

Project Name: Education for Youth Empowerment (EYE) Bangladesh

Organization(s): Save the Children

Country: Bangladesh

Dates of Implementation: 2012-2020

Funders: European Union, World Bank, DANIDA, Accenture, DFID, Loblaw Companies, Ltd., Oliver, Dressmann, C&A Foundation, IKEA Foundation, Bestseller A/S, Nethope/Google, and individual donors.

Partners: NGOs, Government of Bangladesh and corporate partners.

Website: <https://bangladesh.savethechildren.net/eye-program>

Brief Project Description:

EYE aims to transform the life outcomes of vulnerable adolescents and youth through basic education, vocational training and employability skills training and using the influence of global brands in value chains to improve working conditions. It has **five interlocking components:**

1. Accelerated basic education/Literacy, numeracy and communicative English, which includes six months of pre-qualification training for vocational training.
2. Three to six months of vocational training on specific trades in line with Bangladesh's National Skills Development System (NSDS). Target trades/value chains include ready-made garments, electrical, electronics, agriculture and information technology (IT). The project promotes non-traditional trades for females.
3. Three to six months of apprenticeship at the production site of private formal companies.
4. Three days of financial literacy and business development training to youths who want to start their own business.
5. Employability skills training (life-skills, occupational health and safety, career counselling). EYE teaches occupational health and safety (OHS) and is advocating for sector-wide adoption of OHS in garment and ICT sectors. Career counselling enables youth to make informed choices on career paths at beginning, during, and after training.

Target Population: Youth aged 15-24 from slums and rural areas working in hazardous conditions in the informal sector participate in EYE program. Youth must be NEETs from high poverty settings. EYE program is working in both urban and rural areas in 10 city corporations (slums), 20 districts and 90 Upazillas (rural) areas.

Results to-Date and/or Target Results: The EYE program across all of Bangladesh reaches 180,000 youth each year in partnership with 22 national organizations and-50 corporations-

Key output and outcome indicators and targets for EYE include:

- Number of youth trained who pass exam and certified: 30,000 youth
- Number of youth who graduate from program that are placed in decent employment: average of 20,000 youth per year

Interesting Features & Innovations:

- Working with youth in slums and rural areas.
- Linking to Bangladesh's National Skills Development System (NSDS)
- Sectoral training approach for ready-made garments sector and electronics. Identify job vacancies upfront with employers.
- Raise awareness with global buyers and local suppliers on labor legislation – allowing youth under age 18 to work in apprenticeships
- CSR approach to informal sector, using influence of global brands in value chain to improve working conditions.
- Attracting young girls to male-dominated fields such as screen printing.
- Youth as brand ambassadors of the EYE program. Graduates motivate others by sharing their life stories and supporting the training of other youth.