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# SUCCESS STORY

## Encouraging Entrepreneurship: Junior Achievement Returns to Barbados

**“We all have skills and can maximize them together,” says entrepreneur and JA graduate Amander Williams-Clarke (pictured).**



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Rikki de Jude displays his fashions at BMEX. He was able to grow his business with the skills he learned from Junior Achievement.

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### Telling Our Story

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The Eastern Caribbean Youth Microenterprise Program (ECYMP), managed by FHI 360, held the relaunch of Junior Achievement Barbados on Monday, June 13, 2011 at the Barbados Manufacturer’s Expo (BMEX). The expo, filled with local entrepreneurs and businesses, was the perfect setting to re-introduce the program.

Junior Achievement (JA) is the world’s largest organization dedicated to educating students in primary and secondary school about entrepreneurship, financial literacy, and work readiness through experiential, hands-on programs. The Barbados Ministry of Education’s Human Resource Development Strategy called for an initiative to partner with entrepreneurs, mentors, and the private sector to revive the JA program. Together with USAID, they will take a collaborative approach to entrepreneurship education.

ECYMP worked closely with the Ministry of Education and the Youth Development Programme to pilot the JA program in two schools during the month of June. At the June event, the re-launch of JA was announced to an audience of government officials, NGOs, youth serving organizations, entrepreneurs, and the public. Mr. James Goggin, Director of USAID Barbados, spoke to the crowd about his personal passion for JA and stressed USAID’s commitment to developing youth entrepreneurship in the region.

For the expo, ECYMP reached out to JA graduates who had formerly participated in the program. Several former JA graduates had continued on to become successful entrepreneurs and were exhibiting at the expo. Amander Williams-Clarke was representing her company, Williams Legacy, which produces hand-crafted mahogany trinket boxes and carvings from local wood. Ms. Williams-Clarke was enthusiastic about her time participating in JA at the St. Leonard’s Girls School, stating that she had always wanted to have her own business. **“The best part was showing the skills I had to others,”** said Williams-Clarke, **“We all need each other. We all have (different) skills and can maximize them together.”**

Another JA alum, Rikki De Jude, did not always plan to start his own business. He now has his own line of clothing, shoes and handbags. **“It just happened,”** said de Jude. He credits his time in JA for the success of his startup, **“I was being prepared for business and I didn’t know it.”** He started his business years after graduating, but found that he still had the skills to fall back on from JA.

JA graduate Kathy-Ann Bellamy did not start her own business; however she also felt the benefits of the program were invaluable, **“It built me a lot because I was really shy. I got the opportunity to speak, and I benefited from that.”** The confidence and leadership skills she gained help her land employment at a bank after participating in the program for two years.

Nearly 40 program alumni passed by the JA booth at the expo, and expressed interest in being mentors as the program restarts. This overwhelming response of former JA grads, the Ministries, and business community is an encouraging start as ECYMP moves forward with preparations to roll out JA in more schools starting in September to help train a new generation of entrepreneurs.