

## Inside Stories

Delight  
Uganda  
creates  
6,000 jobs

The PSFU  
Women's  
Katale

Project  
Director's  
Note

Private  
Sector  
Catalytic  
Fund

Youth  
Voices

## LFS Project Dashboard

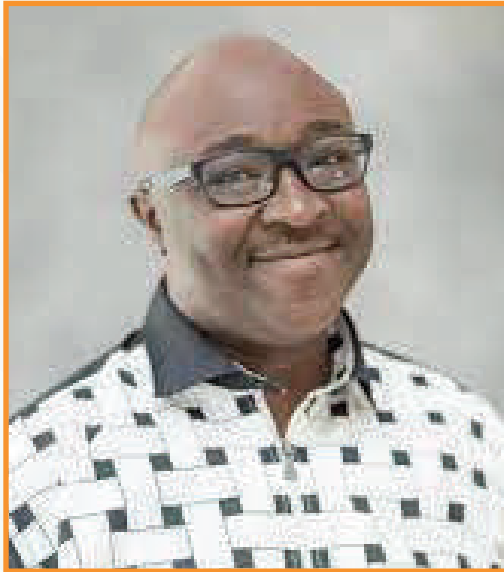
No. of Lead firms onboarded	36
No. of Jobs created	96,270
No. of Young Women in Work	60,939
Target number of jobs by 2024	300,000

IN PARTNERSHIP WITH



mastercard  
foundation

## Project Director's Note



### Dear Reader

I am delighted to bring you the inaugural edition of the LFS Bulletin Newsletter.

PSFU is the powerhouse driving the Mastercard Foundation's Young Africa Works Strategy in Uganda, and we're committed to creating 300,000 dynamic and meaningful work opportunities for Ugandan youth. But we're not stopping there. We are going above and beyond, using innovative models like the Lead Firm Structure Model and providing Business Development support to Lead Firms and MSMEs to ensure we achieve our goal.

Since the project's birth in 2020, we've been kicking goals and reaching milestones, and we can't wait to share our success stories with you.

I'm sure you're eager to discover these stories, so without further ado, I wish you a fantastic read.

Best regards,  
**Apollo Muyanja Mbazzira**

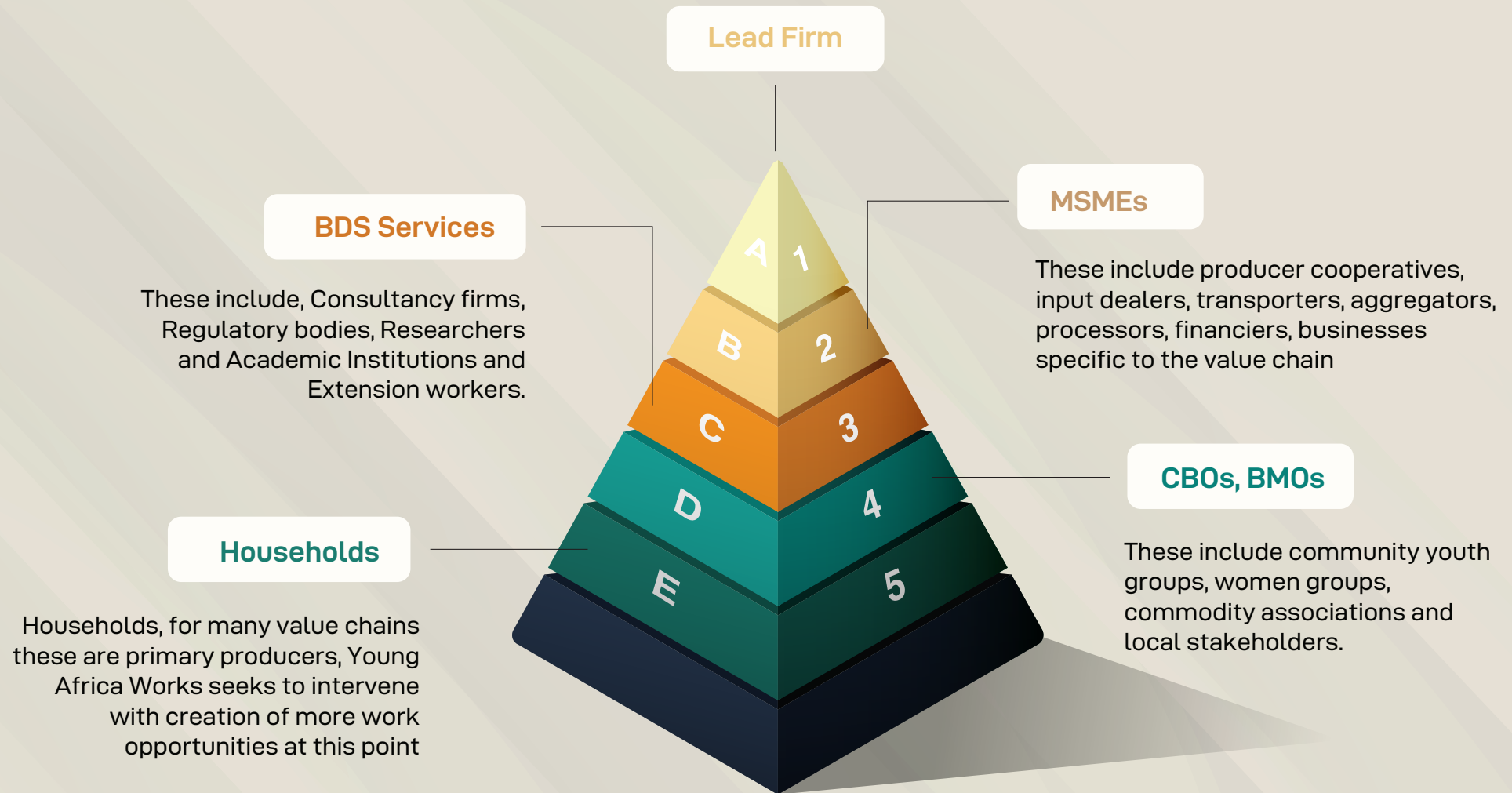
## About the Enhancing Lead Firm Structure for Youth Employment Project Uganda

Private Sector Foundation Uganda (PSFU), in partnership with The Mastercard Foundation's Young Africa Works, is implementing the Enhancing Lead Firm Structure For Youth Employment in Uganda Project to create 300,000 decent and fulfilling work opportunities for the youth in Uganda aged 18-35 years.

PSFU has successfully implemented the project using a model known as the Lead Firm Structure Model, which is a hybrid value chain approach that promotes market-led and production-linked horizontal and vertical chains to enable households to have four revenue sources gradually. This approach not only provides jobs but also ensures that the skills acquired are those that the market demands. The key implementing partners are market leaders, also known as Lead Firms

The project has also provided access to finance and market linkages to enable the youth to start and grow their businesses.

# LEAD FIRM STRUCTURE MODEL



**Sectors of Focus: Agriculture, Trade and Allied Services, Manufacturing, Construction, and Tourism**



# HERE IS WHAT WE WERE UP TO

## The PSFU Women's Day Katale 2023

Season 2 of the PSFU Women's Day Katale was definitely BIGGER & BETTER!

The two-day pop-up marketplace, which took place from March 10th to 11th at the UMA multipurpose hall in Kampala, featured over 200 women-led businesses exhibiting products and services. The Women's Day Katale is an initiative by PSFU aimed to promote, build, and encourage entrepreneurship and skills among women while providing a forum for them to showcase their enterprises.

This year's Katale featured networking opportunities between entrepreneurs, market access, and business clinics offering women training and entrepreneurship skills. These clinics included a One-stop-centre facilitated by the Uganda Revenue Authority, the Uganda Registration Services Bureau, and the Uganda National Bureau of Standards. Additionally, Opportunity Bank, Movit Products Limited, Zeus the Agency, Safe Boda, and Claire Muhire facilitated the Financial Clinic, beauty clinic, creative business clinic, tech business clinic, and Boss Babe business clinic, respectively.

The PSFU Women's Day Katale provides a much-needed platform for women entrepreneurs to showcase their businesses and connect with potential customers and partners. We are proud to support this initiative and celebrate the success of Season 2!

**\*The PSFU Women's Day Katale is an annual event\***





# Lead Firm- Delight Uganda Ltd creates 6,000 jobs for the Youth in Northern Ugandan

We are thrilled to share the success of the "Delight Works With Young People" project, a collaboration between the Private Sector Foundation Uganda (PSFU) and Delight Uganda Limited. This project aimed at supporting young entrepreneurs in northern Uganda and has already created over 6,000 jobs for young men and women, offering them decent and fulfilling work opportunities.

The stakeholder engagement meeting to recount the project progress and sustainability plan was graced by Hon. Col. (Rtd) Charles Patrick Engola, the Minister of State for Labour, Employment, and Industrial Relations. He commended PSFU and other private-sector players for their contribution towards curbing youth unemployment and emphasized the importance of partnerships to address this challenge.

In addition to creating job opportunities for young people, the project encourages community engagement and support. PSFU also partnered with the Diocese of Northern Uganda-Gulu to recognize and award six supportive couples who received a bicycle and two goats to increase their household income. This initiative encourages parents and spouses to support young women entrepreneurs in the region.

The "Delight Works With Young People" project has made significant strides in promoting agribusiness and youth employment in northern Uganda. PSFU is committed to creating a conducive environment for young entrepreneurs to thrive, and we are excited to see the positive impact of this project in the lives of young people in the region.





PICTORIAL

# Harvest Money Expo

PSFU participated in this year's Harvest Money Expo to showcase value addition and product diversification across the agriculture value chain and the available work opportunities for young people in the Agriculture sector.





# PICTORIAL

## Yalelo Project Launch

Lead Firm Yalelo officially launched its "Creating Youth and Women Entrepreneurs in the Fish Value chain". Yalelo is creating 7,000 job opportunities in the fish value chain.





# PICTORIAL

## Birding in Uganda

Young participants under the Bird Uganda Project guide guests during a Birding session in the Mabira Forest. Bird Uganda aims to train and create 3,000 jobs for young people in Tourism







**Participants under the  
Pearl Diary Project that  
received training.**

Pearl Dairy is  
working to create  
4,000 work  
opportunities for the  
youth in Apiculture





# PICTORIAL

**PSFU witnessed MOU signing between the Buganda Kingdom and lead firm - Kampala Domestic Stores (KDS).**

Young coffee farmers will now have access to land. PSFU is committed to supporting KDS to create 3500 decent jobs for young people in the coffee Value chain



# PICTORIAL



**Yuvraj Trains Young people in  
motorcycle mechanics in  
Kalungu District.**

Yuvraj will create 6,000  
jobs for young people in  
the Trade and Allied  
Services sector



# Youth Voices

## ECONOMIC OPPORTUNITIES FOR YOUNG WOMEN IN THE MUSHROOM VALUE CHAIN

Winnie (33), a mother of two, completed her studies in 2014 and graduated with a Diploma in Business Administration. She was not able to secure herself a job in formal employment and decided to get married. She relied on her husband for all her financial needs but realized it was not sustainable, especially when the COVID pandemic hit, and her husband was not earning enough money to support the family solely.

"I was surfing the internet when I saw an advert published by African Mushroom Growers. I decided to visit the farm to find out how I could join the project. I was eventually inducted and trained in mushroom growing and value addition as a business," Winnie narrates.

In February 2022, she rented a small space she currently uses for production. African Mushroom Growers supplied 200 mushroom gardens where she produces on average 4-5 Kgs of fresh mushrooms daily and sells at UGX 6,000 per Kg . "I got back my life when I ventured into mushroom growing. I no longer depend on my husband for everything! I now also contribute to some bills at home!" An excited Winnie recounts. She plans to re-invest and expand her business.

Winnie sends an inspiring message to fellow young women to join the project and earn a living in order to enjoy financial freedom.





## Revolutionising MSME Financing: PSFU's Private Sector Catalytic Fund Takes Center Stage

PSFU is set to make a game-changing move in the financing industry by establishing the Private Sector Catalytic Fund. This fund aims to provide affordable and accessible capital to micro, small, and medium-sized enterprises (MSMEs) facing challenges accessing appropriate capital from traditional sources.

With many MSMEs struggling to secure funding from banks and other institutions, the Private Sector Catalytic Fund will be a game-changer in the industry. This fund's unique structure will provide MSMEs with the capital they need to thrive and grow, thus driving economic growth in Uganda.

PSFU's focus on empowering MSMEs will create a ripple effect, positively impacting the country's employment rate and overall economic stability. This move demonstrates PSFU's commitment to supporting the growth and development of Uganda's private sector, empowering businesses and entrepreneurs to reach their full potential.

Stay tuned for updates on the Private Sector Catalytic Fund and how it's set to transform the financing industry in Uganda!



## PSFU partners with AMI to develop Standards for SMEs in Uganda

PSFU is committed to supporting Uganda's small and medium-sized enterprises (SMEs). To this end, we have partnered with the African Management Institute (AMI) to develop standards to strengthen the country's small business support ecosystem.

The partnership involves developing a series of Business Development Support (BDS) standards to improve the quality of support for SMEs in Uganda. AMI will work closely with local technical working groups to ensure the standards are relevant and effective.

In addition to developing the standards, AMI will train 200 Ugandan business development service providers to implement these Standards, which are critical for economic growth and job creation in the country.



## PSFU partners with the Government of Uganda and The Innovation Village to develop a policy for startups in Uganda

PSFU continues to advocate for a favourable business environment for start-ups in Uganda. To kick start the development of the Legal Environment for Start-ups in Uganda Policy, PSFU partnered with the Ministry of Trade, Industry and Cooperatives and the Innovation Village.

A National Technical Working Group (TWG) was established to address the challenges that start-ups face and develop a Regulatory Impact Assessment Report (RIA). This RIA process is highly consultative and involves over ten different stakeholders, including start-ups, development partners, government, politicians, and academia.

The TWG has achieved several results to date, including reducing the cost of patents by 30%, eliminating Capital Gains Tax on exiting venture capital revenues, and enacting a private members bill on start-ups. The TWG has also garnered the interest of various development partners such as UNDP, GIZ, ITC, and JICA.







*Business growth is our business*

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