

**Investment Opportunities:
NOC Approved Projects
2007**

Project Title/ID: Educational Initiative for Employment

Project Type: Indirect

Sector: Training /Services

Project Concept:

A program proposed by Jusoor Arabiya to create an alliance of stakeholders at its core. The Stakeholders would include: the Private Sector, Kuwait Government, Youth Training Providers, and others to be determined.

The alliance of stakeholders shall help to define the objectives of the needs of the Kuwaiti youth.

The scope of the project will include the following activities:

A) Communications/Marketing Campaign:

A systematic media campaign will be prepared by the communication firm. to focus in engaging youth by informing them of the incentives, how to become leaders, how to understand their life/career plan, and how this fits into long term personal success in life and careers.

B) Life Skills and Technical Skills Training

Training course will focus on having youth to develop their life/career plan, and then using that as a platform for youth to proceed through training programs and onto a stable career path. According to life/career plan (and needs assessment with the private sector), students will be connected to different training opportunities depending on the appropriate track from their life/career plan. Subjects could include entrepreneurship / business development, management, information technology, Gas and Oil industries, financial, or other technical areas.

C) Job placement

This component would closely coordinate mentorship programs, technical training programs, and alliance development with job placement activities. This will ensure all parts of the overall program to create pathways directly to jobs. The program would work both with youth that are looking for jobs and also those within the private sector. A significant focus would be on Career Counseling, creating a job database and/or website to present opportunities to both students and job seekers to employers.

Once on the job, the program would encourage mentorship and continued training to reinforce lessons and ensure job satisfaction and motivation on an ongoing basis. Job shadowing, internships, and on the job training are considered as part of the “continuum” of job placement.

Economic Benefits:

1. Technology transfer to Kuwait:

The project plan to train Kuwaiti youth with life skills, as well as providing them with specialized training using cutting edge technologies which will lead to technological innovation and or technology transfer.

2. High skill jobs created for Kuwaitis:

The project aims to fundamentally influence the Kuwaiti job market so that more Kuwaiti youth are employed in the private sector.

3. Training and education provided for Kuwaitis:

The project aims to supplement the current education and training system to provide graduates with specialized, supporting skills to success in the private sector.

Estimated Investment

The investment required is equivalent to USD 15,886,262/-

Tentative Multiplier

Not available.

Approval date

December 31, 2007

Sponsors Contacts

Jusoor Arabiya Leadership & Consultancy Center.

P.O.Box 126 Dasma, Kuwait 35151

Dr. Shafeeq Ghabra, President

Makboula Yasin

Corporate Social Responsibility Director

Email: Makboula@JusoorArabiya.com

Mobile: +965-6601-3354

www.jusoorarabiya.com

www.iyfnet.org