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

100 Countries

250+ accredited Master Trainers

2500+ Partner Organizations

+/- 15000 Trainers

+/- 5 000 000 clients
+/- 1 000 000 Business start-ups
+/- 3 000 000 additional jobs

Potential (1///3) and existing entrepreneurs (2//3)

* Note: Figures based on 2011 Global Tracer Study (until end 2010) and estimates by author
Training for different levels of business maturity

+ adaptation for low-literacy groups
+ sectoral adaptations, e.g. tourism

GYB
SYB
IYB
EYB

GYB = Generate you Business Idea
SYB = Start your Business
IYB = Improve your Business
EYB = Expand your Business
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.
Materials

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

High customer satisfaction

Intensive follow-up after training

Well-organized M&E system

Low-cost training

Material-based training

Modular set-up of the course

Short duration of training
PO selection criteria

• Focus on skills development and BDS
• Past performance
• Focus on customer care and post-training 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

<table>
<thead>
<tr>
<th>Region</th>
<th># of Master Trainers</th>
<th># of trainers since 2003</th>
<th># of women trainers</th>
<th># of trainees (start-ups and entrepreneurs) trained in SIYB and related products</th>
<th># of women trainees (start-ups and entrepreneurs)</th>
<th>Before 2003 as reported</th>
<th>Total estimated outreach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central Asia and Eastern Europe</td>
<td>13</td>
<td>490</td>
<td>270</td>
<td>18.600</td>
<td>10.000</td>
<td>13.500</td>
<td>32.100</td>
</tr>
<tr>
<td>China/Mongolia</td>
<td>86</td>
<td>11.520</td>
<td>4490</td>
<td>4.142.000</td>
<td>1.945.700</td>
<td>0</td>
<td>4.142.000</td>
</tr>
<tr>
<td>Eastern/Southern Africa</td>
<td>46</td>
<td>170</td>
<td>50</td>
<td>20.100</td>
<td>8.300</td>
<td>52.000</td>
<td>72.100</td>
</tr>
<tr>
<td>Latin America</td>
<td>10</td>
<td>1.030</td>
<td>410</td>
<td>9.400</td>
<td>4.400</td>
<td>18.500</td>
<td>27.900</td>
</tr>
<tr>
<td>Middle East</td>
<td>2</td>
<td>100</td>
<td>40</td>
<td>3.900</td>
<td>1.400</td>
<td>0</td>
<td>3.900</td>
</tr>
<tr>
<td>South and East Asia</td>
<td>57</td>
<td>4090</td>
<td>1660</td>
<td>198000</td>
<td>125400</td>
<td>14.000</td>
<td>212000</td>
</tr>
<tr>
<td>West Africa</td>
<td>23</td>
<td>140</td>
<td>70</td>
<td>36.100</td>
<td>7.000</td>
<td>3.700</td>
<td>39.800</td>
</tr>
<tr>
<td>Grand Total</td>
<td>237</td>
<td>17.540</td>
<td>6990</td>
<td>4.428.100</td>
<td>2.102.200</td>
<td>101.600</td>
<td>4.529.800</td>
</tr>
</tbody>
</table>
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
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

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MASTER TRAINER DEVELOPMENT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of Master Trainers trained and certified in current year</td>
<td>16</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total Number of Master Trainers (cumulative)</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>16</td>
</tr>
</tbody>
</table>

| **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) | 2    | 6    | 6    | 8    | 8    | 8    | 8    |
| Number of GYB courses (for 20 pax) implemented by Trainers trained in current year (per Trainer) | 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**
  - 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
### COUNTRY PROGRESS REPORT

<table>
<thead>
<tr>
<th>Country</th>
<th>Algeria</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year</td>
<td>2013</td>
</tr>
</tbody>
</table>

#### Outreach

<table>
<thead>
<tr>
<th>Outreach</th>
<th>Number of</th>
<th>Growth in Report year</th>
<th>Number inactive in Report year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner Organizations</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Master Trainers</td>
<td>1</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Trainers</td>
<td>1</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Number of Entrepreneurs(Since 2011)</td>
<td>90</td>
<td>90</td>
<td>-</td>
</tr>
<tr>
<td>% of Entrepreneurs(Since 2011) in Region</td>
<td>100</td>
<td>100</td>
<td>-</td>
</tr>
<tr>
<td>% of Entrepreneurs(Since 2011) Globally</td>
<td>34.62</td>
<td>37.5</td>
<td>-</td>
</tr>
</tbody>
</table>

#### Outreach by Training Package:

<table>
<thead>
<tr>
<th>Training Package</th>
<th>GYB-SYB</th>
<th>GYB</th>
<th>SYB</th>
<th>MB</th>
<th>EYB</th>
<th>SIYB Level 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master Trainers</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Trainers</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Entrepreneurs</td>
<td>20</td>
<td>70</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

### Number of Entrepreneurs (Providers / Gender)

<table>
<thead>
<tr>
<th>Providers</th>
<th>% Male</th>
<th>% Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Independent</td>
<td>55.56</td>
<td>22.22</td>
<td>77.78</td>
</tr>
<tr>
<td>Not for Profits/Associations</td>
<td>11.11</td>
<td>11.11</td>
<td>22.22</td>
</tr>
<tr>
<td>Total</td>
<td>66.67</td>
<td>33.33</td>
<td>-</td>
</tr>
</tbody>
</table>

#### Percentage of Entrepreneurs (Providers/Gender)

- **Female**: 77.78%
- **Male**: 22.22%

#### Number of Entrepreneurs (Providers / Rural - Urban)

<table>
<thead>
<tr>
<th>Provider</th>
<th>% Rural</th>
<th>% Urban</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Independent</td>
<td>46.67</td>
<td>31.11</td>
<td>77.78</td>
</tr>
<tr>
<td>Not for Profits/Associations</td>
<td>4.44</td>
<td>17.78</td>
<td>22.22</td>
</tr>
<tr>
<td>Total</td>
<td>51.11</td>
<td>48.89</td>
<td>-</td>
</tr>
</tbody>
</table>

#### Percentage of Entrepreneurs (Providers/Rural-Urban)

- **Rural**: 77.78%
- **Urban**: 22.22%
## Impact of SIYB: 2011 Tracer Study Findings

<table>
<thead>
<tr>
<th>Category</th>
<th>Start Up Impact</th>
<th>Employment Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not yet in business at time of SIYB training = 1/3 of total trainees</td>
<td>1/3 started</td>
<td>On average 3 jobs per business, including owner/trainee</td>
</tr>
<tr>
<td><strong>Total estimated</strong></td>
<td>2/3 did not start</td>
<td>None</td>
</tr>
<tr>
<td>500,000 businesses</td>
<td></td>
<td>1,500,000 jobs</td>
</tr>
<tr>
<td>Already in business at time of SIYB = 2/3 of population</td>
<td>None</td>
<td>40% expands business by 1 job</td>
</tr>
<tr>
<td></td>
<td></td>
<td>60% does not expand business</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1,200,000 jobs</td>
</tr>
<tr>
<td><strong>Grand total 4,500,000 trainees</strong></td>
<td>500,000 new businesses</td>
<td>2,700,000 jobs</td>
</tr>
<tr>
<td>(including informal and unregistered businesses)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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

- Algeria: country-wide roll-out
- Burundi IFAD collaboration
- New SIYB project in Myanmar
- 5 country MT development
- Million farmers programme
- Zambia/Southern Africa: new green construction SIYB

SIYB has been introduced...
For any further information, kindly contact:
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or
Anjana Chellani,
anjana@ilo.org, 011-47509210, 9810832222;