



## The rise of dignifying jobs in Rwanda

Imagine a community where jobs go beyond mere means of earning a living. A place where jobs not only provide fair wages and good working conditions but also offer personal growth, purpose, and overall well-being. In this community, everyone's basic needs are met, job satisfaction is high, and poverty is reduced. These are the dignifying and fulfilling jobs (DFJs) that we envision. And believe it or not, this remarkable reality is taking shape in Rwanda.

Rwanda's journey towards dignifying jobs is no longer an abstract concept; it is becoming a tangible achievement. Many Rwandans have found meaningful and fulfilling occupations that align with their interests and skills. They feel valued, respected, and empowered, resulting in higher productivity, satisfaction, and well-being. The key driver behind this progress is entrepreneurship.

Through entrepreneurship, a significant number of Rwandans have transitioned from employment-seekers to employers. They have identified unmet needs, developed innovative solutions, and brought them to the market, creating dignifying jobs for themselves and others while stimulating economic growth. These courageous entrepreneurs are armed with innovation and a fierce determination to make a positive impact on society.

The success of these entrepreneurs is not solely their own; it is the result of collective efforts from various stakeholders who have contributed to the creation of an effective entrepreneurial environment in Rwanda. This environment has provided fertile ground for entrepreneurs to drive impactful change.

However, there is still progress to be made as we work towards Rwanda's ambition of creating 1.5 million new dignifying jobs by 2024. The statistics from the NISR Labour Force Survey highlight the need for continued efforts to achieve widespread dignifying employment.

Over the years, BPN has engaged with entrepreneurs at various stages of their journey, all fueled by a shared passion for driving meaningful change and unleashing growth potential. Collaborating with numerous partners and stakeholders, BPN has nurtured and empowered these entrepreneurs through a comprehensive four-pillar entrepreneurship development program.

This program has successfully fostered the creation of dignifying jobs by instilling value-based entrepreneurship among Rwandan entrepreneurs. It equips them with the resilience and adaptability necessary to not only grow exponentially but also thrive amidst uncertainty.



The entrepreneurs who have walked a journey with BPN have created a total of 5,889 dignified jobs by 2021. On average, each entrepreneur who has undergone the BPN entrepreneurship development program has doubled employment opportunities and elevated existing jobs to a dignifying and fulfilling level.

We recently celebrated The International Labor 2023, dedicating this special occasion to honor the significant contribution of our esteemed community of entrepreneurs in creating dignifying jobs in Rwanda. Among the entrepreneurs who were recognized were **63 entrepreneurs who had just successfully completed the BPN program.**

“

**Before joining the program, they had already created 473 jobs. However, collectively, after completing BPN's Entrepreneurship Development Program, they went on to create an additional 1,286 decent jobs.**

”

Dear entrepreneurs, you are the driving force behind meaningful change and economic growth. Your unwavering determination has the power to transform lives through the creation of dignifying jobs. Always remember that you are not alone in this journey. BPN stands as your dedicated support system, wholeheartedly embracing our role as a home for entrepreneurs and committed to empowering you and witnessing the thriving impact you have on communities.

Are you inspired by the vision of creating a community where dignifying jobs are the norm?

We invite you to join us on a remarkable journey towards sound entrepreneurship in Rwanda!

Learn More!





“ For the best return on your money, pour your purse into your head. ”  
— Benjamin Franklin

## Upcoming Seminars

### Social Media Marketing

Social Media platforms present a powerful opportunity to enhance brand visibility, broaden audience reach, and facilitate customer interaction.

Are you harnessing the power of social media to gain a competitive edge for your business? Are you up-to-date with the latest strategies and tips that are currently generating real results?

The Social Media Marketing Seminar will delve into the dynamic world of social media marketing, equipping you with the knowledge and expertise needed to thrive in this ever-changing landscape.

You don't want to miss this exclusive opportunity to elevate your social media marketing game and gain a competitive edge in your industry!

**Book Your Spot:**



### Customer Care

Exceptional customer service fosters loyalty and reduces customer churn. More importantly, the way you handle customer service reflects directly your brand's reputation.

Do you want to elevate your customer care skills to new heights and create lasting positive impressions with every interaction?

Our upcoming Customer Care Seminar is designed to empower you with the skills, tools, and techniques you need to provide exceptional service that delights customers and builds loyalty.

**Register Now:**



### Conflict resolution

Are you seeking relief from the burdensome stress and tension caused by conflicts in your business setting? What if you knew how to transform these disagreements into opportunities for growth and collaboration?

Right; you would lead your business to unparalleled success!

Register for the Conflict Resolution Seminar to master practical techniques that will enable you to foster a harmonious and productive work environment, enhancing teamwork, innovation, and overall business performance.

**Register Here:**

