

Olafika

SME Development & Mentorship Programme
A proud NDTC Initiative



Proudly sponsored by:



A NAMIBIA DE BEERS PARTNERSHIP



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Olafika' means the time is now in Oshikwanyama. The time is now to bring the agenda of entrepreneurship and mentorship to the forefront.

Olafika is a structured mentorship programme designed to equip entrepreneurs with the critical knowledge and skills needed for business success. The programme is designed to train and mentor five SMEs per region, 70 in total, over a six-month period.

Olafika is a proud initiative of the Namibia Diamond Trading Company (NDTC) in partnership with the Twapewa Kadhikwa Institute of Entrepreneurship & SME Development. The Institute is responsible for the administration of the programme.

How Training Is Conducted

Each participant receives an approved business toolkit. Training sessions take place in a cosy and friendly environment that enables a personal learning experience.

Participants share and discuss case studies of real-life business scenarios and situations, which they can relate to their own businesses.

- ▶ One contact session per month over a 6-month period
- ▶ Training rotates between different regions
- ▶ 60% of course work consists of case studies
- ▶ Experts from different fields discuss specific topics.

The six topics covered are:

- Chapter 1: Understanding Entrepreneurship
- Chapter 2: Planning Your Business
- Chapter 3: Managing Your Finances
- Chapter 4: Sales & Marketing
- Chapter 5: Managing Your People
- Chapter 6: Running Your Business

Qualifying Criteria

To be eligible, participants must meet the following criteria:

- ▶ Must be a Namibian entrepreneur
- ▶ Must be the owner of the SME/business
- ▶ Must currently run the business him/herself
- ▶ Must have a desire to grow the business to greater heights
- ▶ Must be open to taking advice and developing a strategic perspective

We offer equal opportunity for men and women. Youth-owned businesses will be prioritised.

Employment Creation Rationale

The rationale behind the Olafika model is to equip each participating SME with the ability to create five permanent jobs (including for the founder), thus resulting in 350 self-sustaining jobs for the Namibian economy. This is true beneficiation!

Graduation

A formal graduation ceremony is held after the successful completion of the 6-month intensive programme. Participants return to their communities armed with the knowledge, skills and drive to take their businesses to the next level.

National SME Expo & Award Ceremony

A national SME Expo & Award Ceremony will be organised each year to showcase the potential of Namibia's SMEs and entrepreneurs, especially Olafika participants. The event will give SMEs and entrepreneurs much-needed exposure and networking opportunities.

Olafika Alumni Association

The Olafika Alumni Association serves as a platform for 'Each one, train one'. The objectives of the Alumni Association are:

- ▶ To foster a close community bond between former and current Olafika participants
- ▶ To continue to harness the value that lies within each enterprise
- ▶ To share lessons learned
- ▶ To have a generational impact