

THE CHALLENGE

More than 223,000 people lost their lives, some 400,000 homes were destroyed, and 1.4 million people lost their source of livelihood as a result of the earthquake and tsunami that ravaged a dozen South and Southeast Asian countries on December 26, 2004. The initial days following the catastrophe required an immediate response to meet victims' emergency needs for water, food, shelter, medicine and emotional support as well as the logistical means to deliver these services to the region. In the second phase, the need for rehabilitation and reconstruction calls for rebuilding schools; regaining economic livelihoods; providing ongoing psychosocial services; rebuilding infrastructure; and restoring the civic fabric of the community by engaging local citizens, especially youth.

THE INITIATIVE

The International Youth Foundation's (IYF) **Tsunami Reconstruction Initiative**, developed in 2005 and launched in 2006, offers an opportunity to support youth whose needs are frequently overlooked. Rather than engaging in short-term relief, IYF emphasizes longer-term commitments to rehabilitating youth in tsunami-affected areas of India, Indonesia, Sri Lanka and Thailand. An initial commitment of over US\$3 million has been made, with primary support from Nokia. The Initiative's key strategies include:

- Focusing on out-of-school/out-of-work youth, ages 16-29
- Providing livelihood and employment opportunities
- Engaging the private sector in support of tsunami rehabilitation work with young people
- Involving local organizations as service providers of training in workforce development/entrepreneurship skills
- Coordinating with government, international agencies and relevant civil society organizations

IYF's in-country assessments have helped shape the focus of our activities. Our key findings demonstrated an overabundance of funding for short-term relief and insufficient funding for long-term rebuilding. Local organizations have limited capacity to implement effective and sustainable programs in the face of this unprecedented catastrophe. In addition, the biggest unmet need is for market-driven livelihood opportunities for youth. Based on our findings and identification of local needs, IYF's Tsunami Reconstruction Initiative focuses on funding long-term programs, building the capacity of local organizations, and addressing livelihood opportunities for young people.

EXPECTED OUTCOMES

The Initiative will provide more than 4,400 youth, ages 16 to 29, with access to job and life skills training, apprenticeships, job placements, and micro-credit or small start-up loans. IYF has put in place a monitoring system to evaluate the impact of the program over time and measure the improvement of the economic, personal, and social wellbeing of the individuals involved in the program and their impact on their families.

The monitoring will also assess the effectiveness of the specific country approaches being used and their potential for replication in other social, cultural, and economic contexts.

At the mid-term and at the conclusion of the Initiative, IYF will produce a Field Notes publication presenting key lessons learned and their potential for replication.

RESULTS TO DATE

IYF and its local partners will support workforce development/entrepreneurship programs in the four targeted countries over a period of up to five years. Project activities are based on the specific needs identified in each country, but in general, support will focus on these critical areas:

- **Skills Development and Apprenticeships in Specific Trades:** All vocational training will evolve over the years to remain market-driven and linked to actual jobs that are available, or lead to viable skills for self-employment within the local market.
- **Business Entrepreneurship:** Skilled individuals or individuals completing vocational and employability training may opt to acquire entrepreneurship skills in order to start their own small enterprises.
- **Employability (Life) Skills:** In addition to specific vocational training, NGOs will provide training in life skills for employability.

- **Internships and Job Placement:** Graduates of vocational training programs will be placed in internships with local firms. Employment programs will have close interaction with the business community to match their requirements with participants' knowledge and skill sets to identify placement opportunities.
- **Seed Funds:** Initial support will be available for small business start-ups by young entrepreneurs, leading to job creation and mentoring by business professionals.

PARTNERSHIPS

Donors: Nokia, Unocal, and Sylvan/Laureate Foundation.

Implementing Partners: In India: Community Collective Society for Integrated Development (CCFID), and Youthreach; in Indonesia: the Center for Community Development and Education; in Sri Lanka: the Foundation of Goodness, as well as JobsNet; and in Thailand: the National Council for Child and Youth Development (NCYD).



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TSUNAMI RECONSTRUCTION INITIATIVE

Through **CCFID (Community Collective Society for Integrated Development)**, the program provides livelihood opportunities to 1,000 tsunami-affected youth, ages 16-29, from 4 districts in India over a three-year period. Participants will have access to business, financial and managerial support as well as loans for businesses run by individuals or groups. Youthreach India will work with CCFID to offer its GE-sponsored Life Skills for Employability program to those young people involved in the program.

ACTIVITIES

- Youth groups are organized and trainings are provided on banking services, account keeping, life skills, and group management.
- Seed funds will be provided for the groups and the individual entrepreneurs.
- Four federations of representatives from the youth groups will be formed in four districts – Nagapattinam, Cuddalore, Karaikal and Pondicherry.
- Regular community level meetings will be held with youth groups and other community partners.
- Business and financial support will be provided to the youth groups.
- Knowledge on production, selling marketing and social marketing concepts will be gained by youth participants.
- Marketing support, setting up of business units, land reclamation and livelihood support will be provided.

CURRENT FUNDING

The financial support to CCFID totals US\$446,923 and is made of two elements: a grant fund (US\$280,741) that will be expended over the three-year grant period to cover training, capacity building, equipment, local monitoring and operational costs and a loan fund (US\$166,182) that will be used to make loans to individuals, youth groups and multi youth groups in agreement with the federations.

OUTPUTS

- Up to 50 youth groups will be formed, among the age group of 16 to 29.
- 300 individuals will be helped to set up their own individual enterprises.
- 1,000 youth will have access to business, financial and managerial support.
- There will be 5,000 indirect beneficiaries, including the families supported by the new economic activities undertaken by youth groups and individual entrepreneurs.

OUTCOMES

- 1,000 youth will have begun earning incomes, and those already earning would have their incomes enhanced by an average of 50% per annum, over three years.
- 4 federations of youth groups (initially loose entities) will be created, managed and sustained by the communities in Nagapattinam, Cuddalore, Karaikal and Pondicherry — thereby creating social capital within the community. The federations will be equipped with the necessary skills to continue supporting the youth and individual enterprises upon completion of the three-year program.
- The youth groups will be empowered on issues of village level governance, and will have thus taken an active interest in issues of village development.

TSUNAMI RECONSTRUCTION INITIATIVE

Through **CCDE (Center for Community Development and Education)**, the three-year program targets 1,200 tsunami-affected youth who have dropped out of school or are vulnerable, giving them access to financing for self-employment and the opportunity to increase their incomes by developing their own businesses. Most of these young people only have elementary school and junior high school certificates. An average of 12 self-help groups will be set up in each of the five districts involved, with each group made up of 15 to 25 members, ages 16 to 29.

ACTIVITIES

There are four activities that will contribute to building the capacity of the targeted beneficiaries:

- **Self-Help Group Training** — to provide group members with skills to overcome problems together, and support their business development
- **Small Business Enterprise Training** — to develop entrepreneurship skills and support the development of small businesses
- **Finance Management Training** — additional component of capacity building for the beneficiaries who have begun their small businesses; and
- **Apprenticeships in Handicraft**— twenty participants will be selected to receive training in handicraft production during a 2-month course in Yogyakarta or Bali.

LOAN FUND

Becoming a member of a self-group is a necessary condition to become the recipient of a loan (risk mitigation). Groups are supported by a coordinator, a secretary and a treasurer. Working capital is made available to individuals for small businesses based on the needs assessments and business plan made by the potential beneficiaries. Interest rates, which will be 10% flat per year, are consistent with what other institutions are charging in Aceh, and will not disrupt the local market or undermine existing rates.

CURRENT FUNDING

The current funding totals US\$ 420,000 made of US\$ 258,276 to cover the operations, equipment and the training, and US\$ 161,724 to cover the loan fund. The funding is to be expended over a three-year period.

OUTPUTS

1,200 youth completing small business enterprise training; 20 youth placed in art handicraft apprenticeships in Bali or Yogyakarta; 300 youth completing Financial Management Training; and 1,000 youth gain access to financing for self-employment.

OUTCOMES

1,000 youth become self-employed through micro-credit programs and increase the scale of their business by starting their small enterprise; local community self-help groups with an expanded capacity to offer technical assistance to young business entrepreneurs; young people with culturally relevant, market-driven entrepreneurship knowledge and skills having expanded options for gainful employment either as employees of local businesses, self-employment, or through the establishment of small-enterprises.



NOKIA

THE TSUNAMI RECONSTRUCTION INITIATIVE is a program supported by Nokia and the International Youth Foundation (IYF), in association with the Grameen Foundation.

TSUNAMI RECONSTRUCTION INITIATIVE

Through the **Foundation of Goodness (FoG)**, the program will provide training and start-up loans to 2,160 tsunami-affected youths, in the area of Seenigama. Training will include business skills, life skills and technical skills, and participants will be offered apprenticeships, job placements or loans to start small businesses.

A second project supporting tsunami-affected youth in other parts of Sri Lanka will be started in the second half of 2007.

ACTIVITIES

- In the Business Skills Centre, one of the program areas of the Foundation of Goodness, the program will support employment and entrepreneurship programs through: a) developing leadership skills b) implementing training courses in accounting and bookkeeping, business planning, product differentiation and costing, hotel management and housekeeping, food and beverage operations, career counseling, CV / résumé writing, and interview preparation c) offering internships, work placements and apprenticeships d) upgrading skills to stay in tune with changing job markets; and e) offering mentoring programs.
- In the Women's Enterprise Centre, a second program area of the Foundation of Goodness, the program will support employment and entrepreneurship through a) handicraft skills training, sewing classes, tailoring courses b) assessing the potential for tourism activities c) training in hand painting; T-shirt printing; weaving courses; online marketing; d) identifying potential overseas buyers; and e) encouraging cottage industries. In addition, the program will support job and apprenticeship placements and provide technical assistance to young business entrepreneurs.

The program will offer a combination of micro-credits and small start-up loans to young people, ages 18 to 29. Over the grant period, up to 660 young people will receive a small loan.

CURRENT FUNDING

The financial support to FoG totals US\$ 220,000 and is made of two elements: a grant fund (US\$ 150,000) to cover the training, equipment, local monitoring and their operational costs, and a loan fund (US\$ 70,000) that will be used to extend the loans to the young people supported through the program.

OUTPUTS

- Business Skills Centre: 1,080 young people trained through the employability program, and 960 complete the training; 520 of these are placed in internships, apprenticeships, and/or jobs; 300 young people complete entrepreneurship training.
- Women's Enterprise Centre: 1,080 young people trained through the employability program, and 960 complete the training; of these, 520 are placed in apprenticeships and at least 360 are then employed within the handicraft, handloom or apparel industries. At least 240 of those who complete the training establish cottage industries.
- Overall, 85% of the young people who complete the training will either be placed in jobs or establish their own business. Of this 85%, approximately two thirds will be placed in jobs and one-third will start their own small enterprises. In addition, another 1,080 young people will eventually be hired by young entrepreneurs (not necessarily selected from the trainees.)

OUTCOMES

- Unemployed rural youth who have been victims of the tsunami disaster in Southern Sri Lanka, will have the necessary knowledge, skills and attitudes to be hired by existing companies or start up their own businesses, based on local demands.
- Some youth will have access to financing for self-employment or small enterprise development, and create jobs for other young people.

TSUNAMI RECONSTRUCTION INITIATIVE

Through the **National Council for Child and Youth Development (NCYD)**, the program will offer higher quality of life for tsunami-affected young people, ages 16 to 29, through active participation in the local economy (vocational training, employability, and entrepreneurship). These better prepared communities will be able to work in partnership with government agencies.

ACTIVITIES

- Support employment/ entrepreneurship programs through: 1) Job skills training in the areas of boat construction, motorcycle repair, and hotel industry; and 2) Training and technical support.
- Document proven approaches in job skills training for youth followed by job placement.
- Conduct communications and awareness raising activities among government agencies.
- Conduct performance measurement (monitoring & evaluation) and reporting.

CURRENT FUNDING

The financial support to NCYD totals US\$ 400,000 in grants for training, and does not include a loan fund.

OUTPUTS

- Effective programs in the areas of vocational training, employability, and entrepreneurship.
- 285 youth, ages 16 to 29, completing employability training programs and life skills training programs, of which 150 are placed in internships, and/or apprenticeships (hotel industry); 85 are placed in jobs (boats and motorcycles); and 50 receive technical assistance and entrepreneurship training (boats and motorcycles).
- 300 community members trained in community needs assessment and participatory community development techniques.

OUTCOMES

- 165 youth are placed in jobs, 40 youth are starting their own enterprises.
- Youth employability programs with an expanded capacity to offer market-driven employability training, job/ internship/apprentice-ship placement, and technical assistance to young business entrepreneurs.
- Young people with culturally relevant, local market-driven vocational, employability, and entrepreneurship knowledge and skills having expanded options for gainful employment either as employees of local businesses, self-employed entrepreneurs, or through the establishment of small-enterprises.
- Communities better equipped to work in partnership with authorities and involving young people in the decision-making process.