

The Gambian-German Advisory Centre for Jobs, Training and Reintegration (GGAC) is part of the global Programme "Migration for Development – PME / Migration for Diaspora - PMD", commissioned by the German Federal Ministry of Economic Cooperation and Development (BMZ). In The Gambia, the programme is being implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH in partnership with The Gambia Ministry of Trade, Industry, Regional Integration & Employment (MOTIE).

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More information on reintegration
assistance can be found at:
www.startfinder.de/en/opportunities/gambia



SUCCESS STORIES



OVERVIEW OF COOPERATION WITH THE PEM CONSULT GmbH

In 2021, PME started operating its Advisory Centre in The Gambia. To expand its portfolio to support the labour market reintegration of returning migrants as well as the creation of prospects for economic and social participation for returnees as well as the local population, the GIZ awarded a service contract to PEM Consult GmbH, titled: "Support to PME Advisory Centres in The Gambia regarding Employment Promotion, Career Guidance and Capacity Development".

Implemented from December 2021 to March 2023, the purpose of this contract is to support the Advisory Centre and the development of its services with the design and implementation of (pilot) activities for the target groups, the necessary capacity development measures for PME staff and the national partner institutions as well as the overall improvement/expansion of career guidance and employment promotion measures.

The advisory centres offer individual advice and information on training, employment and reintegration options, organise job and career fairs, hold information events, and offer job application and preparation trainings. In addition to providing advice, the programme offers a range of courses, vocational training measures and psychosocial support services that empower interested individuals to improve their chances in the local labour market.

The contract with PEM Consult contributes to the overall objective by:

- 01** Providing support to the PME Reintegration and Career Guidance Services and implementing pilot employment promotion measures
- 01** Providing capacity development for the National Partner of GIZ PME in the implementation of the National Employment Strategy, Job Fairs and the effective coordination of local actors in the field of employment promotion
- 01** Providing support to various TVET institutions and career guidance services to expand the training offers of the Advisory Centre

In close cooperation with the PME in The Gambia, the initiative supports the national partner the Ministry for Trade, Industry, Regional Integration and Employment (MOTIE) through capacity development and assists in strengthening the Ministry's capacity to improve national employment services in general and to create income opportunities in particular.

Key success stories include, but not limited to the following:

- ❖ Strengthened of MOTIE's strategic coordination capacity through revival of the Platform for Employment Networking, Dialogue and Action (PENDA)
- ❖ Organisation of two Job Fairs in Brikama, West Coast Region and Bakau in Greater Banjul Area respectively. The job fairs provided relevant labour market information, jobs and internship opportunities to more than 1500 people
- ❖ Improvement of Career Guidance and Counselling services: more than 50 teachers and social workers were trained as multipliers on career guidance and counseling. The selected teachers and social workers received further support to train more than 400 beneficiaries in their respective institutions and communities
- ❖ Expansion of business startups: 50 beneficiaries received training on formalization of existing informal businesses and 21 individual beneficiaries received financial (in-kind EUR 1.000) support, each.



Ms. Adam Sarr

Administrative Assistant at Medical and Dental Council of The Gambia

Ms Adam Sarr, a University of The Gambia graduate was searching for job when she passed by the German-Gambian Advisory Centre's office and noticed the Centre's signboard outside. Upon inquiring about PME's services and a session with one of the Centre's Advisors, she was signed up to attend an employability training aiming to increase her chances to find a job.

While still studying at the University, she was worried about finding a job but through the trainings she attended under the Advisory Centre, she was able to identify a suitable job advert. With the help of the interview techniques acquired through the training, she was able to convince the employer of her qualities and secured a job as Administrative Assistant at the Medical and Dental Council of the Gambia.

The employability training exposed her to a wide variety of relevant aspects of the job hunting process, such as how to apply for a job, how to write a good CV and cover letter and how to answer job interview questions. Adam was hired just after one job application immediately after training.

Through the economic stability gained from her employment, she is now helping her family and supporting her brothers and sisters' education. Parents in her community are becoming more confident in sending their daughters to school. "I try to inspire sisters that are at the University and High School to register at the PEM Project for future training and opportunities."



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Ms. Adam Sarr



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Mr. Alpha Cham

A returnee from Germany managing a business in Animal husbandry

Alpha Cham is a returnee who spent several years in Germany before being deported to The Gambia. Upon his return, he was looking for a job to no avail. Due to the social stigma associated to being an involuntary returnee, he could not rely on his family's support.

He participated in the GGAC entrepreneurship competition, pitching his business idea related to animal husbandry. He grew up in a family that has engaged in animal husbandry and thus had the passion to venture into animal husbandry business himself. His business pitch convinced the selection jury and he was selected as beneficiary of the program and underwent a design thinking training further improving his business idea. Through the in-kind support received as part of the entrepreneurship contest, he procured different sheep and goat breeds that he is rearing in his home village in the Central River Region. The support enabled him to reintegrate into his community. Alpha Cham is now fully employed through his own business where he is able to sustain himself and working hard to make sure his business is thriving.

"I recommend the Government and the GGAC to replicate this programme to many other communities all over the Gambia so they can also build their successful businesses"

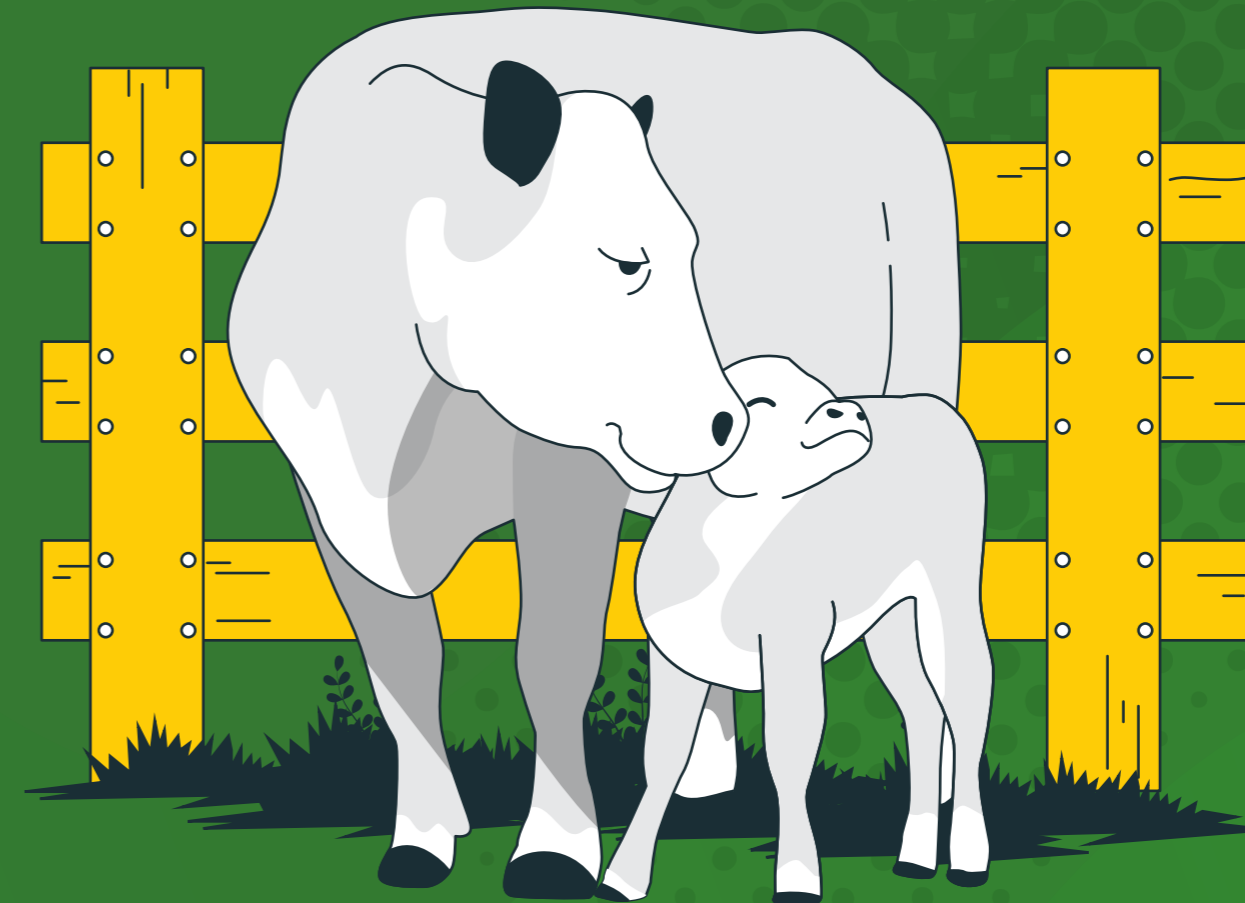
He is further raising awareness and building confidence amongst the youth and his community at large to work towards realizing their dreams in The Gambia.

He is serving as change agent by sensitizing members of his community of the dangers and limited prospects of travelling on the backway, particularly without technical or vocational skills to secure employment.



"I recommend the Government and the GGAC to replicate this programme to many other communities all over the Gambia so they can also build their successful businesses"

Mr. Alpha Cham



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Arfang Jammeh

A returnee from Germany now managing a laundry business

Arfang Jammeh is a returnee who travelled to Germany where he spent years before returning unconditionally to the Gambia. Upon his return, he found it challenging to find employment and his desire to venture into business was hampered by the inability to fund his business idea. He is married with kids and due to a lack of specific skills or knowledge their means of survival was picking up any casual or labour work that comes his way. These periodic menial jobs were not regular and sustaining his family was a challenge.

Arfang participated in the GGAC entrepreneurship contest meant to support entrepreneurs with solid business ideas, startups or those already venturing in business. He submitted a video pitch of his business idea and succeeded in convincing the the review committee to select him to participate the onward design thinking training to further enhance his business idea. His business idea was on laundry in Brikama where he is residing with his family. He was supported through in-kind entrepreneurship support with GGAC funds and currently runs a laundry shop in Brikama. He is now viably employed working for himself.

Because of this steady income his social situation has improved significantly. “Because I have a job, I can bring food on the table of my family. I am very grateful to the GGAC and have been telling fellow returnees and youths in the community about the PME project. There are so many returnees and youths who need such support therefore I would like to recommend that the number of beneficiaries is increased.”



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Arfang Jammeh





Basiru Sanneh

TVET graduate looking for job and any better opportunity that may come his way

Basiru Sanneh is a former TVET student, but was unable to secure a job after his graduation. After finding out about the GGAC and sitting down with the Centre's advisors, he was signed up for the employability training delivered by PEM Consult.

The training provided him with essential skills related to job search and interviews but also provided him with basic training on entrepreneurship. Upon graduation of the employability training, he participated in the Job Fair conducted by GGAC in cooperation with the Ministry of Trade, Regional Integration and Employment (MoTIE) taking place in May 2022 in Brikama. There, he was able to implement the newly acquired skills and convince the representatives of the Ocean Bay Hotel of his qualities.

On the Job Fair, he further applied for a mini grant with NACCUG which enabled him to procure electrical tools that he uses to provide clients with craftsman's services. The entrepreneurship parts of the employability training provided him with relevant knowledge to apply for the grant in the first place but also to manage his business.

"After my graduation, I was very frustrated about not finding a job. But now, my income increased a lot because of my job at the hotel and to my side business, thanks to the support of the GGAC. I can now support my family and safe up to continue my studies."



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Binta Ceesay

The Petty Trader Graduate CEO: 'Feame' Feminine Tailoring and Handicrafts

Binta Ceesay participated in the Gambian-German Advisory Centre's employability training course, where she acquired knowledge relevant for the job hunting process, but also basic training in entrepreneurship. As a result of the training, the former University of The Gambia student was able to successfully apply for a Job at the public Personnel Management Office.

She further made use of the entrepreneurship knowledge acquired during the training to enhance her previously low scale business, surrounding the design and creation of T-shirts, books, Diaries, Shoes and Bags. She later formalized her business, diversified it and is now supplying different clients. So far, she has participated in two National Trade Fairs and is hopeful to present her products at further Trade Fairs. Her sales have increased tremendously and coupled with her job her economic situation improved considerably.

Through this, she is supporting her family and does not rely on others for her financial needs. She is further working on a Social Impact Project that is meant to create re-usable sanitary pads and kits for females in the Gambia to help providing women with quality products and improve the situation, especially school going ladies.

She is sharing her knowledge and experience with girls from her community and beyond with emphasis on the need to be confident enough to work on being financially independent, employed, confident and healthy above all odds.



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Fatou Gaye

Poultry farmer

Fatou Gaye is a banking and finance student at The Management Development Institute, but presently deferred her course due to tuition challenges. She was looking for sponsorship to continue her studies and came to the Gambian-German Advisory Centre's office where she was enrolled in a short-term employability training course, focusing on relevant skills related to job search, CV writing, job interviews etc, and further including basic modules on entrepreneurship.

The training helped her realize the path of self-employment as a viable alternative to wage employment and a means to reach economic stability. With the entrepreneurial skills developed during the training, she developed a business idea and took part in the Advisory Centre's entrepreneurship contest and submitted a video pitch which the selection committee found worthy of support.

When she was successfully shortlisted, she benefited from a Design Thinking training which helped her solidify her business ideas in establishing a poultry farm at her native village in Amdalai in Lower River Niumi District in North Bank Region.

She is now meaningfully employed and generating a decent income with which she intends to save money to later continue on her banking course not desiring to work for anyone but continue on her self-employment venture.



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Fatou Gaye



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Musa Seckan

Returnee but benefitted from the employability training now Gambia Revenue Authority (GRA) staff

Musa is a returnee and high school graduate. After graduation, he decided to leave the country in pursuit of hopes and dreams in Europe. There, he was unable to regularize his immigrant status and without prior experience in any trade or any technical skills, he was unable to get a stable job. He voluntarily returned to The Gambia, without any financial resources and without any support from family and friends helping his reintegration.

He learned about the Gambian-German Advisory Centre's where he was signed up for an employability training, where he learned important skills relevant to his job search, such as writing a CV, preparing a good cover letter and presenting himself well in a job interview. He was finally able to get a job with The Gambia Revenue Authority.

“After my return, if I had had the money to return to Europe, I would have done it right away. Even if it is dangerous. Now, I see it as a blessing that I didn't have the money, because I went to the employability training, found a good job and can be with my family.”

Musa's travel experiences coupled with the challenges returning home from Europe were unpleasant that he would not want anyone to go through such. The confidence and opportunity to be gainfully employed, he is serving as PME Project Ambassador referring many people to the office.

He is now able to support himself financially and supporting the family. With his experience on the back way, the challenges faced both in Europe and upon his return in the Gambia, he is now sharing his experience with friends in the diaspora and how things have changed for him and his family since undergoing the training. Since his success in finding a job he has continuously referred people to the Advisory Centre for support.



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Musa Seckan



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Mr. Malang Daffeh

Credit Officer at Reliance Finance Service

University of The Gambia graduate looking for job and any better opportunity that may come his way

Malang Daffeh participated in the Gambian-German Advisory Centre's employability training, which helped him to secure a job with Reliance Financial Services, a micro finance institute. He was equipped with relevant employability skills which enhanced his job search and prepared him well for the job interview.

Malang regards the support received from the Advisory Centre as crucial for the success in finally succeeding in finding employment "I have made so many attempts through applications and referrals for job opportunities but had no success. I was so discouraged after graduating from the University. But with the things I learned at the employability training, the knowledge and skills acquired there, I was able to secure my Job as a, Reliance Credit Officer."

"I am now able to be financially and economically independent which is the greatest achievement I have longed for. It was very difficult for me and my family because my only brother overseas who was supporting at the time was also deported leaving the family in serious difficulty."

Malang went on to recommend the training to his peers, for them to acquire the relevant skills to improve their respective futures.



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Mr. Malang Daffeh



Reliance



Nyima Suwareh

Junior Accounts Clerk at the Accountant General's Department Ministry of Finance and Economic Affairs

Nyima secured a job at the Accountant General's Department upon benefiting from the employability training. When she was enrolling with the PME Project's employability training, she was a final year final semester student in Accountancy at the University of The Gambia. Her desire to succeed by picking a decent job to support herself and family made her keep wondering and worrying about what and how to get employment.

The employability training exposed her to job search techniques, interview techniques and other training areas that boosted her confidence, skills and knowledge. "It was through the training that I was able to develop a good CV, and do well in my job interview".

She had previously depended entirely on the financial support of her family to pay for tuition fees at the University and other educational expenses. Through her job as Junior Clerk at the Accountant General's Department, she is now able to contribute financially to the family upkeep.

She has been sharing with people from within and outside her community about the GGAC's activities and how beneficial it can be on their job search or other areas relevant to their lives and livelihood.

The employability training provided participants with the opportunity to get information on the labour market and job vacancies and also greater exposure to employment opportunities.



"I would recommend it to all considering the many beneficiaries particularly my peers whose lives were transformed for good. The number of beneficiaries should be increased."

Nyima Suwareh





Hawa Cham and Fatou Camara

Personal development and self-employment through the GBA job fair

Hawa Cham and Fatou Camara were enrolled by Kura's Garden at Sotokoi village in West Coast Region to pursue an Apprenticeship training in Agro-food processing, delivered by a EU funded project implemented by GIZ. The Agro-food processing specialists were selected by members of the Gambian Chapter of the international NGO Buzz Women to serve as Master trainers after the training to train women groups registered with Buzz Women.

After the training, GIZ continued the support to Buzz women to build a solid structure where many women, particularly those in the rural area, will benefit from the training to improve their livelihood and reduce post-harvest loss of their products such as Mangoes, Oranges, etc. Several women groups in Kafuta, Somita, Jiboro, etc. were trained by the Master trainers.

PEM Consult through Buzz Women engaged them during the second job fair edition held at the Independence stadium Friendship hostel in Greater Banjul to offer the agro-food processing training to job fair visitors. During the two-days event, they trained many individuals and groups of women from Serekunda, Bakau, Sukuta, Penyem, Gunjur, etc.

According to the trainers, this was their first time to deliver the Agro-food processing training at national level and this has helped them further developed their confidence and focus. Additionally, they also revealed that they used the Job fair as an opportunity to start their own business which they were not doing before. This was as a result of the sales of the products they made during the training. The raw materials used during the training was provided by GIZ PME through PEM Consult.

Also, as a result of their Job fair engagement where they gathered funds to start their business, they participated in the Gambia Youth Chamber of Commerce youth and women trade fair for the first time.



JOB FAIR TRAINING

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Sulayman Darboe

Business enhancement and development

University of The Gambia graduate looking for job and any better opportunity that may come his way for his enterprise called recycling of solid waste as alternative to charcoal and firewood from forest trees

My participation and subsequent support for entrepreneurs from the PME Project support to business ideas, startups changed the narratives of my business. Its operations were hampered by the unavailability of mobility and lap top for my business operational in the western part of the country.

I was supported with a brand-new motor bicycle and a laptop which makes movement for identification and utilization of solid waste. Two youths are employed who do the job while I handle logistical and other business transactions.

Its not easy to start up a business if you are not financially strong and the project came at a time when my business was almost crippled because I could not afford to operate. When the project supported, my family felt relieved because they had been behind financially, morally and all the possible support they can provide.

Remedying environmental damages is beneficial to generations unborn and the economic impact for me my family and the job opportunities it created for fellow youths is an important benefit whose credit goes to the PME Project



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