great need for elders and professionals to also be available on such platforms to respond to the needs of the youth.

Technology has opened a great door where information can be shared with others. The youth are making use of this great opportunity to influence and shape their lives. They use of the Internet has broken down barriers between people from different countries, race and backgrounds. Yet somehow, in eSwatini this fairy-tale tool has received a poor reception from organizations, companies and even government as a tool to use in helping the youth overcome their day-to-day issues.

2. Our Intervention

Intellectual Foundations seeks to create an online platform where young people can attain accurate and relevant information/ advice about how to build themselves in-order to increase their chances to overcome and excel in life. This platform would be called "Mzala", which means cousin.

Information on life skills and personal development would be shared on this platform. The information is grouped into the following categories:

Personal Growth	Family	Friends	Health	Relationships
School, career and business	Money Literacy	Environment	Fun and leisure	Tradition and Culture

3. Target Audience

The targeted users for this platform are young people aged between 15 years to 35 years. This however does not prevent people outside this age range from accessing the platform since some information stored on the platform will cut across this age range. The platform will be online and therefore an Internet connection will be required to access the information.



4. Objectives

- To make available and accessible information on youth personal development and Life skills
- To encourage and promote sharing of information through networking amongst the youth

5. Outcomes

- Increase youth awareness on issues of personal development and life skills
- Increase youth access to information on personal development and life skills
- Better youth decision making

6. Activities

Item	Activity
1	Create Website
2	Acquire tools and equipment
3	Train team
4	Meetings: Information collection and verification
5	Re-packaging and uploading information
6	Monitoring and maintenance of platform

7. User Footprint

As more topics are added on the site, it is expected that it will become relevant to more youth and this will reflect by the growth in the numbers of user. Marketing of the platform will also play a big role in ensuring more youth are aware and use the platform to their benefit.

Users will include youth in high schools, universities, employed, entrepreneurs and out of school youth.

Below is a table showing projected users of the site for the next 5 years.

Yearly Projection	Users Projections
2018	1 000
2019	3 000
2020	7 000
2021	10 000
2022	10 000+



8. Budgets for Mzala, Year 2018

Item Number	Item	Description	Total Cost (E)
1	Equipment	Laptop	43 450.85
		Video Camera	
		Video editing software	
		Camera stand and lights	
2	Website	Setup, hosting and maintenance	15 106.23
3	Shooting	Traveling, setup and meetings	12 000.35
4	Information compiling and packaging	Traveling, editing, uploading	12 847.80
5	Internet	Uploading, editing and blogging	9 540.00
6	Team	Training	3 823.60
Total Cost			96 768.83

9. Sustainability of Mzala

Sustainability of Mzala will be achieved through the following:

- ❖ SNYC, CANGO, and Ministry of ICT through Library services will provide mentorship and guidance.
- ❖ Through already established and to be established partnerships, information for the platform will be sourced and verified by government and professions bodies.

10. Banking details

Name: Intellectual Foundations

Bank: Nedbank Swaziland

Branch: Mbabane

Account Number: 11990042049