



KHULA Education Case Study

EQUIPPING YOUNG ENTREPRENEURS WITH SKILLS FOR SUCCESS

About KHULA Education

KHULA Education works in partnership with rural schools and underserved communities in South Africa to provide underprivileged children and young people with equal opportunities through access to quality education and economic development.

KHULA works across 21 schools in KwaZulu-Natal supporting over 6,450 children and young adults as well as 200 teachers with four core programs. These programs include Early Childhood Development, Top-Up Teaching at Primary and Secondary level, Educator Development, and Life Skills and Job Readiness.

KidsMBA at KHULA Education

KHULA Education launched the KidsMBA programme in early 2022 and is currently the world's biggest provider of this award-winning programme, equipping more than 400 rural students with entrepreneurial and business skills to date!

The Problem

The project is particularly relevant and vital in rural South Africa, where local unemployment is up to 80%, with analysts citing an education system that does little to prepare students for the workplace as a key challenge.

Specifically, the South African public education system remains heavily focused on academic learning, and in rural areas where resources are stretched, vital skillsets like presentation skills, relationship-building, critical thinking and communication are not developed, leaving rural students behind the competition. This approach is in direct contrast to the body of evidence stressing the growing importance of soft skills in bolstering employability when jobs are scarce.



The Impact

The impact of the KidsMBA is clear to see with graduates of the programme demonstrating increased self-confidence, critical thinking, teamworking skills and creativity. The quality and variety of ideas produced by students have been incredibly impressive, considering that they are as young as 12 years old and learning about business and economics for the first time. It is worth noting that participants of the KidsMBA programme are also making significant improvements in other subjects areas.

Working with KidsMBA

Through KHULA's work with KidsMBA, they are addressing this skills gap with a 16-week programme of learning which fosters entrepreneurship by making business principles accessible to young people and equipping them with the soft skills they will need to compete effectively in the world of work and tertiary study. Learners receive weekly coaching from KHULA teachers, with additional support from the University of KZN's School of Accounting, Economics, and Finance lecturers. Students are supported to team up to devise and develop their very own small business ideas, culminating in their final presentations to a shark tank or Dragons' Den style panel of judges, with a winning team from each school receiving R2,000 to launch their small business idea.

KidsMBA video

KHULA Education created a video which shows the impact of the KidsMBA entrepreneurship programme on children in a rural community in South Africa.



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