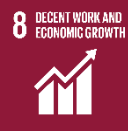


# BUILDING YOUTH EMPLOYABILITY THROUGH SKILLS (BYETS)



"BYETS empowers Bangladeshi youth with skills and opportunities for sustainable employment and entrepreneurship."



Building Youth Employability through Skills (BYETS) project aims to empower Bangladeshi youth by enhancing their technical, employability, and entrepreneurial skills, ultimately connecting them to income-generating opportunities, including jobs and self-employment. The Building Youth Employability through Skills (BYETS) project, is financially supported by the embassy of the kingdom of the Netherlands in collaboration with Swisscontact, addresses the challenge of skills shortages in Bangladesh, aiming to enhance economic growth and employment opportunities. The program, executed by the Rural Reconstruction Foundation (RRF) focuses on bridging the gap between skill supply and demand. By providing training programs by RRF that are aligned with the needs of the job market, the program ensures that the skills acquired by the youth are relevant and in demand.

## Key Activities

- Training Implementation
- Job Placement



## Trade List

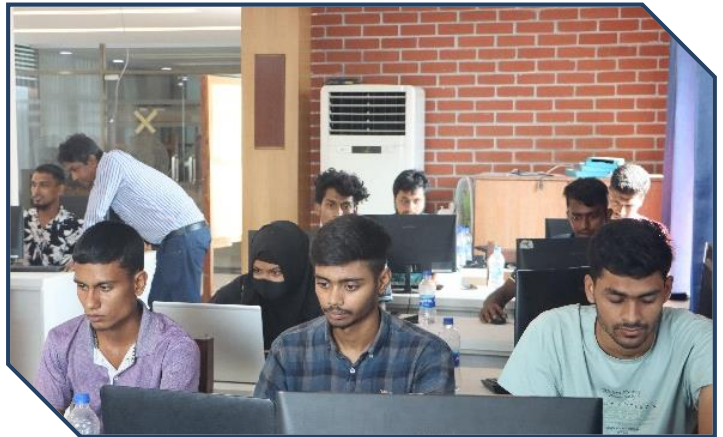
- ▽ Digital Marketing
- ▽ Web Design & Development
- ▽ Graphic Design



## Trade wise Training Activities

### Digital Marketing

Digital marketing, also known as online marketing, is a way to promote brands and connect with potential customers using the internet and other digital communication. Under BYETS project students can learn and be proficient in this sector. In Digital Marketing trade total 150 students enrolled and 100 certified and 70 were placed job till July 24.



### Web Design &Development

Web design classes can cover the fundamentals of web design and web development. Learners can expect a deep dive into such topics as UX design, UI design, and responsive design, which uses Cascading Style Sheets (CSS) to allow websites to orient to different-sized devices and display on a variety of screens. In this course total 150 students enrolled and 100 certified and 67 were placed job till July 24.

### Graphic Design

Graphic design is a craft where professionals create visual content to communicate messages. By applying visual hierarchy and page layout techniques, designers use typography and pictures to meet users' specific needs and focus on the logic of displaying elements in interactive designs to optimize the user experience. In this course total 150 students enrolled and 100 certified and 75 were placed job till July 24.




## Trade wise Info

SL	Name of the Course	No. of Batches	No. of Enrolled Trainees
1	Digital Marketing	08	150
3	Web Design & Development	08	150
4	Graphic Design	08	150
Total		<b>24</b>	<b>450</b>



## At a Glance




ONGOING FROM

# 2023

---


FUNDED BY



Embassy of the  
Kingdom of the Netherlands

---

TOTAL BUDGET




# BDT 7691040

Collaboration



---

NO. OF STAFF



# 06

---



Total Trainee

# 450 cont.

---

Area Covered:  
Jashore Sadar

