

Start and Improve Your Business program



What is SIYB?

SIYB is a programme of inter-related practical management skills training package for micro and small enterprises creation and improvement



SIYB Intro



- Developed in the 1970's by the Swedish Employers' Federation as "Look after your firm"
- 1977 Adapted by ILO to the needs of small scale entrepreneurs in developing countries and renamed to "Improve your business"
- In the early 90's the "Start Your Business" training package was developed in Fiji to complement the IYB training package.
- 1998, "Generate Your Business Idea" was developed in Southern and Eastern Africa
- 1999 "SIYB training" becomes the "SIYB Programme"
- 2003, Expand Your Business is developed and introduced in Sri Lanka and Southern Africa
- 2007 Last "SIYB only" TC project in China
- 2014 New material, new M&E database, new distance learning material, growing project portfolio



Program Objectives

Overall objective:

Contribute to economic development and creation of quality direct and indirect employment



Program Objectives

continued

Immediate objectives:

Enable local skills development and BDS organizations to effectively implement SIYB training with related activities

Enable potential and existing micro and small entrepreneurs to start and grow their businesses



Target groups

- Direct target group:
 - Local vocational and entrepreneurship training and BDS organizations
- Intended target group:
 - Potential and existing micro and small entrepreneurs

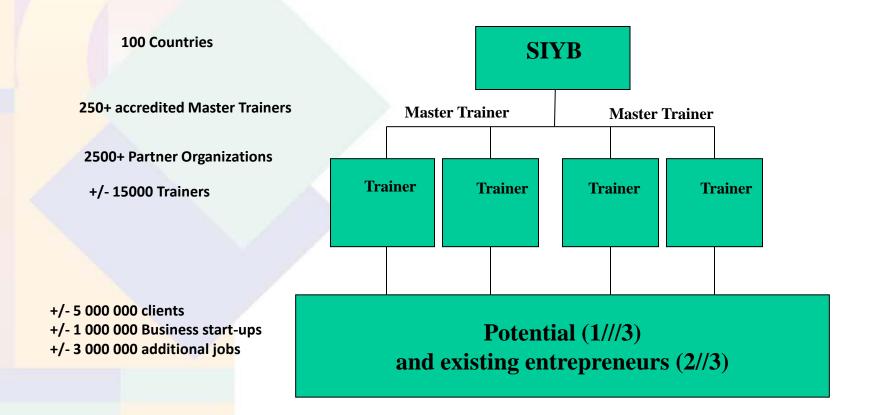


Intervention Strategy

 SIYB program's outreach is thru local organizations/partners

SIYB: Decentralized Delivery 🥨

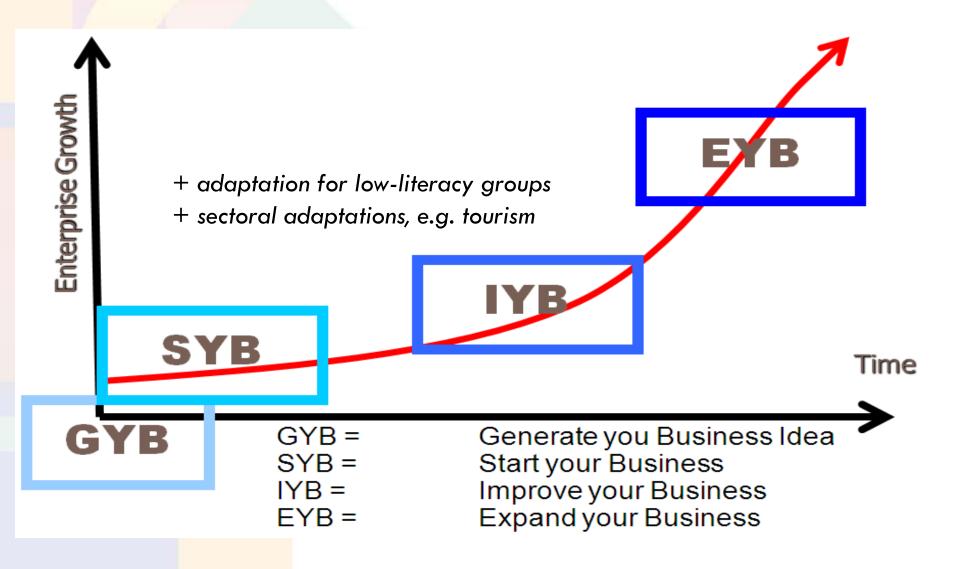




^{*} Note: Figures based on 2011 Global Tracer Study (until end 2010) and estimates by author

Training for different levels of business maturity







Packages

- Generate Your Business Idea (GYB) Enables potential entrepreneurs to develop a concrete business idea. GYB training lasts 2-3 days.
- Start Your Business (SYB) Enables potential entrepreneurs with a business idea to assess their readiness to start a business. SYB training is usually for 5 days.
- Improve Your Business (IYB) Enables existing entrepreneurs to develop their skills in buying, stock control, marketing, costing, record keeping, business planning, people and productivity. IYB training lasts for 7-8 days.
- Expand Your Business (EYB) Enables growth-oriented entrepreneurs to develop a business growth plan on important areas such as marketing, operations, human resources, financial and strategic management. EYB training usually lasts for 10 days.



For enterprise-level clients:

GYB, SYB, IYB, EYB manuals

For **Trainers**: Trainer guides

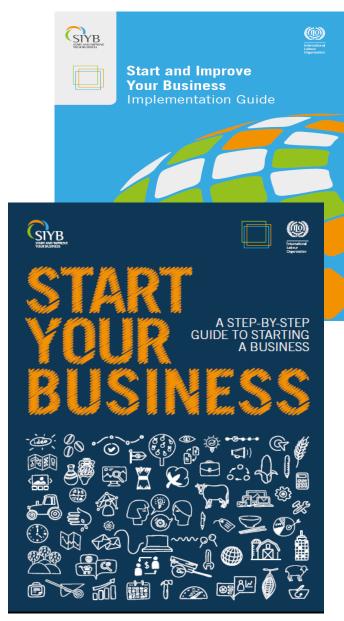
For Master Trainers: Master

Trainer Guides

For coordinating organizations:

SIYB Implementation Guide







SIYB training manuals

- help SIYB trainers to clearly structure learning process
- provide potential beneficiaries with background information on each strategy tool introduced during training sessions
- share examples/case studies of how other entrepreneurs have managed to start and grow their businesses
- serve as guideline and source of reference for beneficiaries to apply their newly acquired knowledge after training together with SIYB trainers



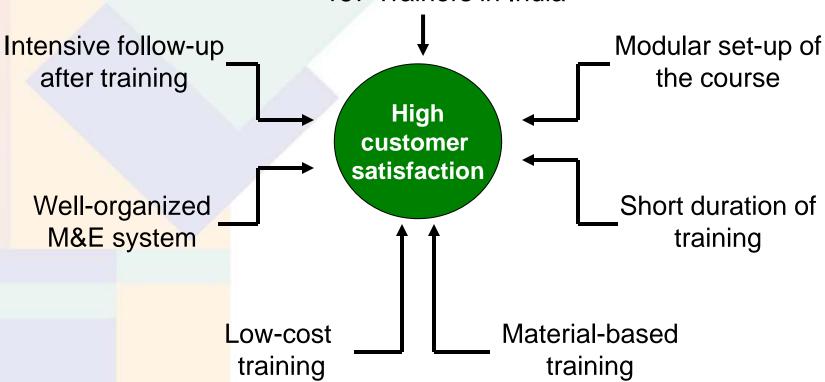
The SIYB Business Games

- Allow trainer to illustrate key learning points in participatory & action-oriented training approach
- Provide platform for clients to run their own virtual businesses during training course, to apply theory of learning in practice and to experience first hand impact of their management decisions



Reasons to choose SIYB

Quality training with proven impact – 6 ILO Trained and Certified Master Trainers and 157 Trainers in India





PO selection criteria

- Focus on skills development and BDS
- Past performance
- Focus on customer care and posttraining support
- Commitment
- Guidance capacity for market analysis
- Resources to conduct trainings
- Network linkages



SIYB PO selection- normal process

- Awareness creation
- Submission of applications
- Desk selection based on comparative analysis and interviews
- Study of institutional profile
- Signing of MoU



SIYB Outreach

Region	# of Master Trainers	# of trainers since 2003	# of women trainers	# of trainees (start-ups and entrepreneurs) trained in SIYB and related products	# of woment trainees (start-ups and entrepreneurs)	Before 2003 as reported	Total estimated outrach
Central Asia and Eastern Europe	13	490	270	18.500	10.000	13.500	32.100
China/ Mongolia	86	11.520	4490	4.142.000	1.945.700	0	4.142.000
Eastern/ Southern Africa	46	170	50	20.100	8.300	52.000	72.100
Latin America	10	1.030	410	9.400	4.400	18.500	27.900
Middle East	2	100	40	3.900	1.400	0	3.900
South and East Asia	57	4090	1660	198000	125400	14.000	212000
West Africa	23	140	70	36.100	7.000	3.700	39.800
Grand Total	237	17.540	6990	4.428.100	2.102.200	101.600	4.529.800

SIYB Implementation Structure

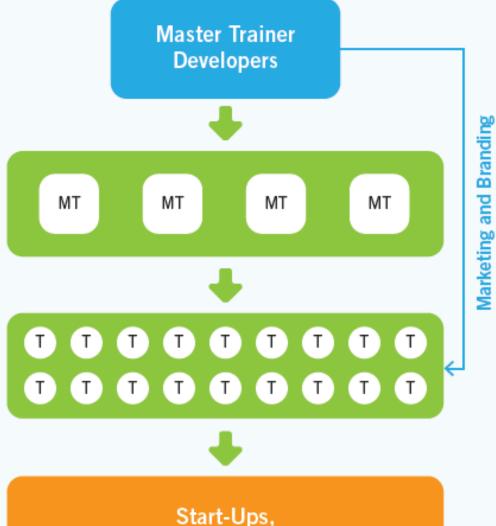


SIYB trains on three levels

1 Master Trainer Developers train SIYB Master Trainers

2 Master Trainers train SIYB Trainers in BDS providers

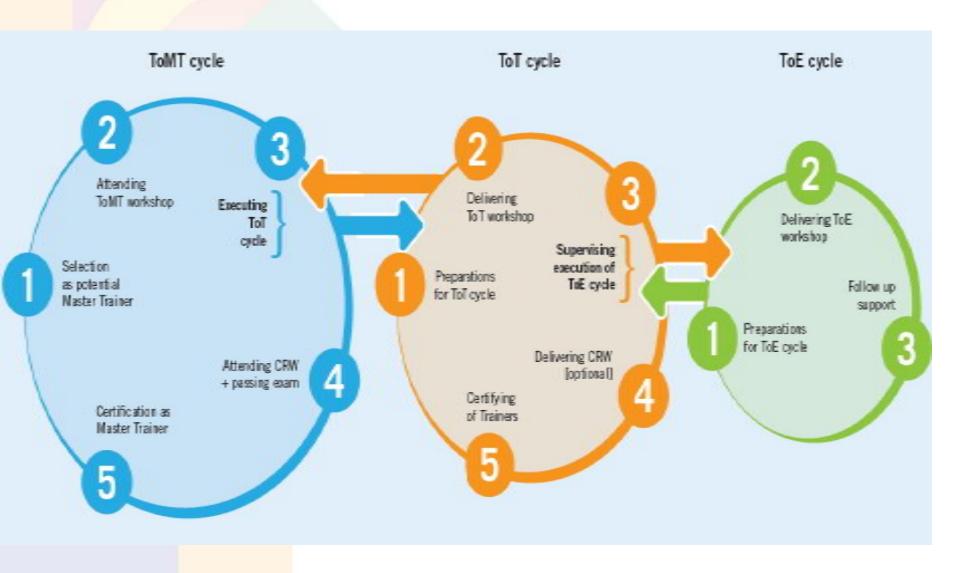
3 SIYB Trainers train clients: MSEs and Start-Ups



Start-Ups, Micro and Small Entrepreneurs

Master Trainer and Trainer Development Process





Example of Implementation 1: Retraining unemployment in China



Background:

Training 4 Mio workers laid-off from state owned companies and rural-urban migrants

SIYB China since 2004:

- Project provided demonstration in 4 provinces, government and private providers replicate in other 200 cities
- Media use as dissemination channel for migrant workers: telenovela "My future is not a dream"
- More than 4 million people were trained
- Very high start up rate (80%)



Example of Implementation 2: The Million Farmers Programme, Vietnam



Background:

 Delivering SIYB to 1 million rural workers yearly on request of Vietnam General Department for Vocational Training (GDVT)

Process of SIYB Adaptation 2012-13:

- Materials adaptation and translation (ILO)
- Master Trainer & Trainer development (ILO and Vietnam Government)
- Monitoring system development (ILO)
- Roll out in 800 vocational training schools (Vietnam Government)

Key Targets for 2014:

- 16 Master Trainers and 800 Trainers
- 300,000- 600,000 farmers trained in 1st year (to be up scale; up to 1 mill. per year)

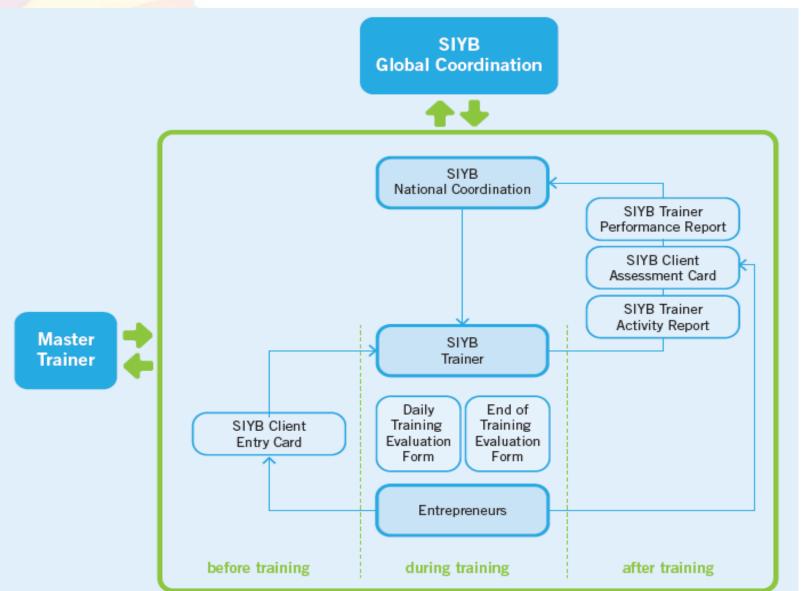
Example of Implementation 2: The Million Farmers Programme, vietnam



	2014	2015	2016	2017	2018	2019	2020
MASTER TRAINER DEVELOPMENT							
Number of Master Trainers trained and certified in current year	16	0	0	0	0	0	0
Total Number of Master Trainers (cumulative)	16	16	16	16	16	16	16
TRAINER DEVELOPMENT							
Number of TOT programmes (for 20 pax) rolled out per Master							
Trainer per year	3	4	5	5	5	5	5
Number of TOT programmes rolled out per year (all Master							
Trainers)	48	64	80	80	80	80	80
Number of New Trainers trained in current year	960	1280	1600	1600	1600	1600	1600
Number of Trainers from previous years	150	1110	2390	3990	5590	7190	8790
Total Number of Trainers (cumulative)	1110	2390	3990	5590	7190	8790	10390
TRAINING OF ENTREPRENEURS (GYB)							
Number of GYB courses (for 20 pax) implemented by previous							
years' Trainers (per Trainer) Number of GYB courses (for 20 pax) implemented by Trainers	2	6	6	8	8	8	8
trained in current year (perTrainer)	1	1	1	1	1	1	1
Total Number of GYB courses per year	1260	7940	15940	33520	46320	59120	71920
Total Number of Students Trained in GYB (in current year)	25200	158800	318800	670400	926400	1182400	1438400
Total Number of Students Trained in GYB (cumulative)	25200	184000	502800	1173200	2099600	3282000	4720400
TRAINING OF ENTREPRENEURS (SYB)							
Number of SYB courses (for 20 pax) implemented by previous							
years' Trainers (per Trainer)	2	3	3	4	4	4	4
Number of SYB courses (for 20 pax) implemented by Trainers							
trained in current year (per Trainer)	1	1	1	1	1	1	1
Total Number of SYB courses per year	1260	4610	8770	17560	23960	30360	36760
Total Number of Students Trained in SYB (in current year)	25200	92200	175400	351200	479200	607200	735200
Total Number of Students Trained in SYB (cumulative)	25200	117400	292800	644000	1123200	1730400	2465600

Monitoring progress 1: The SIYB M&E System and Toolkit





Monitoring Progress 2: the SIYB Gateway



- A web based tool for data collection of training activities.
- It will enable SIYB stakeholders to have better knowledge of:
- ★ the trainer and Master trainer pools
- ✓ number of training activities for SIYB
- ✓ client satisfaction

PROFILES

I Information about Master Trainers & Trainers

TRAINING DATA

Basic information for each training

CERTIFICATION & LICENSING Certificates produced by the system

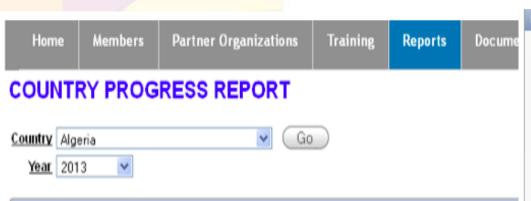
REPORTS Training outreach and quality

LIBRARY

Key SIYB documents needed by users

Monitoring Progress 2: the SIYB Gateway





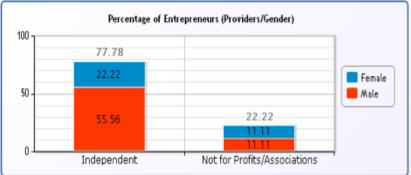
Outreach

Outreach	Number of	Growth in Report year	Number inactive in Report year
Partner Organizations	1	1	1
Master Trainers	1	1	0
Trainers	1	1	0
Number of Entrepreneurs (Since 2011)	90	90	
% of Entrepreneurs(Since 2011) in Region	100	100	
% of Entrepreneurs(Since 2011) Globally	34.62	37.5	

Outreach by Training Package:	GYB-SYB	GYB	SYB	IYB	EYB	SIYB Level 1	
Master Trainers	0	0	0	0	0	0	
Trainers	0	0	0	0	0	0	
Entrepreneurs	20	70	0	0	0	0	

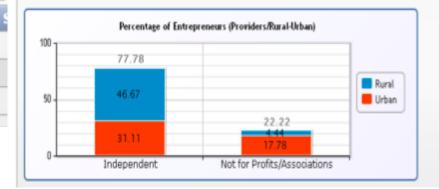
Number of Entrepreneurs (Providers / Gender)

Providers	% Male	% Female	Total
Independent	55.56	22.22	77.78
Not for Profits/Associations	11.11	11.11	22.22
Total	66.67	33.33	



Number of Entrepreneurs (Providers / Rural - Urban)

Provider	% Rural	% Urban	Total
Independent	46.67	31.11	77.78
Not for Profits/Associations	4.44	17.78	22.22
Total	51.11	48.89	





Impact of SIYB: 2011 Tracer Study Findings

Not yet in business at time of SIYB training = 1/3 of total

trainees

Total estimated

Already in business at time of SIYB = 2/3 of population

1/3 started

2/3 did not start

500,000 businesses

None

On average 3 jobs per

business, including

owner/trainee

None

1,500,000 jobs

40% expands business by 1

job

60% does not expand

business

1,200,000 jobs

2,700,000 jobs

Grand total 4,500,000 trainees 500,000 new businesses

(including informal and unregistered businesses)

Different Sustainability Models



Private: SIYB Association of Sri Lanka

- Formed in 2006, independent association with MTs and Trainers as members
- Services: trainer development, materials adaptation, printing and distribution, contract facilitation
- Revenue: Membership fees, materials sales, contract facilitation (10% brokerage fee)
- Financial sustainability: revenue exceeds expenses by 150% since 2006

Public: China – Government

- SIYB introduced in 2000, support phased out in 2007
- Local Employment Facilitation offices hire SIYB trainers to deliver courses to entrepreneurs
- Trainers housed in Government entities: e.g. TVET centres
- 4 million entrepreneur clients trained since 2000



Key to Sustainability: Partners

- Governments: Algeria, China, Costa Rica, Vietnam.....
- Employers and Workers Organizations, Chambers of Commerce, Business development service providers...
- International and national NGOs: YBI, Spark, Save the Children...



SIYB in India

- Earlier version of SIYB was IYB 1980s ILO/CIE collaboration
- Reintroduced in India in 2007-08 as part of UN/ILO collaboration for Tsunami-affected in Southern India
- At employers (CIE & EFI) request, updated SIYB version initiated in 2012, TOT for 29 trainers from 11 all-India institutions by end-2013: trainers trained 2200 persons, 500 started micro/small businesses
- SIYB TOT in 22 people in Uttarakhand as part of FICCI's rehabilitation and reconstruction efforts
- TOT for 12 persons was conducted for workers organization nominees in Maharashtra

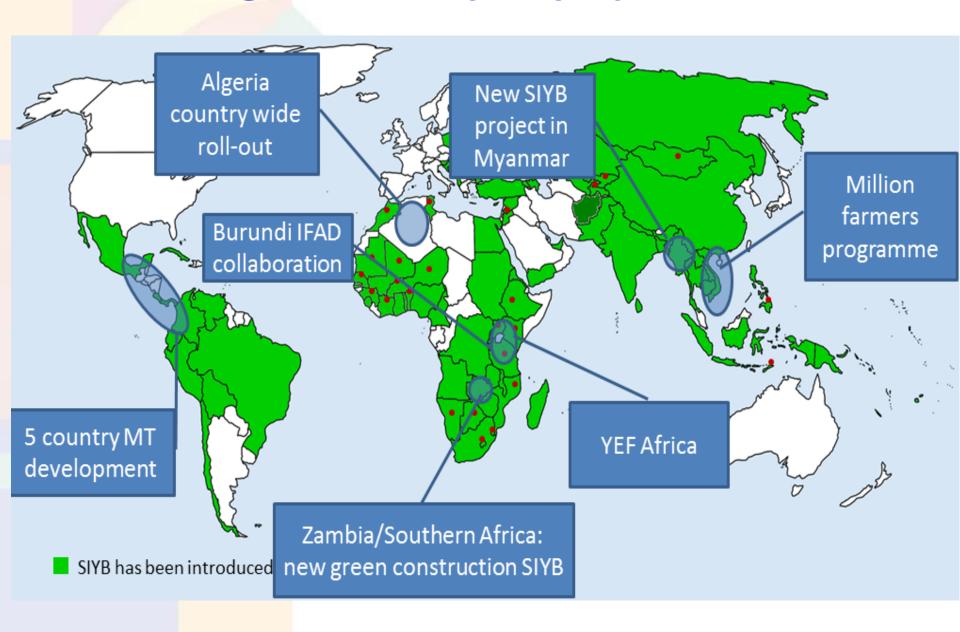
SIYB in India



- MOUs with SERP, Governments of Andhra Pradesh and Telangana, ToTs to be organized shortly; Tara Livelihoods Academy of Development Alternatives
- SIYB part of MOU with Ministry of MSME
- Discussions on possible partnership with DGE&T and National Skills Development Agency
- SIYB part of UN initiative in Mizoram
- Total ILO trained SIYB Trainers available in India: 157 (spread across country)
- Total ILO trained SIYB Master Trainers available in India: 6 (2 in Delhi; 1 in MP; 3 in South India)

SIYB in the World







For any further information, kindly contact:
 Anandan Menon,
Anandan@ilo.org, 011-47509209
 or
 Anjana Chellani,
anjana@ilo.org, 011-47509210,
 9810832222;