

MULTIMEDIA ACADEMY & VOCATIONAL TRAINING CENTRE



1.0 ABOUT

- **The International Multimedia Academy and Vocational Training Center, is a youth training center whose aim is to train, develop and empower the youth in Television and film productions, multimedia, and in other audio visual relates and in other informal career fields, trainings and knowledge, and we give a bigger chance to girls, dropouts those from poor humble backgrounds. . Click to web site (<https://www.multimediaacademy.org/>)**

- **We are now located just outside Busia town, at Nabusyongo shopping center,**

(<https://goo.gl/maps/7SAp9Fjr6r5Epjhq7>)

in Matayos area, (on Busia-Kisumu road) (Busia-County)

We are located in the large Western Region of Kenya – East Africa). We are a growing organization, doing our best to put or feet forward to realizing our great and Nobel potential Including:-



As an organization, we work endlessly to achieve the below Sustainable 2030 International Development Goals:

Goal 1: No Poverty

Goal 4: Quality Education

Goal 5: Gender Equality

Goal 8: Decent Work and economic Growth

Goal 9: Industry, Innovation and Infrastructure

Goal 17: Partnerships for the Goals



2.0 MILESTONE AND ACHIEVEMENTS

- **International Multimedia Academy has overtime managed to impact a very big number of students who are now professionals in various fields and firms in our country, Kenya and East Africa**
- **An example of our success story is our two students Dan Owino and Hosqueen Wanzala, whom we trained, empowered and equipped them with knowledge and professionalism in the media and film television production to the point that they got employed to a good audio-visual sales and distribution companies in Nairobi and Kisumu respectively. Due to this job, today, Dan and Hosqueen have afforded to build a house get a wife, raised a family. Both are living comfortably raising an income for his family through the skills acquired from the International Multimedia Academy. This and many success stories give us a kick, energy and hope to continue.**



- **Our current and future major concentration is in electronic mass media training, and print media giving courses in graphics, print, radio, TV, film and other related courses.**

- **At the moment we offer 3-day classes per week in the following fields:**
 - **Multimedia and journalism**
 - **Photography classes**
 - **TV and Film production**
 - **Video editing**

- **We have students from Matayos and Nabusyongo Villages, but also from various parts of Kenya. Our students ages are from 17 and 27 years and are from different cultures and background, which gives the school a special feel and adds to the students' great atmosphere.**

As we grow, we plan to have online, weekend and evening classes courses for those who cannot make it here and or during the week-day(s)

These courses will include: TV Productions, Film productions, Print media, Graphics, Video Editing, Radio presentation, Acting for TV, Radio Production, Photography, TV Presentation, Sports Presentation, News Reading, Field reporter journalism, Voice Over commentary Training, OPL. and Production Management courses.

3.0 CHALLENGES

As an uprising institution, we face a lot of challenges especially resulting from the aftermath of the Coronavirus pandemic and not having various sustainable and enough income generating avenues.

This has greatly affected our efforts as organization to grow and in service delivery and operation of the academy to the point of closing down essential departments.

THE FOUR MAIN AGENDAS TO BE ACHIEVED

- At the moment four (4) agendas are VERY important for us to achieve in order for this school to grow and be self sufficient so that we can serve the youth & communities better and in a long future, as follows:-.
- The first (1st) and most important one is to expand and get more monthly donors in order to get a minimum regular amount of money equivalent to 3579.00 in order to pay for the school new monthly expenses that will include, rent, minimum salaries for the minimum required number of professional and registered staff and teachers as required by the Ministry of Education in order to manage and run the school professionally and with professionals. (see budget attached).
- The second (2nd) thing that we must achieve is that at the moment all the possible jobs that we can get, require modern 2K-4K TV and Film production equipment that we do not have. Our urgent and Most important wish list is to have the following modern 2K-4K TV production and Post –production equipment to make us to do high quality video productions, good photos and edit in 2K and we need 2 sets of STREAMING GEAR equipment.

- The third (3rd) thing that we must achieve is to make the extra income for the school, is to create the mini income generating avenues as directed by TVTA, which the arm and has Full authority of The Ministry of Education's inspection registration and licensing authority, so that we can be inspected and licensed.
- The fourth (4th) thing we must achieve and a long term goal which is the survival of this school educational training project is as that the school should have its own place, of having its own fertilities so that we pay no more rent again, so as to have a better foundation and backbone of this school project in a long future.

3.1

MINISTRY

We face the ultimate challenge from the Ministry and the Government of Kenya through (Education and Training Authority-TVETA), that we must fulfill or else we face closure within no time.

The Ministry of education via the department of **Technical and Vocational Education and Training Authority wrote to all vocational schools (us included), and directed them to comply with the new rules and regulations or face indefinite closure without any further notice. Some schools that did not meet the requirements and are not compliant have already been permanently closed down and this will continue.**



We have been asked to upload and forward certified documentations of the minimal number of the **staff members and comply will all the items indicated in the letter, inclusive of **names of teachers, certificates, budgets, plans** etc and many other things that we need to make available for registration and inspection.**

Our online registration at TVETA, is half-way done, because we are yet to get all the requirements to complete the same.



3.2

INADEQUATE UP-TO-DATE MODERN ACCEPTABLE FILMING EQUIPMENT

Most of the existing equipment we have is SP analogue and is good for training.

This equipment is not suitable for commercial use. It has limited functioning and thus limits the scope of potential commercial income video production jobs we can get.

In order for us to get video production jobs from the commercial sector as before in 2000-5, when we were the only one with an HD-12 Channel Video Mixer in Kenya, We must up-date our filming production and editing to a modern acceptable 2-4K equipment to cater for a good number of potential paying clientele and get a big chances to earn an income as well as equip our students better.



3.3

RENT

One of the main challenges of operating the school from Nairobi City, was the struggle paying our rent, which was almost tripled every year due to the economic pressure.

However, we just managed to sustain ourselves for many seasons, until when we could not get jobs due to lack of modern commercial production equipment, and due to corruption, the landlord forced us out of our premises due to hike in rent this forced us to close down and look for an alternative location.



- **We are open and looking for partnerships in our co business of Audio-Visual, Radio, Music Television and film production sector and in other income generation related fields and disciplines so as to achieve the institution's long term goal in developing the school to higher standards, This help in delivering professional training services to potential students as well as preparing these upcoming professionals to work in the emerging audio-visual, film, TV and multimedia industry.**
- **We are looking for partners willing to support the school technical, financial and academic exchange support and cooperation in developing this school to a higher level. This will also go a long way in ensuring the objectives are met. We must create a high level standards of operation as well as investing in staff members and potential students, willing to give back to the community and the school will be key.**

4.0 IMMEDIATE PROPOSED SOURCES OF INCOME

In order for our school to comply with the new registration requirements to employ a minimum required number of professionals and (TVETA) registered management staff and trained teachers from (TVETA) as per the Ministry of Education in order to manage and run the school professionally and with professionals, we plan and we are going to put the following things in place as follows:-

4.1

AUDIO-VISUAL-TV/FILM PRODUCTIONS, LIVE STREAMING & AV-RENTALS

TV/Film, Production Training Is Our CO And Major-business That We Need To Strengthen And Make Sure That We Get All The Missing Elements To Make All The Departments Functional. Here We Greatly Need The Missing Accessories And New And Modern Commercial Gears.



Music is an emerging phenomena in Kenya and East Africa. We are planning to have a music studio under the audio-visual department, that well also so be used to attract potential media and TV/film students.

We are now busy building a music studio, but we still need to access good professional microphones and Audio music recording equipment.

In addition to that, the video and film entertainment industry is also growing in which films in foreign languages local dialect movies and films are literally translated with just a voice over. The lip-sync is just coming us and hoping to grow. Thus the need for a recording studio. This will not only promote our school, but it will give our school good income.



4.2

CAR-WASH / TYRE REPAIR

Due to the fact that we are now situated on the Busia-Kisumu main highway, - + 800 trailers/Lorries, - + 40-buses, - + 400 minivans and + - 200 small vehicles pass by our school on a daily basis. We are sure that we have great potential to start a car wash, cleaning and tyre repair services, due to the influx of the number of vehicles that pass by here on a daily basis.



4.3

POULTRY

Our institution being located in the countryside, we have an opportunity to start a mini poultry farming department in the backyard of where our school. This can include free range chickens, ducks and rabbits.



CARPENTRY AND FURNITURE REPAIR SERVICES

In this area, many people are still building. Most of them need furniture and we are sure that this we can start and develop to a modern mini furniture shop.

4.4



4.5

BRICKS AND BLOCKS MAKING

In this region, many people are still using mud-bricks to build their houses.

Unlike here in Europe, most of the brick are un-even and that means that the builder will use more mortar or more cement and sand to pile the brick together. Also, the brick cost more money, due to transportation and other factors.



With a modern brick making machine, we can create a crew that can make the brick at the home of the client, thus saving him/her transport costs and making it cheaper and thus in return making the whole process cheaper as well as giving our school some income.



4.6

CEREALS AND SNACKS KIOSK

In this region most of the food comes from the neighboring country, Uganda and the opportunities we have is to buy and sell cereals as well as snack to the vast vehicle drivers that pass by our school.



LAUNDRY / REPAIR AND CLEANING SERVICES

Here more people are buying carpets and we have seen the rise of young people who are not able to do the laundry by their hands.

4.7

Usually local maids are sourced in order to fulfill these duties. We believe that with a centralized place, a student's mini laundry, repair and cleaning services is an ideal micro business to start in this area.



4.8

MOTOR VEHICLE TOOLS RENTAL TRANSPORT

All along this great highway from Kisumu to Busia and/or to Kampala, vehicles break down, but the people and mechanics are not able to repair and or service the same in time due to lack of proper modern tools and diagnostic computers to find the fault.

With us starting the a vehicle tools rental and transport services, we shall be able to yet open up another income generating activity in both and rental and transporting both the clientele and the repair mechanics and technicians.

GAS AND ELECTRICAL WELDING

Gas and electrical welding is another avenue that is growing fast in Busia.

More and more doors, windows etc are being made daily as well as special things this bio gas tanks that need gas welding.



4.9

4.10

ELECTRICAL WIRING

As more people come back to settle in the rural settings, the electricity is also moving fast into people's houses and thus the need for proper wiring in many homes.

Now still, many houses are not properly wired due to high costs to get electricians from big towns to come and do such a job.

4.11

KIDS DAY CARE CENTER

In the area of Busia border town, which is about 14 kilometers to our school, house all county offices, ministries, regional organizations and cooperate companies of Busia county, but the housing infrastructure is still down and many people working in this town live 14 or even 20 kilometers from the town.

The most people have young kids and toddlers and they are forced to leave them behind with house maids so that they can go to work. By doing a modern-day care center, we see this as an opportunity to cash in on the same from all working mothers that would like their kids to be in a modern, clean and trusted environment.

OUTSIDE CATERING EQUIPMENT AND SERVICES

4.12

In This region, there are a few outside catering companies that have good decent and professional chairs, tables, tents, cups, plates and saucepans so to speak. At the same time events and especially of the churches preaching meetings, weddings and funeral especially in the weekends are very popular.

With this kind of set up, we can not only use the above as our immediate clientele, but we can scale up and see possibilities to work for the local county government that has also frequent meeting in the region.



4.13

BIKE AND BICYCLE REPAIR CENTERS

Busia town was the first town to embrace bicycles in the whole of east Africa and it is in this region that women and girls also started riding bicycles, and later on motorbikes an alternative transport means to serve both the Ugandan and Kenyan border points, using in the 70s, 80s, 90s and until now, bicycles, for and especially smuggling goods and people across the 2 borders, thus gaining the now popular names border border.



in Kenya right now motor bikes are dominating the rural transport sector. According to 2018 official data, at least 1.4 million motorcycles are registered in Kenya, the majority of which are used as cabs. Nearly 17,000 motorcycles are registered each month. From this number more than 60,000 motorcycles and 15,000 bicycles are in Busia county where our school is situated.



PEDICURE AND MANICURE UNISEX HAIR SALOON

Making yourself beautiful and especially on the ladies side, but with a bit of men also joining the in, is truly never ending story, no matter the situation, season or poverty levels, it is an ever going business.

4.15

We believe that we are able to get students that can operate this micro business in beauty, as the venture ad grow in the audio visual and film production departments.



4.16

CYBER YOUTH RESEACH /DEVELOPMENT AND SECRETARIAL OFFICE

In this place you have school that used a lot of photocopies for their exams etc. and mostly they have to go to Busia town to get proper photocopy services and secretarial services. You also have the public that needs to make copies of various documents that are wanted with/by the various government offices.

You have youth that need internet to either download and make applications that you can do on hand telephones. Other are interested to do research etc. for school and business sectors. We are therefore looking for a possibility to start a cybercafé and secretarial office that can be run as an all-rounder office with unlimited Internet connectivity and a hang out of the youth and upcoming business people.

This is a great potential to make this micro business grow.



5.0 THE FUTURE OF OUR ACADEMY

International Multimedia Academy envisions a future whereby we will be the benchmark institution in the film and media industry.

We have plans to increase the scope of our courses and open branches to other towns both in Kenya and other countries in East Africa.

This will in turn create employment opportunities to individuals as our staff members.

We also envision a self-sustainable institution through the income-generating activities.

We would wish to have our own piece of land which will be of advantage for the expansion of our academy.



6.0 OUR MISSION

- **To set the highest training standards as we serve the local and international media, TV and film industry and offer professional training in the film and media industry giving hope and a career for a better future.**

7.0 OUR VISION

- **To build and establish a well-respected and credible, friendly, and successfully professional youth training study center and to be the to-go media academy in the region through raising the standards of excellence in the field of film and media.**

8.0 OUR GOALS

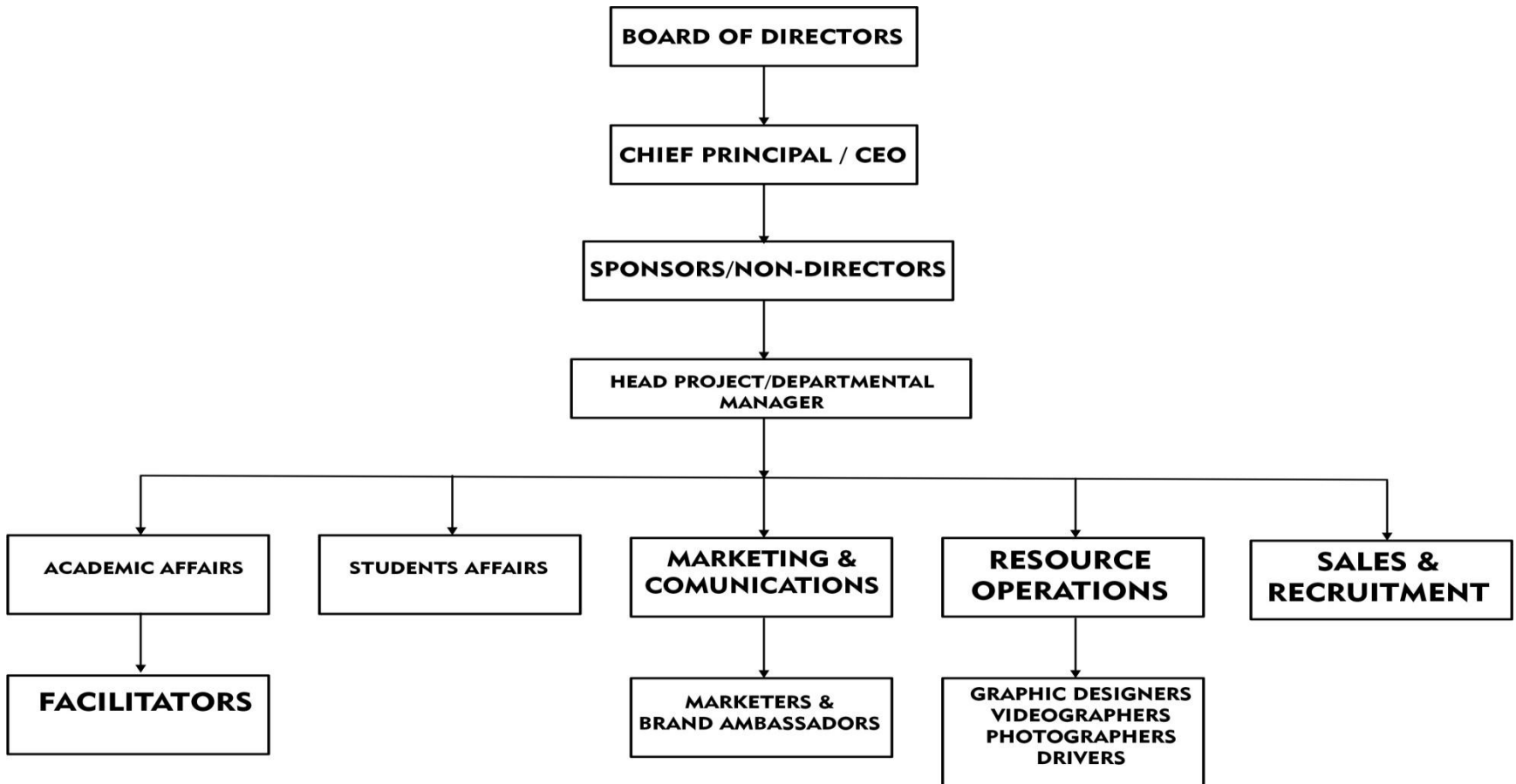
- **To have better trained media personnel who will not only work for corporate companies and media companies, but also train those from other public, private and government bodies, so as to professionally serve their respective organizations and the public at large.**

9.0 OUR SLOGAN

□ *Teach Them How To Fish.*

Our slogan is from an ancient saying, that you must teach a child to fish and There after this child can have food for life.

OUR ORGANIZATIONAL STRUCTURE



ACKNOWLEDGEMENTS / GRATITUDE

We sincerely thank you very much for holding us high all through this journey. Without you and without your support in whichever way, or volume and or mode, it will have not been the same and we wouldn't have made these steps, this far today.

And we Thank you all.

Asante Tena Sana.

GOD BLESS YOU ALL..