

**CODE  
FOR  
CHANGE**



**CODEJIKA.COM**

VOCATIONAL CODING SKILLS &  
DEVELOPER PIPELINE



A NATIONAL 'DIGITAL SKILLS FOR YOUTH' AGENDA

## CodeJKA Introduction

The CodeJKA program drives national change through engaging the public, government and the Department of Education structures in meaningful, simple steps towards increasing awareness, confidence, practical skills and long-term transformation in Computer Science and "new generation" vocational education. This will be done through the following:

**1. Policy Advocacy: Coding Skills as a Subject**

Propose a new elective and co-create technical courses for Secondary Schools on: Computer Science & Web Development.

**2. Coding Campaign**

Raise awareness through a fun and impactful campaign on the importance of learning coding and web development and how this will benefit girls and youth, their families and societies.

**3. Teacher Training**

Equip teachers and other implementing partners with the skills to have fun with Code, Clubs and Class.

**4. Coding Tools**

Create an adaptive, easy-to-use, gender-inclusive, African coding brand for girls and youth that provides off and online web development skills, tailored to the needs of high school students and which supports teachers, certification, and in-school learning.

**5. Learner skills**

Provide high school students with practical web development skills and entrepreneurial knowledge that will enable them to enter the modern-day workplace and earn an income.

## Key Outcome:

The CodeJKA program increases access and inclusion to digital learning, ignites vision and provides rock-solid tech skills. Instead of waiting for youth to finish high school to become unemployed and then seek further training, the CodeJKA curriculum ensures that school-leavers are equipped with practical web development skills that can be immediately used in the formal and informal digital economy through providing value to local manufacturers and SMEs.

*Check out the awesome 60-Second video of kids & CodeJKA:*

<https://youtu.be/v-K4tYdW608>

## The Issue

The workplace is being transformed by digital technologies, relying on them to improve processes, drive growth, and increase productivity and as such there is a strong demand for workers who have even basic **IT skills and who understand current digital technologies.**

However, digital skills are in short supply leaving a glaring skills gap in the job market while youth cannot find jobs.

Current programs being provided in schools and communities are still relying on expensive, data heavy and complex programs, which makes learning digital skills inaccessible to youth in under-resourced schools.

## The Solution

CodeJIKA is a social impact project driven by Code for Change, a national leader in innovative coding education for schools that has over ten years experience implementing coding programs in schools.

Seeing the need for a coding program created specifically for under-resourced, offline, mobile oriented and young communities, the CodeJIKA program was developed and launched in Aug 2018. It provides the right tools for schools, organizations, Ministries of Education, and provinces to effectively implement Frontend Web Development in the classroom.



CodeJIKA's key features allow it to SCALE quickly at a LOW COST:

- *Free*
- *Offline*
- *Simple and DIY*
- *Fun and practical*
- *Frontend Web Dev training*
- *Created locally*

*CodeJIKA: A Scalable & Cost-Effective Program that has already been implemented in 120 schools and impacted over 320,000 young people*

## Partnership and Sustainability Model

The sustainability of the CodeJika Program is grounded in an implementation approach which emphasizes building national and local partnership, developing local capacity, and encouraging ownership. Engaging with implementing partners at multiple levels ensures that solutions are locally owned and led, increasing the likelihood that such interventions will be more effective and continue after project has ended.

## Our Competitive Advantage

- A. Clear 10-year vision plan
- B. Strong marketing and brand awareness component
- C. Collaboration & partnership between companies, Dept. of Basic Education, & universities
- D. Built for local and international scalability
- E. Curricular benefits to Dept of Basic Education - Data and results feedback loop

## Budget Summary

CodeJIKA Program Implementation in One School - Year 1	
Purpose	ZAR
Total CodeJIKA for 1 School	76,000
Monitoring & Evaluation	13,000
Optional: Participation in Two Web-Design School Competitions & Coding Events	14,500
Optional: JIKA - Platform Development - Entry Phase 3 - Mobile	45,900
<b>Total Costs: CodeJIKA Program in One School - ESSENTIAL COMPONENTS</b>	<b>89,000</b>
<b>Total Costs: CodeJIKA Program in One School - FULL ELEMENTS</b>	<b>149,400</b>

## World-Changing Goals and Partners

CodeJIKA works with leading brands and partners in the technology and development sectors to fulfill its objectives: Microsoft Philanthropies, DELL Development Fund, MTN, GIZ, ABSA, HSBC, Australian Embassy South Africa, DataTec, TCS, IRESS and more.

The CodeJIKA.com project was listed as a "World-Changing Idea" by FastCompany in 2019

## BE PART OF THE SOLUTION

Let's build better communities, schools and cities by bringing opportunity-creating skills to every child and young person.

Let's open possibilities and help our youth access a brighter future.

## 1,000,000 Youth Learning Basic Coding

*Per annum*



### OUR BELIEF:

KIDS HAVE THE RESOURCES TO EMPOWER THIS ECONOMY - LET'S LET THEM.

### 10 -YEAR VISION:

A LARGE POOL OF CONFIDENT, ETHICAL DEVELOPERS INCREASING THE COMPETITIVENESS OF LOCAL MANUFACTURERS AND SMES.

### HOW:

1. DISTRICT-LEVEL TRAINING WITH ED. AUTHORITY
2. PROVINCIAL VOCATIONAL CODING ROLLOUT
3. OPTIONAL: VIBRANT STUDENT-RUN CODING CLUBS

### WHAT:

FRONT-END WEB DEVELOPMENT

#### OFFLINE:

CONTENT ON PDFs  
CODING IN NOTEPAD  
VIEWING IN BROWSER

#### ONLINE:

MOBILE-FIRST  
LITE WEB DEV COURSE  
WWW.CODEJIK.COM

#### STYLE:

THINK EMOJIES  
PRACTICAL  
FUN

#### OUTCOME:

MONETIZABLE DIGITAL SKILLS.  
DREAMS OF BUILDING W/ CODE  
CONFIDENCE & HOPE



THANK YOU