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# Ghana Skills Development Initiative III

## Media Coverage: Launch of the MyTVET Campaign, Accra, 12<sup>th</sup> June 2019

### Print Media

13.06.2019

### The Custodian Technical & Vocational Skills to Promote Ghana's Development



14.06.2019

### Daily Graphic Education Ministry's MyTVET Campaign takes off

## Education Ministry's MyTVET campaign takes off

By Musah Yahaya Jafaru

THE Ministry of Education has launched a campaign to encourage the youth to acquire technical and vocational training in the country.

Dubbed 'My Technical and Vocational Education Training (MyTVET)' the campaign, on the theme: "Skills for Jobs and National Development", was launched by a Deputy Minister of Education, Ms Gifty Twum-Ampo, in Accra.

Ms Twum-Ampo said the MyTVET campaign was being executed to change the negative perceptions society held about TVET, increase enrolment in technical and vocational institutions and produce highly skilled and talented young

Ghanaians for the job market.

Besides, she said the campaign would improve the capacity of management and instructors of TVET institutions and highlight the prospects of TVET as a precursor to economic development.

"The importance of TVET in the socio-economic development of every nation cannot be over-emphasised. Many countries in the world have attained the current level of development because of TVET.

#### Practical avenue

Ms Twum-Ampo, who is the New Patriotic Party (NPP) Member of Parliament (MP) for Abuakwa North, said TVET was the most practical programme that offered readily employable skills for the world of

work.

She said Africa and for that matter Ghana needed a skilled and competent workforce such as artisans and technicians to fill the skills gaps of the various sectors of the economy.

The areas, she said, included the building and construction industry, power and energy, water distribution and sanitation systems, hospitality, agro processing and public works.

"My TVET campaign is aimed at reducing drastically the negative perception about the TVET and enhance the image of the TVET," she said.

#### Government's interventions

Ms Twum-Ampo said the

government was improving the infrastructure of TVET institutions including the construction of modern TVET institutions in various parts of the country, provision of free TVET training and upgrading of colleges of education that specialised in technology.

She expressed the hope that with the government's interventions and the MyTVET advocacy campaign which comprised career guidance, skills competition radio and television talk shows, "we can reverse the negative attitude of society towards TVET, make TVET more attractive to our youth and increase enrolment in TVET institutions in the next five years."

In his address, the Executive Director of the Council for Technical and Vocational Education and

Training (COTVET), Dr Fred Kyei Asamoah, said the TVET was critical to providing skills development for livelihoods which was recognised by the Sustainable Development Goals (SDGs).

She said COTVET had committed resources to the implementation of the MyTVET campaign to transform the country through TVET.

For his part, the Executive Director of the Private Enterprise Foundation, Nana Osei Bonsu said, many people rushed to school to pursue doctorate degree courses without considering the demands of the job market.

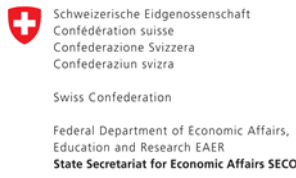
He said the current job market was looking for hands-on practitioners such as plumbers, electricians and masons.

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14.06.2019

# Business and Financial Time Gov't initiates steps to promote TVET education

2 news

FRIDAY, JUNE 14, 2019



# Gov't initiates steps to promote TVET education

Deputy Minister of Education in charge of Technical Vocational Education and Training (TVET), Gifty Twum Ampofo, has revealed that government initiated some bold steps aimed at giving the needed recognition to technical and vocational skills in the country.

Among the initiatives, she noted, is the development of policies, strategies and legal frameworks meant to reform and strengthen TVET systems.

Further to those, government is investing heavily in infrastructure for TVET institutions in various parts of the country, establishing a TVET Service Centre; providing free Technical Vocational Education and Training; and upgrading Colleges of Education specialised in Technology – all meant to equip the youth with employable skills in the belief this is the way to power Ghana into greatness.

"TVET is the most practical avenue for acquiring readily employable skills in the world of work. Africa – and for that matter, Ghana – needs a skilled and competent workforce such as artisans and technicians to fill the skills-gaps of the economy's various sectors – including the building and construction industry, power and energy, water distribution and sanitation systems, hospitality, agro-processing, and public works."

"At the moment, the resounding news is that many governments in Africa and Ghana have come to appreciate the role of TVET in national development, and are therefore rolling out strategies to develop the talents of young people to support economic growth and industrialisation. This has seen many countries develop policies, strategies and legal frameworks aimed at reforming and strengthening their TVET systems," she noted.

Ms. Twum Ampofo made this observation in Accra on Wednesday, June 12, 2019, when she launched the 'My TVET Campaign', a project aimed at drastically reducing the negative public perception about TVET while also seeking to enhance the image of technical and vocational skills.

The 'My TVET Campaign' seeks to raise awareness of TVET opportunities in Ghana, particularly among the youth; change the negative perception of society about TVET; enhance the employability of TVET graduates; improve the capacity of management and instructors of TVET institutions; and highlight the prospects of TVET as a precursor to economic development.

The 'My TVET Campaign' comprises career guidance, skills competitions, roadshows, TV/Radio programmes, TVET Ambassadors and role-models, and TVET clubs.

Ms Twum Ampofo, who performed the task on behalf of the sector minister Dr. Matthew Opono Prempeh, said government is in the firm belief that vocational skills training and capacity building – for both men and women – is a key priority for sustainable development of any nation; whereas lack of appropriate technical and entrepreneurial skills and knowledge within the private and public sectors lead to underdevelopment of a nation.

To further boost TVET in the country, she said, a pilot TVET Careers Guidance and Counselling project as part of the campaign has also been initiated by the Council of Technical Vocational Education and Training (COTVET) in collaboration with the Ghana Education Service, to equip the Junior High Schools with the right information to enable them decide on their career aspirations. The project, she added, is being piloted in about 100 schools in all the regions of Ghana.

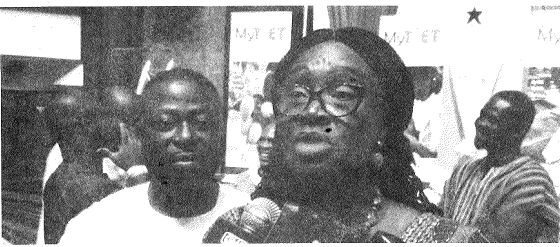
The Executive Director of COTVET, Dr. Fred Kyei Asamoah, commenting on the 'My TVET Campaign' said technical education and training in Ghana is taking a new turn, and therefore urged the youth to avail themselves of benefits from the opportunities which come with it.

"In a time of accelerated technological development and the transformation of global industries, the potential of Technical and Vocational Education and Training (TVET) to address many of the challenges facing our society has never been greater. TVET is critical for providing skills development for livelihoods, and this is recognised by the Sustainable Development Goal 4 – which aims to 'ensure inclusive and equitable quality education and lifelong learning opportunities for all', and to 'substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship by 2030,'" he noted.

He expressed hope that with the resources committed into campaign, "we can transform the nation through TVET".

According to Dr. Asamoah, as part of steps toward addressing the need for a functional TVET delivery system, government has approved a five-year strategic plan to transform Technical Vocational Education and Training, with the Skills Gap Analysis and Audit being one of the measures outlined in the TVET transformational agenda.

He said the reason many technicians are facing unemployment is partly because there is no effective



Gifty Twum Ampofo – Deputy Minister for Education in charge of Technical Vocational Education and Training

collaboration and policy direction among government, industry and educational institutions.

"This generally happens when technical schools prescribe a curriculum without keeping in view the requirements of industries. This is not a problem

that is TVET-specific but runs across all sectors. We are through with the past practices and we want to chart a new course. Industries should be familiar with the latest technical developments and trends, and should be provided with efficient and well-skilled

hands. "A major factor in achieving a quality TVET system is our strong collaboration with industry. We have reached a stage in our developmental agenda where industry must be encouraged to lead the process of training

## Expand scope of compulsory insurance – Bedrock Insurance CEO

...continued from front page

But the NIC has pointed out that it seeks to widen the mandatory insurance net through a review of the Insurance Act to include others like workmen's compensation, group life insurance, and professional indemnity.

Mr. Eyeson-Ghansah therefore called for the addition of products and services such as public liability insurance – which covers the cost of claims made by members of the public for incidents that occur in connection with a business's

activities; and product liability insurance, which protects against claims of personal injury or property damage caused by products sold or supplied through a business.

"In future, the NIC should take a cue from the UK where product liability and public liability are compulsory," he suggested.

consistent and effective education and enforcement of the laws will produce better results.

He explained that due to insufficient enforcement on another compulsory insurance product – the Fire policy (for Private Commercial Properties), there are shops, schools, factories which have not taken the policy.

but without adequate education and enforcement there will be no boost in premiums. The new bill, when passed, without education and enforcement will have no impact. Insurance industry players, including brokers, regulators and companies, must educate the general public," he added.

"Like the professional indemnity, for example; if there is a hospital where the doctors do not have professional indemnity, a patient can decide not to go there because if something wrong happens, s/he might not get the required compensation," he noted.

## Mobile Money Interoperability records almost 4.4m transactions in first year

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mobile money wallet to another of a different network could only be done through agents, using the 'token' system. Individuals therefore could not directly transfer funds the wallet of a different network. But that cumbersome process and the inconvenience ended a year ago.

Besides individual transactions on the MMI

platform, many Fintech companies have found it very useful to support new products as payments can now be made easily across networks.

The Chief Executive Officer of GhIPSS, Arche Hesse, in an interview described the MMI initiative as successful. He said it has provided a very efficient way of funds-transfer for many people. He explained that it has opened-up the mobile money payment platform,

enabling people and businesses to use it in different ways.

According to Mr. Hesse, the increased acceptance of mobile money by shop owners and service providers is largely because payments can now be made seamlessly across networks. He added that the linkage of the MMI platform to the e-zwich and bank accounts has further opened-up the payment system, and encouraged many more

initiatives.

Mr. Hesse anticipates that with passage of the Payment Systems and Services Act, a lot more products and services will be developed – which will further boost usage of the MMI platform. He hinted that GhIPSS is also working on some initiatives that will make the use of mobile money for payments easier and quicker.



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## Online media:

- 12.06.2019** **Kasapa fmonline**  
MyTVET campaign launched to push Technical and Vocational Edu. in Ghana  
<https://bit.ly/2XcHZVG>
- 13.06.2019** **Ghana News Agency**  
Minister launches MyTVET Campaign to project technical vocational education  
<https://bit.ly/2KFvA61>
- 14.06.2019** **The Business and Financial Time Online**  
Gov't initiates steps to promote technical and vocational skills education  
<https://bit.ly/2XImZFX>
- 14.06.2019** **Ghanaweb.com**  
Government initiates steps to promote technical and vocational skills education  
<https://bit.ly/2KlwVij>
- 14.06.2019** **Modern Ghana**  
COTVET, MoE Unveils National Campaign  
<https://bit.ly/2XvrXFT>
- 14.06.2019** **Federal Department of Foreign Affairs (FDFA) of Switzerland**  
Switzerland engages in promoting a positive image of TVET  
<https://bit.ly/2xiPX09>
- 14.06.2019** **Ghana MMA**  
Government initiates steps to promote technical and vocational skills education  
<https://bit.ly/2ZSfTf8>
- 14.06.2019** **Ghana Skills, GSDI**  
National MyTVET Campaign festively launched in Accra  
<http://ghanaskills.org/node/149>

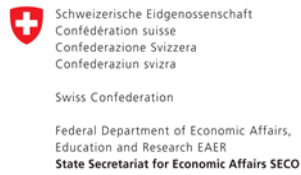
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**14.06.2019**

**247 Ace Media**

COTVET, MoE Launch 'My Tvet' Campaign

<https://bit.ly/2NhTvdW>

## TV and Radio

12.06.2019

**Adom TV**

MyTVET Campaign Launch

<https://bit.ly/2X3yGT7>

## Social Media

**Facebook Posts and Shares: min. 11**

[www.facebook.com/GhanaSkills/](http://www.facebook.com/GhanaSkills/)

[www.facebook.com/GIZGH/](http://www.facebook.com/GIZGH/)

[www.facebook.com/cotvet/](http://www.facebook.com/cotvet/)

[www.facebook.com/GermanEmbassyAccra/](http://www.facebook.com/GermanEmbassyAccra/)

**Twitter Posts and Shares: 14**

[https://twitter.com/Ghana\\_Skills](https://twitter.com/Ghana_Skills)

<https://twitter.com/cotvetgh>

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