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 material: 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

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**Multi Channel Delivery Approach**

- Skills Training 
- Video Skills Training
- Booklet Skills Training
- TV Broadcast
- Partnership

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**SKILLS TRAINING AT CRCs AND HOME BASED PRODUCTION**

- Partnership with a Daily Newspaper
- Small Entrepreneurs Support Unit (SESU)

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**Capacity Building of Community Radio Producers**

- CRCs and Home Based Production
Thank You