

Fashion Design_

Empowerment for Ghanaian Youths

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Live Commercial Project (Proposal)



Executive Summary

The proposal provides a plan for developing a social company in Ghana, with the purpose of giving young individuals between the ages of 25 and 35 with vocational training in fashion design and tailoring, concentrating primarily on the creation of traditional Ghanaian clothes.

In light of Ghana's significant youth unemployment rate of 12.6 percent, the project aims to suggest the establishment of a social enterprise centred on the empowerment of young men and women, ages 25 to 35, who possess dressmaking and fashion design skills. The initiative will put a special focus on developing skills essential for the design and sewing of traditional Ghanaian clothing. The programme will serve to develop the economy, eliminate joblessness, and increase tourism. The systematic approach supplied via the methodology, budget, and deadline enables the effective reporting of the social enterprise's main qualities and the completion of the dissertation. The mitigation techniques for acknowledged hazards offer the supervisor with comfort that the project has been well-researched and methodically prepared in order to successfully solve the difficulties that Ghanaian youths encounter while also conserving the rich culture of the nation.





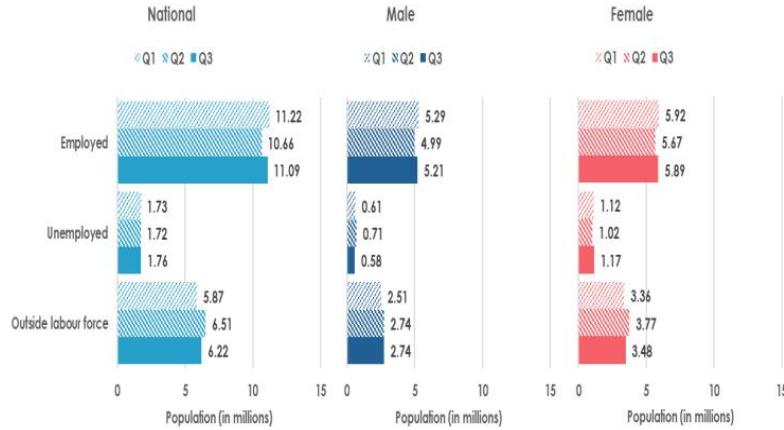
Background to the Project

Ghana has a population of 33,475,870 in 2023 and has an Unemployment rate of 3.5% in that same year 2023 (Ghana Statistical Service, 2023; The World Bank, 2019). Unemployment in Ghana is constitutional; it cuts across all Ghanaian generally young people. According to Chukwuemeka (2023) and PGadmin (2023), unemployment in Ghana has persisted over several years. Several educated individuals are doing jobs that even below their level of education. This problem has its roots in some issues such as education, white-collar job pursuance, entrepreneurship education, and capital access. To address this, it requires a reform in the education sector, entrepreneurship, and flexible access to the finance sector. For the more reason to this Above all this, this trend poses a threat to the survival of various young Ghanaians, as well as retaining the nation's future sustainable developmental plans. Limited access to quality entrepreneurship education and vocational skill development opportunities are at the heart of youth unemployment in Ghana. Regular education is not enough and entrepreneurial education programs enhance more factors that influence entrepreneurial intentions in Ghana (Puni et al., 2018). Additionally, many young Ghanaians are not involved in entrepreneurial activities, a trend that is highly correlated with the higher rate of unemployment (Damoah, 2020). Due to the urgency of this crisis, the Ghanaian government brought in the National Youth Employment Programme in 2006 as a strategic plan to solve unemployment issues (Nyadu-Addo & Mensah, 2018). Therefore, the entrepreneurship and vocational skill program are considered critical in addressing more unemployment issues through economic empowerment, given the vast majority of one type economic bags (Okoro et al., 2022). Therefore, while traditional educational avenues remain relevant, an increasing consensus which seeks skill acquisition in a variety of spaces, particularly the fashion industry. The fashion industry is cultural capital of various young people, and it has various talents to absorb designing, sewing, sales, and marketing, etc.

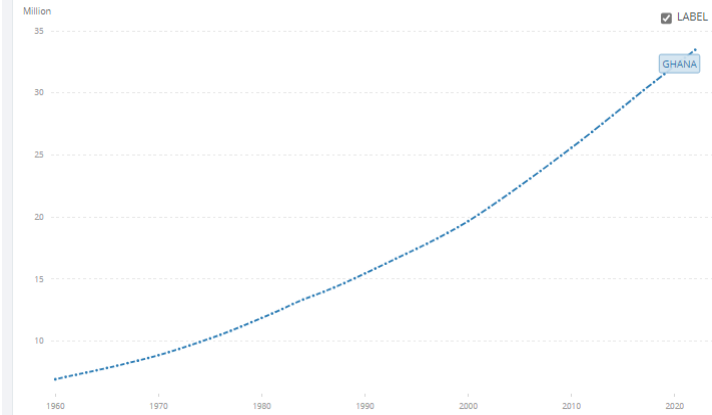
Problem Statement

This project will focus on a vocational skill, which is fashion design, by providing comprehensive vocational training, mentorship, and resources to empower Ghanaian youths aged 25 to 35 in the fashion industry. Through collaborative partnerships with industry experts, educational institutions, and government agencies, it will deliver tailored training programmes, establish workspaces and mentorship initiatives, and facilitate market access for aspiring fashion designers and tailors. By equipping youth with the skills, resources, and support they need to succeed, it aims to foster entrepreneurship, promote cultural heritage, and drive economic growth and development in Ghana. The project is expected to result in a thriving and sustainable fashion ecosystem that creates job opportunities, empowers youth, and contributes to the country's socioeconomic advancement.

Statistical Analysis of the Problem



Unemployment rate ((Ghana Statistical Service, 2023))



Population Growth (The World Bank, 2019)

Limited access to workspace, equipment, mentorship, and training programs hinders their ability to develop their craft and establish viable businesses (PGadmin, 2023). Moreover, the lack of infrastructure and support systems exacerbates the challenges faced by youth entrepreneurs, stifling innovation and creativity (Browne et al., 2021; Ministry of Finance and Economic Planning, 2022). While various initiatives and interventions exist to address youth unemployment in Ghana, there remains a gap in tailored programs specifically designed to support aspiring fashion designers and tailors. While some projects focus on general entrepreneurship or vocational training, few cater to the unique needs and aspirations of individuals interested in pursuing careers in the fashion industry. This underscores the importance of developing targeted interventions that provide comprehensive support to youth interested vocations and entrepreneurship skill such as in fashion design and tailoring, thereby harnessing the potential of this sector to drive economic growth and social development.

The proposed social enterprise seeks to fill this gap by offering all-inclusive support to Ghanaian youths interested in pursuing careers in fashion design and tailoring. By providing access to workspace, equipment, mentorship, and training programs, we aim to empower young designers to realize their full potential and contribute to the growth and vibrancy of Ghana's fashion industry. Hence, the program intent to start from Accra which is the Ghana's capital and then spread across different part of Ghana with a focus on Ghana traditional wears and fabrics such as Kente, Fugiang, and ntoma among others. Hence the program is specifically for youths especially those between the ages of 20 and 35 years.



Methodology

Goal:

Empower Ghanaian youths in the fashion industry through comprehensive support and skill development programs.

Objectives:

1

To assess the current unemployment situation among Ghanaian youths aged 25 to 35.

2

To explore the economic potential of promoting Ghanaian traditional clothing, including Kente, Fugu, and Ntoma.

3

To determine the effectiveness of vocational training in fashion design and tailoring in addressing youth unemployment.

4

To develop a comprehensive plan for the establishment and operation of a social enterprise focused on empowering youths through vocational training in fashion design and tailoring.

Methodology

01

02

03

04

05

Qualitative Methods

Quantitative Methods

Source of Data

Method of Data Analysis

Ethical Considerations

IN-DEPTH INTERVIEWS

SURVEYS

Conduct semi-structured interviews with key stakeholders, including aspiring fashion designers, industry professionals, and government representatives. These interviews will explore their perspectives, experiences, and expectations regarding the proposed project.

Administering structured surveys (questionnaire) to a sample of 200 potential beneficiaries, such as aspiring fashion designers and tailors, to gather quantitative data on their demographics, educational background, skills, and employment status. This will provide quantitative insights into the target population's characteristics and needs.

PRIMARY DATA: Gather primary data through interviews, focus group discussions, surveys, and questionnaires administered directly to project stakeholders and participants.

SECONDARY DATA: Review existing literature, reports, and studies on youth empowerment, vocational training, and the fashion industry in Ghana to contextualize findings and identify best practices.

THEMATIC ANALYSIS: Analyze interview transcripts to identify recurring themes, patterns, and narratives related to youth empowerment and vocational training in the fashion industry.

STATISTICAL ANALYSIS: Employ statistical techniques such as descriptive statistics, correlation analysis, and regression analysis to analyze survey and questionnaire data, identifying trends, associations, and relationships between variables.

INFORMED CONSENT: Obtain informed consent from all participants prior to data collection, ensuring they understand the purpose of the research, their rights as participants, and the confidentiality of their responses.

ANONYMITY AND CONFIDENTIALITY: Maintain the anonymity and confidentiality of participants' responses by using codes or pseudonyms to identify them in research documents and reports.

RESPECT FOR DIVERSITY: Respect the cultural, social, and personal differences of participants, ensuring inclusive and non-discriminatory research practices.

Project Management

Task	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15	Week 16	Week 17	Week 18	Week 19	Week 20	Week 21	Week 22	Week 23	Week 24
Research Planning (6.1)																								
Develop Research Questions	•																							
Review Literature	•	•																						
Obtain Ethical Approval			•	•																				
Finalize Research Objectives				•																				
Data Collection (6.2)					•	•	•	•																
Administer Questionnaires					•	•																		
Conduct Interviews						•	•																	
Focus Group Discussions							•	•																
Data Analysis (6.3)								•		•	•	•												
Organize Collected Data								•																
Analyze Quantitative Data										•	•	•												
Analyze Qualitative Data											•	•												
Finalize Data Analysis												•	•											
Report Writing (6.4)												•	•	•	•									
Draft Introduction & Literature Review												•	•											
Draft Methodology & Data Analysis													•	•										
Draft Discussion & Conclusion														•	•									
Review & Finalize Dissertation																•								
Implementation (6.5)																•		•	•					
Establish Social Enterprise																	•							
Vocational Training & Workshops																			•	•				
Marketing & Exhibitions																					•	•		

Known Risks and Mitigation Strategies

Delay in Ethical Approval

Risk: The process of receiving ethical approval might cause delays and that might lead to postponements in data collection.

Mitigation: Apply for the ethical approval far earlier than the initially calculative period of data collection. For an alternative in case of a potential setback, researcher might look into the depths of a literature review beforehand and the analysis of the data already collected.



Participant Recruitment Challenges

Risk: The potential problem of not being able to attract enough participants for interviews and questionnaires, and the persistence of this problem can significantly affect the accuracy and consistency of the collected data.

Mitigation: To address this risk, the researcher must actively keep track of any news release, including community announcements, and interact with organizations, associations, and institutions locally. The research project needs to guarantee that the criteria for qualification are versatile to draw the necessary number of participants.



Data Collection Issues

Risk: administering questionnaires and organising interviews may be difficult.

Mitigation: The researcher aims to give topics to write about on forms that are well-defined, and exact information is presented in a brief way. The use of varied ways to get information, which includes offering people taking part in remote access to online questions and access in person to the research investigator to ask him questions and observing to see how the person acts, would be good to use so more and more people can understand the study and get involved, so the number of people answering the questions will grow.



Data Analysis Challenges

Risk: It may be hard to analyze the data owing to problems related to the accuracy, validity, and reliability of the collected data.

Mitigation: To get rid of this risk, the researcher will use the proper statistical software programs for data processing, and tabulation. Plus, a proper information-processing plan will be created before time, which will give an insight into various steps for cleaning, coding, and processing of data in question. Moreover, in case of emergency, the expert advice of data analysts is on standby.



Financial Constraints

Risk: The implementation of the project as planned may be affected by the lack of sufficient funds, which can result in project delays, or even in poor quality execution.

Mitigation: To mitigate the identified risk, the researcher needs to identify as many financial options as possible for the planned research work and projects. The planned research needs to develop financial Systems in detail to ensure money utilization. Ongoing monitoring and financial tracking of the research's course of activities.

Insufficient Marketing Reach

Risk: Technical or logistical challenges in setting up facilities according to specifications.

Mitigation: Conduct thorough site assessments and engage with contractors and suppliers with proven track records. Develop a detailed implementation plan and designate a project manager to oversee the setup process and address any issues that arise.

Inadequate Monitoring and Evaluation

Risk: Inadequate monitoring and evaluation may hinder the ability to assess the impact and effectiveness of the social enterprise accurately.

Mitigation: To mitigate this risk, the researcher will establish a robust monitoring and evaluation framework, including key performance indicators (KPIs) and milestones. Regular progress reviews and feedback sessions will be conducted to track the project's progress and identify areas for improvement. Additionally, an external evaluator may be engaged to provide an independent assessment of the project's outcomes.

Monitoring, Evaluation, and Continuous Improvement

Risk: Inaccurate or incomplete data collection leading to biased or unreliable results.

Mitigation: Develop clear evaluation criteria and data collection tools, train staff on data collection protocols, and ensure data integrity through regular quality checks. Utilize quantitative analysis tools such as Excel or statistical software for data analysis, complemented by qualitative analysis techniques such as thematic coding. Report findings through regular progress reports, mid-term evaluations, and a final comprehensive report highlighting key insights, lessons learned, and recommendations for future improvements.

Budget

Budget Category	Estimated Cost (\$)
Research Expenses	
- Surveys, interviews, and focus groups	\$150
- Data analyst	\$100
- Travel and transportation	\$150
- Contingency fund	\$100
Total Estimated Budget	\$500

Conclusion

In conclusion, this proposal aims to address the pressing issue of youth unemployment in Ghana by empowering aspiring fashion designers and tailors through comprehensive vocational skill development programs. Through extensive research and stakeholder engagement, it will identify the unique challenges and opportunities within the fashion industry and developed a strategic approach to address them. The project will provide tailored training programs, establish workspaces and mentorship programs, and facilitate market access and promotion for emerging fashion entrepreneurs. By leveraging partnerships, expertise, and resources, there is confident in the ability to execute this project effectively and achieve meaningful outcomes for Ghanaian youths and the broader community. Thank you for considering this proposal, and I look forward to your support in realizing the potential of Ghana's young fashion talent.

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