



NOIZ

**JANJARUKA INITIATIVE WRITE UP
FOR UNIVERSITIES FORUM 2017
JUNE-JULY**

Executive Summary

Janjaruka is a Swahili word meaning ‘get clever or get wise’ .Its vision is to build a Kenya that is driven by young entrepreneurs solving bigger problems with dear patriotism.

The initiative is aimed at empowering Kenyan youth on financial education, entrepreneurship, leadership and character (personal development) to enhance patriotism and a better Kenya. We hope to inspire to build a self dependant young generation willing to actively transform this nation through entrepreneurship and good leadership across all sectors.

It was birthed in 2016 after Noiz and Nasara completed their annually Universities and churches tour initially dubbed ‘Revealed Overflow. Through these interactions with various youths across various avenues the need was noted.

We are therefore calling upon any partners sharing the same vision so we can work together towards achieving the bigger vision of building a better Kenya. We are inviting financial, social and intellectual support to see this come alive and inspire change in young people’s lives out there, especially in universities and colleges.

We intend to take this across Kenya, starting with Nairobi this year as we expand gradually. We are currently looking at 8 universities, over the period of 8 weeks in June and July of 2017.Considering this is the election year, we also hope to empower the youth to vote wisely.

With a fast rising population rate and a direct proportionally growing rate of unemployment, a lot of youths are giving up on our leadership and far worse giving up on themselves to ever amount to anything and that is why we see a great need to go to where they are to Educate, Motivate and Equip them with the necessary information and skills to help them sprout and make our Kenya stand out again, across all sectors.

The mission of this initiative is hence to provide platforms for Kenyan youths to engage in forums that will challenge their thoughts on entrepreneurship while seeking to empower them with proper financial education, sales skills and motivation to follow their dreams and invest in themselves and that which they are most passionate about.

We have the ideas, creativity and the hands to do the work, all we need is your support as well as expert advice and Kenyan youths shall be transformed.

Goals/Objectives

We seek to physically reach to at least 5,000 young adults in 2017 in a period of two months (June-July) with the hope to:

- Equip the youth with entrepreneurial skills and offer channels for right mentorship in their fields of interest.
- Educate the youth on importance of character and healthy partnerships in achieving a successful life
- Motivate and empower the youth to achieving whatever they put their mind into.

Beyond that, we also intend to extend these conversations online targeting a reach of about 5,000 each week; dwelling on the 3 main objectives above even after the tour is done.

Timetable

We seek to go to 8 institutions (8 universities) in the order described below. These numbers and dates are set considering exam periods of the respective universities and the upcoming general election dates as well.

	Institution	Description	Date
1	Kenyatta University	Janjaruka Tour	08/06/2017
2	Zetech University	Janjaruka Tour	15/06/2017
3	Daystar University Athi	Janjaruka Tour	22/06/2017
4	Riara University	Janjaruka Tour	29/06/2017
5	USIU	Janjaruka Tour	06/07/2017
6	MKU Thika	Janjaruka Tour	13/07/2017
7	KCA University	Janjaruka Tour	20/07/2017
8	Lower Kabete UON	Janjaruka Tour	27/07/2017

The Event (3hrs long):

Entails a, two hour forum characterized by a credible panel of experts, Q&A session and intervals of live acoustic music by acts from the host institution. Afterwards we have an hour concert, characterized by Noiz & Nasara and any other featured artistes, while engaging the audience (giveaways shall be handed out here too).Major use of social media (Twitter conversations, Facebook / Instagram live and snap chat), Live photo updates and sale of merchandise.

Program Schedule

10:00 am – Sound Team Arrival

10:30 am – 1:00 pm – Sound Set up

1:00 pm – 2:00 pm – Lunch break/ Street team on word of mouth & activations start

2:00 pm – 3:00 pm – Guests and main team arrival Final Decor set up

3:00 pm – 5:00 pm – Janjaruka Forum

5:00 pm – 6:00 pm – Janjaruka Concert

6:00 pm – 7:00 pm – Meet and Greet Then Departure