



MAYEIN

[Mentoring Assistance for Youths and Entrepreneurs Initiative]



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3/22/2012

Rebranding Youth Lifestyle and Participation in Nation Building Through an Early Formal Mentoring Approach

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Outline

MAYEIN – Mentoring Assistance for Youths and Entrepreneurs Initiative is a youth lifestyle development and social reform initiative. The organization was established in response to the growing disruptive trends in youth lifestyle and social behavior nationwide as well as the crippling system over-dependency resulting in frustration and youth restiveness. MAYEIN carries out its objectives through a formal mentoring approach. The organization runs two core programmes, one being the Mentors Assistance Programme (MAP) which is designed for teenagers, particularly those enrolled in public schools and “at-risk” youths. The second core programme is designed for aspiring young entrepreneurs and is called Mentoring and Internships for Cradle Entrepreneurs (MICE). MAYEIN addresses general self destructive patterns as well as social disruptive lifestyle attitudes and system over-dependency evident in Nigerian youths. By so doing, the organization correspondingly addresses growing lifestyle and security challenges across the country as well as the dearth of innovation and production drive amongst the growing youth population.

Vision

The vision of MAYEIN and the core programme “MAP” is to rebrand the collective youth lifestyle and attitude nationwide and redefine youth participation in national life as well as nation building through transformative and general assistance mentoring.

Mission Statement

Towards Wisdom, Enterprise and Right Reward (TOWERR).

Objectives

1. To influence the positive life style development and choices of Nigerian youths as emerging adults and so redefine youth participation in national life, and nation building through formal lifestyle mentoring.
2. To promote innovation, enterprise and economic independence amongst the Nigerian youth through non-profit business and entrepreneurial mentoring, internships and skills training.
3. To foster a new culture of formal mentoring and direct role-model relationships between adults and teenagers/young adults and thereby restore adult – youth relations in the society.

Programme Strategies

- Conduct focus group (transformative) mentoring programmes for “at-risk” youths across communities and states in Nigeria.
- Establish a nationwide database of volunteer mentors composed of credible accomplished individuals drawn from various groups, professions, sectors and levels of national life.
- Provide assistance mentoring for young upcoming entrepreneurs and emerging adults by pairing them with mentors under a Mentor/mentee pairing system.
- Engage successful role models and society icons in regular/frequent interaction with “at-risk” youths in under-privileged schools and communities across the country and by so doing promote visions of success in the minds of these category of “at-risk” youths.
- Foster adult-youth relations and mutual interactions across the society.
- Conduct mentoring and interactive fora between established entrepreneurs /successful business individuals and aspiring young business men and women.
- Secure industrial internship opportunities for would-be entrepreneurs and young business individuals.

Organization Structure

Our current organizational structure is composed of youth volunteers and rising professionals as programme officers spread across various states in the country.

Programmes and Activities

To achieve its two broad objectives, MAYEIN runs its activities under two essential programmes;

- 1. The Mentors Assistance Programme (MAP),** which carries out two critical baseline activities and they are:
 - i. **Focus Group Mentoring (FGM)** – Under this programme the MAP embarks on transformative mentoring of “at-risk” youths, by conducting focus group mentoring schemes with this category of youths across public schools and communities. These Focus group mentoring schemes are targeted at vulnerable profiles of youths e.g. social

delinquent youths, potential school dropouts and other groups of general “at-risk” youths. With each scheme, the MAP holds durational Mentorship sessions which focus on leadership and values training as well as Life skills training, ranging from 2-5 months with these youth targets who present distinct

mind transformation needs. The FGM programme is a deliberate inward introspective and transformative life skills approach to tackle psychosocial factors in the development of the youth and their emergence as adults.



(clockwise: Pictures of MAP focus group mentoring sessions with “at risk” students held in Methodist Grammar School, Immanuel College, Abadina College and St. Louis Grammer School respectively (Bottom row) Award of participants’ certificates)

ii. **Mentor/Mentee Relationship Links (MRL)** – the programme forges Mentor/Mentee relationships and links between Nigerian youths and older mentors across the country. This programme is uniquely designed to engage positive adult influence in the lives of young individuals as they emerge into adults and adopt a choice of life style. It is a method of rendering assistance mentoring to young people in general (low risk youths) in an effort to ensure that young people are well guided, by mentors, to succeed in general. Through this “Mentor/Mentee” pairing system, more positive innovative lifestyles will be influenced across the country as opposed to criminal paths, miscreant lifestyle and individual failure leading to social unrest. It is also an effort to restore adult-youth relations and mutual exchanges thereby restoring a gradual peaceful productive order within the Nigerian society.

2. **Mentoring and Internships for Cradle Entrepreneurs (MICE)** – This is the second core programme run by MAYEIN. This program is designed to rouse the innovative and entrepreneurial mindset in the individual and when this is done to provide an environment of opportunities for skills training and competence building. The aspect of creating an environment that opens doors for trainings and skills knowledge will involve partnering with affiliate organizations for internship openings as well as sponsoring in-house workshops and trainings for young participants and would-be entrepreneurs. Gradually, through this programme, MAYEIN intends to influence a revived culture of innovation, enterprise and economic independence that will in turn spur production, turn around the current system overdependence and positively alter the orientation towards national participation as harboured by many young individuals .

Our Motivation

1. On an average, young people across Nigeria are living diminished lives. Many of them never fully realize or even live out their inherent potential for success. We want to alter the trend.
2. The spate of crime, violence, terrorism, kidnappings, communal killings, militancy and general social unrest is on the increase in Nigeria. These forms of social disruption have

become a threat to every resident and citizen of the country – and these insurgencies and crime mostly bear the stamp of the Nigerian youth. There is urgent need for a transformation of mindsets and systems.

Your Role:

1. **CREATING A MENTORS' NETWORK:** Nigerian youths need mentors in the areas of both transformative and general assistance mentoring and in addition Nigeria needs the introduction of a system of formal mentoring! **(To become a Mentor under the Mentors Assistance Programme, kindly visit our website www.mayein.com for more information).**
2. **THE ROLE OF MENTORS:** Mentors will assist the progress, lifestyle development, values, character and ideological formation of their mentees. They will also assist to provide enterprise and vocation guidance, internships, lifestyle and career guidance to young Nigerians under the Mentoring and Internship for Cradle Entrepreneurs (MICE) Programme, as they undergo the necessary and often arduous self actualization process and emerge as successful adults. Where the family structure and the society have proven to be inadequate in the life of a youth, the formal mentoring approach is designed to be the next social intervention.
3. **PARTNERSHIPS:** Individuals, private groups, corporations, agencies and government apparatus are extensively encouraged to partner with us on our core programmes and strategies towards the delivery of these programmes. As joint stake holders in this Nigerian project we must work assiduously, together, to build our youths, shape them into the positive citizens we desire and provide the capacity. The possibilities for partnering with MAYEIN are open and endless, having regard to our vision, objectives and programmes.
4. **FUNDING ASSISTANCE:** Needless to say, we are a non-profit organization, with programme objectives that can only be driven through funding. Currently we run on private income sources by the driver of this project. However this places a limit on our programme projections and implementation. It is hardly a surprise therefore that we solicit for funds wherever and whenever we can. Please help us make a meaningful change in this country,

help us achieve our objectives in the work that we are striving to carry out with young people.

Message from the Founder/Coordinator:

Thank you for showing an interest in this organization, MAYEIN! Often the Nigerian youth is described as “the future of this nation”. This has become a most quoted phrase and I dare say a form of vain platitude. Together the youth are Nigeria’s strongest asset and in recent times, I’m afraid, a significant divide have constituted the Nation’s gravest threat. I am very delighted therefore to welcome you on board this social engineering project. The project is propelled by a fast growing team of brilliant social contributors from every sphere, sector and level of national growth, individuals who are in turn driven by a spirit of volunteerism and a commitment towards nation building. The task ahead of us is major, it requires vision and commitment. I welcome you as you too place your hands on the edge of this spirited plough called MAYEIN, and we trudge on, together, in this effort at social reconstruction. In case you forgot the goal...we are transforming lives, we are building a new society!

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