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Entering the Field of Agro Processing

The Building Youth Employability Through Skills (BYETS) project has embarked on a new journey in the Agro Processing (AP) sector through collaboration with prominent industries. The production of food commodities is expected to grow at an average rate of 8.5% per annum from 2020 to 2025. It is crucial to prepare the existing workforce to meet the skills demand in this expanding sector. Unfortunately, there are very few standardised trainings available that can support the industry to ensure its current growth trajectory. Recognising this need, the BYETS project conducted an extensive Training Needs Assessment (TNA) at eight industries such as Meghna Group of Industries, Kazi Farms Group, Banoful & Co. Ltd., Olympic Industries Limited, and similar-sized export-oriented industries. The factories expressed high enthusiasm for installing Workplace-Based Training (WBT) system to increase the skill level of their existing and new workforce. Based on the findings from the TNA, BYETS developed a hybrid training model that would



not only be cost-effective but also ensure sustainability in the long run. To implement this work-based model, BYETS has already signed partnerships with Akij Bashir Group and City Group. BYETS will support the industry in developing in-house master trainers so that beyond the project period, the factories may continue training to upskill and reskill their existing and new workers.

Expanding Wings and Creating Opportunities in ICT and RMG sectors



Information Communication Technology (ICT) is one of the key components of BYETS project and under this component, BYETS intends to reach out to the youth who has interest in pursuing a career in the ICT sector. The project started its journey with an aim to create impact through partnership with Training Service Providers (TSPs). Through onboarding of six new TSPs: Muslim Aid Institute of Technology, Nobojibon Polytechnic Institute, AYAT Skill Development Center, Asia Technical Training Center, Pencil Box Training Institute, and E-learning & Earning Ltd., BYETS project offers ICT training in Digital Marketing, Graphic Design, and Web Development. Thus, over last two quarters 12 partnered TSPs in total were onboarded across four divisions. As of March 25, 2024, the project has seen a robust response with 2321 individuals currently enrolled and 1306 trainees having

successfully completed the training. In coming days, the project intends to partner with eight more private training centres to further expand the ICT training service.

The BYETS project is set to further extend its impact by implementing Workplace-based Training (WBT) initiatives at 50 factories in total within the Readymade Garments industry. The project is working with three additional Consultancy Service Providers (CSPs): SGS Bangladesh, EQMS Consulting Limited, and Institute of Professional Training & Management to further promote the WBT system. Previously, successful partnerships have been established with Groyo and Rezia Management Consulting Service. As of March 25, 2024, the project has seen a robust response of 1010 trainees enrolled and 656 workers having successfully graduated. Building upon these existing collaborations, the multifaceted approach underscores the project's dedication to enhancing skills and developing positive transformations in the workplace.

Key Stakeholders Unite: BYETS Partnered 33 Factories in RMG Sector



The BYETS project hosted an interactive Meet and Greet Event on February 20, 2024, aimed at strengthening collaboration among project partner factories in the Readymade Garment (RMG) sector and expert specialising in workplace-based training. This engaging and collaborative gathering served as a pivotal platform where industry representatives shared their opinion about efforts of BYETS project to create a better workforce for the RMG sector. Representative of BYETS project's development partner, the Embassy of the Kingdom of the Netherlands, attended the event. It also drew participation from 23 factories and five international and national Consultancy Service Providers (CSPs).

As of March 25, 2024, BYETS has achieved a significant milestone by successfully onboarding 33 readymade garment factories. This has enabled the project to integrate the necessary expertise and resources essential for the implementation of a robust Workplace-Based Training (WBT) system. As BYETS continues to advance, the Meet and Greet Event emerges as a key catalyst, positioning the project to capitalise on enhanced collaboration and overall engagement with its partner factories.

Experts Develop Comprehensive Course Modules

International Consultancy Service Providers (CSPs) including Groyyo and SGS Bangladesh, have been developing the training modules for the BYETS project. Following extensive need assessments conducted in both Readymade Garment (RMG) and Agro-food Processing factories, these CSPs were onboarded to develop comprehensive training modules.

Presently, the BYETS project in partnership with Groyyo has developed Sewing Methodology Training (SMT), Assessors Manual, and Productivity Improvement modules tailored for implementation in the RMG sector. Additionally, the project is actively working on introducing the Supervisory Manual, anticipating their deployment in upcoming training programs.

Simultaneously, SGS Bangladesh is developing modules centred around Fast-Moving Consumer



Goods (FMCG) and Jute products. These modules are slated to play a crucial role in future training programs conducted under the BYETS project, particularly within the framework of workplace-based training at various factories. The ongoing collaboration with CSPs underscores the commitment of the BYETS project to delivering cutting-edge training initiatives across diverse industrial sectors.

BYETS Project Introduces Smart Solution for Smart Data Management



The BYETS project takes a significant step towards digitalisation with the successful launch of its Management Information System (MIS), marking a pivotal moment in project evolution.

BYETS project has also organised an event to train the project partners on the MIS, ensuring better understanding and effective handling of the system. This strategic move towards digitalisation equips project staff with instantaneous, real-time insights into overall project progress and target achievements. Not only does this mitigate the risk of human errors during data entry, but it also ensures the timely submission of reports, upholding data quality standards.

The digitalisation of the monitoring system facilitates smoother communication between project members and partners, significantly reducing bureaucratic hurdles within organisations. This transformation not only enhances efficiency but also marks a significant step towards a more streamlined and effective project management approach. Furthermore, the BYETS project has placed a strong emphasis on integrating and promoting environmental responsibility at every stage of its activities. The efficient utilisation of the MIS is anticipated to result in a substantial reduction in paper usage, thereby contributing to an overall positive environmental impact.

Commemorating Violence Against Women (VAW) to Raise Awareness

The BYETS project marked the 16 Days of Activism against Gender-based Violence with a meaningful initiative. To raise awareness and promote change, the project distributed impactful awareness posters to all TSPs and factories. These posters vividly illustrated four scenarios depicting instances of violence against women that could occur in workplaces or training classrooms.

This dissemination of awareness materials by project members signifies a collective commitment to speak out against any form of violence- whether personally experienced, ongoing, or witnessed. The gesture serves as a pledge to stand against gender-based violence and create a safer, more inclusive environment within the BYETS community.



From Resilience to Brilliance: Asha's Inspiring Journey to Mastering Digital Marketing

At the end of a long day, a delighted Ms. Asha Khatun approached me with a smile, and said *"I was eagerly waiting for today's Digital Marketing class to end, so I could finally meet you."*

Ms Asha is a resilient and determined young woman from Magura. Coming from a humble family in the villages, she now resides in Gazipur after marriage with her husband and two daughters. Her husband is the sole bread earner, working as a part-time electrician, earning BDT 12,000 monthly. Their financial struggle looms large as he constantly faces the risk of unemployment.

Asha's journey took a pivotal turn when she discovered an advertisement for ICT training at the BGIFT Training Centre in Gazipur. The comprehensive digital marketing course offered under the BYETS project covered various platforms, from Facebook to Google, LinkedIn, Twitter, and Instagram advertising. The curriculum also delved into creative skills such as designing banners, logos, and visiting cards.

Amidst her challenges, Asha decided to enrol to support her family. Her husband supported her by working as a part-timer at night, while she dedicated her days to training. Realising the need for a laptop to



master digital marketing skills effectively, Asha made a major sacrifice by selling her jewellery. This bold step was made possible by her family rallying behind her providing support and encouraging her to persist in her pursuit of becoming a freelancer.

Asha found delight in exploring Pinterest, where she learned about pinboards and enhanced her communication and negotiation skills. Asha's dreams extend beyond personal achievement; she aspires to become a digital marketing expert, securing a stay-at-home job that would contribute significantly to achieving her family's financial stability. Her goal is to provide her daughters with a quality education, supported by the income from her future endeavours.

In expressing her gratitude, Asha concluded her story by saying, *"I am very satisfied and grateful to be part of the training program. I am actively seeking employment opportunities; driven by the unwavering support of my family and the skills I have acquired."*

Project Information

The BYETS press volume II showcases the key activities and achievements of BYETS Project from January 2024 - March 2024.

Supported by the Embassy of the Kingdom of the Netherlands and implemented by Swisscontact, BYETS (2022-2026) envisions empowering 25,000 the youth with technical, employability, and entrepreneurship skills and connecting them to better income-generating opportunities.

