

BUILDING YOUTH EMPLOYABILITY THROUGH SKILLS (BYETS)

Empowering Youth, Bridging Skills, Building Futures



The *Building Youth Employability Through Skills (BYETS)* project is a transformative initiative aimed at addressing youth unemployment by equipping young individuals with market-driven skills in the Information and Communication Technology (ICT) sector. Supported by the Embassy of the Kingdom of the Netherlands through Swiss Contact, this project is implemented in the Jashore District to provide training and employment opportunities for 600 beneficiaries, focusing on gender inclusivity with a target of 50% female participation.

PROJECT OBJECTIVES

1. Enhance the capacity of Training Service Providers (TSPs) to deliver demand-driven skill development and entrepreneurship support.
2. Train youth in ICT-focused occupations and place them in decent jobs across various sectors.

1. FACT & FIGURE

Sl.	Fact	Figure
1	Name of the program	Building Youth Employability Through Skills (BYETS)
2	Duration	August 2023 to March 2025
3	Supported By	Embassy of the Kingdom of the Netherlands, Swiss Contact
4	No. of project participants	600
5	No. of staff	10
6	Working Location	Jashore, Bangladesh

BYETS: 2023-2024

SL	Course Name & Level	Batches	Participant	Job Placement
1	Graphic Design	6	150	104
2	Web Design & Development	6	150	105
3	Digital Marketing	6	150	105
Total			450	314



PROGRAM TARGET AND BENEFICIARY (TOTAL)

SL	Course Name & Level	Batches	Participant Per Batch	Total Participants
1	Graphic Design	8	25	200
2	Web Design & Development	8	25	200
	Digital Marketing	8	25	200
Total=				600

PROJECT IMPACT

1. Skill Development for the Industrial Sector

- BYETS has successfully enhanced the technical and professional skills of 450 youth, making them more competitive in the labor market.

2. Employment Generation

- The project facilitated job placements for 70% of its graduates, contributing significantly to reducing unemployment.
- Graduates are employed in sectors aligned with their training, ensuring sustainable livelihoods.

3. Gender Inclusion

- Despite challenges, the project achieved a 36% female participation rate, contributing to women's economic empowerment.



KEY CHALLENGES

- Achieving a 50% female participation rate proved challenging due to societal norms and logistical issues.

- Bridging the gap between the expectations of employers and the aspirations of graduates required continuous dialogue.

LESSONS LEARNED

- Effective collaboration with TSPs and employers is critical to ensuring relevant training and job placements.
- Tailored support, including mentorship and career guidance, enhances graduate employability.



PARTICIPANT REFLECTION

Md. Abid Hassan from Arabpur, Dhaka Road, Jashore, exemplifies how skill development programs like BYETS can transform lives. Coming from a family with modest means, Abid faced financial challenges that hindered his ability to meet educational and personal aspirations. Seeking to ease his family's burdens and secure his future, he enrolled in the *Building Youth Employability Through Skills (BYETS)* program after discovering it on social media. Abid chose the *Digital Marketing* course offered by RRF and completed 75 days of intensive training. He acquired valuable skills such as SEO, email marketing, social media marketing, and lead generation. Despite not having a personal laptop, Abid remained motivated, thanks to the supportive trainers, well-equipped facilities, and a clean, secure learning environment.

The training's impact was profound. Participating in RRF's pre-employment workshop helped Abid secure a role as a Digital Marketer at Nishan IT, located in the Sheikh Hasina Software and Technology Park. With a starting salary of 8,000 BDT, he now contributes to his family's income while achieving personal growth. Beyond financial benefits, the training boosted his confidence, self-reliance, and social standing.

Abid envisions becoming a successful freelancer in the next five years and aims to create employment opportunities for others by building his own team. His story showcases the life-changing potential of the BYETS program in empowering youth with market-relevant skills and fostering economic and social development.



Name: Md. Abid Hassan

Trade: **Digital Marketing**

Arabpur, Dhaka Road, Jashore Sadar, Jashore