

2022 ANNUAL REPORT



JA
Mascareignes

Member of
JA Worldwide

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PRESIDENT'S NOTE AGM 2023

After two years of the Covid pandemic, the year 2022 came close to a normal year. Face-to-face classes have been conducted and so did the JA Mascareignes ('JAM') programs. Nevertheless, 2022 has been a year of challenges and once more, JAM has shown resilience and agility in its approach and endeavour to achieve its objectives.

The schools, which are JA Mascareignes main reach for students, opened up to the programs much later during the year which limited the number of interactions with the participants. Hence, some 2,346 beneficiaries were reached through the various programs held.

The main highlights of the year include:

- JA Mascareignes went through a rebranding exercise in line with JA Worldwide which resulted in a new logo.
- Some new sponsors were reached such as L'Organisation Internationale de la Francophonie (OIF) and Standard Bank.
- The JA ITS TYME program, run in collaboration with OIF was also extended to women in Rodrigues. This program aims at helping women entrepreneurs in vulnerable situations to become financially autonomous.
- JA Mascareignes was shortlisted among the 22 finalists of the National Innovation Challenge 2021-22, organized by the Mauritius Research and Innovation Council (MRIC) and received the award of seed funding for being chosen as finalist.
- There has been an increased collaboration with JA Africa and a Regional Operating Agreement has been signed which will help strengthen the JA network in Africa and outline specific regional policies and other actions to improve compliance and performance.



As a Non Governmental Organisation, JAM relies on the relentless support of its sponsors who have vested their trust in this organisation. The total contribution from our sponsors amounted to MUR 5.7m in 2022 compared Rs 5.4m in 2021. JAM ended the financial year 2022 with a surplus of Rs 141,871.

This year also marked the retirement of the Executive Director, Michele Lionnet, who has been with the organisation for more than 10 years. The Board joins me to extend our gratitude and appreciation for her dedication and drive which have brought JAM to new heights. We also welcome the new Executive Director, Laurence Forget-Ramah, and wish her all the best in her new role.

Anusha Mannick

BELIEVE



**IN THE
BOUNDLESS
POTENTIAL**

**OF
YOUNG
PEOPLE**



TOTAL REACH



NUMBER OF
PROGRAMS

12



INSPIRE
REACH

1,815



TOTAL NUMBER
OF PARTICIPANTS

2,346



TOTAL NUMBER
OF TRAINERS

34



TOTAL NUMBER
OF INSTITUTIONS

85



JA COMPANY PROGRAM IN 2022

The JA Company Program was implemented from May 2022 to December 2022, in line with the school academic year 2022. The program saw the participation of students aged 16 to 18 years coming from schools throughout the island. 349 students registered for the program, with the creation of 37 companies from 25 colleges.

The JA Mini Company Program included activities such as JA Mini Company innovation and creativity workshop and the project management processes workshop offered by the Project Management Institute Educational Foundation (PMIEF).

The participants also had the opportunity to learn about entrepreneurship on JA DEEP which is an online-based interactive entrepreneurship curriculum, created specifically for young African learners.

The students received regular visits from JA Mascareignes staff in order to refine their product idea, talk about their issues and start production.

The JA Mini Company Trade Fair was an important component of the JA Company program. The trade fair held at Victoria Urban Terminal was an opportunity for the students to showcase their product/service and for them to interact with the members of the public. They had a real-life experience of promoting their product to people they never met before.

Testimonials

100% of the respondents agreed that the program helped them in their personal growth.

- CREATIVITY
- TEAMWORK
- PERSEVERANCE
- RESOURCEFULNESS



TESTIMONIALS OF FINALISTS



“Through this competition, we learned about how a business functions, regarding the risks, group work, team building, development of soft skills, leadership skills, problem-solving, negotiation, and other crucial aspects that we developed.”

- JA Mini Company Runner-Up
Motibwat - Bon Accueil SSS

“PMIEF enabled us to realize the significance of a good system of project management. Managerial skill is a basic entrepreneurial quality that acts as a tool to solve problems in the best possible manner with available resources.”

- PMIEF Award Winners
Permaculture Spot Ltd - St Esprit College

“As participants of the JA Mini Company 2022, we have indeed learned about the business field as well as the human nature, from building bonds with the whole team to interacting with the external stakeholders - organizers, competitors, customers.”

- Innovation & Creativity Award
MauNote - Droopnath Ramphul SSS

“JA Mini Company is a project that truly inspires young people to follow their passion for entrepreneurship. We got an opportunity to know about real world of business.”

- JA Mini Company Award Winners
PantiCo - Simadree Virahsawmy SSS

OUR PROGRAMMES THROUGH THE YEARS

JA OURSELVES

JA Ourselves provides students of Grade 4 with an introduction to personal economics and the choices consumers make to meet their needs and wants.

JA Mascareignes reached 87 beneficiaries for this program and successfully collaborated with 2 primary schools and Future Hope Association. Students were able to discover concepts such as needs and wants, money, savings and more importantly learn the notion of choices and how these impact on their daily lives.

JA OUR FAMILIES

JA Our Families prepares students of Grade 5 by introducing learning objectives in entrepreneurship, social studies and financial concepts such as families, neighbourhoods, money, needs and wants.

Seventy-eight students were reached in 2022 and JA collaborated with 2 primary schools in the west for the completion of the program. Bambous "A" Government School and Black River Government school have been long standing collaborators and continuously support our action every year.

JA NOTRE QUARTIER

JA Notre Quartier enables students of Grade 7 to discover a learning path to the intersection of work readiness and financial literacy through budget management and how citizens benefit from and contribute to a community's success.

407 participants effectively followed the JA Notre Quartier implementation through the collaboration between JA Mascareignes and 4 schools across Mauritius.

JA OUR CITY

JA Our City allows students of Vocational Training Centers to discover financial literacy with a focus on the characteristics of cities, the importance of economic exchange, and how people and businesses in cities manage their money.

JA Our City remains very popular with NC2 students and is one of the programs that is implemented solely by trainers from MITD Centres. Twenty-two trainers were trained by JA Staff and 6 MITDs contributed to reaching 339 participants in 2022.

JA MORE THAN MONEY

JA More than Money prepares Grade 8 & 9 students to financial literacy and entrepreneurship and to social studies learning objectives that include money management skills, goods and services, and global markets as well as the importance of a business plan.

The year 2022 has seen the participation of 444 beneficiaries. While implementation was carried out by JA Staff for most of the year 2022, 4 trainers from MITDs were trained to implement the program with NC3 Students. JA Mascareignes was able to collaborate with 6 institutions to



facilitate implementation and enable such a positive reach.

JA SUCCESS SKILLS

JA Success Skills enable learners to understand fundamental business and economic concepts, explore career interests and opportunities, and learn important principles of financial literacy.

They also learn and better understand the relationship between what they learn and their successful participation in a global economy. One hundred and thirty-five beneficiaries were reached through 3 Secondary Schools: Windsor College Boys, Quartier Militaire SSS Girls and Terre Rouge SSS.

JA CAREER SUCCESS

JA Career Success equips students of Grade 12 & 13 with the tools and skills required to earn and keep a job in fast-growing career. JA Mascareignes was able to reach 218 students from 25 institutions through a blended model of in person implementation through one trainer and online implementation by JA Staff.

JA ITS TYME

JA ITS TYME program has been developed to train participants in developing business acumen and strong entrepreneurship skills through hands-on activities and in groups. Participants explore notions of personal development, starting and developing a business, the importance of market research, financial management of a business and how to do a personal money management plan. Nine MITDS, long standing partners, have contributed to the JA Mascareignes Mandate for several years now. A successful implementation with 263 beneficiaries has been reached through 7 trainers of MITD Centers.

JA LEADERSHIP

JA Leadership is a 2hrs talk on leadership, personal development and financial ownership. Fifty-five students of Sir Kher Jagatsingh MITD Centre benefited from this talk.

JA ENVIRONMENTAL TALK

Fifty-five students of Sir Kher Jagatsingh MITD Centre were introduced to the concept of Green Entrepreneurship. JA Environmental Talk is a 2hrs talk on the impact of businesses on the environment with a basic introduction to the concept of sustainability.

MANAGING YOUR MONEY SMARTLY

JA Mascareignes Money Management Interactive Talk is a 2 hour talk on money management, with an emphasis on earn, save and spend, the prioritization of expenses, SMART Consumer and budgeting. The JA Mascareignes Money Management Interactive Talk is the online version of the JA Mascareignes Managing Your Money Smartly program. It is a two hours interactive talk (Presentation and Q&A sessions) on economic and financial literacy, implemented by JA Mascareignes staff. It is implemented on ZOOM and makes use of online video and quizzes on KAHOOT.

The program was implemented twice online via ZOOM and reached a total of 110 beneficiaries aged between 15-25, from different secondary schools for the first seminar. The second seminar hosted students of Polytechnic Rodrigues who were able to follow the two hours talk with the playback video of an MUA Staff as support to the talk. It is to be noted that a good mix of beneficiaries were reached, with students coming from both state and private secondary schools and a technical school in Rodrigues. The majority of the participants were aged between 16 to 19 years. A total of 210 beneficiaries were impacted by the program.



An evaluation was carried out with the participants of this program giving an overview of how beneficial the program has been to them. While 57.6% of the participants found 'Savings' to be the most important, the section on 'Risks and Insurance' was vital for 66.4% of them. More than 90.0% of the participants indicate that they have learnt new things in this course, and that the things they have learnt will be beneficial for them in their future. Overall, the evaluations carried out show that the program has contributed to increasing the knowledge of participants and it has benefited them on their understanding of financial literacy and insurance concepts.

JA MASCAREIGNES BRIDGING THE GAP

JA Mascareignes Bridging the Gap Program, is a 3 months program that prepares young people aged between 16 and 25 years old. The program is a mix of the three pillars of JA Mascareignes namely; Entrepreneurship, Financial Literacy and Work Readiness. The aim is to prepare them to either get a job or to start a business, while equipping them with the financial literacy tools that will enable them to manage their finances. The program targets school leavers who want to start a business or enter the job market. Eleven participants completed the program.

GLOBAL MONEY WEEK

The Global Money Week is an annual global awareness-raising campaign on the importance of ensuring that young people, from an early age, are financially aware, and are gradually acquiring the knowledge, skills, attitudes and behaviours necessary to make sound financial decisions and ultimately achieve financial well-being and financial resilience.

JA Mascareignes partnered with 53 Students from Black River Governmentt School for the implementation of JA Our Families which introduces students to entrepreneurship, neighbourhoods, money, needs and wants. Twenty students from the Mouvement Pour Le Progres De Roche Bois attended the JA Financial Event and learnt about money management, with an emphasis on earn, save and spend, the prioritisation of expenses, SMART consumer and budgeting.

Total Beneficiaries reached: 106
Total Reach on social media: 250

JA REBRANDING

JA Mascareignes got a makeover in 2023! Our brand Identity was updated with new fonts, vibrant colours and completely new style!

COLLABORATION WITH POLYTECHNIC MAURITIUS

JA Mascareignes collaborated for the first time, with Polytechnics Rodrigues through zoom for an online version of Financial Seminar. Eighty-eight participants joined the call to learn the concepts of save, earn and spend, the prioritisation of expenses, SMART Consumer and Budgeting.

COLLABORATION WITH UNIVERSITY OF TECHNOLOGY

JA Mascareignes has been collaborating with the University of Technology (UTM) for the past three years. We hosted five interns as part of their CLEN Module during 2022, 2 of whom happened to be our alumni.

Students of UTM also participated in our online workshops and closely collaborated with JA to encourage their students' participation in JA Digital Programs.



LAUNCH OF THE GOAL PROGRAM IMPLEMENTATION BY JA MASCAREIGNES

Goal is the flagship education program within Futuremakers by Standard Chartered, aiming to tackle inequality and promoting economic inclusion. Through sport, play and life skills education, Goal transforms the lives of adolescent girls around the world and has impacted over 600,000 girls since its inception. The program teaches girls the critical facts about health, communication, rights, and managing their personal finances through four key modules:

BE YOURSELF

BE HEALTHY

BE EMPOWERED

BE MONEY
SAVVY

With the collaboration of Women Win, JA Mascareignes launched the implementation of Goal in 2022 and reached 191 girls across the island. JA Mascareignes partnered with PSEA schools and NGOs to implement the Goal program with the girls. Through sports and fun activities, girls have shown increased confidence and a better knowledge of key topics such as rights, peer pressure, healthy relationships, gender-based violence among others.

“Through fun moments spent in Goal, I have become more mature and open-minded. I know that I have made many mistakes in my life – but if I had followed this program before, I would not have made those mistakes. Thanks to Goal, I can proudly say ‘MO ENN FAM’ (meaning ‘I am a woman’ in Mauritian Creole).”



EMPOWERING WOMEN IN MAURITIUS AND RODRIGUES



“I am in the mixed farming business. I enrolled in this program to better understand how to manage my budget. I did not want to fail due to poor financial management of my business. This program has helped me so much that I encourage other women entrepreneurs - or women who have not yet started their business - to participate in this program. For example, we do not want to go to banks for loans for fear of getting indebted.

After completing this program, I feel reassured that I can take loans from banks and then work to pay back the loan. I can earn money by working in my business, which I can reinvest and then pay back the loan to avoid going into debt. I thank all those who have contributed in the implementation of this program.”

With businesses being severely impacted by the pandemic and challenges faced by entrepreneurs exacerbated, JA ITS TYME helps participants come up with ideas to run their businesses in a way which is pertinent to the needs of their communities.

Run in collaboration with l'Organisation Internationale de la Francophonie (OIF) in 2022, the JA ITS TYME program aimed to help women entrepreneurs in vulnerable situations become financially autonomous. JA Mascareignes partnered with different organisations so to reach a maximum of women. The program was also extended to women in Rodrigues.

Number of beneficiaries reached: **117**

- **52 for Mauritius**
- **63 for Rodrigues**

Number of partner-organisations for implementation: **6**

Number of workshops carried out: **66**



JA PROGRAMS IN MITD

JA Mascareignes collaborated with the New Zealand High Commission for the project titled JA Programs in MITDs (Mauritius Institute of Training and Development centres), which involved the implementation of the following JA Programs in MITD centres:

- JA More than Money
- JA Our City
- JA ITS TYME
- JA Success Skills

The objectives of this project were to complement the vocational training offered by MITD centres with regards to entrepreneurship, financial literacy and work readiness.

A total of **1,101** participants were reached.



PARTICIPANTS

JA MORE THAN MONEY **223**

JA ITS TYME **135**

JA Our City **532**

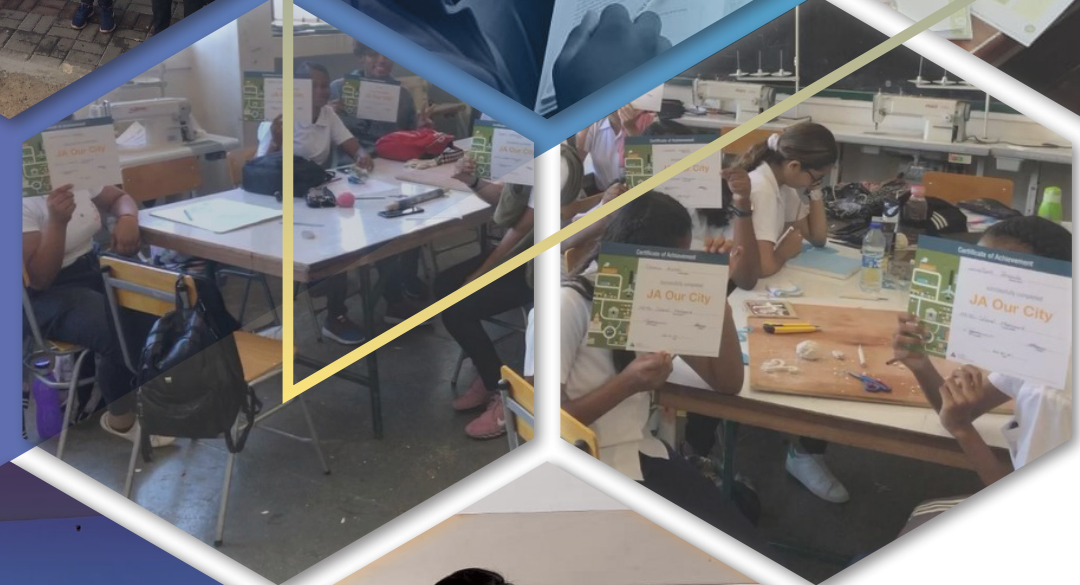
JA Success Skills **211**

Total number of direct beneficiaries = **1, 101**

Through the program, participants have been able to:

- Learn about key work-readiness skills to help them get a job
- Understand the economic environment in which they live and work
- Learn about key financial management skills
- Understand the processes and gain the confidence of setting up their own business

Based on the successful implementation of this project, JA Mascareignes had the pleasure of welcoming the High Commissioner Dr Emma Dunlop-Bennett to meet the beneficiaries. This visit was organized in collaboration with the MITD Mont Roches.



JA MASCAREIGNES AS FINALIST IN THE MRIC INNOVATION CHALLENGE

JA Mascareignes was shortlisted among the 22 finalists of the National Innovation Challenge (NIC) 2021-22, organized by the Mauritius Research and Innovation Council (MRIC) under the aegis of the Ministry of Information Technology, Communication and Innovation. The Challenge was launched in May 2021 and was open to all age groups.

115 innovative ideas were received by the MRIC, and out of these, 51 projects were selected to proceed to the next phase. In the context of the National Innovation Challenge 2021-22, JA Mascareignes submitted the JA Notre Quartier Digital Platform which is an online program and the digital version of the traditional JA Notre Quartier Program. It teaches young people about their socio-economic environment, the role of teamwork in the workplace, the importance of taxes, decision making and the flow of money in a community.

JA Mascareignes participated in the filmed audition stage, with 41 other projects conducted in December 2021 by a Jury Panel comprised of renowned experts in innovation. After the auditions, 22 finalists were selected, and in March 2022, JA Mascareignes received the award of seed funding for being chosen as finalist.

**TO REFLECT THE
GEOGRAPHIES
AND COMMUNITIES
WE SERVE**



**ADVOCATE
FOR THE
IMPACT OF**

**RELEVANT,
HANDS-ON
LEARNING**



FOODATHON

17 OCTOBER - 10 NOVEMBER 2022

MAURITIAN STUDENTS FEATURE IN THE TOP 10 FOR FOODATHON 2022

The Foodathon is an intensive innovation camp that aims to raise awareness of the challenges facing our food systems among young generations. It also helps young talent gain entrepreneurial skills and the confidence to become potential future entrepreneurs in the agri-food sector.

Building on last year's success, EIT Food, JA Europe and JA Africa teamed up again and organised the Foodathon 2022. More than 300 students from across the two continents were tasked to crack the current and future challenges of our agri-food systems. The Foodathon 2022 took place between 17 October (World Food Day) and 10 November (COP 27), and saw the participation of two Mauritian teams: Agro-Kids and High-Five.

Agro-Kids was selected in the Top 10 teams of the competition. Being in the Top 10 at the Foodathon gave Agro-Kids the opportunity to submit their idea at the EY Ideathon. The EY Ideathon is a global virtual competition organised by EY that gives participants the opportunity to put forward innovative solutions to help tackle the global food security emergency.

Precision
Agriculture

2021 COMPANY OF THE YEAR (COY) COMPETITION: THIRD PLACE FOR THE MAURITIAN TEAM

The JA Company of the Year (COY) Competition brings together the best and brightest entrepreneurs from secondary schools on the African continent. The theme of the competition was 'Innovating with Grit'. The event lasted three days and was organized virtually by JA Mascareignes, with the award ceremony taking place on Saturday 26 February 2022. The 11th edition of this competition was a real challenge for the participants who were competing for the enviable title of 'Company of the Year'. Momentum, a mini company created by students of the Dr. Maurice Curé State College, represented Mauritius in this regional competition.

Momentum flew the Mauritian flag high and was ranked third in the top 3. They also won the Public Choice Award which is an award for the most engaging and engaging commercial. This is the second consecutive year that JA Mascareignes obtained this award.

"We would especially like to thank the people of Mauritius for their solidarity and support because each vote is a big step towards victory. The hard work of the team is also an important factor that contributed to the success and allowed us to get the maximum number of votes. We were able to discover new skills, learn about the real world of business and connect with people from all over the world. It is a great honor for Mauritius to be ranked in the TOP 3, among other African countries! Our achievements have made our country proud and we would like to embark on bigger projects in the future after such an amazing experience! Momentum would like to send a big thank you to all those who have supported us: mentors, our rector and the JA Mascareignes staff, the biggest contributors to our success." ~ Momentum

This virtual edition also saw the participation of the Mauritian influencer, Miss. Pooja Teerbhun, to share her experience of being the third-place winner of the JA Africa COY competition 2020 and winner for the Public Choice Award 2020.

"My experience was really delightful since I got the chance to enrich my knowledge on business world pressing issues whereby I came across the CEO of SMEs, Mr Robin Rampersad and the Head of Strategy and Communication, Mr Michael Pompeia. I would like to express my gratitude to Mr Senanu Adiku of JA Africa for recognizing my talent of being the COY Influencer. As part of my work, I have shot a wonderful video of "Children of all colors" among children in my locality where I have selected some interesting places which display the beauty of our paradise island since Mauritius was the host. I have got the opportunity to share a conversation on Zoom, live with Godfree Saruchera, a Youth Advisor at JA Worldwide and a previous winner of the COY competition. To sum up, my journey has been a hectic but a fruitful one." ~ Miss. Teerbhun

FINALIST AWARDS COY 2021



Grand Prize Winner
Project Yoof
(JA Kenya)



Second Place
Hydro Power Systems
(JA Eswatini)



Third Place
Momentum
(JA Mascareignes)



JA
Worldwide



**TEACH
PRINCIPLED,
MARKET-BASED
ECONOMICS AND
ENTREPRENEUR-
SHIP THAT**

**BUILD
A MORE
SUSTAINABLE
WORLD**