

MEBALA YOUTH STUDIOS

Newsletter Edition 5
January - April 2024

Youth Entrepreneurship



PARTNERING FOR PROGRESS **aat** Accountants for the real world

Mebala Youth Studios is thrilled to announce a new partnership with AAT - the Association of Accounting Technicians. AAT is a leading international, professional body for accounting technicians, with a presence in Botswana for over 35 years and over 150 000 members worldwide.

At a launch held on March 20th, we were privileged to host the British High Commissioner to Botswana, Her Excellency Sian Price; CEO of AAT Sarah Beale; Executive Director of Customers, Partnerships and Innovation, Claire Bennison; traditional leader Kgosi Arnold Somolekae from our Gaborone West Kgotla, and AAT graduates, affiliates, employers and students.





Brought together by the suggestion of the British High Commissioner to Botswana Ms Sian Price, this partnership offers the opportunity to combine entrepreneurial energy with financial literacy that could supercharge ideas into sustainable growing businesses.

CEO of AAT, Sarah Beale shared the following remarks in her speech on the morning of the launch, "Mebala's outlined vision is one we share passionately – empowering people in Botswana who have creative skills and leadership qualities, helping them meet their ambitions. This includes equipping entrepreneurs to be prepared for an ever-changing world and face the challenges of tomorrow head-on with modern expertise and mindsets.

Financial literacy and social impact underpins business and is vital to helping businesses and business people to realise their long-term ambitions. By embarking on this partnership now we can ensure that the next generation of entrepreneurs receive the support they need to go a step further than those who have come before them."





ACADEMY FOR WOMEN ENTREPRENEURS

The Academy for Women Entrepreneurs (AWE) program was implemented in partnership with the Orange Digital Foundation, and funded by the generous support of the US Embassy in Gaborone.

Two cohorts of women entrepreneurs received two weeks of intensive business training hosted at the Orange Digital Centre laboratory in Gaborone. The course was geared at priming their businesses to take advantage of local and international opportunities using digital innovation. They then underwent a week of intensive pitch training and preparation leading up to a pitching competition in front of a panel of judges on March 21st.

Our esteemed panel of judges included the CEO of Orange Botswana Ms Nene Maiga; Education USA Advisor & American Spaces Coordinator, U.S. Embassy Gaborone, Botswana Ms Teigen Voetberg; and the Chief Operations Officer of Standard Chartered Bank Botswana Mr Lloyd Kusano. Our winners receive free office space at Mebala Youth Studios in Gaborone West, as well as weekly book-keeping and financial consultations for twelve months.

Congratulations to the following winners, and to all our contestants for an excellent day of incredible pitching!

1st Place: Lebogang Karabo - Double Safety Solutions

2nd place: Zodwa Ramore - Zoetic Solutions

3rd place: Abigail Olebogeng - Kuhle Bale Investments



MEBALA
YOUTH STUDIOS



Orange
Digital Center

GETTING INTO WOMEN'S BUSINESS?



What does gender have to do with entrepreneurship? You might think, in this day and age, that men and women's careers have transcended the question of gender. However, one only has to dig a bit deeper and the story begins to unfold.

Traditionally, men have been assigned to protect and provide for their families, while women have been assigned care of the domestic space- ensuring the family is loved and cared for. No one disputes the importance of each role - humans need material comfort and emotional support and guidance. The traditional family structure seems to promise it all. When we throw work into the mix, with both parties pursuing their careers, we begin to see how gender can complicate decisions.

According to the International Labour Organization, "unpaid domestic and care work would equal a substantial portion of global GDP if given an equivalent monetary value, exceeding 40% in some countries based on conservative estimates. Even more importantly, women's disproportionate responsibility for unpaid domestic and care work reflects and reproduces gender stereotypes and inequalities, and is the main reason why many women are outside the labour force or marginalized or adversely incorporated within it."

Outside of unpaid domestic and care work, women entrepreneurs still must balance the responsibilities of home, family and relationships while meeting the demands of the business world. Affordable child care, flexible working hours, safe and respectful working environments, and health and wellbeing employee benefits would all go far in assisting women entrepreneurs to excel in their entrepreneurial pursuits.



YTV X MEBALA ELEVATE YOUTH VOICES ON TELEVISION

Mebala Youth Studios is proud to announce that we have signed a Memorandum of Understanding with YTV Botswana. This partnership will allow us to collaborate in a number of ways to uplift the voices of young Batswana!

To kick off our collaboration, YTV aired our #FriendsWithMoney financial literacy series on their channel; sharing the basics of money management with viewers around Botswana. This important information is packaged in an easy to understand and relatable format.

We have also partnered on a weekly Business Talk Show hosted by Morongwa Mosetlhi. She has numerous years of experience working with entrepreneurs from all walks of life, and intimately understands the need for insightful business information in order to make good strategic decisions.



Bridging the gap between the traditional ways of doing business and digital disruption, Morongwa offers important information for entrepreneurs, investors and consumers alike. In this program, she guides discussions with industry experts, entrepreneurs and organizations to break down everything you need to know about doing business in Botswana.

Watch Mebala Business on YTV every Thursday at 8PM.





PODCAST PLAYDATE: RECORDING WITH PUMI SOUNDS

In an exciting culmination of our Pilot Podcast Project, three aspiring podcasters recorded their first episodes and gained practical experience with working in a real studio.

Warona George, Chandapiwa Phaladza and Lorraine Kekwaletswe joined Mebala Youth Studios Marketing Officer Neo Mokgosi at Pumi Soundz in Village, Gaborone.

This represents months of work developing and refining concepts and ideas, research and discussion points, and building up the nerve to speak confidently behind the microphone!

We would like to thank Maleho Makgothi and Pumi Soundz recording studio for our continued partnership and collaboration in the work of developing the next generation of Botswana's young voices.

You can listen to Warona George's episode reflecting on the 2024 Budget Speech here:
<https://audio.com/warona-george/audio/warona-george-budget-speech-analysis-24-25>



WIF MY SCRIPT WORKSHOPS



The Women in Film Guild Botswana partnered with Mebala Youth Studios to deliver the WIF My Script workshop series. Held monthly throughout the year, WIF My Script is geared towards aspiring writers looking to hone their writing skills, from the basics of writing to crafting compelling scripts and pitching their ideas.

Kicking off on April 6th with The Visual Storyteller, the series began with a lesson on how to craft compelling, visual stories from written words.

The session also featured a presentation from session sponsor and Mebala Youth Studios partner, YTV Botswana. Their team gave insights into what they're offering and how they want to work with the industry moving forward.

The series continued on May 4th with a lesson on Aristotle's Poetics and Plot Structure, with a focus on how these influence your story.

The next session, slated for June 1st, is a two part mini-series. The first workshop will focus on character building and character driven stories: how to spot them, write them and make them unforgettable.

The second one, in collaboration with Serati Films, will focus on cinematic lighting and feature a screening and discussion led by Thebe Gee. He will provide in-depth knowledge to how lighting can be a solution to many a DOP's problem.

Each workshop is Pula 50. Anyone can join the series – whether novice or seasoned writer. To secure a space or for more information, email wifbotswana@gmail.com.



GOAL SETTING WORKSHOP

"If you don't know where you are going, any road will take you there. Mebala Youth Studios collaborated with Ms Serwalo Manchwe to host 'Design Your 2024', a free Goal Setting workshop held on Saturday, February 24th 2024.



Serwalo Manchwe is a Media and Communications Masters candidate and Futuremakers alumni, with a passion for empowering young women. She currently works at Botswana Development Corporation, and has served as a mentor and Communications Coordinator for the mentee alumni committee at Girls for Girls Botswana.

Serwalo shared the following reflection from the session, "Goal setting is important because it expands your horizons and affirms your aspirations. It breaks the barriers we create in our minds and brings us a step closer to the reality of the life we want for ourselves. This session affirmed this so much as it tapped into each attendee's hope's, aspirations, stories of overcoming fear and tips and tools on how goal setting has worked for them. What I enjoyed most was the realisation that goal setting doesn't have to be an individualised activity, coming together with the common goal 'to achieve' sparks interest and courage to go after the life your heart desires."

MINDFULNESS WORKSHOP

USING COGNITIVE BEHAVIOURAL THERAPY TO COPE WITH STRESSS

Following our open call for collaborations at the beginning of the year, Mebala Youth Studios worked with Zandile Siya to host a short session on Mindfulness and Cognitive Behavioural Therapy tools for dealing with anxiety and stresss.

Zandile Siya is a clinical intern at the University of Botswana Psychology Department. She shared some useful tips like using breathing techniques, meditation and journal prompts to help centre yourself in challenging times.

Mental health has no shortcuts and it is in our interests to develop healthy mental habits to keep ourselves resilient to the troubles of life.

The University of Botswana Psychology Department offers Social Anxiety Support Group sessions every Thursday from 2pm - 4pm. Contact the clinic at +267 313 2733 to find out more about all their services and programs.



GIVING AWAY 28 REUSABLE PADS FOR HER 28TH

HOW SOCIAL SEWING INSPIRED TUMELO TO START WITH WHAT SHE HAS

"Usually, in January, my birthday month, I pack my clothes up and give them away," says Tumelo with a smile on her face. She is one of sixteen young ladies who joined us in December last year for our social sewing project. A resident of Gaborone West, Tumelo has always had an altruistic nature about her, nurtured from a young age by her mother. This year, with the skills she learned on making reusable pads, she made and gave away 28 pads for her 28th birthday.

"Growing up, we had a family who didn't have a lot. We weren't particularly well-off, but my mother always encouraged us to give away."

For her birthday that year, she bought cake and snacks to share with the children at a Gaborone West orphanage. Feeling good about it, and inspired to do more, she'd go home to find a closet full of items she no longer needed or hadn't been worn in some time. She packed it all neatly into boxes to give away, and, just like that, a tradition was born.



"That's how it started," she says. "There was nothing special about it. I felt good about sharing my birthday with kids. I've been keeping this in the family now I donate to anybody."

She heard about the social sewing project from her cousin. She had a machine at home, and had always wanted to learn how to make reusable pads. With people close to her dealing with period poverty, and a lack of resources to always help out, she registered in the hopes of learn something that would help her achieve her goal.

"When I got to Mebala and they said we're making reusable pads, I thought to myself, 'God is that you?' I got the concept and the techniques. From there, I decided to make 28 pads to give away for my 28th birthday," she explains. "I didn't have a choice but to make it work. I needed to. It just hits too close to home for me."

Tumelo's continuing on her journey, improving on her product and seeking out funding to source better quality raw materials in order to make more.

We are delighted to have been a part of Tumelo's altruistic journey. It cements the Mebala Methodology as living proof.

INTRODUCING OUR WEBSITE: MEBALA YOUTH STUDIOS.ORG

YOUR ONE DESTINATION FOR ALL THINGS MEBALA



[Home](#) ▾ [Studios](#) ▾ [Get in Touch](#)

\$0.00 0 items

Youth Entrepreneurship | Creative Skills | Human Rights |
Environmental Sustainability | Mental Health

Welcome to

Mebala Youth Studios

A laptop and a tablet are shown side-by-side, both displaying the Mebala Youth Studios website. The website features a large, smiling woman wearing a "MEBALA STUDIOS" t-shirt as the background image. The header includes the "MEBALA YOUTH STUDIOS" logo, a navigation menu with "Home" and "Studios" dropdowns, and a shopping cart icon showing "\$0.00 0 items". Below the header, there's a text block about training young entrepreneurs. The laptop screen also shows the "Welcome to Mebala Youth Studios" text. The tablet screen displays three program categories: "Aspiring Entrepreneurs", "Start Up Growth", and "Business Finance Program", each with a small image and a brief description.

We have trained over **5,000 young entrepreneurs** since 2018. 53% of our beneficiaries have sustained their businesses, while 36% are now employed. 11% decided to pursue further education and 89% are economically active.

Aspiring
Entrepreneurs

Start Up Growth

Business Finance
Program

I was expecting to just find out something about the

CONTACT US TO
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Visit our website at
<https://mebalayouthstudios.org>
to learn more about our
programs and activities.

EMAIL

dumelang@mebalayouthstudios.com

PHONE

3116980

WHATSAPP

+267 76 567 107

ADDRESS

Lady Olebile Masire Youth Centre
Plot 13304 Mogothwana Road,
Gaborone West Phase 1



SOCIAL LINKS

<https://www.youtube.com/@mebalayouthstudios>

ACADEMY FOR
WOMEN
ENTREPRENEURS
PITCH CONTEST

<https://t.ly/vPb1V>

AAIT X MEBALA
PARTNERSHIP
LAUNCH

<https://t.ly/mH-b->