



Jalel AMRI - Mashrou3i HP LIFE Trainer

Kairouan

Jalel joined the Mashrou3i team as an HP LIFE trainer in 2013. Passionate about entrepreneurship, he has been supporting young entrepreneurs from the Kairouan region in his role at ANETI (the National Employment and Self-Employment Agency) since 1982. Through the agency's programme 'Espace Entreprendre' Jalel helps job seekers to realize their project ideas, assisting them in the development of their business plans and follows their progress post creation.

In his daily work, Jalel uses the MORAINÉ method, developed by ANETI, to help job seekers actively identify new business opportunities in their region and supports them on their path to self-employment. Through his engagement in the Mashrou3i programme he has also found an inventive way to use the tools of HP LIFE e-learning to build on this methodology and strengthen the quality of the agency's assistance to entrepreneurs.

"The Mashrou3i Programme and HP LIFE e-learning is very innovative" says Jalel, "The technology tools and practical exercises are much more hands-on than the theoretical training we've seen in Tunisia until now.

Aspiring entrepreneurs can improve their business and IT skills at their own pace and I can follow their progress through the online platform."

Alongside ANETI's Espace Entreprendre, Mashrou3i has been well received by several other important regional partners in the Kairouan including the Business Center and Kairouan's Cyber Park. Through the Mashrou3i programme, the capacity of these business support institutions has been strengthened and they are successfully holding Mashrou3i regional group coaching workshops and providing business coaching to entrepreneurs.

"During the group training and coaching sessions that we regularly conduct in Kairouan," explains Jalel, "entrepreneurs work through all the modules on the HP LIFE e-learning platform. Once they have gained certification we select specific modules and support them to apply the HP LIFE tools to their own business, to solve challenges and to hone their business idea. The entrepreneurs leave the workshop with a solid business plan that they can submit to the bank for funding. As a result, 25% of the workshop beneficiaries in Kairouan managed to launch their micro business in 2016."