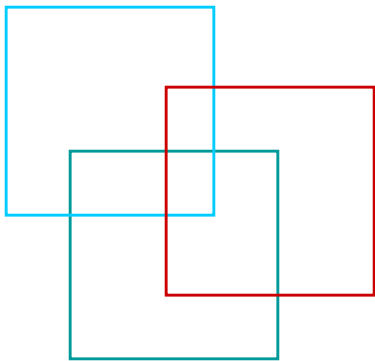
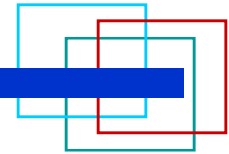




A Model of Entrepreneurship of ILO worldwide through Start and Improve Your Business (SIYB) and GET Ahead programme



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ILO EAST Project
Semarang, December 2009



Background: Belajar dari Visi Dir PNFI Depdiknas

PENGANGGURAN
KEMISKINAN

Pendidikan Kursus
dan pelatihan

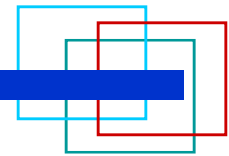
DROP OUT DAN
UNSKILL

4 in one

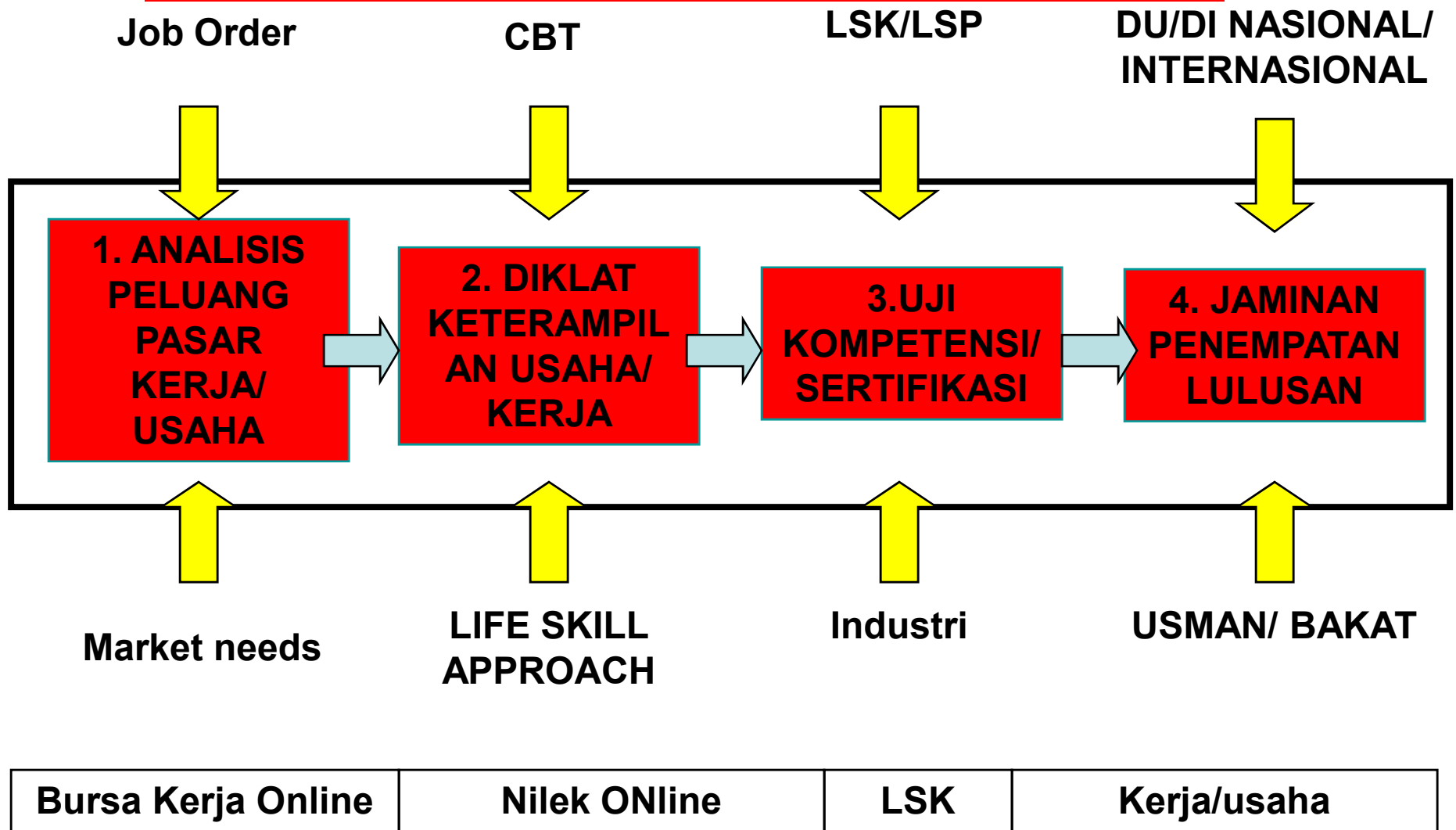
1. Dunia kerja

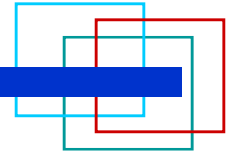
2. Usaha Mandiri





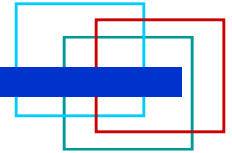
Bagaimana menjawab 4 IN ONE ?





Kontribusi ILO dalam 4 in One ?

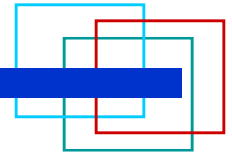
1. **ANALISIS PELUANG PASAR KERJA/ USAHA** (business/labour market analysis)
 - ILO has CEA (Community Employment Assessment in 6 provinces, LMS (Labour Market Survey in 6 provinces)
2. **DIKLAT KETERAMPILAN KERJA/USAHA** (training on skill and business)
 - ILO has CBT module for Non Formal Training Providers with After Training Supports (ATS) approach.
 - ILO has Lifeskill module, Entrepreneurship modules
 - Linking youth with world of the works (ILO has manual for counselor)
3. **UJI KOMPETENSI/ SERTIFIKASI** (competency test/certification)
 - ILO has certification support on skill development?
 - ILO has certification process on entrepreneurship facilitators.
4. **JAMINAN PENEMPATAN LULUSAN** (ensuring of alumni placement)
 - Self employment? : ILO has SIYB training modules, GET Ahead, and KAB (entrepreneurship programme for students)



ILO: Decent Work for All

Four strategic objectives

- Promote and realize standards and fundamental principles and rights at work
- **Create greater opportunities for women and men to secure decent employment and income**
- Enhance the coverage and effectiveness of social protection for all
- Strengthen tripartism and social dialogue

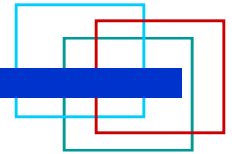


What is the TOOLS? Start and Improve Your Business training (SIYB)

Mulai dan Kembangkan Bisnis Anda

The Start and Improve Your Business (SIYB) programme is a management-training programme with a focus on starting and improving small businesses as a strategy for creating more and better employment in developing economies and economies in transition.

Adalah program pelatihan manajemen bisnis dengan memfokuskan pada mulai dan meningkatkan bisnis kecil sebagai strategi untuk penciptaan tenaga kerja yang lebih baik dalam pengembangan ekonomi dan ekonomi dalam transisi.



SIYB Tools and methodologies

EYB

How to develop a business growth plan

Bagaimana mengembangkan rencana pertumbuhan suatu bisnis

IYB

How to set up a basic business management system

Bagaimana menyusun suatu sistem manajemen bisnis dasar

SYB

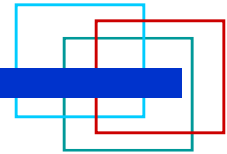
How to write a simple business plan

Bagaimana menulis rencana bisnis sederhana

GYBI

How to generate a feasible business idea

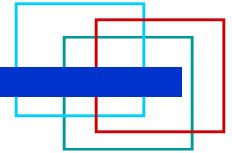
Bagaimana menciptakan ide bisnis yang tepat



Target Group

The intended beneficiaries are potential and existing micro- and small-scale entrepreneurs. These intended beneficiaries are individuals who: *(calon dan pelaku usaha kecil dan menengah)*

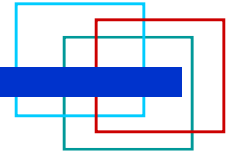
- have a business idea *(punya ide bisnis)*
- are forced into finding self-employment *(diupayakan untuk menemukan bekerja pada diri sendiri/ berusaha)*
- possess, or have access to, vocational skills *(memiliki atau mempunyai akses ke ketrampilan)*
- can read and write *(Bisa membaca dan menulis)*
- want to start a business *(ingin memulai sebuah bisnis)*
- want to improve their business *(Ingin meningkatkan bisnis mereka)*
- want to expand their business *(Ingin mengembangkan bisnis mereka)*



Direct beneficiaries

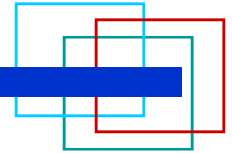
Organisations providing business development services such as employers' associations, trade unions, chambers of commerce, small enterprise development organizations, vocational and technical schools, community-based organizations, etc. All of these go through a capacity-building process before providing SIYB training to entrepreneurs. These institutions will usually have:

- a mandate for small enterprise development
- a focus on supporting micro-, small and medium-sized enterprises
- a portfolio comprising one or several Business Development Services
- a track record in training
- resources or access to resources (access to Finance, linkage, networking, etc)
- network links to other local business support services providers



SIYB Components

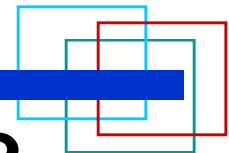
- **SIYB training material, including handbooks and workbooks, as well as an interactive business game**
- **Capacity building of Partner Organizations (POs) in terms of:**
 - training of Trainers in how to deliver SIYB;
 - training of Directors and Training Managers in how to run management training as a successful business;
 - training of Master Trainers in how to develop, as a continuous process, the capacity of the SIYB programme, and to ensure long-term sustainability
- **A range of supportive tools for the implementation of an SIYB programme:**
 - Market Assessment tool
 - Selection tools for Trainers, Master Trainers and Partner Organization
 - Trainer Guide
 - Master Trainer Guide
 - M&E tools
 - Impact Assessment tools



What ILO has done ?

1. LABOUR MARKET SURVEY :

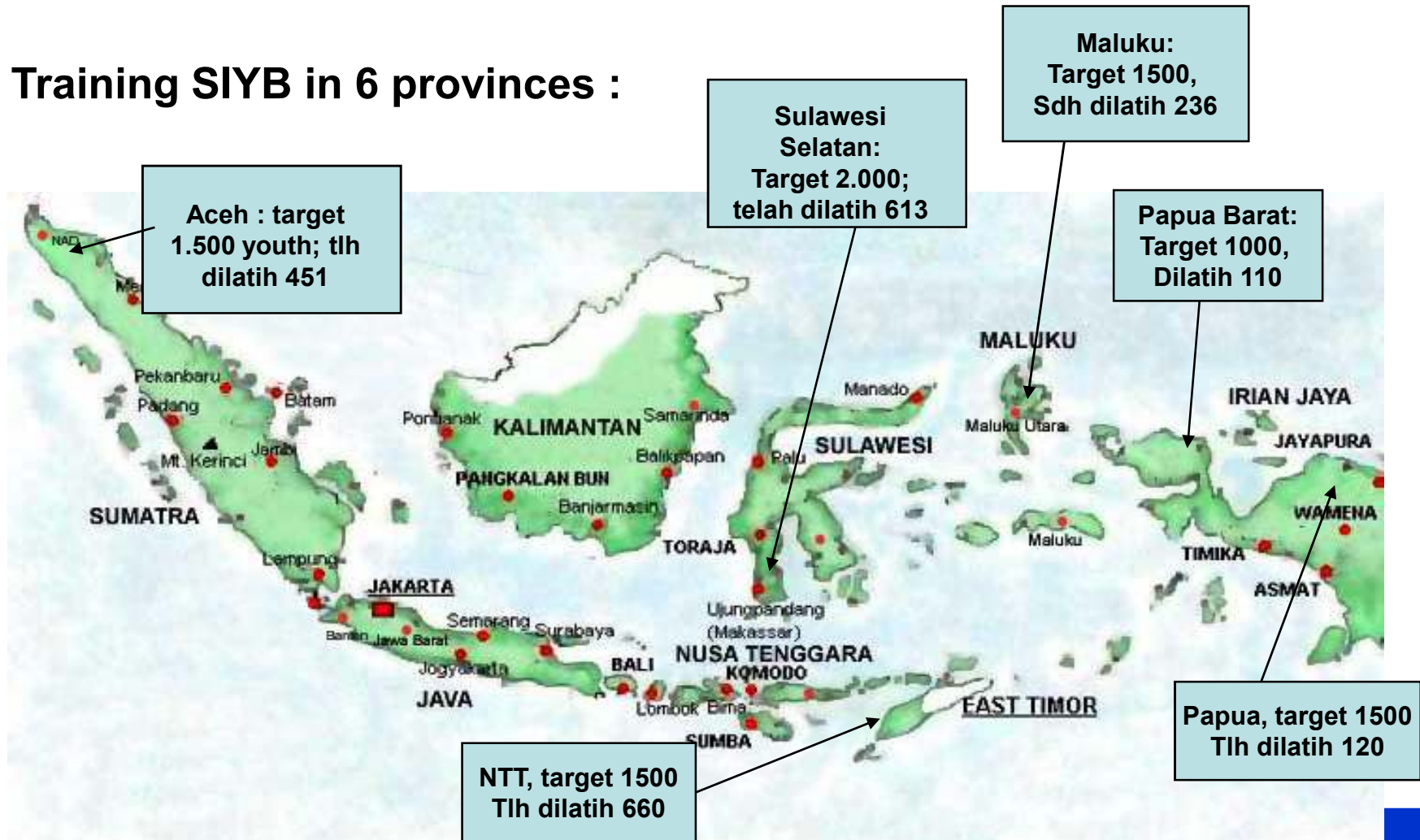
- Labour market in specific location: Aceh, Sulsel, NTT, Papua and Maluku) → FGD with employers, questionnaires with household (identify potential labour market supply and demand)
- Skill gap analysis (next year) → what demand, what skill training provided, what the gaps?)

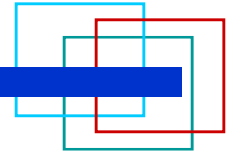


What ILO has done in Indonesia ?

2. ENTREPRENEURSHIP

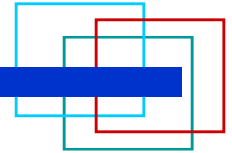
Training SIYB in 6 provinces :





Results

- ✓ The SIYB programme has been implemented in over 90 countries in Asia, Africa and Latin America
- ✓ As of 2009, there are 15 ongoing SIYB programmes in the world
- ✓ A Global Outreach Study in 2003 found that 47% of the entrepreneurs reached in the SIYB programme are women
- ✓ Start-up rates after SYB training vary between 14% and 54%. Employment creation is however more difficult to measure. Between 2.4 and 3.4 jobs were created by each new business through SIYB programme.



WAY FORWARD

- ✓ Establish and develop SIYB Master Trainers for Indonesia.
- ✓ Integrate a SIYB programme into the Ministry of Small Medium Enterprises and other line ministries interested to adopt the SIYB Programme → MoNE (Ministry of National Education / Depdiknas).
- ✓ Study the business enabling environment for young women and men.
- ✓ Further develop partnership with microfinance institutions.
- ✓ Strengthening the Partner Organizations on follow up services such as Business Counseling.
- ✓ Sectoral adaptation (e.g. fishery and agriculture)
- ✓ Gender mainstreamed in materials → GET Ahead
- ✓ Environmental issues being incorporated in the materials as well as a SIYB Programme and methodology in response to ILO green jobs.

SIYB Training Cycle

(Siklus Pelatihan SIYB)

- Marketing *(Pemasaran)*
- Selection *(Seleksi)*
- Training Need Analysis *(Analisa Kebutuhan Pelatihan)*
- Training Preparation *(Persiapan Pelatihan)*
- Implementation *(Implementasi)*
- Follow-up *(Tindak lanjut)*
- Monitoring & Evaluation *(Monitoring & Evaluasi)*

Why should SIYB ?

- Develop Business Idea to each participant.
- Interactive and participatory module using adult learning methodology.
- Using interactive Business Games.
- Out-put of ToE: Business Plan based on specific business idea (simple but comprehensive: marketing plan, costing & budgeting, cash-flow plan, process of manufacture/service/trading, business organization, etc).
- Integrated ATS (After Training Support) by each trainer.
- Strong Monitoring and Evaluation: SIYB trainers are certified by ILO Geneva → to be monitored, to be coached to meet SIYB quality standards.



6. Entrepreneurship in EAST Project

Kewirausahaan:

Program pendidikan kewirausahaan bagi anak sekolah dan pemuda putus sekolah



January 2009
EAST Project
ILO Jakarta



Targets

In School Entrepreneurship

(Kewirausahaan di sekolah dgn Modul KAB - Know About Business)

- 6 Provinces
- SMK: 202 schools, 404 Teachers, 20,200 students
- SMA: 246 schools, 492 Teachers, 12,300 students

Out of School Entrepreneurship

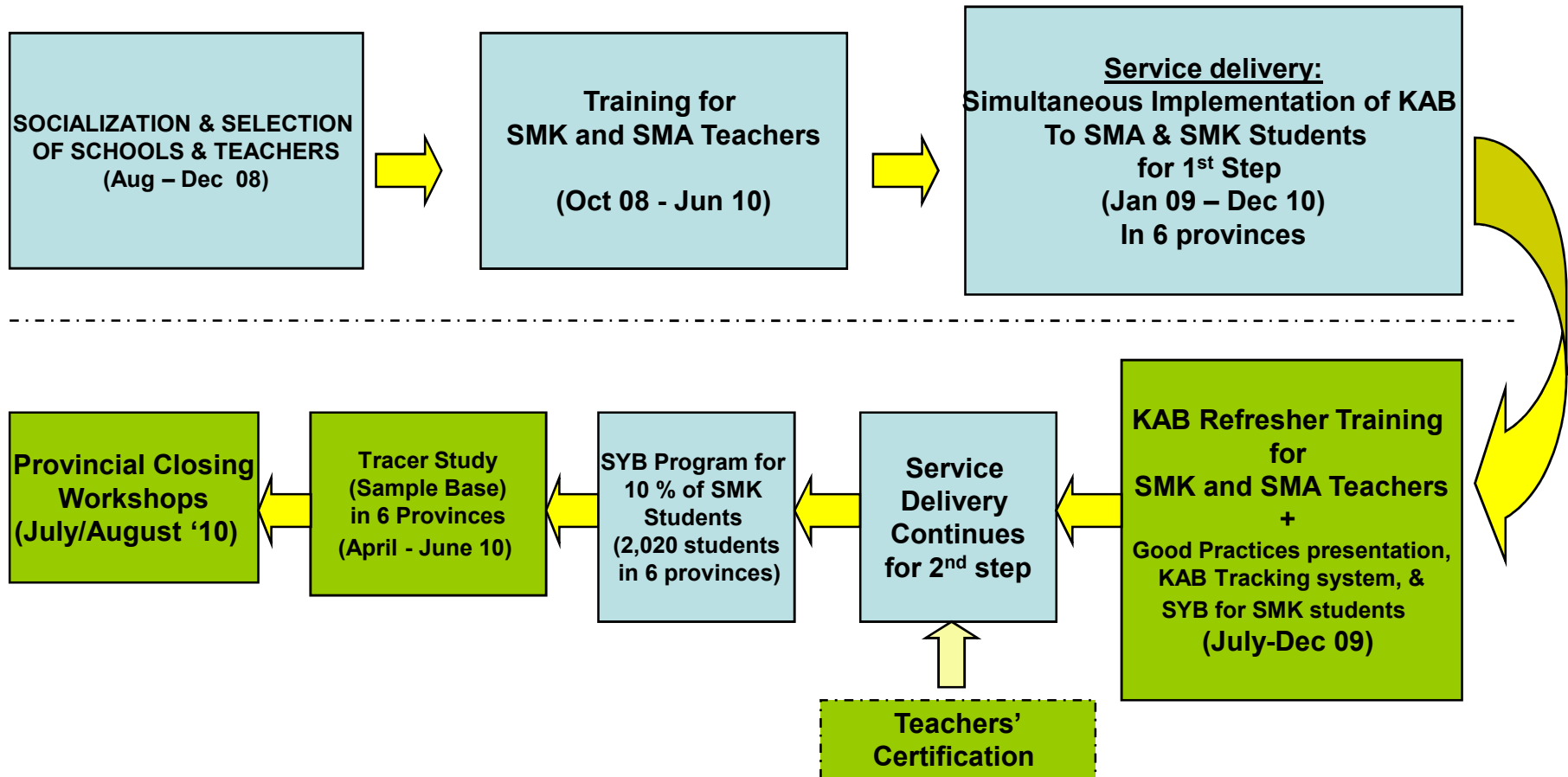
(Kewirausahaan di luar sekolah, dengan modul SYB – Start Your Business)

- 6 Provinces (Aceh, Sulsel, NTT, Maluku, Papua, Papua Barat)
- 9,000 youth (1,500 per province)



In School Entrepreneurship

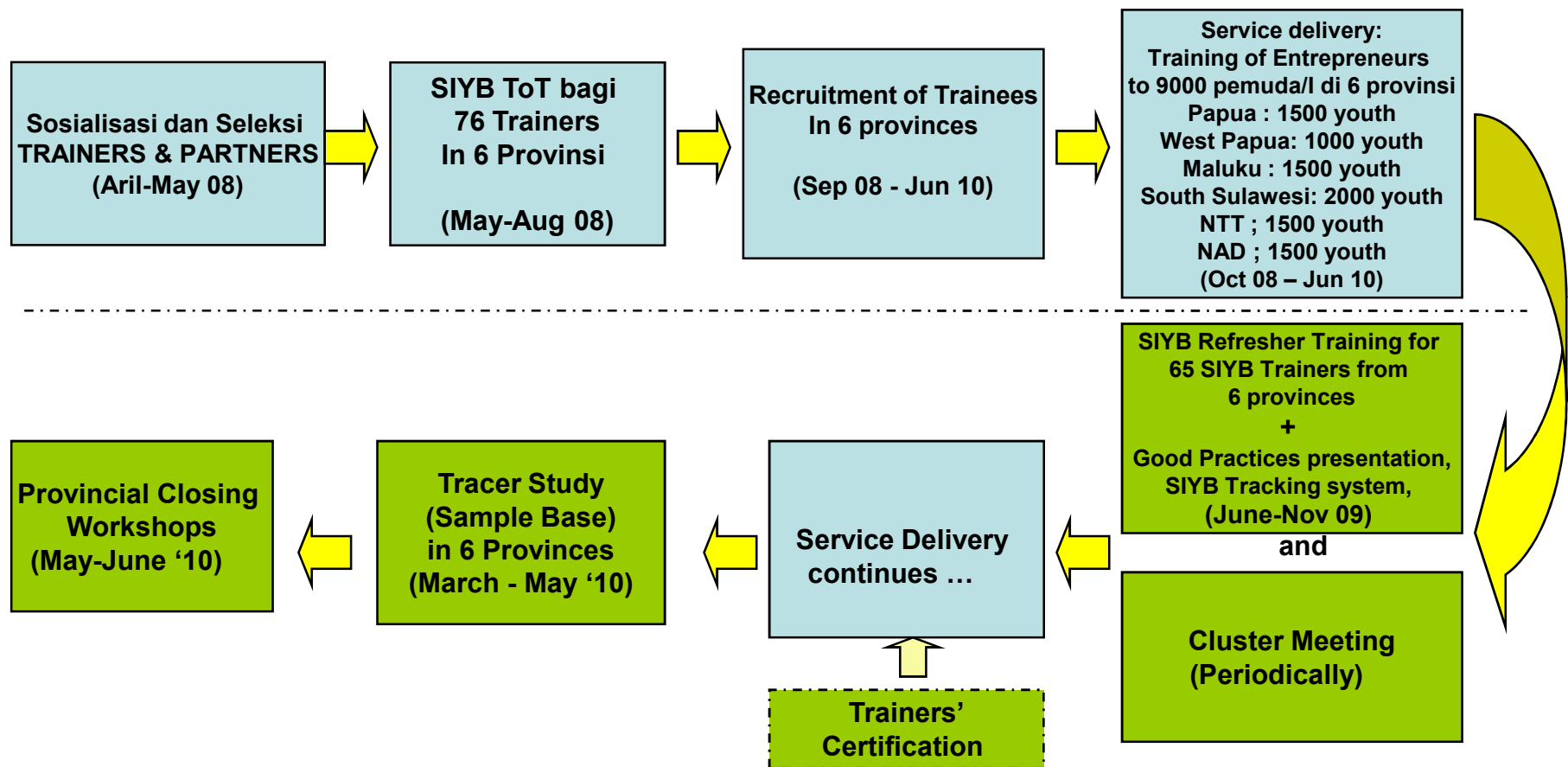
In School Entrepreneurship using KAB Programme:





Out of School Entrepreneurship

Out of School Youth Entrepreneurship using SYB Programme:





Progress 2009:

Entrepreneurship in 6 provinces:

- TOT for 76 SIYB Trainers were done in 6 provinces in cooperation with Provincial Business Development Services Providers (BDS-P).
- Socialization, Recruitment and Training of Youth Entrepreneurs was done in 6 provinces. So far already trained at-least 2.400 youth in NTT, Sulsel, Aceh, Maluku, Papua Barat and Papua.
- Awareness Workshop on KAB for SMA and SMK School Principals were done in NAD, NTT, Sulsel, and West Papua.
- Training for 220 SMK teachers on KAB was done in Aceh, NTT and Sulsel. Next training for SMK & SMA teachers in Papua, West Papua and Maluku will start in August 2009.
- Refresher TOT of SIYB was done for 20 SIY Trainers from NTT and Sulsel.
- At least 110 SMK schools of 5,000 students was trained on KAB in Aceh, NTT and Sulsel.

Policy advocacy:

- Radio talk-show on entrepreneurship in provincial level to promote youth entrepreneurship
- Business Climate Survey with Swisscontact: contract was signed.



Plan/focus for 2010 Entrepreneurship

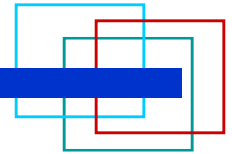
- To Train on Start Your Business for remaining 6,600 youth in 6 provinces in 2009 – 2010.
- To Train on KAB for remaining 676 SMK & SMA Teachers of 6 provinces in 2009 – 2010.
- To conduct Refresher Training on KAB for SMK and SMA Teachers of 6 provinces in 2010.
- To deliver KAB for another 27,500 students of 202 SMK and 246 SMA School of 6 provinces in 2009 – 2010.
- Documentation of Good Practices in the field.
- To conduct tracer study on Entrepreneurship both for SYB and KAB programme.

Policy Advocacy

- **To Conduct Business Climate Survey in targeted provinces in 2009 and 2010; sample areas: Sulsel, Papua, NTT (EAST), dan East Java (JOY), *in cooperation with Swisscontact.***

Is illiterate people could access the entrepreneurship training ?

- Of course yes, using GET Ahead module.
- What is GET Ahead?
 - Designed for illiterate or low educated community.
 - GET = Gender Entrepreneurship Together, gender approach.
 - Participatory process: more pictures and symbol.
 - Interactive Business game.
 - Using simple business plan.



TERIMAKASIH