

apprenticeship, according to the of unemployed and underemployed apprentices are considered employees skills, he said.

Gender ministry launches campaign to create 1 million jobs by 2022

By Betty Amamukirori and Sarah Mazirwe

The Ministry of Gender, Labour and Social Development, together with BusinessDay Communications, have launched a new campaign aimed at creating employment for one million youths by 2022.

The campaign, dubbed *Young, Healthy and Employed* was launched yesterday at the Makerere University main building by the ministry's commissioner for youth and children, Mondo Kyateeka, in conjunction with BusinessDay communications, a communications company which promotes government programmes.

The campaign is also supported by the Uganda Health Marketing Group, Equal Opportunities Commission (EOC), Marie Stopes Uganda

and True North limited, a human resource company.

Jane Nandawula, the chief executive officer of BusinessDay explained that the campaign was conceived in March this year during a youth conference which was attended by over 10 universities.

She said during the meeting they came to a conclusion that one of the critical issues affecting the youth was health and unemployment and decided to come up with the campaign to address the problem.

She noted that the campaign's five-year objectives will be to facilitate visibility of youth and government-related programmes, advocate increased employment of youth by self, public and private sector and to lobby for increased donor funding the Government and NGOs to achieve scaling

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up of youth programmes in Uganda.

She noted that at the end of the campaign, they want to see up to one million youths getting engaged and employed in the various sectors.

Nandawula noted that when youth are engaged and employed, crime will be eradicated, there will be political and food security and the family economic status will be strengthened.

Poverty is a problem for everyone. Therefore, designing

programmes that can end poverty is a step in the right direction," Kyateeka said while launching the campaign.

He noted that the ministry has embarked on several interventions aimed at improving the profile of unemployment by ensuring that the jobless youths in the country are engaged and employed, both by the private and public sector.

He explained that because the Government cannot create all the jobs needed by the

youths, they are now partnering with various employment organisations to come up with programmes that favour the youth.

Kyateeka said they are also currently encouraging and providing youths with skills programmes to make them more employable and help them venture into self-employment.

"We want to use the youths much more and that is why we bring out ideas that can help to improve the government interventions," he said.

Kyateeka said they are currently reshaping the youth livelihood programme to make it more responsive to the young people and urged the youths to watch out for different interventions that government comes out with.

Patrobas Sirabo Wafula, from EOC, said it is risky not

to involve youths in gainful ventures because they can easily be manipulated and recruited into criminal activities that in the end create a state of anarchy.

He called for investment and mentorship of the youths, enrolling them for apprenticeship and creating opportunities for them.

However, Deogratious Akol, a consultant with True North, a human resource firm which connects youth to employment opportunities, noted that these days youth are not patient and in a bid to get quick money, they have ended up leading reckless lives which have in the end depreciated their employability.

He said that youth no longer care about their personal branding, are not creative and quite often do not know what they want.