



KCB

FOUNDATION



**DEVELOPMENT TRAINING PROGRAMMES IN HOSPITALITY &
DIGITAL MEDIA ENTREPRENEURSHIP**

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INFORMATION PACK

BOMA INTERNATIONAL HOSPITALITY COLLEGE (BIHC)

BIHC stands as a premier Pan-African hub for Hospitality and Culinary Arts training, research, and consultancy. As an initiative owned by the Kenya Red Cross Society and managed by Boma PanAfrican, we are part of a conglomerate of commercial enterprises committed to supporting the humanitarian efforts of the society in Kenya. Our overarching goal is to impact lives through our work and business endeavors.

Operating as conscientious global citizens, our mission is to contribute to the sustainable development goals. We specifically focus on promoting inclusive and equitable quality education, fostering lifelong learning opportunities, and spearheading research-led initiatives that contribute to the development of robust ventures in the hospitality business sector.

Our affiliate, **Switch Media School (SMS)**, stands as a pioneering institution committed to nurturing the next generation of media professionals. As an innovative center focused on imparting technical expertise, SMS boasts state-of-the-art facilities, including cutting-edge studios and equipment, and is staffed by a team of highly trained and talented individuals. Positioned at the forefront of digital media communication transformation, our mission at Switch Media School is crystal clear: to deliver unmatched lifelong learning experiences that shape and empower a new breed of media practitioners, ready to leave their mark on the industry's future.

KCB FOUNDATION

KCB Foundation was established in 2007 to serve as the driving force behind KCB Bank Group's Corporate Social Responsibility initiatives which reflect a steadfast dedication to sustainable development for poverty alleviation and enhanced well-being. To date, the Foundation has contributed an approximate 3 billion Kenyan Shillings to community programs in Kenya, South Sudan, Rwanda, Tanzania, Uganda, and Burundi.

The Foundation's programs are meticulously crafted to address pertinent issues within the thematic areas of Education, Enterprise Development, Health, Environment and Humanitarian Intervention. Tailored to the specific needs of each country the entity exists in, these programs ensure a targeted and effective response to the prevailing development priorities.

OUR COLLABORATION

Collectively, we have established a joint initiative that seeks to impart skills to unemployed youth, women and domestic workers. We equally seek to upskill employed hospitality, tourism or digital media professionals or entrepreneurs and facilitate a boot camp and incubation hub for women-owned SMEs.

These fully-funded training programmes are designed to make a positive impact on job creation, job retention and empower entrepreneurs by equipping them with the necessary skills plus knowledge to develop enterprises or careers that are both competitive and resilient.

Why this initiative?

Although the overall unemployment in Kenya is at 12.7% percent, Youth (18– 34 year olds), who form 35 percent of the Kenyan population, have the highest unemployment rate of 67 percent. Over one million young people enter into the labor market annually without any skills, some having either dropped out of school or completed school and not enrolled in any college. Our industry has historically been an easy avenue for such budding talent to bridge, learn and thrive. However, limitations set by financial mobility, work schedules and ease of access to training opportunities have limited work mobility making growth and retention pathways less accessible.

This collaborative project brings like-minded industry players, ease access for talent to training and incubation opportunities which will shape their knowledge, skill and entrepreneurial abilities and foster a more robust industry for careers, business and recruitment pools.

OUR PROPOSED SOLUTION

To bridge this gap, we have developed an upskilling program that incorporates the Recognition of Prior Learning Framework (BIHC being a Certified Assessment Centre for RPL by TVETA) and our custom Dual Vocational Apprentice Approach.

What is RPL?

The Recognition of Prior Learning (RPL) is the process used to identify, assess and certify a candidate's knowledge, skills and competencies acquired in non-formal or informal learning, such as work or life experiences, against prescribed standards or learning outcomes.

What are the prerequisites for one to undertake RPL?

Applicants who:

- a. Are eligible to claim credit transfers from prior learning experiences such as previous study, employment, voluntary work and training courses - including courses and qualifications that they did not complete
- b. Have solid experience and knowledge in their field of work acquired outside formal learning setups and are eligible to attain a related qualification via RPL. (Casuals, line or supervisory staff earmarked for promotion)
- c. With prior overseas experience or qualifications with a nationally recognized qualification.

The RPL stages

The process for assessment will include:

- RPL awareness
- Application processing
- Counseling and Facilitation
- Orientation and registration
- Pre-assessment
- RPL Assessment (with a pathway for upskilling based on skills gaps)
- RPL Certification
- Post Certification guidance, training and support

SKILLS GAP TRAINING - BIHC HOSPITALITY PROFESSIONAL DEVELOPMENT PROGRAM (BIHC HPDP)

These are a range of pre-defined and tailor-made courses designed for hospitality professionals currently employed in the industry seeking to enhance their skills and knowledge. This will form a vital component towards an RPL certification

The courses cater to both individuals and brands, presenting flexible options for onsite or offsite participation. The instructional approach integrates BIHC Blended Learning TVET to effectively impart and evaluate theoretical knowledge, cultivate and appraise practical skills and soft skills, and offer comprehensive learner support. This approach is applied to co-designed blended training programs focused on professional and skills development, fostering enhanced employability within the dynamic hospitality and tourism sector in Kenya.

The BIHC HPDP programs is based on a project that aims to prepare the Kenyan hospitality industry for future disruptions by developing cost effective, sustainable models that increase access to and quality of TVET by hospitality workers by providing a digital home for learners that connects them to courses of study, a lifelong portfolio, peer communities for engagement, and employment opportunities.

The blended learning platform equally provides a digital support service for employers, to enable them view trainees/apprentices' progress, upload evidence, and arrange training, and access digital materials library for quality assured learning and assessment materials.

Training will encompass:

1. BIHC - Skills & Competency Based Program (suitable for operational staff)

A series of professional courses designed to help specialize your skills whether you are just starting out in the professional hospitality world or you are looking for a promotion to a higher position.

2. BIHC - Advanced Supervisory Skills Program (suitable for supervisory staff)

Exclusively provide real-life scenarios based on situations at the organization for supervisors and managerial staff who oversee the work of others or those who intend to move to supervisory or managerial levels within the organizations.

3. BIHC - Leadership Development Program (suitable for managerial staff)

BIHC-Leadership Development Programs will help build leadership skills and leverage capabilities to positively impact departments, employees, and work teams.

4. BIHC –Executives Development Program (suitable for CEOs & Directors of MSMEs)

BIHC Executives Development Programs offers a set of programs to board members, Independent directors, and other senior executives who are committed to addressing business issues, solving complex problems, leading growth, innovation and positive change within their organizations from multiple perspectives.

BIHC DUAL VOCATIONAL APPRENTICE APPROACH TRAINING (DVAA) PROGRAM

Curated for new talent, the program offers co-training experiences that take place on the job as well as in class. Through well refined curricula, trainees undertake 70% of the training program within a real-life environment relevant to their area of specialization with 30% of specialized theoretical and lab based knowledge applications within our campus and its regional training facilities.

All co-designed training curriculum offers soft skills such as professional ethics, customer service & excellence, entrepreneurship and employability skills amongst other key skills.

Training will encompass:

1. Certification in Animation, Leisure and Recreational Studies
2. Certification in Housekeeping Stewarding
3. Certification in Kitchen Stewarding and Management
4. Certification in Food Production Techniques
5. Certification in Pastry and Bakery
6. Certification in Barista Skills
7. Certification in Mixology and Bar Operations
8. Certification in Front Desk Techniques & Operations

9. Certification in Food & Beverage Service techniques
10. Certification in Hospitality Digital Marketing
11. Certifications in Laundry Operations
12. Certifications in Housekeeping Operations
13. Certification in Events & Banqueting Management
14. Certification in Swimming Pool Safety Management
15. Certification in Store Operations & Management
16. Certification in International Cookery
17. Certification in African Cuisine Cookery
18. Certification in Quick Restaurant Service Crew

Who can apply?

- Youth in employment, education or training
- In-house trainees within hospitality facilities
- Casuals earmarked for promotion to contract terms
- Operational staff earmarked for promotion to supervisory positions
- Supervisory staff earmarked for promotion to managerial positions
- Women and Persons living with disabilities are encouraged to apply
- Persons within 18-34 years of age with a national ID

BIHC HOSPITALITY MSMEs INCUBATION & ACCELERATION PROGRAM (BIHC HMIAP)

According to the International Finance Corporation (IFC), 51% of the businesses in Kenya are owned by youth and particularly a woman or women. These entrepreneurs contribute significantly to economic development through job creation and growth enhancement for the poorest 40% of the Kenyan population.

Despite their contribution, youth owned hospitality SMEs face significant challenges that hinder their growth, sustainability and contribution to the economy. These challenges come in various forms such as limited access to capital, lack of training and mentorship, difficulties in balancing work and family responsibilities and limited technical and technological skills.

Addressing the above challenges requires creating an enabling environment that empowers women entrepreneurs in the hospitality sector and unlocks the untapped potential of these SMEs for economic development in Kenya through modern technical skill and entrepreneurial training in hospitality management and culinary arts.

Courses available for training will cover:

1. HACCP training
2. Culinary training
3. Outside catering service techniques and management
4. Business & entrepreneurship training
5. Transversal skills training

Who can apply?

- Youth running entrepreneurial ventures in hospitality
- Women and Persons living with disabilities are encouraged to apply
- Youth within 18-34 years of age with a national ID
- Hospitality Suppliers
- Restaurant, cloud kitchen, event and catering owners
- Informal Groups running hospitality enterprises
- Travel agencies

Benefits to the BIHC HMIAP

- Mentorship from experienced professionals who can provide valuable guidance on business models, product development, and marketing strategies. These mentors will help the SMEs refine their vision and guide them toward success.
- Financial investments offered by KCB will provide the capital needed to grow SMES startups or launch new projects.
- BIHC will provide additional resources, such as a workspace or technology services that could be beneficial for SMEs business.
- BIHC will provide operational advice including providing expertise in legal issues, access to finance, recruiting talent, and developing an effective strategy for scaling up operations.
- The program aims to connect entrepreneurs with KCB bank who can contribute to their financing needs.
- Networking: access to industry-specific contacts that can open doors to secure collaborations and partnerships that would otherwise be difficult to obtain.

BIHC EXECUTIVE HOME CARE MANAGEMENT (BIHC EHCM)

The demand for domestic workers worldwide has been increasing steadily in developed and developing countries. Their significant socio-economic contribution to the employer, themselves, and their families is unmatched. Oftentimes, such youths employed in this trade consist of those less likely to access available training programs or any other empowerment opportunities owing to the strict entry requirements set by most tertiary and vocational skills training service providers. These opportunities are further hindered by poverty and lack of education as well as inequalities that result in untold abuse and human rights injustices in the hands of employers. The BIHC Executive Home Care Management Program will equip the youths not only with hospitality vocational skills but also empower them with information on safe migration, their rights and obligations so that they can negotiate fair terms and conditions of employment.

Modules available for training will cover:

1. Food production
2. Food and beverage service techniques
3. Housekeeping and laundry techniques

4. Home Hygiene and safety
5. Transversal Skills Training
6. Child Care
7. Basic First Aid Skills
8. Homecare Nursing
9. Safer Migration Program (Elective)

Who can apply?

- Women and Persons living with disabilities are encouraged to apply.
- Youth within 18-34 years of age with a Kenyan National ID
- Staff fronted by Embassies, Expatriate, Resident Associations and/or Recruitment Agencies
- Persons set to undertake work deployments via National Employment Agencies

SMS DIGITAL MEDIA AND COMMUNICATION PROGRAM (SMS DMC)

Kenya, leading East Africa in creative goods export and boasting high internet penetration, stands at the forefront of utilizing digital media and the cultural and creative industry (CCI) to generate youth employment and foster economic development. The sector, comprising music, theatre, graphic design, digital animation, fashion, crafts, and more, is characterized by a vibrant youth presence. However, challenges persist, including limited financial opportunities, low youth participation in the labor force, and weak policy frameworks, necessitating a strategic approach.

Our approach targets:

- **Youth seeking skilling or upskilling:**

Our tailor-made Duo Vocational Apprenticeship Approach (DVAA) training curriculum in Digital Media Entrepreneurship is designed to equip participants with skills, including understanding the production process from pre-production to post-production. Through a hands-on approach with 70% of learning being practical and 30% in a classroom setting, participants gain practical experience in executing projects, improving their entrepreneurial or employment skills. The aim is to develop competencies in storytelling, creative,

problem-solving, project management, and client communication, empowering one to thrive in the competitive digital media landscape.

Courses available for training will cover:

1. Certification in Videography
2. Certification in Photography
3. Certification in Content writing/blogging and Social Media Management
4. Certification in Graphic Design (2D and print materials)

● **MSMEs in Digital Media Entrepreneurship**

Crafted to offer specialized bootcamps, mentorship and coaching to entrepreneurs running ventures in Digital Media Spaces. The carefully crafted program accesses specific participant needs, provides requisite training where applicable and enhances one's ability to build competitive, adaptive and resilient media businesses.

Who can apply?

- Youth within 18-34 years of age with a national ID
- Novice talent in the digital media space looking to hone practical skills
- Media enthusiasts with a keen interest in digital platforms
- Aspiring entrepreneurs looking to establish their digital media ventures
- Individuals ready to learn and embrace the rapidly evolving media industry
- Women and Persons living with disabilities are encouraged to apply

HOW CAN YOU PARTNER WITH US?

We believe this collaboration is an opportunity for you to connect with us either as;

- **A placement partner**

To fully expand on the project's impact, we are seeking placement partners who will have an opportunity to leverage on:

1. Maintaining and improving the image of the company through corporate social responsibility
2. Co-created curriculum that will match the needs of the placement partner
3. Opportunity to upskill current talent through the program with no additional cost implications while meeting objectives
4. Enhanced service delivery and customer experiences

Other ways you could partner with us include:

- Implementation partner
- Job placement
- Industry Training partner
- Mentor and/or coach
- Co-funding partner for applicants beyond the age of 35
- Individual industry trainers
- Publicity and awareness
- Policy influencer
- Community engagement and mobilization
- Program participant/trainee
- Long term project partners



If interested to apply, please visit: <https://forms.gle/4bU65EeRHj2HwaCn8> or scan the QR code above.