Reaching the Hard to Reach

Community-Centered, Activity-Based Training

???

How to provide low cost business skills training through institutions with limited resources?

The Challenge

"The difficulty lies not so much in developing new ideas as **escaping old ones.**"
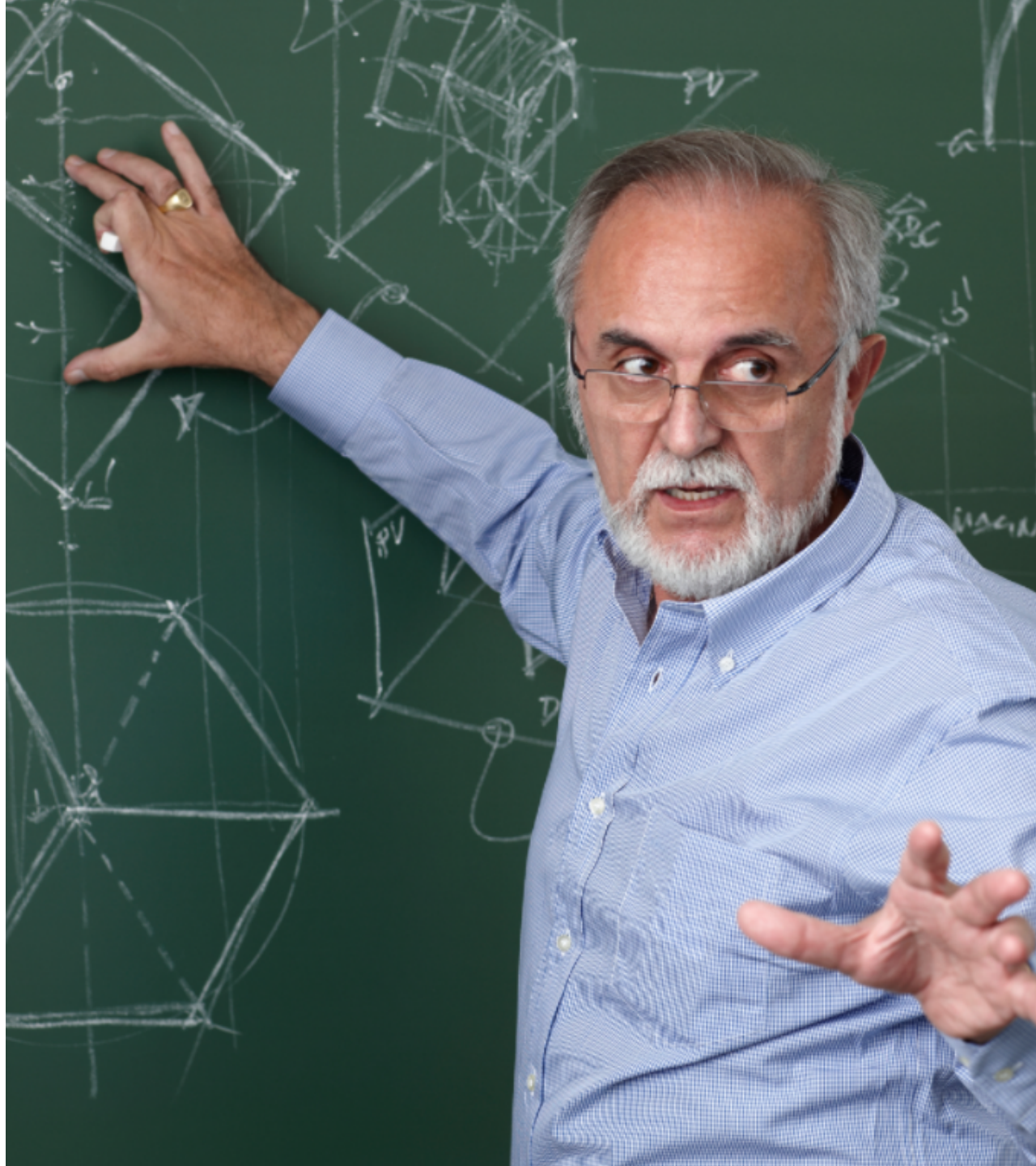
John Maynard Keynes

FACT

There are around 300 million SMEs in Asia. The vast majority are informal.

Fact 2

Experts are expensive.

Too expensive for most SME development programmes targeting vulnerable populations

Fact 3

Classrooms are a luxury.

Training for vulnerable populations often takes place in their location.

Fact 4

Some communities are hard to reach.

Really hard. Either dispersed, off limits or just a long ways away.

...and Fact 5

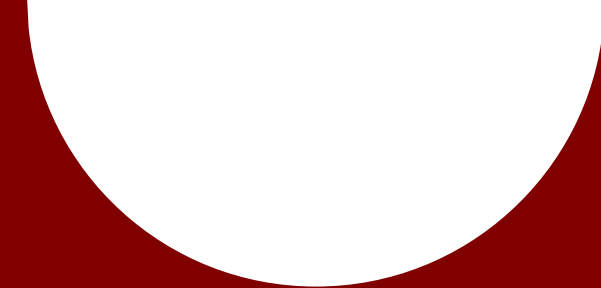**Many of our programmes don't survive once funding ends.**

~~The~~ An Answer

"I wish I had an answer to that question, because I'm tired of answering that question."

Yogi Berra, Baseball player and coach

**Peer to peer,
Activity-Based Learning**

MOVIE TIME!

Community-Based Training

**Anywhere.
Any community.
Any institution.
At low cost.**

What's Needed

- **Training guides**
- **C-BED facilitator**
- **Venue – any comfortable space**
- **3-12 hours per package**

What We Have

- Aspiring Entrepreneurs
- Small Business Operators
- Domestic and migrant workers empowerment
- Financial literacy – Families
- Financial literacy basics for business
- Accessing finance
- Business plan development
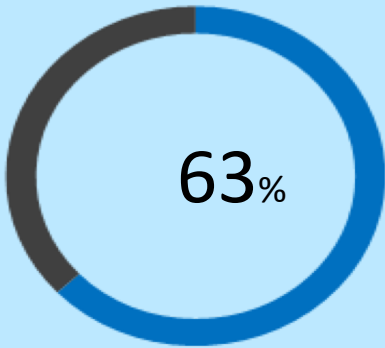- Small farm management

New Stuff

- Ready for Business – 36 module programme
- Succeeding in Business – Tourism sub-sector tools
- Soft skills – 5 modules, 9 more under development
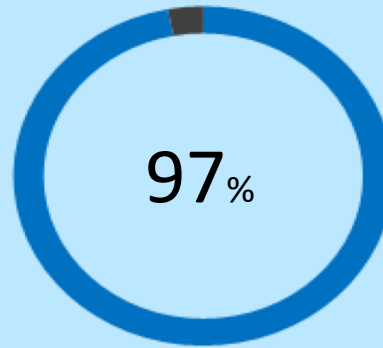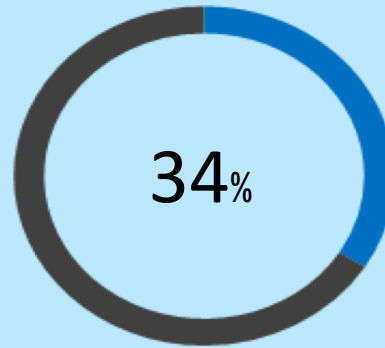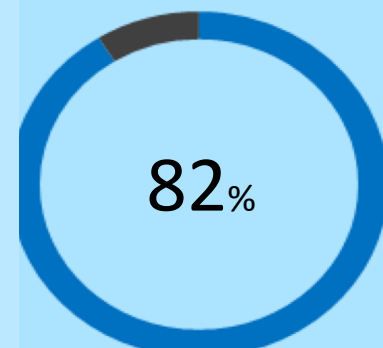
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C-BED
COMMUNITY-BASED
ENTERPRISE DEVELOPMENT

ILO

COMMUNITY-BASED ENTERPRISE DEVELOPMENT

A low cost, easy to implement training program
for helping entrepreneurs and business owners to plan
and improve their enterprises.

Contact C-BED

The Collaboration

EEF/ ILO

Youth and Community Development Programmes

The Goal

To support a large number of initiatives over an extended period, to facilitate the transition of communities

The Components

- Skills upgrading training

- Entrepreneurship / soft skills training

- Longer-term community support

- Fit to, not replace, existing initiatives

The Way Forward

1 **Develop institutional understanding**

2 **Determine tools and methods**

3 **Develop implementation plan**

4 **Support start-up and adjustment**

Time to Do the Module on Vision Setting

Group Exercise

Please consider following, put answers on paper (10 mins) then discuss in your groups (20 mins)

1 **How could your organization use these C-BED and Ready for Business tools? If not, why not?**

2 **What are the challenges to using these tools? How can you address them, perhaps with help of ILO / EEF?**

3 **What would be the next steps in using the tools?**

Questions?
Comments?

THANK YOU

Charles Bodwell – ILO

No. of Vocational Skills

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Agriculture 14 Projects

Industry 1 Project

Handcrafts 13 Projects

Skilled works 13 Projects

Development Programs/ Trainings 4 Projects

Entrepreneurship 7 Projects

Product Processing 11 Projects

Food 2 Projects

Service and Tourism 7 Projects

Others 1 Project

Not specified/unclear 1 Project

Our programmes now

ILO Activity-Based Learning Programmes

	C-BED	SBC	Ready for Business	Our.COOP	In Business	FIT
Targeted group	Vulnerable rural communities	SMEs operating in the tourism sector	Youth	Cooperatives or those interested in starting a coop	Formal enterprises	Factories
Key topics	Entrepreneurship, financial literacy	Small business improvement	Entrepreneurship	How to start and improve your COOP	Soft skills, SME development	Factory improvement
Key partners	NGOs, ministries	NGOs, training institutions, ministries	Educational institutions, development partners	NGOs, ministries	Employers and business membership organizations	Development partners, sectorial associations, private sector

Community-Based Enterprise Development

C-BED

C-BED Tools for Starting Your Business

- Orientation to Entrepreneurship
- Aspiring Entrepreneurs

C-BED Tools for Developing/ Improving Your business

- Small Business Operators
- Basic Financial Literacy
- Business Plan Development
- Financial Education for Business Planning
- Working Capital & Microfinance
- Innovation for Problem Solving & Entrepreneurship
- Small Manufacturers
- Action Planning for Business

C-BED Empowerment Tools

- Domestic Workers Empowerment Program
- Migrant Women's Empowerment Program
- Negotiation for Workers
- Youth Rights at work
- Livelihood Resilience & Social Protection

C-BED Networking and Association Tools

- Trade Union Strengthening
- Community Networking & Organizing

SBC - Small Business Competitiveness – Tourism SMEs

Selection of Tourism sub-sectors based on value chain assessment

Tourism sub sectors: Value chain analysis

Tourism supply chain: Stakeholders

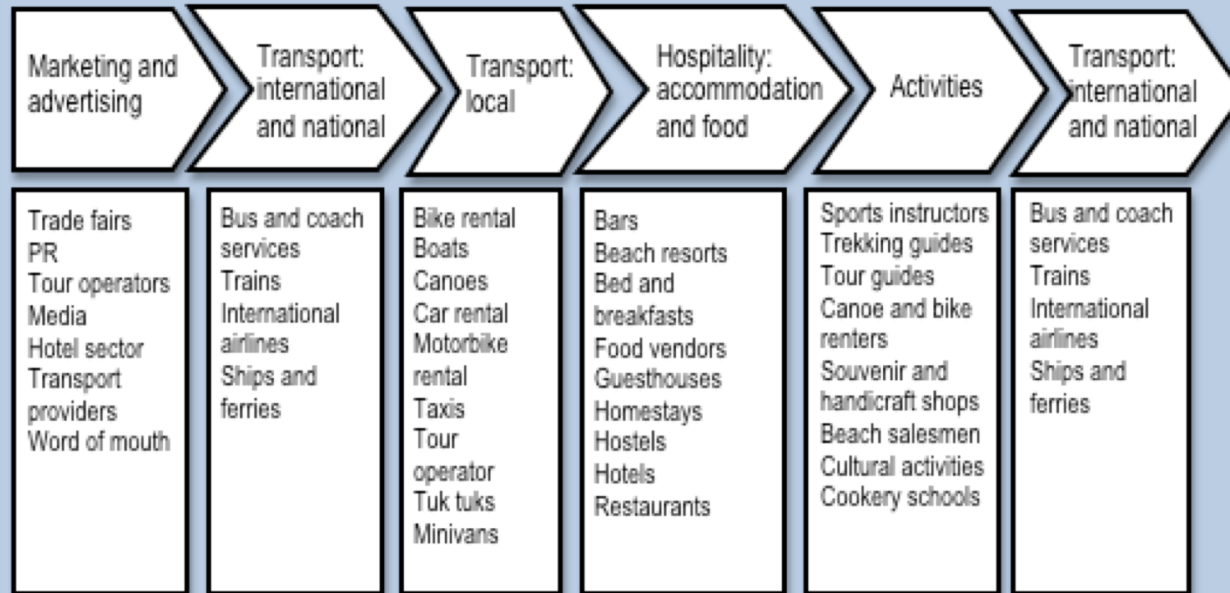| Marketing and advertising	Transport: international and national	Transport: local	Hospitality: accommodation and food	Activities	Transport: international and national
Trade fairs PR Tour operators Media Hotel sector Transport providers Word of mouth	Bus and coach services Trains International airlines Ships and ferries	Bike rental Boats Canoes Car rental Motorbike rental Taxis Tour operator Tuk tuks Minivans	Bars Beach resorts Bed and breakfasts Food vendors Guesthouses Homestays Hostels Hotels Restaurants	Sports instructors Trekking guides Tour guides Canoe and bike renters Souvenir and handicraft shops Beach salesmen Cultural activities Cookery schools	Bus and coach services Trains International airlines Ships and ferries

8 Subsectors' toolbox developed:
1. Guesthouse and Small Hotels
2. Homestays
3. Market vendors
4. Handicraft makers
5. Street vendors (*sari-sari*)
6. Attraction Management
7. Tour Operators
8. Transportation Management

Peer learning training guide and Good Practice Guide for each

Umbrella packages :
1. Destination Management
2. Tourism Entrepreneurship (C-BED AE tailored for Tourism)

In Business – SMEs
Training suite for Employers Organizations and their partners to support SMEs

In Business SME tools

- AEC for Export Oriented SMEs
- Better bookkeeping for microenterprises
- Business Continuity Planning for Natural Disasters
- Cash flow forecasting
- Human Resources Management for hospitality and services
- Marketing principles for success
- Microfinance and Investment Capital
- Pricing for profitability
- Quality Control & Productivity for small manufacturers
- Social media and E-commerce
- Supply chain management and logistics

In Business Manufacturing Tools

- BCP for Occupational Health & Safety
- Competitiveness and quality control
- Customer segmentation and analysis
- Efficient materials management
- Enhancing productivity for business success
- Enhancing quality for business success
- Exporting to Success
- Grievances handling
- Growing productivity through safety and health
- Problem-solving and turnover
- Reducing Worker Turnover
- Setting your pricing strategy
- Store House Management
- Trade & Investment

In Business

In Business – Soft Skills Training

- Vision-setting
- Self-motivation
- Communication
- Building interpersonal relationships
- Teamwork
- Problem solving
- Leadership
- Finding win-win solutions
- Time management
- Public speaking
- Stress management
- Self-confidence
- Managing upwards
- Career development
- Networking skills

Importance of soft skills for the future of work

14 training sessions

42 hours

Ready for Business
Training suite for Youth and Education

Business Basics

Theme 1: Getting started with Entrepreneurship
- Selecting your business idea
- Understanding the market
- Etc.

Theme 2: Dealing with Marketing and Sales
- Developing your marketing plan
- Social media marketing
- Etc.

Theme 3: Managing your business
- Managing time and resources
- Human Resources Management
- Etc.

Theme 4: Focusing on Finances
- Calculating cost
- Cash flow forecasting
- Etc.

Theme 5: Preparing for the Future
- Your business plan
- Action-planning
- Etc.

Soft skills tools

- Soft skills orientation module
- Vision setting and professional development
- Problem-solving
- Starting to manage
- Negotiation and persuasion
- Creative thinking
- Teamwork
- Critical thinking and reasoning
- Interpersonal communication
- Managing upwards
- Time management and self-organization
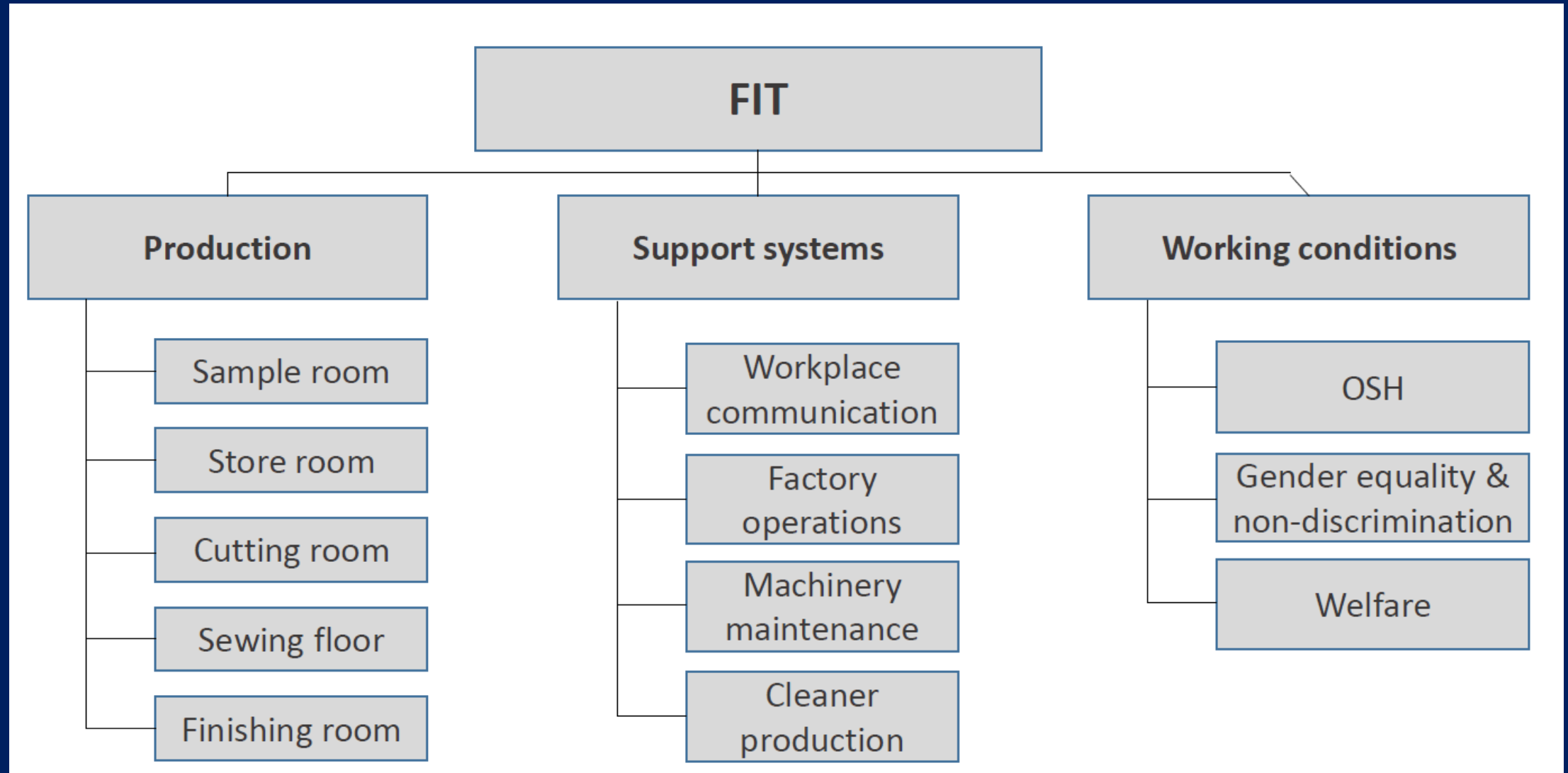- Personal Awareness
- Working in a cross-cultural environment
- Leadership
- Public speaking

Factory Improvement Toolset – Garments
Simple tools for upgrading production facilities, through a peer learning approachTraining suite for

FIT Tools: Available or Under Development

Production

Sample room operations	SR1 - Using tech packs
	SR2 - Making counter samples
	SR3 - Storing & record-keeping
Storeroom operations	ST1 - Receiving materials
	ST2 - Inspecting materials
	ST3 - Storing materials
	ST4 - Record keeping
	ST5 - Issuing materials
Cutting room operations	CR1 - Planning for cutting
	CR2 - Marker planning
	CR3 - Ensuring marker efficiency
	CR4 - Receiving fabric
	CR5 - Spreading fabric
	CR6 - Cutting fabric
	CR7 - Preparing for sewing
	CR8 - Cut inspection
	CR9 - Issuing bundles
Sewing room operations	SL1 - Using the bundle system
	SL2 - Making an operation bulletin
	SL3 - Line planning
	SL4 - Setting new lines
	SL5 - Receiving materials
	SL6 - Assembling garments
	SL7 - Tracking production
	SL8 - Line balancing
	SL9 - Checking garments
	SL10 - Issuing garments
Finishing operations	FR - Receiving garments
	FR1 - Washing garments
	FR2 - Finishing garments
	FR3 - Carrying out final checking
	FR4 - Packing garments
	FR5 - Dispatching garments / Record-keeping

Support systems

Production systems	Planning production
	Controling production
	Measuring & recording productivity
	Identifying bottlenecks
	Making production leaner
	Material productivity
	Improving productivity with the 5S
	Improving department coordination & teamwork
	Improving processes with PDCA
	Setting up a quality system
	Controling quality
Factory systems	FS1 - Organizing the factory
	FS2 - Organizing your sample room
	FS3 - Organizing the storerooms
	FS4 - Organizing the cutting room
	FS5 - Organizing the sewing room
	FS6 - Maintaining the factory
	FS7 - Maintaining & storing machinery
HR systems	Improving communication channels
	Improving communication skills
	Handling grievances
	Workplace cooperation
	Setting up an HR system
	Training workers
	Reducing turnover
	Managing performance & compensating workers
Cleaner production	Introduction to cleaner production
	Reducing waste, water & energy use

Working conditions

Health & Safety	Introduction to OSH
	Ergonomics
	Improving welfare facilities
Gender & disability	Dealing with sexual harassment
	Creating an inclusive workplace