

Integrated Multi Channel Technology Based Delivery of Livelihood Skills Training

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Literacy and Livelihood Skills Training



Income generation and poverty alleviation

Non-formal Education

- A purposeful and systematically organized form of learning that generally occurs outside the formal educational institutions,
- Flexible in terms of organization, time and place,
- It is designed to meet the learning needs of all educationally excluded persons of different ages and backgrounds,
- It covers basic and continuing education programs including life skills and livelihood skills and facilitates lifelong learning for enhancement of quality of life.

Integration: Education- Skills-Market

The State of Labor Market in Bangladesh

- Every year 2.2 million Bangladeshi enters into labor market,
- Around 56.7 million labor force work in both formal and informal sectors of which 23.2 million labor force are illiterate,
- 45% labor force in the rural areas are illiterate,
- About 88% of the workers are employed in the informal economy.
- Around 40% of the total labor force in Bangladesh lacks any form of education and possesses little or no skills.

Major Challenges of Informal Sector



- **About 88% of the workers are employed in the informal economy,**
- Lack of institutional facilities in the rural and remote areas for skills training,
- Materials and skills training methods are not easy and attractive,
- Qualified skills trainers are not available in the rural areas ,
- Inadequate employment opportunities,
- Lack of basic knowledge and skills for self employment,

Need for a New Approach

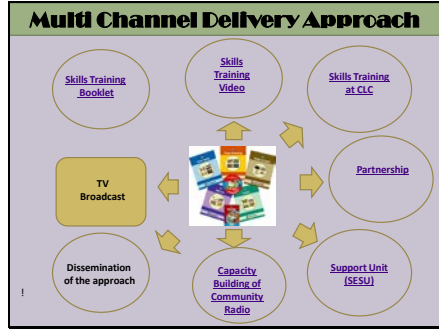
- Millions of youths with limited reading skills can not get access to formal TVET due to entry qualification,
- Rural women can not go to training institutes located far from their home due to social barriers,
- Institution based conventional skills training approach can not fulfill huge skills development demand in the rural areas (**45% labor force in the rural areas are illiterate**),
- Need flexible and innovative approach in skills training ,
- Technology based multi channel delivery approach can be an effective alternative,

Characteristics of skills training materials



- Easy language, colorful and pictorial,
- Simple instructional material (step by step process of production to marketing),
- Anyone can be a trainer,
- Can be used as self learning materials: anyone, anytime anywhere,
- Learners can read booklets and watch videos as many times as required,
- Colorful booklets and animation videos helpful to bring excitement in the learning process
- List of competencies for self assessment,
- Guideline for the trainers,

Skills Training Materials
Developed in Cooperation with COL



SKILLS TRAINING AT CRCs AND HOME BASED PRODUCTION

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Partnership with a Daily Newspaper

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Small Entrepreneurs Support Unit(SESU)

www.aloktobangladesh.com/sesu

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Capacity Building of Community Radio Producers

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Thank You