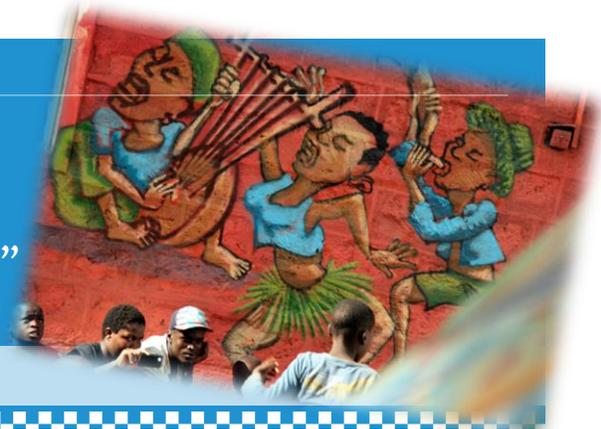




PIMA Model

“Transforming youth despondency into productivity”



Introduction

The Civil Society Urban development Platform (CSUDP) has over the years partnered with Uwezo Awareness Organization (UAO) to identify and nurture creative arts talents amongst the vulnerable youth living in the informal settlement for gainful employment in the creative industry whilst promoting peaceful co-existence in the settlements.

Through a project titled *'Imekubaliwa 2'*, implemented during the period 2016 – 2018 involving 120 youths, the partnership yielded promising results with six (6) creative youth groups formed: Eidhalla, Alphajiri, Octave band, Jicho Pevu, Teardrops, and LINDA.

The groups have registered several achievements: performances alongside renowned local and international artists, won local awards and made appearances

on local platforms. Over Kes. 0.5 Million has been realized from album sales and promotions.

Experiences and lessons learnt from this intervention have revealed the need for a clear structure on a number of aspects: (1) Protecting the rights of beneficiaries, (2) Interconnectivity with successful players in the area of interest; (3) Mentorship platforms for the beneficiaries and (4) a tailored curriculum for Assisting the beneficiaries with various market driven skills sets. This has necessitated the modelling of a wholistic creative and performing arts development model. The model (PIMA), derives its name from these aspects.

The main objective of this model is to unlock opportunities in the Creative Arts Sector for youth in the urban informal settlements by:

1. Nurturing their inherent talent by instilling necessary skills to make them competitive in the sector.
2. Linking them with the market (successful artists) for mentorship and coaching.
3. Equipping them with knowledge and skills for their own personal development.



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The PIMA Model

PIMA is a four-pronged model anchored on the following four (4) pillars that would ensure that talent developed amongst the artists are sufficiently protected and linked to the relevant market opportunities.

Protection

This pillar is aimed at ensuring that the beneficiaries are provided with tools and relevant training aimed at ensuring that they earn fair compensation from the various products from their initiatives. To meet this need the following core aspects will be integrated within the tools and trainings offered to the beneficiary artists:

1. Copyrights and trademark protection of products from the various beneficiaries;
2. Guidance of how to harness from the royalties for their various products; and
3. Creating a platform for legal aid and support to the beneficiary artists

Interconnection

This pillar is aimed at ensuring that the targeted youth derive the greatest possible value from the networks and market knowledge of UAO, CIPLAR International and other key stakeholders. It is therefore expected that once this business bonds and relationships have been formed with various

players in the artistic and cultural sector, the graduates of this support would easily be able to navigate the market for suitable opportunities.

Mentorship

Anchored on the premise of being the “bigger brother” or better put “hand holding”, through this pillar, targeted youth in this initiative will be mapped with selected successful local artists in the various areas of interest so as to enable them progressively acquire additional skills necessary for the future success.

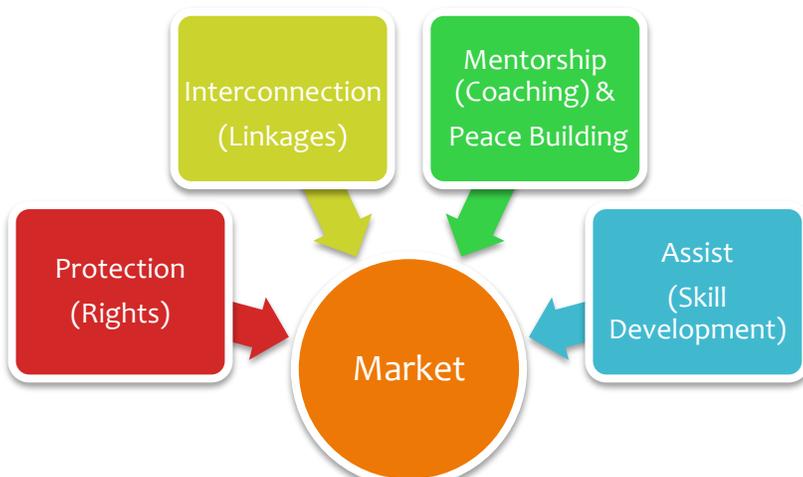
The aim is to offer one to one experience with creative industry professionals who provide guidance, encouragement, skills and knowledge across a range of industry roles from performance to event promotion.

Through this pillar, mentors and mentees will work through good citizenship elements and promote social cohesion and alternative conflict resolution mechanisms.

Assisting

This pillar is basically aimed at building the capacity of the targeted youth by rolling out a tailored training module to the targeted youth.

PIMA Pillars



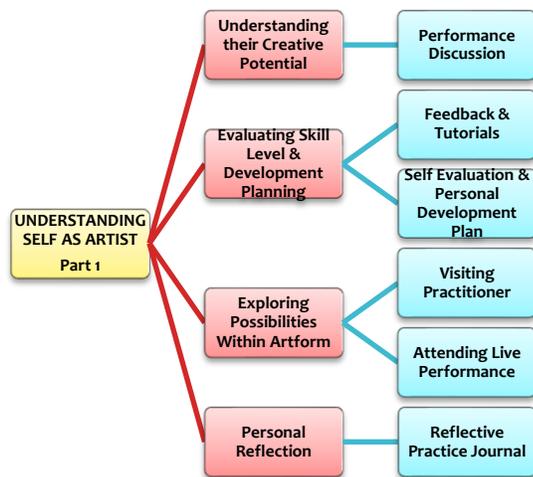
Developing Artists

CSUDP's Approach

CSUDP's approach to the development of artists is based on a three-part process that enables the trainees to view their developing professional practice as a connected and ongoing developmental process that is intrinsically connected to their personal and professional skills development.

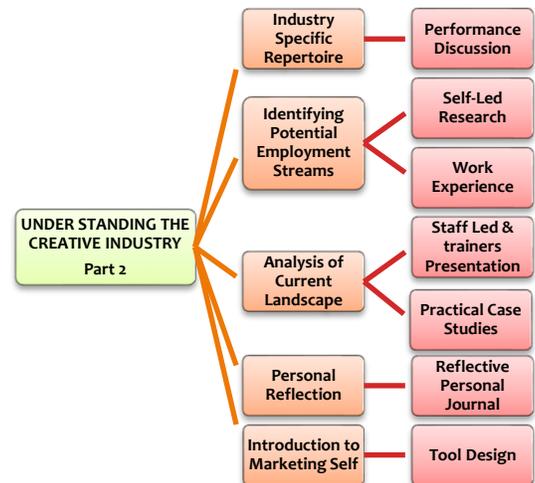
Part 1 – Understanding self as an artist

This phase of the training focuses on guiding the artists to reflect on their competencies as illustrated below:



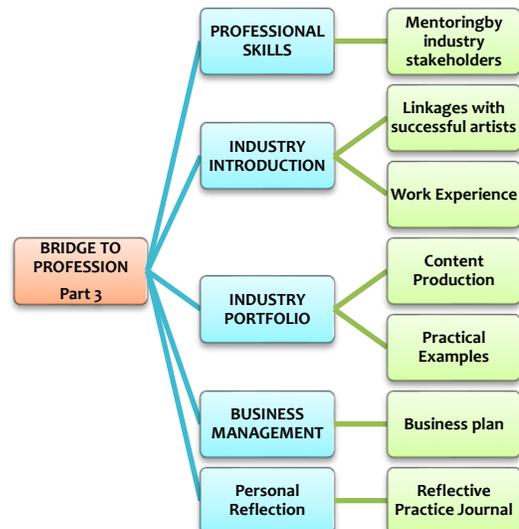
Part 2 – Understanding the creative arts industry

This phase of the training focuses on guiding the artists understand the dynamics of the creative arts industry as illustrated below:



Part 3 – Intensive preparation for employment/self-employment in creative industry

This phase of the training focuses on guiding the artists for employment/self-employment in creative industry.





About CSUDP

The Civil Society Urban Development Platform (CSUDP) is a Kenyan Non-Governmental Organization that facilitates urban social inclusion through capacitating CSOs to champion good local governance models, influence policies, leverage knowledge that strengthens community resilience and build innovations in pro-poor service delivery, all in a bid to achieve vibrant, dignified and secure urban living environments.

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Pictorial



Imekubaliwa 2 Project Trainees Performing