



Media Kit

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<https://onja.org/press-room>



PRONOUNCED OON-ZA, ONJA MEANS 'WAVES' IN MALAGASY.

Onja is a social enterprise training underprivileged youth into world-class software developers.

In Madagascar, 43% of youth aged 15–24 are neither employed nor in training—and nearly half are young women. Even for those who do work, opportunities are limited with around 95% forced to find menial work in the informal sector.

As only 6% can afford higher education that would help expand their choices, the majority of the most brilliant young people are limited to low-paying and unfulfilling careers.

This reality has meant that generations of brilliant young people remain stuck in cycles of social and economic stagnation. Onja is changing this reality. We close the gap between talent and opportunity to enable young African talent to access careers in tech.



ONJA IS COMMITTED TO BUILDING SUSTAINABLE PATHWAYS TO BETTER, MORE FULFILLING LIVES.

Our model allows us to **recruit** high-need and high-potential youth; **educate** them with in-demand skills; **connect** them to employment opportunities; and **scale impact** by reinvesting enterprise revenue.

Powered by the brilliance of Malagasy youth, Onja's model is designed to be self-funding and self-sustaining. Our developers have the opportunity to build exciting careers and support their families. They are also incredibly proud to accelerate the development of their nation by paying forward that same opportunity to others.

People don't need charity, they need opportunity.

- 100% of developers send money to their family from their salary, with 71% indicating their family uses the money for basic living costs and 64% indicating this money is used for siblings' or other family members' education.
- 92% find their work as developer enjoyable (fun), interesting and satisfying.
- 70% of Onja developers are women.



ONJA'S COMMUNICATIONS TEAM PROVIDES JOURNALISTS AND BLOGGERS WITH:

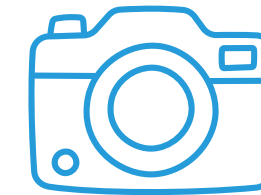
- high-quality images
- access to subject matter experts
- organisational information
- story ideas

To request photos for editorial use, please contact the Communications team at team@onja.org. Any other use of Onja's content without its prior written permission is strictly prohibited.

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Logos



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