



## Impact Story

## Beneficiary

*“Through support from the VTESS project, I was given the opportunity to turn my passion into a successful business by being selected to receive the seed money.”*

*- Keoudone Tanmanivong*

*Image: Keoudon Tanmanivong Credit: Swisscontact*

Keoudone Tanmanivong, a tailor from the village of Maknao Noy in Salavan, has had a passion for creating unique dress designs since she was young.

Tanmanivong attended the ESS coaching cycle courses through Swisscontact’s VTESS project and received training in communication and finance skills. This was essential in starting her own tailoring business, and with the project’s seed money, she was able to purchase necessary equipment such as tailor machines, needles, and other essentials to set up her shop.

Although Tanmanivong initially had some challenges attracting customers due to her remote location, she didn’t give up. She came up with the idea to create a sign for her shop, making it easier for people to find and notice her business.

Also, to attract customers, she kept her service prices affordable – starting at 25,000 kip. Additionally, she offers products such as groceries, Lao BBQ, ice cream, and lottery tickets, which has helped increase her total net income to around 9 million kip per month.

To add to her income, Tanmanivong raises pigs and a goat in the backyard of her shop. Thanks to the seed money and the training she received through the ESS program, she has been able to turn her passion into a successful and sustainable business.

Tanmanivong is grateful for the support she received from the VTESS project and uses a portion of her income to support her parents.



**Inception phase:** August 2019 - March 2020

**Project duration:** August 2019 - November 2023 (4 years)

**Funded by:** Swiss Agency for Development and Cooperation

**Implementer:** Consortium Swisscontact / Lucerne University of Applied Sciences and Arts

**Key implementing governmental partners:**

- Ministry of Education and Sports - MoES (Lead)
- Ministry of Labour and Social Welfare – MoLSW

**Target Groups:**

- Main: Early school-leavers - young people (15-35 years of age) who have completed primary school only and are deprived socially and economically.
- Wider: Teachers from IVET schools, staff from job centres or similar institutions (career counsellors, job coaches, community or youth workers, village facilitators and social workers).



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