KISHOKA YOUTH ORGANIZATION

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**KISHOKA YOUTH ORGANIZATION PROFILE**

**Introduction**

*KISHOKA YOUTH ORGANIZATION* is an Art, Development and Environmental community based organization dedicated in mobilizing young people and assisting them identify their potential. Kishoka helps to nurture the potential of youths into skills that offer an opportunity for them to earn a decent livelihood and at the same time empowering them to actively participate in socio-cultural activities, economic ventures and political development of their communities.

Founded as a youth group under the name Kishoka Youth Group in 2009 by Maulidi Hamisi Mwinyikai, a renowned art, environmental activist and development practitioner, Kishoka is a regional organization based in Mombasa and works with over 20 Art, environmental and Development youth organizations’ drawn from Mombasa and the wider Coast region (Mombasa, Kwale and Kilifi) with plans to expand to Lamu and Taita-Taveta by 2020.

KISHOKA YOUTH ORGANIZATION works in an innovative, inclusive and participatory art based method targeting marginalized and disfranchised young people as an entry to the wider community. Kishoka supports young people to come together and learn from one another by exchanging ideas and experiences, Kishoka also impacts new skills, knowledge and information which help un-lock young people´s entrepreneurial potentials. Among special groups targeted by Kishoka includes, Urban Youths living in informal settlements/slums/villages and The Young Women.

For KISHOKA the skilled and empowered young people help stimulate and inspire new ideas that act as ‘hope’ for their communities, communities that have been dispirited, weakened and disempowered due to crippling poverty, limited access to financial and material resources, collapsed health and infrastructural services and an adversely degraded environment, among other developmental challenges.

KISHOKA strategy lies in mainstreaming key developmental issues within the organization’s activities and partnerships, at the core of KISHOKA´s cross cutting thematic focal areas include;

* **Education**, partnering with educational institutions (primary, secondary, vocational and time advocating for inclusion of developmental issues within the curriculum and extra curriculum activities.
* **Environment**, mainstreaming environmental issues, clean-up and justice in all the aspects of our work besides developing innovative youth, especially youth led initiatives that advocate for behavioral change mechanism that explore social, cultural and other traditional and contemporary factors that hamper environmental issues, care and awareness by promoting environmental education. These promotes sustainable environmental conservation and basic health care practices towards improving the health and wellbeing of the vulnerable people of the community.
* **Gender,** deliberately giving focus and building capacity of the young woman and incorporating the right of women to a violence free environment, equal opportunities and role in decision making as a strategy of promoting community social, cultural, economic and political development.
* **Diversity,** with acknowledgement that respect and tolerance of the other are fundamental principles that assist communities maximize their developmental potentials, KISHOKA works to engage people in overcoming their cultural, religious, generational among other differences by incorporating inter-cultural education within our work, especially in educational institutions.

To realize its objectives KISHOKA has identified five main programs, ***My School My Community, Reusing Waste Program, Water barrels and Filters Program, Edutainment*** and ***The Youth Baraza.***

Besides the many Youth Groups, KISHOKA also partners with the Civil Society Groups, Government Departments, Development & Funding Organizations, International Youth and Development Platforms, Community & Faith based organizations’ (CBO´s, FBO´s) and the Corporate / commercial sector to realize its Objectives.

# REGIONAL FOCAL AREAS

KISHOKA has a regional outlook, focusing on Urban areas specifically informal settlements. All programs are more concrete in Mombasa.

KISHOKA has a focal partner in each of the focal areas and works with them to reach out and advance its objectives to its target groups and other localities.

# THEMATIC AREAS

***Sex Education****:*

Sex education, which is sometimes called sexuality education or sex and relationships education, is the process of acquiring information and forming attitudes and beliefs about sex, sexual identity, relationships and intimacy. Sex education is also about developing young people's skills so that they make informed choices about their behavior, and feel confident and competent about acting on these choices.

***Environmental issues & Justice***

The program is aimed to achieve these purposes. Firstly, to make school and community a litter free place to live in. secondly, to transform these eyesore objects into aesthetically decorative items so as to create a better physical ambience and for youths to earn a decent livelihood through plastic waste. Thirdly, it is felt that in order to live in harmony with natural environment, we need to stop polluting right away. We felt that it is equally important for the community to know the dangers of unmanaged plastic wastes in order to develop love and respect for our nature. This program is also aimed to pool all the plastic wastes in one place, reuse them in the form of building materials, ECO-BLOCKS until we have pooled enough to build classrooms, houses and perimeter walls. We want to encourage schools, youths and community members at large to follow this example.

***Education***

The right to education has been described as a fundamental [human right](http://en.wikipedia.org/wiki/Human_right). Education is highly prized as a key to improving individual life chances and to advancing national development. KISHOKA works with pupils and students in all educational institutions, integrating all developmental areas of focus within primary, secondary and colleges/universities through:

* Vocational Training
* Exchange Programs
* Workshops and clinics
* Art/theatrical competitions
* Nurturing talents

***Diversity.***

Cultural diversity encompasses the cultural differences that exist between people, such as language, dress and traditions, and the way societies organize themselves, their conception of morality and religion, and the way they interact with the environment. KISHOKA gives focus to

***Entrepreneurship***

KISHOKA realizes that Poverty is a contributing factor to almost all developmental challenges, illiteracy, environmental issues, Gender based violence among others. It is thus difficult to contain these challenges without incorporating strategies that can list individuals and their communities out of extreme poverty.

***Arts***

Arts most important functions is its ability to stimulate creativity in problem solving. It does this by challenging individuals such as students’ perceptions about their social environment and themselves.

# TARGET GROUPS/CLIENTS

* Young Women
* Youth
* Community
* Schools
* Children

# VISION

A leading youth organization that promotes the social economic and youth empowerment of the communities in Mombasa by enhancing sustainable development.

**MISSION**

To facilitate the empowerment of the community on issues affecting them and to move human society to live in ways that protect Earth's environment, in order for them to attain sustainable livelihood and lead responsible and dignified lifestyle.

**Values**

* Equality:
* Integrity:
* Responsibility:
* Diversity:
* Innovativeness:
* Accountability:
* Empowerment:
* Collaboration:
* Empathy:
* Learning:

# STRATEGIC APPROACH

**Targeting the Youth as an Entrance to the Community**

KISHOKA targets the Youth as an entrance to the larger community. Young people especially those living in urban settings are dynamic and through exposure to diversity of cultures, experiences and information are best placed to offer ´hope´ to their communities. Research has shown that in East Africa and urban areas young people make-up over 65% of the entire population. The social economic developmental themes that we target that includes Environment, Education, Gender and Diversity though affect the entire community significantly affect young people.

**Capacity building the Youths.**

KISHOKA deliberately targets, trains and assists youths to empower themselves, through their experiences the youths are best placed to educate and facilitate fellow young people especially women and the larger communities on topical issues such as P/CVE, Environmental issues and Education. targets youths in and out of school to promote their talents, skills, knowledge and development, it incorporate schools, institutions and community based training which offer youth diverse market oriented skills achieved through structured training guides.

**Working in the Urban Centers**

Urban centers within Kenya are melting pots for people from diverse backgrounds, what happens in urban settings have a way of tickling down to the rural areas through urban – rural and rural-urban migration. Young people by nature move more meaning any information, skills or knowhow acquired is easily shared widely. So to reach more people and diversity of people on issues such as P/CVE, Environmental issues and Education targeting the urban setting is vital.

**Mainstreaming P/CVE, Environmental Issues and Diversity within KISHOKA**

In Kenya issues concerning P/CVE, Environmental issues Violence against Women (GBV), Education and Diversity/ Peace are cross cutting issues found in every aspect of the society. Experience has also informed us that it is almost impossible to engage the community on any developmental issue be it social, cultural, political or economic without touching on the three issues. KISHOKA mainstreams the issues within the organization policy and activities.

**Educational Institution as Entrance points**

As KISHOKA has reliably observed when an education institution be it a primary, secondary, middle level college or university adopts a developmental strategy such as micro-projects for income and self-sustainment the local communities would learn from the experiences and replicate the same within their community.

**Sustainable Livelihood**

As a strategy KISHOKA works not only to address developmental challenges that affect the youth especially the community but also works to improve their financial independence by assisting them identify and engage in income generating activities that offer them sustainable livelihood.

**Rights Based Approach**

Marginalization and long term suffering coupled with cultural believes and political situations have made some segments of the community especially women and urban youth in informal settlements accept some challenges as part of life.

* It the right of every one to have a decent livelihood.
* It´s the right of everyone to access basic education, information and awareness.
* It’s the right of very women to live free of violence.
* It’s the right of everyone to life.
* It is the right of everyone to be equal under the law.

## Communication Methods:

KISHOKA Outreach Communication Medium/Concept include:

* Edutainment (Education and Entertainment)
* SAID Process working method

***Edutainment***

A community dialogue concept presented as an interactive and participatory live performances that involves a facilitator, local thematic performing youth groups, play and a community audience for a three hour participation in question and answer on community developmental issue.

***SAID Methodology***

The method is both cross-gender rights based, works in an inclusive, participatory, process and result focused manner. It is an approach that seeks to utter words so as to convey information, an opinion, a feeling or intention to sensitize and empower the community to stand up and be the voice of change on issues affecting the community.

**Objectives**

1. To create a platform where communities’ especially young people can come together, share ideas and experiences to seek solutions for developmental challenges that affect them.
2. Empower young people, especially youths in conflict with the law by sensitizing the community to do away with socially accepted practices such as violence, stereotyped youth’s position in the society among others that limit their potential.
3. To assist young people to be able to tap into their talents/potentials and skills to earn a decent income/livelihood.
4. To engage educational institutions in order for them to participate in social, economic and cultural development issues.
5. Strengthen KISHOKA’s institutional capacity, policies, development, network and alliance building with relevant stakeholders.