

CONCEPT: "Project SEED4CHANGE"

Background

Malawi is one of the poorest countries in the world amidst all the natural resources endowed on the land; fresh water lake, arable land, mountains, vegetation and the warm people (with uMunthu). We actually pride to be the very warm heart of Africa.

According to the 2018 Census, the country has an estimated population of 17.5 million, which is expected to double by 2038. Youth are estimated at 40% of the population. The youth of Malawi represent a significant and growing human resource, with the potential to contribute to sustainable economic development. Though previously marginalized from active participation, youth are now recognized as a force for change. However, **youth lack basic opportunities to develop their potential**. Unemployment rate is worrying at 18.5% of the labor force of which is largely comprised by youth. Malawi has created a National Youth Policy, designed to empower and develop the youth to reach their potential. Implementation mechanisms have been developed accordingly, and the work has fostered the political will and enabling environment necessary to create sustainable change in the country. Malawi has had good models for development, and such models are said to be replicable in other countries. Are we on course? Sadly, our population growth is at race with development. Population growth is estimated at 3% per annum. The economic growth is pegged on improving stats; in 2019, Malawi's economic growth is projected to reach 4.4%, increasing over the medium term to 5.0 - 5.5%. Inflation has continued in single digit standing at 9.3% in July 2019 compared to 9.0% in July 2018. **The challenge is, can we sustain real economic growth trends?** The government through the trade and investment center is helping to link investments opportunities to investors. However, the scale at which the government is undertaking such activities does not incorporate all talents, local individual funders/investors and have often targeted bigger foreign collaborations. Also, though the government and development partners are undertaking coherent initiatives to expedite development efforts, a view from the African perspective puts us on a snail's pace. Beyond Malawi, African population as a whole is also estimated to grow at a fast rate against the economic growth. Everything is happening too fast. It is inevitable that we take more robust and innovative approaches to enhance the rate of economic development.

At the backdrop of all efforts, there is still a gap in the recognition of potential aspects in people (talents & skills) as well as social development initiatives. Many young talents and potential aspects of development are not exposed enough to attract funding investments. Even at times when investments are available, management becomes a problem. This eventually creates an inherent problem in people's heart of giving. Many able Malawians either do not know who to help, how to help, or what aspects of development to invest in. Worse, many Malawians are unsure of the effect of the investment they could make. There are trust and risk issues associated with giving for

development. It is either, investment funds are misused or diverted to unintended causes.

2018 Malawi population and Housing census.

Malawi Systematic Country Diagnostic: Breaking the Cycle of Low Growth and Slow Poverty Reduction December 2018, Report No. 132785

<https://www.worldbank.org/en/country/malawi/overview>

"Many of the elements of Malawi's Youth Policy can be recommended and replicated in other countries" <https://www.futurepolicy.org/population/investing-in-the-youth-of-malawi/>

"Seeding" and Ubuntu, "uMunthu"

This concept is based on the art of seeding, literally explained as "giving while expecting growth". Seeding, can potentially only happen within the practical ideology of Ubuntu/uMunthu. Also with an inference to religion ideologies. Almost all religion teaches about giving. In fact the bible says, "Give, and it shall be given unto you", Luke 6:38-40 (KJV).

Ubuntu, "uMunthu" is a term meaning "humanity" (encyclopedia). It is often translated as "I am because we are," or "humanity towards others", but is often used in a more philosophical sense to mean "the belief in a universal bond of sharing that connects all humanity".

According to Michael Onyebuchi Eze, the core of ubuntu can best be summarized as follows:

'A person is a person through other people' strikes an affirmation of one's humanity through recognition of an 'other' in his or her uniqueness and difference. It is a demand for a creative inter-subjective formation in which the 'other' becomes a mirror (but only a mirror) for my subjectivity. This idealism suggests to us that humanity is not embedded in my person solely as an individual; my humanity is co-substantively bestowed upon the other and me. Humanity is a quality we owe to each other. We create each other and need to sustain this otherness creation....

"Ubuntu" as political philosophy encourages community equality, propagating the distribution of wealth. This socialization is a vestige of agrarian peoples as a hedge against the crop failures of individuals. Socialization presupposes a community population with which individuals empathize and concomitantly, have a vested interest in its collective prosperity..."

Audrey Tang has suggested that Ubuntu "implies that everyone has different skills and strengths; people are not isolated, and through mutual support they can help each

other to complete themselves."

Archbishop Desmond Tutu offered a definition in a 1999 book:

A person with Ubuntu is open and available to others, affirming of others, does not feel threatened that others are able and good, based from a proper self-assurance that comes from knowing that he or she belongs in a greater whole and is diminished when others are humiliated or diminished, when others are tortured or oppressed.

Nelson Mandela explained Ubuntu as follows:

A traveler through a country would stop at a village and he didn't have to ask for food or for water. Once he stops, the people give him food and attend him. That is one aspect of Ubuntu, but it will have various aspects. Ubuntu does not mean that people should not enrich themselves. The question therefore is: Are you going to do so in order to enable the community around you to be able to improve?

At Nelson Mandela's memorial, United States President Barack Obama spoke about Ubuntu, saying,

"There is a word in South Africa – Ubuntu – a word that captures Mandela's greatest gift: his recognition that we are all bound together in ways that are invisible to the eye; that there is a oneness to humanity; that we achieve ourselves by sharing ourselves with others, and caring for those around us.

We can never know how much of this sense was innate in him, or how much was shaped in a dark and solitary cell. But we remember the gestures, large and small – introducing his jailers as honored guests at his inauguration; taking a pitch in a Springbok uniform; turning his family's heartbreak into a call to confront HIV/AIDS – that revealed the depth of his empathy and his understanding. He not only embodied Ubuntu, he taught millions to find that truth within themselves."

"Ubuntu Diplomacy"

In June 2009, in her swearing-in remarks as US Department of State Special Representative for Global Partnerships, Global Partnership Initiative, Office of the Secretary of State (served 18 June 2009 – 10 October 2010), Elizabeth Frawley Bagley discussed ubuntu in the context of American foreign policy, stating: "In understanding the responsibilities that come with our interconnectedness, we realize that we must rely on each other to lift our World from where it is now to where we want it to be in our lifetime, while casting aside our worn out preconceptions, and our outdated modes of statecraft." She then introduced the notion of "Ubuntu Diplomacy" with the following words:

In 21st-century diplomacy, the Department of State will be a convener, bringing people together from across regions and sectors to work together on issues of common interest. Our work no longer depends on the least common denominator; but rather, we

will seek the highest possible multiplier effect for the results we can achieve together.

We will also act as a catalyst, with our Foreign Service Officers launching new projects in tandem with those NGOs, philanthropies, and corporations at the front lines of foreign affairs to discover untapped potential, inspire fresh ideas, and create new solutions.

And we will act as a collaborator, leading interagency coordination here in Washington and cross-sector collaboration in the field, with our Ambassadors working closely with our non-governmental partners to plan and implement projects for maximum impact and sustainability.

It takes a shared, global response to meet the shared, global challenges we face. This is the truth taught to us in an old South African principle, ubuntu, or 'A person is a person through other persons.' As Archbishop Desmond Tutu describes this perspective, ubuntu 'is not, "I think therefore I am." It says rather: "I am a human because I belong. I participate. I share."' In essence, I am because you are.

We are truly all in this together, and we will only succeed by building mutually beneficial partnerships among civil society, the private sector, and the public sector, in order to empower the men and women executing our foreign policy to advance their work through partnerships.

The truth and reconciliation council believed in the philosophy of Ubuntu because they believed that Ubuntu was going to help to reform and reconnect the already broken country of South Africa.

This is Ubuntu Diplomacy: where all sectors belong as partners, where we all participate as stakeholders, and where we all succeed together, not incrementally but exponentially.

https://en.m.wikipedia.org/wiki/Ubuntu_philosophy

The Bible, King James Version (KJV)

Project Overall Goal

Our aim is to create an enabling platform for accelerating development by exposing potential development personalities, business opportunities and initiatives to funders and investors.

What we want to see is coordinated development process, between funding and

development activities, and that development is fast-tracked against growing trends of population.

Project Objectives

- To create an online profile of potential young talents to expose them for development
- To create an online profile of potential investment initiatives for development (for profit & nonprofit)
- To manage development of talents and skills in young people through professional coaching and guidance
- To manage development initiatives through provision of professional business development and project management services.
- To act as a link between investors and investments opportunities through engagement platforms.

Project Approach

The idea is to use social media marketing to advertise our online platform of profiles, while conducting country wide research for potential personalities, business opportunities and initiatives. *Our activities will evolve around research (field visit), story writing (profiling), and pitching to funders/investors.* Key to this is establishment of a professional team of skilled volunteers, who would like also to 'seed', in order to bring about change.

Project Funding

As a development agency, we would be at liberty to fundraise and apply for grants. Though at the moment as a project, we should be looking at regrouping resources on voluntary basis. Key on budget is to be able to manage researching and putting up online profiles on website and Facebook page. Also being able to pitch about the project and potential funding profiles to potential funders.