

# SKILLS DEVELOPMENT

A third of Bangladesh's population is 10-24 years old, and two million young people enter the labour market every year. Half of the adult population is illiterate or semi-literate, and most young people end up with irregular, informal jobs.

Young Bangladeshis face a precarious future, despite living in one of the worlds' fastest growing economies. This is not because of a lack of job opportunities, but because of a lack of skills. Many industries are forced to import mid-level skilled manpower due to such gaps.

## SKILLING BANGLADESH: UNLOCKING THE POTENTIAL OF FUTURE GENERATIONS

We will use skills to ensure inclusive and sustainable economic growth and create decent employment opportunities in domestic and overseas markets for 500,000 young people by 2020.

We launched the Skills Development Programme in 2015 to contribute to skilling the country. The programme is designed to support the Government of Bangladesh implement the National Skills Development Policy.

## OUR MAIN FOCUS AREAS INCLUDE

- **Skills for jobs:**  
Apprenticeship and institution-based training for youth and adults, focusing on decent jobs in growth sectors with a special focus on disadvantaged groups and labor migrants.
- **Entrepreneurship and market development:**  
Supporting entrepreneurs to start enterprises, improving working conditions in micro, small and medium enterprises and strengthening value chains.
- **Skills sector development:**  
Develop the sector's business and management capacity through public private partnerships and technical consulting.

## CHALLENGES

The labor force is expected to grow to

**76 million by 2025**

**2 million**

join the workforce every year

but **75%** of business leaders claim that skilled workers are scarce.

## OUR IMPACT

**30,247**  
people served till date

**57%**  
of our graduates are female

**11%**  
are people with disabilities

# WHY IT WORKS

## 95% of our graduates are working

- ✓ **Closing market gaps:** Focusing on high demand occupations
- ✓ **Work ready skills:** Hands-on training
- ✓ **Market ready:** Soft skills, labor rights and social issues
- ✓ **Increase productivity:** Developing the capacity of enterprises and encouraging decent work standards
- ✓ **Industry linkages:** Connecting skilled graduates with employers offering better jobs

# 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

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