

Concept Note

Comprehensive Skill Development Program for Sustainable Livelihoods

Implementing Organization: Kachua Dalima Association (KDA)

Location: Patuakhali, Bhola & Barguna district Bangladesh

Proposed Duration: 3 Years

Estimated Budget: BDT 2.5 Crore (approx.)

1. Background and Rationale

Kachua Dalima Association (KDA) has been working for more than a decade to uplift socio-economically marginalized communities in the Chandpur district, particularly in Kachua and surrounding areas. With persistent poverty, high youth unemployment, and limited access to skills training and formal education, many residents—especially women and youth—face significant barriers to sustainable employment or entrepreneurship.

Although the Government of Bangladesh has introduced various national skill-building initiatives, the gap between urban and rural access remains stark. KDA aims to localize and customize skill development solutions that reflect the needs, resources, and potential of the region. With a youth-heavy demographic and increasing labor migration, there is an urgent need to equip the population with relevant skills for both local employment and overseas job markets. This project is rooted in the belief that skill development is not just about employment but also about dignity, empowerment, and social inclusion.

2. Objectives

Overall Objective:

To enhance the employability and income-generation capacities of marginalized youth and women in Kachua and surrounding areas through inclusive, demand-driven, and sustainable skill development interventions.

- Specific Objectives:
- To establish a fully equipped, locally-managed Skill Training and Innovation Centre (STIC) under KDA.
- To provide industry-relevant technical and vocational education to at least 1,500 youth and women.
- To link 60% of the trained beneficiaries to formal jobs, apprenticeships, or self-employment opportunities.
- To foster microenterprise development through incubation, mentorship, and access to finance.
- To mainstream digital literacy, financial inclusion, and gender equity within the skill ecosystem.

3. Target Beneficiaries

The program will directly target approximately 1,500 individuals over 3 years, with the following focus groups:

- Youth (18–35 years), especially those not in education, employment, or training (NEET)
- Women and adolescent girls (50% minimum participation quota)
- Persons with disabilities and ethnic minorities
- Marginal farmers, returnee migrants, and dropout students

4. Key Components

1. 1. Skills Training & Certification:

KDA will provide short- and long-term certified training courses in partnership with government-accredited institutions (e.g., BTEB, DYD, NSDA). Training domains include:

- Ready-Made Garments (RMG) and tailoring
- ICT skills, including data entry, freelancing, and web design
- Electrical installation and mobile servicing
- Agriculture and aquaculture technologies
- Hospitality and caregiving (for overseas employment)

2. 2. Entrepreneurship and Business Incubation:

Selected trainees will be supported in developing business plans, accessing revolving funds, and receiving mentorship to initiate micro or home-based enterprises. Business support services will include:

- Market linkages
- Branding and product development
- Access to government MSME schemes
- Tax and legal literacy

3. 3. Employment Facilitation and Migration Support:

KDA will establish job placement services and work with local industries to create internship and job pipelines. Special modules will be developed for returnee migrants and aspirants of overseas employment.

4. 4. Gender, Inclusion, and Life Skills:

All training will embed gender-transformative content to ensure equitable participation and leadership. Life skills, soft skills, mental health awareness, and GBV prevention training will be integrated.

5. 5. Digital and Financial Literacy:

Courses will include digital access skills (smartphone usage, e-commerce, social media marketing) and personal financial management (budgeting, mobile banking, savings).

6. 6. Monitoring, Evaluation, Accountability & Learning (MEAL):

KDA will deploy a robust MEAL framework that includes:

- Baseline, midline, and endline evaluations
- Tracer studies
- Trainee feedback systems
- External audits and reviews

5. Expected Outcomes

- 1,500 youth and women acquire technical and life skills aligned with market demand.
- 60% of graduates gain employment or initiate self-employment within 6 months of course completion.
- 200 microenterprises launched by trained youth and women.
- Increased community awareness of skill value and gender inclusion in the labor market.
- KDA becomes a recognized local center of excellence for skill development in Chandpur.

6. Sustainability Strategy

- The STIC will be established with local government and donor support but operated independently by KDA post-project.
- Trainee contributions and fee-based advanced courses will help recover recurring costs.
- KDA will establish Memorandums of Understanding (MoUs) with industries to co-sponsor specific training programs.
- Community trainers will be developed through a ToT program for long-term replication.
- Engagement with government programs (e.g., SEIP, PKSF, DYD) to ensure alignment and financial collaboration.

7. Potential Donors and Partners

- ILO – Skills 21 Project
- SEIP (Skills for Employment Investment Program)
- BRAC Skills Development Programme (SDP)
- PKSF – Skills Development Program
- SME Foundation and Bangladesh Bank
- UNDP, GIZ, and KOICA
- Local industries and NGOs operating in Chandpur