

# SHAPING TOMORROW BY EMPOWERING YOUTHS



# ANNUAL REPORT 2024



JA  
Mascareignes

Member of JA Worldwide



# TABLE OF CONTENTS

WELCOME	1
LEARNING EXPERIENCES	2
LAYING THE FOUNDATION FOR THE FUTURE	3
EMPOWERING COMMUNITIES, INSPIRING POSITIVE CHANGE	5
NURTURING INNOVATION, GROWING FUTURE ENTREPRENEURS	7
BUILDING SKILLS FOR TOMORROW'S CAREER	13
UNLOCKING POTENTIAL THROUGH WOMEN EMPOWERMENT	17
BUILDING A GREEN, SUSTAINABLE TOMORROW	21





GLOBAL  
MONEY  
WEEK

GLOBAL  
MONEY  
WEEK

GLOBAL  
MONEY  
WEEK



# WELCOME



**“As we reflect on the year, we are reminded of the immense power and potential young people hold to shape the world ahead. At JA Mascareignes, their resilience and creativity continue to drive our mission.**

**Thanks to the unwavering support of our trusted partners, we have introduced transformative programs, built strategic alliances, and, above all, empowered the next generation of leaders to spark meaningful change.**

**The work we do today is not just about the present; it is about building the foundation for a sustainable, inclusive, and entrepreneurial future. Our commitment is clear: shaping tomorrow by empowering the youth of today.**

**The Goal Accelerator Program and JA Africa Company of the Year 2024 competition are just two examples of how we are preparing young leaders for success in a rapidly changing world.**

**We are deeply grateful for the unwavering support from our partners, including Standard Bank, Standard Chartered Bank, Women Win, LFL, and many others. Their belief in our mission enables us to continue our work, reaching more young people each year. This year, we also welcomed new partners like MIPS, Absa, and ABC Banking, whose contributions will help expand opportunities for the next generation.**

**As we look ahead, we are excited about the future, filled with opportunities to further empower youth and drive positive change. Together with our partners, we are building a sustainable and inclusive future for all.”**

With boundless thanks,

Nicolas Dalais  
President, JA Mascareignes



# Learning Experiences

## INSPIRE



148,614  
Students

## PREPARE



6,788  
Students

## SUCCEED



603  
Students

At JA Mascareignes, we empower young minds through Student Learning Experiences, shaping future leaders ready to face tomorrow's challenges.

Our impact reflects the student journey with us through three key phases:

Inspire: Sparking interest through introductory learning

Prepare: Building skills and competencies

Succeed: Applying mastery in real-world settings

Through these impactful experiences, we continue to expand our reach, shaping empowered, skilled, and future-ready youth.





# LAYING THE FOUNDATION FOR THE FUTURE

The journey to building a brighter future starts early, and through programs like JA Our Families and JA Ourselves, we are laying the groundwork for young students to become responsible, financially aware individuals. These programs introduce essential concepts like family roles, financial literacy, and entrepreneurship, helping students understand the economic and social systems around them.



# Empowering young minds: JA Our Families & JA Ourselves program

JA Our Families introduces students to family structures, neighborhoods, and basic money management. This year, 16 schools engaged 686 students. Through practical exercises, students learned about needs and wants, their role in society, and how jobs and businesses generate income.

JA Ourselves introduces the role of money in society while equipping young minds with practical knowledge about earning, saving, and sharing.



Through engaging concepts such as buying, spending, saving, and giving, students explored the differences between needs and wants, the value of goods and services, and the importance of setting goals and making informed choices.

In 2024, 13 schools participated in this program, reaching 640 students and empowering them with essential decision-making skills.

The JA Ourselves program was a resounding success, engaging students through interactive activities and relatable examples.

Practical lessons on savings resonated deeply with participants. One student proudly shared his plan to start using a pop-up bank for his savings, inspired by the session.

“I’m saving money to buy a piggy bank, and now I’ll use the pop-up bank for my savings!”

The students’ enthusiasm and active participation demonstrated the program’s effectiveness in fostering essential financial literacy and planning skills.







# EMPOWERING COMMUNITIES, INSPIRING POSITIVE CHANGE

JA Notre Quartier continues to inspire students to engage with their local communities, explore the economic and social dynamics of their neighborhoods, and develop a sense of responsibility and leadership.



## Understanding local communities: The impact of JA Notre Quartier

This year, the program reached 31 schools, benefiting 2,115 students. Through activities, students gained insights into local professions, the role of public services, the importance of taxes, and the decision-making processes that shape community development. The program empowers students to recognize opportunities, take ownership of their futures, and contribute to the betterment of their communities.



Throughout the JA Notre Quartier program, students were actively involved, showing enthusiasm for learning about community dynamics and the role of local businesses.

As one teacher shared:

*“The program provided valuable insights that will help students better understand their roles in society and how they can contribute to positive change.”*

In the various schools, the program was a hit sparking curiosity and engagement throughout. While the fundamentals of community involvement were easily grasped, more complex topics like taxes and budgeting required additional effort to make them accessible.

Students actively participated in voting on the impact of new businesses in their neighborhood. This moment highlighted their engagement and deepened their understanding of how their decisions can shape the future of their community.







# NURTURING INNOVATION, GROWING FUTURE ENTREPRENEURS

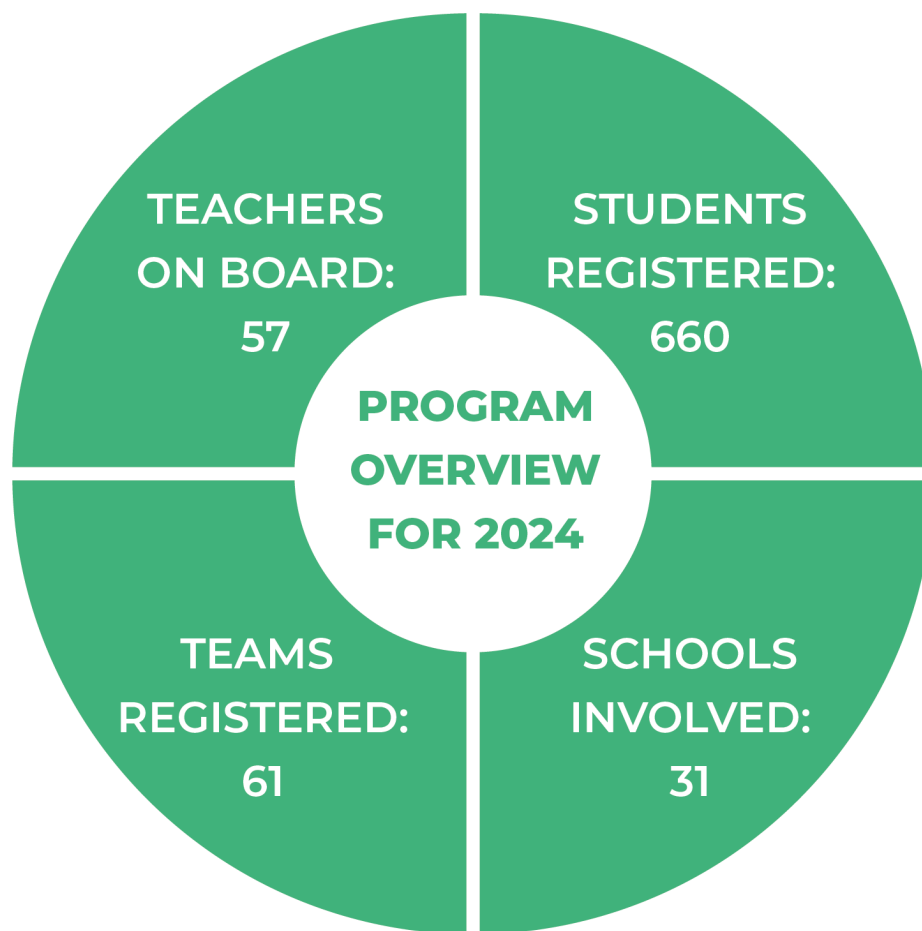
The JA Company program continues to serve as a powerful catalyst for nurturing innovation and entrepreneurship in young people, equipping them with the skills to create and lead successful ventures.



# JA Company Expo Vente 2024: Embracing Greenovation

This year's theme, "Greenovation - Innovative Solutions for a Greener Economy," inspired students to create sustainable business solutions that reflect their commitment to environmental responsibility.

In 2024, the JA Company program reached 660 students across 31 schools, with the support of 57 teachers. These students formed 61 teams, engaging in entrepreneurial projects that reflected the core theme of sustainability and innovation.



On the 20th July 2024, JA Mascareignes hosted the Expo Vente JA Company 2024 Edition at La City Trianon, attracting over 1,600 attendees. This event showcased the innovative entrepreneurial projects of 38 teams from 21 schools, each presenting their solutions focused on environmental sustainability. It was an excellent opportunity for students to market their products, gain visibility, and network with potential customers and investors.

The event highlighted the creative and forward-thinking spirit of the students and their commitment to shaping a greener economy.



# JA Company 2024 Final: A Celebration of innovation and sustainability

Among the many participating schools this year to the JA Company of the Year, five finalist institutions were selected to present their innovative projects to a jury panel: Loreto College Curepipe, Sookdeo Bissoondoyal, Loreto College Mahebourg, Royal College of Port Louis, and Ravindranath Secondary School. Each project connected to nature in ingenious and sustainable ways.

The ideas presented ranged from pencil cases made from recycled materials to plantable pencils, vacoas bags as alternatives to plastic, and water bottles incorporating UV panels to filter water. These projects highlighted the creativity and ingenuity of the young generation.

The competition culminated in a victory for Sookdeo Bissoondoyal College, whose innovative UV-integrated bottle idea won first place, earning them a prize of Rs 10,000. Loreto College Mahebourg claimed second place for their vacoas bag project, designed by the students and produced by local artisans.

For the students of Sookdeo Bissoondoyal, teamwork was the key to their success in the JA Company of the Year competition. They learned that when everyone comes together, incredible things can be achieved, no matter the challenge.

The winning team, accompanied by their tutor and headmaster.



**“The students at Sookdeo Bissoondoyal College have taken innovation to the next level in the JA Company of the Year competition. Despite still being in school, they’ve developed an impressive product – a UV panel bottle! This competition is all about fostering creativity.”**

- Mentor of Sookdeo Bissoondoyal College.







## JA Company of the Year - Africa Competition 2024

For the first time, Mauritius hosted the JA Company of the Year - Africa competition, bringing together young entrepreneurs from nine African countries: Uganda, Ghana, Zimbabwe, Nigeria, Tanzania, South Africa, Zambia, Eswatini, and Mauritius. Held at the Suffren Hotel & Marina and Labourdonnais Waterfront Hotel, the event was a vibrant showcase of innovative solutions to global challenges such as climate change, sustainability, and agricultural innovation.

At the Trade Fair, students presented their groundbreaking products in line with the Greenovation theme, demonstrating their creativity and entrepreneurial drive. The Mauritius team secured second place with their solar-powered UV purifier water bottle, addressing the global need for clean drinking water while promoting sustainability and reducing plastic waste. This innovative idea had already impressed the local jury and continued to shine on the continental stage.

Eswatini took third place with their electro-culture generator, which integrates electric currents with irrigation systems to enhance crop growth and nutrient absorption, offering a practical solution for sustainable agriculture.

The grand prize was awarded to the team from Tanzania, whose innovative solution, OptiGrow, an AI-powered app, empowers farmers by providing tools for smarter agriculture. From disease detection to virtual advising and offline support, OptiGrow helps farmers maximize yields while minimizing environmental impact. Their impressive solution earned them the first-place prize of \$1,000.

The second-place winner received \$800, while third place earned \$500. Next year, the competition will be held in Nigeria, continuing to inspire and empower young entrepreneurs across Africa.

***“Empowering young minds through hands-on learning experiences is at the heart of the JA Company Program. By fostering innovation, leadership, and entrepreneurial spirit, we are shaping the next generation of impactful leaders”***

- Anousha Duva Pentiah-Hurkhoo - Programme Manager











# BUILDING SKILLS FOR TOMORROW'S CAREER

JA Mascareignes continues its commitment to preparing students for the workforce through programs like JA Passeport pour le Futur and JA Career Success. These initiatives provide students with critical career exploration skills and the knowledge needed to succeed in high-growth industries.



## Building business minds: The impact of JA Passeport pour le futur

JA Passeport pour le Futur reached 19 schools and 2,110 students, offering hands-on training in entrepreneurship and career readiness. Through group activities, students learned to design strategies using the Business Model Canvas, identifying their business value, target customers, and potential sources of funding.



The program emphasized the importance of understanding customer needs for effective marketing and highlighted how entrepreneurs distinguish themselves from competitors.

It was particularly interesting to see students anticipate future challenges by discussing potential partnerships with other groups, showcasing their forward-thinking approach.

By developing their own business ideas, students gained practical tools and insights, building the confidence and skills they need to navigate the business world and become successful entrepreneurs.





## Building key career skills with JA Career Success

In JA Career Success, students learned to apply critical thinking, communication, collaboration, and creativity through exercises. They worked on problem-solving challenges such as identifying the root cause of business issues and devising solutions. Through the “Overload Challenge,” students learned how to prioritize tasks, manage competing demands, and collaborate effectively under pressure. Role-playing exercises helped them refine their conflict resolution and communication skills, preparing them for real-world work environments.

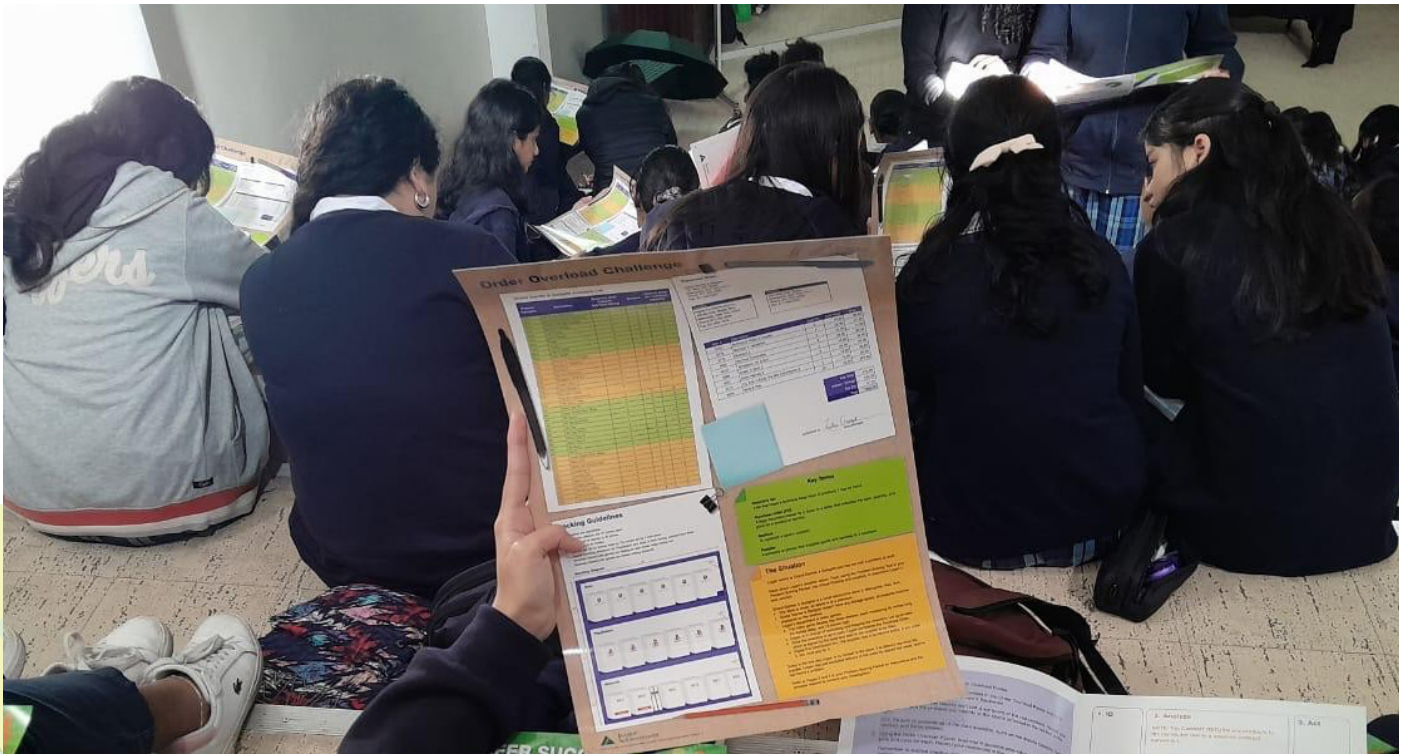
By focusing on these skills, JA Career Success equips students to tackle challenges, work effectively in teams, and navigate career exploration with a strong set of soft skills. The program ensures that students are well-prepared to succeed in high-growth industries by teaching them to think critically, communicate clearly, and collaborate creatively in real-world business contexts.

### Testimonials from students:

“The session made me realize the significance of soft skills during job interviews.”

“I learned how to effectively communicate my strengths by sharing personal stories.”

“I discovered how to enhance my digital profile to better represent my professional image.”



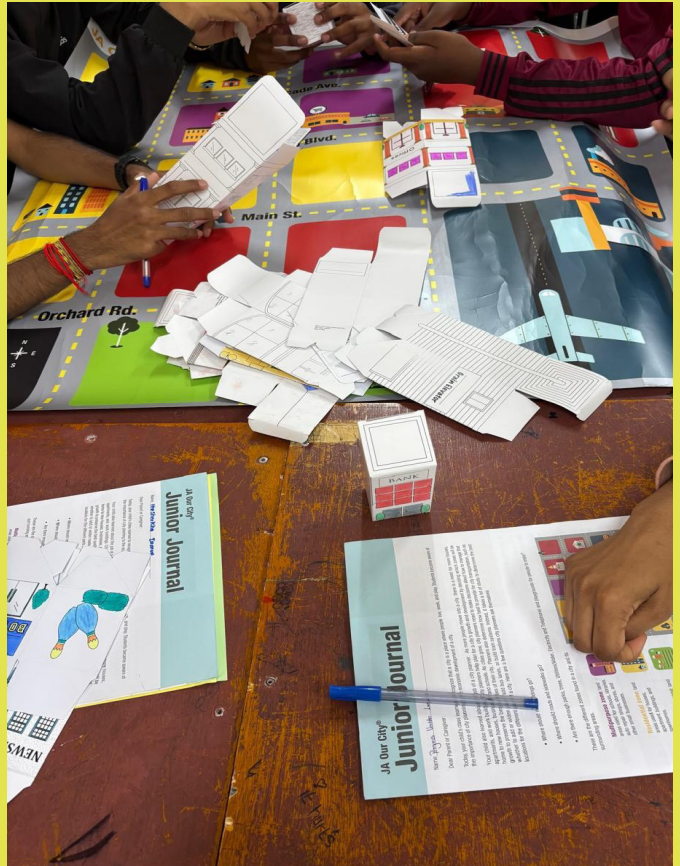


## Building a stronger future: MITD's partnership for youth empowerment

JA Mascareignes partnered with the Mauritius Institute of Training and Development (MITD) to implement several key programs aimed at enhancing employability and entrepreneurial skills.

Through JA ITS TYME, 192 participants learned to develop entrepreneurial ideas and skills, while JA Our City engaged 252 participants in understanding financial literacy and the role of businesses in communities.

JA More Than Money reached 293 participants, equipping them with crucial financial knowledge and an entrepreneurial mindset.



These programs were tailored to support students in vocational training, providing learning experiences that bridge the gap between education and the professional worlds.

By partnering with MITD, JA Mascareignes continues to make a significant impact in equipping young people with the tools they need for entrepreneurial success and a successful career path.



# GOAL

accelerator

“Sa program la inn deblok kiksoz dan moi, mo santi moi pli for.”

*Nathalia Riviere*

## UNLOCKING POTENTIAL THROUGH WOMEN EMPOWERMENT

In a world where gender equality remains a key challenge, Goal Accelerator is shaping tomorrow by empowering young women with the tools and support they need to secure economic independence and become catalysts for positive change in their communities.



# Empowering young women through Goal Accelerator

As the flagship educational program within Standard Chartered's Future makers, Goal was initially launched in 2006 to address inequality and promote economic inclusion through sport, play, and life skills education. Since its inception, it has evolved into a global movement, reaching over 698,000 girls and young women across 23 countries, transforming lives and inspiring resilience worldwide.



## The transition to Goal Accelerator

In 2024, Goal evolved into the Goal Accelerator - a hands-on, gender-responsive initiative designed to empower young women aged 16 to 35 with pathways to economic resilience. Whether participants aim to enter the workforce or start their own businesses, Goal Accelerator provides the skills, support, and mentorship needed to navigate these paths successfully.

## A collaborative approach with Women Win

The programme has been co-designed in collaboration with Women Win, drawing on insights from local partners in Mauritius, the UK, Pakistan, Sri Lanka, and Malaysia. Each regional adaptation reflects the specific needs and aspirations of the young women in their local context. By involving JA Mascareignes and Standard Chartered representatives, from the start, Goal Accelerator ensures that its approach is rooted in the community's genuine needs, paving the way for impactful and sustainable results.



***“With Goal Accelerator, we are not just opening doors; we are ensuring that young women have the tools and courage to walk through them and thrive.”***

Majo Armasin, Senior Project Coordinator at JA Mascareignes



# Setting the stage for change: Goal Accelerator Launch

On the 7th October 2024, JA Mascareignes, with the support of the Standard Chartered Foundation, proudly launched the Goal Accelerator Programme at a ceremony at Voilà Bagatelle. The event featured a dynamic panel discussion with industry experts addressing the critical issue of employability among young Mauritian women in vulnerable situations.

The panel highlighted key challenges faced by these women, such as a lack of self-confidence, often linked to societal stigma and biases based on their backgrounds. To tackle these barriers, the panel proposed a range of solutions, including targeted soft skills and life skills training, as well as leadership programs aimed at fostering self-assurance and developing role models within the community.

The Goal Accelerator Programme stands out due to its holistic and tailored approach, offering young women a structured pathway to economic independence and professional success.



***“The Goal Accelerator Programme is part of Standard Chartered’s global efforts to empower youth, and we are committed to providing young women in Mauritius with the necessary tools to overcome barriers and achieve economic independence.”***

- Mr. Kunda Neill, Head of Corporate Affairs and Brand & Marketing, Mauritius.

The panel discussion was composed of a diverse group of experts, including Kunda Neill, Head of Corporate Affairs and Brand & Marketing at Standard Chartered Mauritius, Viren Vythelingum, CSR Manager at Beachcomber Foundation, Patricia Adèle Felicité, General Secretary of Caritas, Sameera Chattun Koyratty, Founder & CEO of Safe of Sha Training Centre, and Stephanie Tranquille, Senior Manager at DCDM Research.

Some beneficiaries of the program had the opportunity to attend the kick-off event.





## Successful completion of the Goal Accelerator Programme with Revey Twa Fam

As part of its island-wide efforts, the Goal Accelerator Programme has partnered with the NGO Revey Twa Fam in Mahébourg to provide comprehensive support for young women, starting with a pilot group of fifteen participants.

After completing the Ready to Learn phase, which focused on leadership, personal development, digital literacy, and financial skills, the participants will complete the program in January 2025.

The picture shows one of the exercise sessions organised with the participants of the Goal Accelerator program, focusing on an important module for mental health.



**This collaboration marks a new chapter in supporting the growth and future success of the next generation of women."**

- Jasmine Toulouse, Project Supervisor of NGO Revey Twa Fam



Moving forward, the JA Mascareignes team will continue to support these graduates for the next six months. Participants will therefore receive personalized follow-up to help them secure employment or start their own businesses, ensuring they can successfully integrate into the professional world and build economic resilience.

The completion of this programme is just the beginning, and we look forward to seeing the young women of this cohort thrive as they take their next steps toward achieving lasting professional success.







# **BUILDING A GREEN, SUSTAINABLE TOMORROW**

In a world facing increasing environmental challenges, JA GREENT is shaping tomorrow by equipping educators with the tools to inspire a sustainability-conscious entrepreneurial mindset in their students.



## JA GREENT: Inspiring youth to build a greener tomorrow

JA GREENT is making a transformative impact by equipping educators to foster a sustainability-conscious entrepreneurial mindset in students, paving the way for the leaders of tomorrow.

In 2024, the program reached 51 Grade 10 students at Manilal Doctor SSS, a school already recognized for its exceptional commitment to environmental sustainability, having earned the prestigious Green Flag Award for its outstanding ecological initiatives.

The JA GREENT program isn't just about teaching concepts—it's about empowering students with practical knowledge on crucial sustainability topics such as waste reduction, recycling, community gardens, and energy conservation. Through real-world applications, students gained a deep understanding of these sustainable practices and their relevance in today's world.

The impact of the program was immediate and significant. 58% of students reported feeling a personal responsibility for waste recycling after participating, marking a 19% increase compared to before the program. Furthermore, 74% of students expressed a strong willingness to integrate sustainable practices into their daily lives.

Perhaps most telling is the shift toward entrepreneurship: many students expressed a renewed interest in pursuing green businesses, inspired by the program's teachings and their newfound confidence in sustainability.

JA GREENT has proven to be more than a learning experience; it's a catalyst for change. By challenging students to think critically about the future of the planet and how they can contribute, the program has inspired a powerful shift in mindset. Students are not just learning about sustainability - they are ready to lead the charge in creating a greener, more sustainable world.





In addition to its impact at Manilal Doctor SSS, the program has also reached out to the students of Polyinvestis, a club at the University of Mascareignes, through a tailored sustainability-focused training.

Students were introduced to the Business Model Canvas, learning how to turn ideas into actionable projects with a focus on social and ecological values.

Participants highly praised the training for its relevance to their entrepreneurial goals, inspiring them to develop projects aligned with the Sustainable Development Goals (SDGs). Many felt motivated to apply for the National Student Entrepreneur Status (SNEE) and gained a deeper understanding of ethical and sustainable business practices.

According to Michael Nshokano Kajemba, President of the Polyinvestis club, the training played a crucial role in shaping students' sustainable entrepreneurship mindset and increasing their environmental responsibility.





# THANK YOU

To our partners, sponsors and volunteers.

Your support drives us forward. Thank you to everyone who believes in our mission and helps us create a better future.



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