



# SKILLS TRAINING for ADVANCING RESOURCES **STAR**

Both young people and businesses in Bangladesh are facing a skills crisis. 2 million young people enter the workforce every year but 75% of business leaders claim that skilled workers are scarce.

Most young people end up with irregular jobs. 79% of Bangladesh's workforce is employed by the informal sector.

Skilling Bangladesh's youth will unlock the potential of future generations and create opportunities for better jobs. In parallel, working with employers to improve the quality of jobs will ensure that people are able to access decent work opportunities in the informal sector.

## INNOVATING ON TRADITION: SKILLS THAT LEADS TO JOBS

Skills Training for Advancing Resources (STAR) is a large-scale successful on-the-job apprenticeship model that delivers the skills that employers need in the shortest timeframe possible. Apprentices are paired and placed under the guidance of ustads/master crafts person who already run their own businesses and have been trained on competency based training techniques.

## WHY IT WORKS



### Formal structure

Learners are work-ready in six months, through a combination of theoretical and on the job training



### Certifiable

Aligned with the new National Technical and Vocational Qualifications Framework: All learners get nationally certified



### Trade specific education

Specific terminologies, practical skills and basic English conversation skills are included



### Soft skills

Entrepreneurship, rights and social issues, labour rights, gender equality and financial literacy taught once a week



### Social inclusion and decent work

Employers are supported to meet BRAC-promoted work standards. All marginalised groups are included



### Demand-driven

Trades are selected based on local market demands and all trainees are connected with job opportunities

## CHALLENGES

**1/3** of Bangladesh's population is

**10-24** years old

but

**41%** of young people aged 15 to 24 are not in employment, education or training

## OUR IMPACT

**18,900** youth equipped with skills

**95%** are employed after graduation

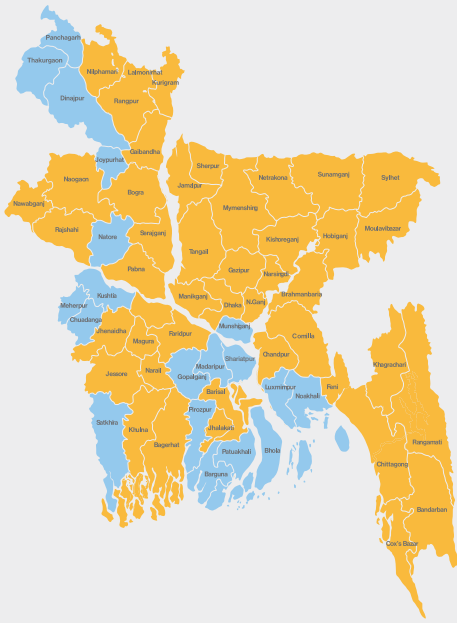
**8x** Their income increases

For every **USD 1**

STAR returns **USD 3**

# WHERE WE WORK

Nilphamari  
Lalmonirhat  
Kurigram  
Rangpur  
Gaibandha  
Naogaon  
Nawabganj  
Rajshahi  
Bogra  
Serajganj  
Pabna  
Jhenaidah  
Magura  
Faridpur  
Jessore  
Narail  
Khulna  
Bagerhat  
Barisal  
Jhalkati  
Sherpur  
Jamalpur



Programme area/ 135 sub-districts

Netrokona  
Mymensingh  
Tangail  
Manikganj  
Dhaka  
Gazipur  
Narayanganj  
Brahmanbaria  
Narsingdi  
Kishoreganj  
Sunamganj  
Sylhet  
Hobiganj  
Moulavibazar  
Chandpur  
Comilla  
Feni  
Chittagong  
Khagrachari  
Rangamati  
Bandarban  
Cox's Bazar

# BRAC: THE WORLD'S BIGGEST FAMILY

We are the largest development organisation in the world, operating in 11 countries across Asia and Africa. We act as a catalyst, creating opportunities for people living in poverty to realise their potential to transform their own lives.

We specialise in taking an idea, testing it, perfecting it and then scaling it up rapidly in a cost-efficient manner without compromising quality. We stand out from others not just for the scale and range of our work, but because of our relentless drive to innovate and correct our own errors. We work like a business, but instead of maximising profit, we maximise gains in quality of life, for all.



## BEAUTY: A MAN'S WORLD

Four hours from Dhaka, in a small and narrow but lively little street, there is a bright sign that says 'Q-Bela Beauty Parlor'. Walk inside and you find yourself in a small oasis. The owner Jenny's smile lights up the two little colourful rooms. One room is a beauty parlor and one is a shop selling accessories. Jenny's star stylist Tushar welcomes us. It's more than a surprise. Beauty parlours are strictly a woman's world in Bangladesh. Tushar laughs as he recalls how he convinced Jenny to let him pursue an apprenticeship by sending her pictures on his mobile phone of his cosmetic work on his friends.

It wasn't easy to be a man behind the swivel chair initially. Most customers refused to have Tushar work on them. He had to convince every single one of his customers individually that men could work in the beauty industry.

It's been a year now, and Tushar is hoping to inspire other men to pursue work in the beauty industry. Jenny has decided that she will bring on another apprentice in the future, and will not discriminate about whether it is a man or a woman. While it's just one person, the fact that Tushar has been able to succeed is a testament to the fact that stereotypes can be broken, and culture can be changed. In Jenny's words – I work in beauty, but for it doesn't matter who my learners are or where they are from, for them, it's their inner beauty which counts for me.'



“Skills development is an urgent need in Bangladesh, because of the high number of underemployed young people and our increasing dependence on skilled manpower from neighbouring countries.”

Sir Fazle Hasan Abed

## BRAC

BRAC Centre  
75 Mohakhali  
Dhaka 1212  
Bangladesh

T: +880 2 9881265  
F: +880 2 8823542

E: info@brac.net  
W: www.brac.net

FOLLOW US



/BRACworld



Strategic partnership arrangement – delivering real results together