



YouLead – *Youth Employment and Business Start-Up Program Sri Lanka*

Quarterly Progress Report

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List of Acronyms

AO	Agreement Officer
A2F	Access to finance
AmCham	American Chamber of Commerce
ASAP	Accelerated Skills Acquisition Project (USAID)
ASSET	Advancing Specialized Skills for Economic Transformation project
ASU	Arizona State University
AVP	Associate Vice President
BIZ+	VEGA/Biz Plus Program (USAID)
CCC	Ceylon Chamber of Commerce
CDD	Career Development Director
COP	Chief of Party
DCA	Development Credit Authority
DTET	Department of Technical Education and Training (part of MSDVT)
DVPT	Development
EAFD	Entrepreneurship and Access to Finance Director
ETD	Extension and Training Division (Department of Agriculture)
FEG	Facilitating Economic Growth
GC	Global Communities
GIZ	German aid (Gesellschaft für Internationale Zusammenarbeit)
GoSL	Government of Sri Lanka
GPW	Great Place to Work
HO	Home Office
ICT	Information and communications technology
ICTA	Information and Communications Technology Agency
IESC	International Executive Service Corps
IIT	Informatics Institute of Technology
ILO	International Labor Organization
ISSCs	Industry Sector Skills Councils
LIM	Lebanon Investment in Microfinance
JAFF	Joint Apparel Association Forum
M&E	Monitoring and evaluation
MEL	Monitoring, evaluation, and learning
MOE	Ministry of Education
MSDVT	Ministry for Skills Development and Vocational Training
MSME	Micro, small, and medium enterprises
NAITA	National Apprentice and Industrial Training Authority
NOFO	Notice of funding opportunity
NVQ	National Vocational Qualification
NYC	National Youth Corps (part of the Ministry of National Policies)
PIRS	Performance indicator reference sheet
PM-VOTEC	The PM's Committee on Vocational and Technical Education
PD	Project Director
PRD	Partnership Relationship Director
PPP	Public-private partnership
RDB	Regional Development Bank
RFA	Request for applications
S4IG	Skills for Inclusive Growth (Australian project)

S4YE	Solutions for Youth Employment
SFL	Skills for Life
SLASSCOM	Sri Lanka Association of Software and Service Companies
SME	Small and medium enterprise
SOLID	Supporting Opportunities in Livelihood Development
STEP	Skills Toward Employability and Productivity (S4YE youth survey)
TCP	The Competitiveness Project (USAID)
TDA	Tourism Development Authority
TITP	Training Institute for Technology Professionals
ToT	Training of trainers
TVEC	Tertiary and Vocational Education Commission
TVET	Technical Vocational Education and Training
USAID	U.S. Agency for International Development
VEGA	Volunteers for Economic Growth Alliance
VTA	Vocational Training Authority (Part of MSDVT)
WCF	Women in Construction Forum
WDS	Workforce Development Specialist
YBSL	Youth Business Sri Lanka

1. Activity Overview

Activity Name:	YouLead - Youth Empowerment and Business Start-up Program Sri Lanka (YouLead)
Activity Start Date and End Date:	June 02, 2017 – June 01, 2021
Name of Prime Implementing Partner:	Volunteers for Economic Growth Alliance (VEGA) and International Executive Service Corps (IESC)
Agreement Number:	AID-383-LA-17-0001 LA#: EEM-A-00-04-00002-00
Name of Subcontractors/Sub-awardees:	International partners: Arizona State University (ASU), Global Communities, (GC). Local partners: American Chamber of Commerce (AmCham), Ceylon Chamber of Commerce (CCC), Skills for Life (SFL), and Verité Research (Verité)
Government Counterpart(s):	Ministry of Skill Development and Vocational Training (MSDVT)
Geographic Coverage:	Nationwide
Reporting Period:	From October 01, 2017 to December 31, 2017

1.1 Program Introduction

YouLead is a four-year program focused on enhancing employment and entrepreneurship opportunities for youth in Sri Lanka. The key YouLead program objectives are to work with both the public and private sector to improve the quality and relevance of vocational and technical training; link youth to productive employment opportunities; and facilitate access to finance and business planning for young entrepreneurs. The Ministry of Skills Development and Vocational Training is the project's counterpart ministry. YouLead coordinates across other government agencies that play a role in youth vocational education and employment, including the Ministry of Youth Affairs, the Ministry of Education, and the Prime Minister's Office.

YouLead's core activities are designed to leave behind institutional level capacity that will align public and private sector incentives, generate greater investment, and improve competitiveness in sectors with high employment potential. YouLead's regional focus for year-one is in the provinces with the highest youth unemployment—i.e. Sabaragamuwa, Southern, Central, and Northern Provinces. The priority sectors selected following the market assessment and review with local stakeholders are tourism, construction, ICT trades, and healthcare. Given our demand-driven approach; however, YouLead may also engage in any sector or region where there is an opportunity to leverage the resources and commitment of other stakeholders to accelerate or expand the achievement of core project objectives. One such area, food retail and processing, is rising to the surface as an important sector due the need for a high number of trained employees from at least four leading companies—Cargills, John Keells, Lanka

Sathosa, and MA's Foods. The vast majority of employment for those four companies will be outside the Western Province.

YouLead's implementation approach is designed to address USAID Intermediate Result 2.3: Improved workforce to meet market demand. In IESC's experience, sustainability comes from engaging the private sector and aligning market incentives with development objectives. Since a more representative workforce has been shown to contribute to more rapid economic growth; YouLead's approach addresses disparities in the participation of young women in the workforce and youth from regions with high youth unemployment. Low levels of youth employment, regional disparities, and low participation from women in the workforce inhibit growth and increase the risk of social upheaval.

As part of our implementation approach, YouLead is committed to work with local stakeholders to build the workforce they need to achieve long-term commercial success. It is necessary to work closely with public-sector stakeholders as they provide the bulk of Sri Lanka's vocational training and have unmatched outreach and infrastructure. YouLead activities will engage with the following training and Technical and Vocational Education and Training (TVET) authorities within the Ministry for Skills Development and Vocational Training (MSDVT): The Tertiary and Vocational Education Commission (TVEC) and its three largest training institutes—the National Apprentice and Industrial Training Authority (NAITA), the Vocational Training Authority (VTA,) and the Department of Technical Education and Training (DTET). NAITA is a priority partner due to the more direct link its apprenticeship approach has to employment.

YouLead also cultivates and works directly with emerging young leaders around the country to change mindsets toward vocational education and a career in a skilled trade. These "youth ambassadors" work with their peers, parents, and local community to help bridge the cultural differences that contribute to a widening skills gap between young people and the jobs available in the marketplace. The tourism and construction sectors alone estimate a need for approximately 700,000 new employees in the next 5-10 years. Yet youth unemployment still stands at over 20%. The skills gap is a complex problem that requires attention now. Sri Lankan youth strive for a life of purpose, dignity, and economic stability, while businesses clamor for employees with the right skills and attitudes and ask the government to allow them to import labor. The result of inaction is a frightening prospect. While unprepared youth face significant barriers to entry into the formal economy, the alternatives are informal sector jobs or no jobs at all, plus a perception that foreign labor is "stealing" Sri Lankan jobs, potentially turning these assets into a societal burden, or even a security threat. In Sri Lanka, a country that has seen youth insurrections in its past, these are not just academic concerns.

2. Activity Implementation Progress

2.1 Progress and Implementation Status

This quarterly report covers the program activities completed in Fiscal Year 2018, Quarter One (FYQ1). During this reporting period, YouLead Program was officially launched on October 19, the program successfully completed the annual national youth leadership forum (Dec 06 to 09) involving thought-leaders and youth ambassadors from all over the country, and officially launched the Hambantota regional office in collaboration with the Hambantota District Chamber of Commerce.

On technical activities, YouLead completed the first level of Certified Master Trainer Program aimed to improve pedagogical skills in trainers from public and private sector stakeholders. YouLead also conducted two public sector training programs that trained 42 trainers/ instructors (23 males and 19 females) from NAITA, DTET, and VTA institutions and twenty-one of them qualified for next level training. One other training program was conducted for private sector participants and 32 (19 males and 13 females) staff members representing John Keells, Cargills, Lanka Sathosa, SLITHM, and MA's Foods participated. In addition, YouLead conducted soft skills training for 27 (14 males and 13 females) NAITA inspectors from human resource division in southern province. Level two certified master training will commence in January of the next quarter and level three training in May this year. Upon completion of all three levels, MSDVT will have a certified corps of approximately 40 master trainers mandated to train every instructor in the ministry's three main training institutes by the end of the project.

In the area of public-private partnerships, YouLead led the efforts to formalize agreements with Skills forums for construction, tourism, IT, and healthcare sectors; formally signed seven partnership MoUs listed in Table 1 below; and made significant progress in the program year 2 market assessment and gender assessment survey design.

Further, during this reporting period, YouLead recruited and placed four international volunteers, including two long-term (six-months) volunteers.

Regarding program operations and remaining startup tasks, YouLead completed recruitment for its Colombo office staff and identified five of six regional staff members; finalized and received approval on the YouLead official logo; and successfully completed the remaining program startup operational and administrative activities including program local staff safety and security training and procurement training.

In response to USAID feedback, the program also submitted multiple versions of the Branding and Marketing Plan and the Monitoring Evaluation and Learning Plan, during this reporting period. The

Table 1: Private Partnership MOUs

- | |
|-------------------------------------|
| 1. Best Western Elyon Colombo (PVT) |
| 2. John Keells Holdings |
| 3. Sarvodaya |
| 4. Aitken Spence PLC |
| 5. Sampath Bank PLC |
| 6. Hatton National Bank |
| 7. Access Engineering |

approvals on both award documents are pending from USAID/ Sri Lanka Mission at the time of this reporting.

The YouLead team continues to establish and maintain the relationships with key Sri Lankan counterparts that play a critical role for future project success. During this reporting period, YouLead did this on several fronts:

Public sector.

YouLead held Focus Group Discussions (FGDs) with NAITA Inspectors and initiated planning discussions with the Vice Chairman of NAITA and its Human Resource Division team during this reporting period. The main finding from these FGDs was that these Inspectors require capacity building on soft skills that will result in more local enterprises offering apprenticeship and on-the-job training opportunities, as well as better placements of apprentices in the private sector—especially outside the Western Region. Following these discussions, YouLead conducted the first residential soft skills training for NAITA Inspectors in partnership with SFL in Tissamaharama in the Southern Province of Sri Lanka. Twenty-seven Inspectors (12 women and 15 male) participated in this training held from November 22 to 24, 2017.

MSDVT has verbally agreed that the Training Institute of Technology (TITP) center in Colombo will be developed into a full-fledged teacher training institute and that the master trainers, once fully certified by YouLead partner ASU, will be allocated full-time to upgrade the skills of all instructors in the three major training institutes managed by MSDVT. To date, these three institutions operate independently with no standardized process for training instructors. There are approximately 7,000 instructors on the Ministry payroll.

YouLead has led a series of discussions with TVEC, NAITA, and the National Career Guidance Center related to the development of a career guidance toolkit that will harmonize career guidance systems in all vocational institutions in Sri Lanka. The Ministry of Education (MoE) has also asked YouLead to help train career counselors in the 200 pilot schools where MoE intends to introduce a compulsory 13-year curriculum that includes several vocational trades.

Private sector and public-private partnerships.

YouLead held training needs assessment (TNA) discussions during this quarter with senior management and the human resources team of the three large employers—Cargills, John Keells Holdings, and Lanka Sathosa:

- Cargills is the country's largest grocery chain. It is expanding rapidly and estimates it will need about 10,000 new employees in the next several years—mostly outside of Western Province. YouLead will focus on strengthening management skills to identify and onboard thousands of new employees;
- John Keells is both a retail grocery chain and Sri Lanka's largest tourism and hotel company. It estimates 20,000 new employees in the next ten years to support its operations and expansion. YouLead will focus on helping decentralize their training to enable more rapid expansion outside of Colombo;

- Lanka Sathosa is a state-owned, discount grocery chain that plans to add more than 100 new outlets in next couple of years. YouLead training will focus on setting a solid management, human resources, and training foundation to sustain their rapid growth.

Scopes of work to provide tailored technical assistance and training to all three partners are in development. At the time of reporting, ASU and IESC are looking for potential consultants or volunteers to fill the roles. These programs will be designed, and implementation will begin in the next quarter.

Other partnerships.

MOUs are in development with the Asian Development Bank (ADB), the World University Service of Canada (WUSC), Microsoft, and Dialog to coordinate mutual efforts to support vocational workforce development in Sri Lanka. All five MoUs are anticipated to be signed in the next quarter.

- The partnership with the ADB is broad-ranging, but focuses on cost-sharing to support private sector workforce competitiveness initiatives;
- The partnership with WUSC focuses on outreach and behavior-change initiatives for youth, parents, and communities toward a career in a skilled trade-particularly for the employment of more women in the workforce. YouLead and WUSC are already coordinating on social media to expand the impact of bloggers and any social media content one or the other develops (such as the Instagram posts on page 26.) This will expand once the branding and marking plan is approved and YouLead launches its own social media platforms;
- The partnership with Microsoft is to develop and implement the YouthWorks platform for career development, job matching, mentoring, course content database, and entrepreneurship that Microsoft has agreed to donate to support YouLead and Sri Lanka's efforts. YouthWorks is an online platform that Microsoft has developed and introduced in 23 countries. YouthWorks has five main pillars: 1) career guidance, 2) online learning for job skills, 3) a job-matching portal, 4) mentoring and community engagement, and 5) entrepreneurship support;
- The partnership with Dialog is to support further enhancement of the YouthWorks platform in Sri Lanka; encourage broader WIFI access in public institutions, and increase distribution of electronic and video course content.

2.1.1 Program Startup, Operations, and Administration

Regional offices setup and recruitment. During this reporting period, YouLead formally opened its first regional office in Hambantota on November 29. The project office is located within the premises of the Hambantota District Chamber of Commerce to ensure a closer connection with the business community. This office will serve the Southern Province, as well as parts of Sabaragamuwa, Uva, and Eastern Provinces. Mission Director, Andrew Sisson, gave the keynote address at the opening event. The President of the Chamber, Anura Upul, and Project Director, Charles Conconi, signed the memorandum of understanding formally establishing the office and the working relationship between the two organizations.

YouLead regional offices in Kandy and Jaffna will be operational in the next quarter. The MoUs have already been formally agreed upon with the Central Province Chamber of Commerce and Industry in Kandy and Yarlpanam Chamber of Commerce and Industry in Jaffna last quarter. They will be formally signed in opening ceremonies next quarter.

In addition, all regional partnership officers and career development officers for central, southern, and northern regions were identified in this quarter, except the career development officer for the northern region, who is expected to be identified early in 2018.



USAID Mission Director Dr. Andrew Sisson (standing) inaugurates YouLead Hambantota Regional Office on 29 Nov 2017

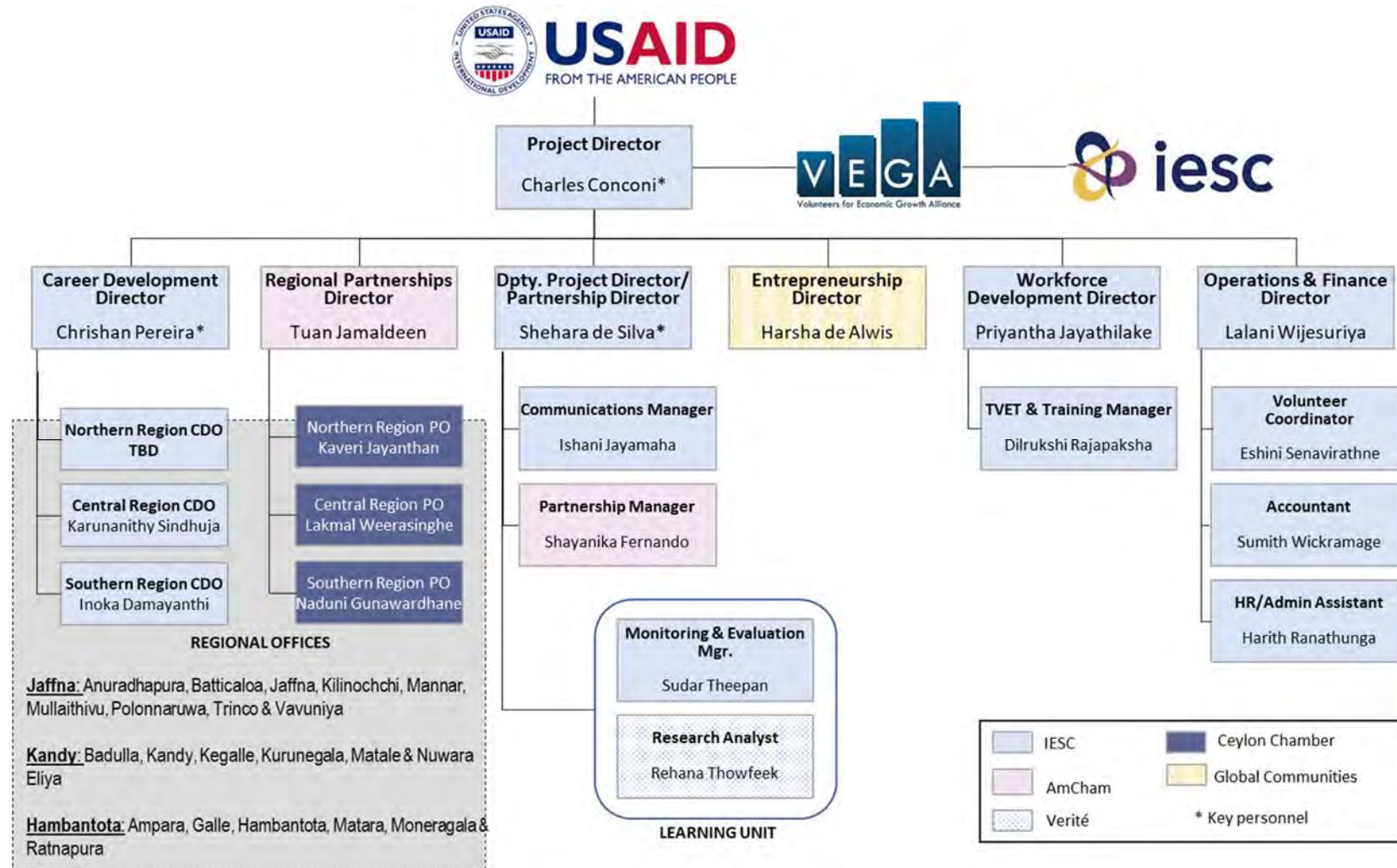
Program technical deliverables. During this reporting period, the YouLead team has re-submitted award deliverables consisting of: the branding and marking plan, and the activity monitoring, evaluation, and learning plan (AMELP) to USAID Sri Lanka. Table 2 below also lists the award deliverables approved during this quarter.

Table 2: Deliverables status

#	Deliverable Name	Due Date	Date of Submission	Status	Comments
1	Branding and Marking Plan	July 01, 2017	July 01, 2017	Pending USAID Approval	Revision submitted on July 14, 2017. YouLead submitted a revised plan with logo for USAID approval on October 30, 2017.
2	Annual Work Plan	August 01, 2017	August 01, 2017	Approved	Approval received on November 06, 2017.
3	Monitoring, Evaluation, and Learning (MEL) Plan	September 1, 2017	September 1, 2017	Pending USAID Approval	Revisions submitted on: November 29, 2017, December 18, 2017
4	Annual Progress Report	October 31, 2017	October 31, 2017	Approved	Approval received on November 18, 2017.

Sub-awards management. To-date, the YouLead team has fully executed sub-awards with four of its partners – American Chamber of Commerce, Ceylon Chamber of Commerce, Global Communities, and Skills for Life. The negotiations to finalize sub-agreements with Arizona State university and Verité Research have taken more time than earlier anticipated because of legal and budgetary issues. The team anticipates all sub-awards to be completed by Jan 31, 2018.

YouLead Organization Chart



Updated 01.19.18

2.1.2 Technical Activities

Component 1: Increase Youth Employability Skills in Targeted Sectors

The overarching objective of this component is to increase youth employability skills through the development of better curricula and better career counseling that is driven by private sector demand. To achieve this, YouLead is working closely with the private sector to create stronger linkages with both public and private training institutes, and to ensure that the vocational training provided to Sri Lanka's youth is high quality and focused on the skills that employers most need.

1.1 Provide Sufficient Awareness of Market Trends, Demands, and Opportunities

- **Market assessment.** In preparation of its year-two market assessment report, YouLead has made significant progress in youth and employer surveys as well as gender assessment design through consultative process between the YouLead Learning Unit and the Verité Research team. These surveys will be initiated in the next quarter collecting and analyzing data from 250 employers and about 2,000 youth in Sri Lanka. The results of these surveys once aggregated into the annual market assessment, will inform YouLead year-two activities focused on increasing youth employability skills and linking youth to demand driven market employment opportunities. The employer and youth survey questionnaires are at the penultimate stage of completion. Verité Research has prepared a *Request for Proposals* to select the survey company to carry out the survey implementation and anticipate implementing the surveys in Q2 of FY2018. The gender assessment design was completed and reviewed by the YouLead team at the end of October 2017. Implementation of the assessment will begin in the first quarter of 2018 and the surveys will incorporate questions to extract information identified in the gender assessment design. Further, Verité also initiated the analysis of secondary data sourced from the Department of Census and Statistics. Efforts are on-going to obtain more recent data from the Department to incorporate in the year-two market assessment report.
- **Facilitate, strengthen, and institutionalize public-private coordination for policy and vocational education development.** During this reporting period, the YouLead team has conducted a large number of coordination meetings with the private sector to formalize mutually beneficial partnership agreements that contribute to achieving program objectives. The following are the key partnerships that are formalized in this quarter through signing of Memorandum of Understanding.

Hospitality and tourism sector

- ***Partnerships with Best Western Elyon Colombo (PVT), John Keells Holdings, and Aitken Spence PLC.*** Under these partnerships, YouLead and partners will cooperate on vocational education and training of employees resulting in increased employability of youth in hospitality and tourism industry. While YouLead will lead the efforts to provide technical assistance and training through volunteer experts in their training need

assessment, these partners will provide staff, infrastructure, and amenities to conduct these training.

Construction sector

- *Partnerships with Access Engineering.* Under this partnership, YouLead and Access Engineering will cooperate on vocational education and training of employees resulting in increased employability of youth in construction industry. YouLead will assist in design and development of training need analysis and curricula development for training programs through volunteer experts and Access Engineering will provide staff, infrastructure, and amenities to conduct these training as well as share segregated employees' data based on geographical region, gender and age.

Cross-cutting

- *Partnerships with Lanka Jathika Sarvodaya Shramandana.* Under this partnership, YouLead and Sarvodaya will collaborate to support USAID development objective of more inclusive growth economic growth opportunities and growth in Sri Lanka via human capacity building efforts that will create more-skilled workforce and well as increase employability skills particularly focusing on the underprivileged rural youth and women. The scope of this partnership is broad from curriculum development, pedagogical training, and strengthening pre-existing educational programs. This partnership will also support youth entrepreneurship programs with Sarvodaya Institute of Higher Learning.
- **Private partnerships.** During this reporting period, YouLead held a training needs assessment exploratory meeting with Cargills and John Keells to identify gaps and develop a scope of work to potentially provide tailored technical assistance to these large employers. YouLead conducted two separate meetings with John Keells—one for their foods division and other for their hospitality division. Jointly with each counterpart, YouLead has laid out the main points for the level two training and capacity building as highlighted in the partnerships section on page 10. Those trainings will be held in the next quarter.
- **Conduct a marketing campaign to career guidance centers and schools.** To understand existing career guidance initiatives at various public and private institutions, YouLead held discussions with the National Career Guidance Center of MSDVT, Ministry of Education, National Institute of Education, and various digital business and Telco organizations such as guru.lk, Dialog, Mobitel, Head Start (Pvt) Ltd, and iContext (Pvt) Ltd following these discussions, we now know that MSDVT, NAITA, and MoE have their own career guidance marketing campaigns and are not coordinating their efforts thus some of the activities are repetitive and adds to waste of resources. YouLead will engage all of these actors in the next quarter to develop a common platform for career guidance efforts related to marketing activities and provide cross-institutional awareness about the common activities related to career guidance.

- **Improve information dissemination on training opportunities.** It was observed that the Hambantota District Chamber of Commerce has its own career development center and works closely with vocational institutes to disseminate information about training opportunities. They annually publish a handbook detailing all regional training institutes and courses available. YouLead has discussed this issue with the chamber and is developing a joint plan with them to create a common template for the publication of course and training information, as well as to coordinate efforts to disseminate the information. Further, YouLead met with the developers of *nearby.lk*, a popular location finder app in Sri Lanka, to discuss displaying all vocational institutes in their app so users can search for courses by location, as well as date, level, duration, etc. *Nearby.lk* agreed and will start programming that addition in the next quarter.



YouLead partner Skills for Life trains a group of NAITA Inspectors from Southern Province on 23-27 Nov 2017. Photo Credit: YouLead

- **Launch a national youth employment forum.** The highlight of this quarter, YouLead's Youth Leadership Springboard 2017 forum, was held between December 7 to 9, 2017, showcased talented young people from across the Sri Lanka (see attached success story). The objective of this forum is to identify and develop youth champions/Ambassadors for YouLead across the country and to engage both them and the private sector in finding solutions to the mismatch between skills and employer need that is causing the youth unemployment problem. On December 9, 2017, 37 young people from across the country—most without a university degree—demonstrated their leadership potential. The forum was the culmination of two and a half days of leadership training and presentation development designed to show that youth, even those who may not be going to university, can and should be part of the solution to the mismatch in Sri Lanka between jobs available and employability skills. With a series of lively debates and Ted Talk-style presentations in Tamil, Sinhala, and English, these emerging young leaders impressed a mixed group of business, government, and NGO representatives on topics including the dignity of a career in a skilled trade and the need to increase women's workforce participation. Mrs. Samadanie Kiriwandeniya, Chairperson of SANASA Development Bank and a participant in



The debate on Participation of More Young Women in Workforce by the YouLead youth ambassadors during the Event on 9 Dec 2017 at Trace City, Sri Lanka. Photo Credit: Studio Lakdam

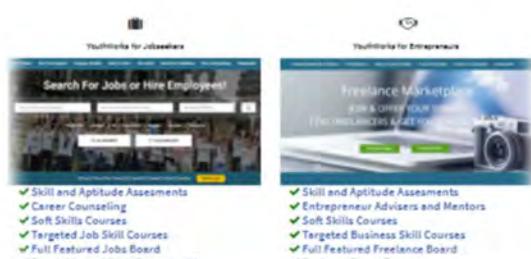
one of the debates, said she was thoroughly impressed with the youth who participated and pledged her support to YouLead's efforts to economically empower young people and to finance youth-led start-ups. SANASA Development Bank has more than a million customers and gave over 3,000 loans in 2016 to SMEs and women-led cooperatives, largely in rural areas. The young women and men who participated in the forum have pledged to take what they learn back to their peers and home communities and spread the messages YouLead is promoting in its behavior change communication campaign. The 37 youth were carefully selected from more than 150 applicants. Half are women and they represent every region and major ethnic community in Sri Lanka –23 from YouLead priority provinces (Northern, Central, Sabaragamuwa, and Southern Provinces).



The YouLead! youth ambassadors at the Borderland leadership training on 6 Dec 2017 at Kithulgala, Sri Lanka. Photo Credit: Borderland Sri Lanka

1.2 - Improve Career Guidance and Counseling

- **Provide comprehensive, evidence-based online resources.** During this reporting period, the YouLead team continued negotiations with Microsoft management on donating the "YouthWorks" platform to the project. A demo version of the platform was shared with the YouLead team to enable it to start planning for the development and rollout process. Almost all approvals have been obtained. The main remaining point is a decision from Microsoft corporate headquarters on how much, if any, intellectual property Microsoft intends to retain. The planned YouthWorks platform will be used for career counseling, resource sharing, online mentoring and linking to employment opportunities. Further, the largest source of open, online educational courses in Sri Lanka is guru.lk. Youlead is working closely with Guru.lk to develop a strategy to connect vocational education stakeholders with their digital education platform. Guru.lk. has offered to support the development of software for the Microsoft-donated YouthWorks platform.



Screenshot of proposed YouthWorks platform

In addition, one NAITA inspector from Uva Province is developing a simple mobile app on his own initiative to give easy access to course content for all

NAITA inspectors and students. YouLead has linked him to volunteer app developers who can enable him to further upgrade the software and will support him with additional content, as well as promote the use of the app among other NAITA inspectors and potential students.

- **Establish sustainable, youth-friendly career counseling and train counselors.** During this reporting period YouLead initiated discussions with the National Career Guidance Center to produce a career development curriculum and to conduct a career counselors training program. During formal focus group discussions with NAITA inspectors, YouLead staff learned that most of the NAITA Career Guidance workshops and seminars are conducted at the school level and most of the Career Guidance officers lack knowledge about the latest job demands and inspiring career guidance techniques and tools. To fill this gap in a systemic way, further discussions are on-going with the National Institute of Education to strengthen the career guidance syllabi of secondary school educational system and interlink it with vocational education career guidance initiatives.

1.3 - Provide Foundational Skills Critical to Finding and Maintaining a Job

- **Identify and tailor work-readiness curricula to strengthen employment skills.** During this quarter, YouLead has recruited a local curriculum expert, Ms. Naima Marker to identify international best-practice curricula and adapt it to the Sri Lankan context. The local curriculum expert worked with YouLead local partner Skills for Life to develop the new modules for work-readiness curricula. Twenty plus such modules have been identified to be developed or adapted. The modules cover the main soft and foundational skills that correlate to workplace success, such as problem solving, critical thinking, presentation skills, teamwork, communications, English, and IT literacy among others.

1.4 Increase Work-Based Learning Opportunities

- **Build or strengthen private partnerships to create more internship and apprenticeship opportunities.** During this reporting period, YouLead launched the first set of inspector trainings with the National Apprentice and Industrial Training Authority (NAITA) inspectors. NAITA's 400 inspectors are the link between the institution and the private employers who give its students approximately 18,000 apprenticeship opportunities annually. Given the growing acknowledgement of the importance of on-the-job training for early career development, the inspectors are a vital link in the vocational education system. After a series of needs assessment interviews with inspectors in the Northern, Central, and Southern Provinces, the YouLead team identified a need for enhanced negotiation, communications, ICT, and presentation skills. The three-day residential training was provided to 27 NAITA Inspectors from the Galle, Matara, Hambantota, and Moneragala districts—48 percent of the participants were women.

Component 2: Improved Quality, Relevance, and Delivery of TVET

The overall objective of this component is to work closely with the Ministry of Skills Development and Vocational Training (MSDVT) and training institutes, both public and private, to improve the delivery of vocational education in Sri Lanka.

2.1 Improve Relevance of TVET Delivery

- **Review existing curricula and align to industry demands.** While in the last quarter, YouLead collected and disseminated a list of 21 existing curricula that TVEC, in coordination with the private sector, has identified for review and improvement in YouLead's priority areas. The curricula are under review for soft skills content and gender sensitivity. Recruitment is underway to identify industry expert volunteers from the four priority sectors to do the technical curricula assessment and recommendations.
 - Construction (7)
 - Hotel & Tourism (10)
 - Healthcare (2)
 - ICT (2)
- **Assess number and relevance of TVET courses.** YouLead team has identified a local curriculum expert P.K.N.Dias to coordinate with Industry Skills Councils and TVEC to assess the existing curricula being taught by MSDVT and the public sector hospitality school according to market demand. The local team conducted several meetings with curricula development expert, Ms. Naima Marker, to identify the gaps in existing technical curricula along with the format and new content requirements. The activity will help assess which current courses are needed, should they be broken up in to smaller, shorter modules, and what are the gaps in the current course offerings. The selection of which curricula to prioritize is being made by the skills councils in coordination with the ministry.

2.2 Introduce New Demand-Driven Courses

- **Adapt and update market-based TVET courses.** The sector skills councils have been tasked to make recommendations for new curricula development during this reporting period. Work on the rest of the activities under this subcomponent will commence upon the selection of priority curricula for development and implementation.

2.3 Improve Teaching Staff's Technical, Pedagogical and Presentation Skills

- **Institutionalize pedagogical teacher training.** During this reporting period, the YouLead team worked with ASU to conduct Certified Master Trainer Program – Level 01: Interactive Pedagogy. Certified Master Facilitator Training (CMFT) is designed to enhance the instructional strategies and competencies of educators. Training focuses on key instructional strategies foundational to a broad range of teaching methodologies (i.e. instructional innovation, interactive and problem-based instructional techniques, and outcome assessments). The CMFT includes access to ASU's Professional Learning Library of over 5,000 educational resources that are supportive of both Level 1 and Level 2 certification levels. This will increase their staff knowledge and skills so that they can do their work effectively and competently. Subsequently, this would result in better workforce development. Three trainings were held from October 23, 2017 and was led by ASU subject matter experts, Ann Neilson and Dr. Sam DiGangi as well as facilitated by the international volunteer, Patricia Castillo. The trainings were for representatives from the public sectors including NAITA, VTA and DTET and the private sectors including companies such as Cargills, John Keells, Lanka Sathosa, SLTHIM and MA's Food.

In addition, the program team worked with the ASU staff to finalize training plans for level 2 Certified Master Trainer Program scheduled for January 2018. This included various rounds of meeting with VTA, NAITA, and DTET, John Keells, and Cargills HR teams to finalize the list of participants for level 2 training.

- **Perform a needs analysis on equipment and materials needed.** During this quarter, ASU Volunteer Patricia Castillo did a preliminary assessment on the equipment and classroom materials needed in every training center to run a successful training program. The assessment will be completed in the next quarter with the return of the ASU team to Sri Lanka and focuses on low-cost, practical solutions to enable the more interactive and student-led teaching styles



ASU Trainer Ms. Ann Nielsen (standing) facilitated the Level 1 – Interactive Pedagogy Training for the teachers and instructors from the Public-Sector Skill Development Institutes on 23 Oct 2017 at TITP, Maradana Sri Lanka. Photo Credit: YouLead



As a part of the Level 1 – Interactive Pedagogy Training, the teachers and instructors are given access to ASU's resource library on 05 Nov 2017 at TITP, Maradana Sri Lanka. Photo Credit: YouLead

being taught in the certified master teacher trainings. An assessment of the TITP facility and what will be required both physically and administratively to convert that into a full-fledged teacher training institute will also commence in the next quarter.

Component 3: Increase Prospects for Successful Self-Employment

The overall objective of this component is to help young entrepreneurs in Sri Lanka through business mentoring and coaching services to establish new businesses as well as to link youth with financial institutions to access capital to grow their existing businesses.

3.1 Update Entrepreneurship Course Contents

- **Evaluate courses & revise content to better prepare for self-employment.** The YouLead team visited the main vocational and training institutes in Sri Lanka that are currently offering entrepreneurship training to youth. The objective of these visits was to identify and evaluate existing curricula and persuade them to upgrade their course material into a uniform curriculum based on industry best practices. These institutes included: VTA, NAITA, DTET, NYC, and IDB. Further, YouLead conducted meetings with the Entrepreneurship Development faculty at the University of Sri Jayawardenapura to discuss possible areas of collaboration to develop entrepreneurship curricula.

3.3 Improve Access to Affordable Finance

- **YouLead support and agreements with financial institutions to support entrepreneurship opportunities.** During this reporting quarter, YouLead has developed formal partnerships with Sampath Bank PLC, Rural Development Bank, and Hatton National Bank. Under this partnership, YouLead and partners will cooperate to build capacity and create more entrepreneurship opportunities for young entrepreneurs in Sri Lanka. YouLead will support the training of bank credit officers to evaluate entrepreneurs' proposals/ business plans as well other training focused on increasing lending to youth. YouLead will support start-up entrepreneurs who receive financing from these institution with post-investment mentoring. Post-investment assistance has been shown to greatly reduce default rates for start-up enterprises and was a key element to gain the support of the financial institutions.



A MoU between YouLead and HNB was signed to build and to create more entrepreneurship opportunities for youths in Sri Lanka on 16 Nov 2017 at Colombo. Photo Credit: YouLead

2.1.3 Status of Subawards and Subcontracts

##	Sub Award/ Contract #	Sub Awardee/ Contractor Name	Period of Performance	Currency	Budget	Expenses as of 30 December 2017	%
01	175023	ASU	June 06, 2017 to December 30, 2017	US \$			
02	175019	GC	June 06, 2017 to April 30, 2021	US \$			
03	175020	Verité	June 16, 2017 to October 30, 2017	LKR			
04	175022	SFL	July 24, 2017 to November 30, 2017	LKR			
05	175024	AmCham	June 20, 2017 to April 30, 2021	LKR			
06	175021	CCC	June 28, 2017 to April 30, 2021	LKR			

* Obligated funds under Letter of Authorization (LOA) to incur costs. Sub-awards negotiations are on-going.

** Budget amount excludes cost share commitment.

*** Invoices are submitted after the end of FY 2018, Q1.

2.1.4 Volunteer Assignments

International volunteers

- IESC recruited and placed a long term international Volunteer expert, Dave Wagner, who arrived in Colombo on November 10, 2017. Mr. Wagner is assigned to work with MSDVT and support the establishment of a sustainable entrepreneurship function within the ministry, as well as help design a mentoring system for young entrepreneurs. He is supporting the entrepreneurship director in the review and development of a common entrepreneurship curriculum. His volunteer assignment is expected to end in May 2018 with an estimated 132 days of donated volunteer services.
- IESC also placed another international volunteer, Flo Wagner, on November 10, 2017 to support YouLead gender initiatives. Her volunteer assignment is expected to end in May 2018 with an estimated 132 days of donated volunteer services. Flo focused on supporting the development of the gender assessment and reviewing MSDVT curricula for gender stereotyping, as well as meeting with training partners such as the Women in Construction Forum and Dental Care International to learn how they have been able to overcome limitations to women's participation in non-traditional vocational programs and achieve high rates of employment for their female trainees.
- YouLead also placed ASU international volunteer, Ms. Patricia Castillo, who worked closely with the local team to conduct preliminary assessments on equipment and materials needed regionally in NIATA and other training

institutions by conducting classroom observation trips. Ms. Castillo also facilitated the private sector pedagogical training as part of level 1 Certified Master Trainer Program and completed the introductory pedagogy training for private partners John Keells, Cargills, and Lanka Sathosa.

- To facilitate YouLead's annual Youth forum in December 2017, YouLead recruited a short-term Volunteer, Mr. Suranga Nanayakkara, to lead a panel discussion and conduct an inspirational speech in a *Ted-Talk* style. The volunteer will also be engaged to mentor youth, and advise the program on maximizing youth engagement. Mr. Nanayakkara will volunteer 10 days of his time between December 2017 to May 2018.

2.2 Implementation Challenges

Regional offices. In last quarter, the program anticipated that the YouLead regional offices would be fully operational in November 2017. While the program has made tangible progress by operationalizing its Hambantota regional office in November 2017, opening of the remaining two regional offices in Kandy and Jaffna is delayed because the recruitment of regional staff took more time and effort than originally anticipated. The MoU's with three regional chambers in Northern, Central, and Southern provinces were finalized in the last quarter. At the time of reporting the identification and recruitment process for all regional staff is completed and the Program will formally inaugurate the relationship in January 2018.

Operations. While, the process to get duty exemptions and clearances for vehicle purchases has moved forward, it is yet to be fully resolved. The project submitted a request to purchase vehicles based on an analysis that purchasing would save the project more than \$65,000. YouLead, however, has an authorized geographic code of 937 which may limit the project's ability to purchase vehicles manufactured in Japan. As of the time of this writing, the Agreement Officer was looking into the issue.

2.3 Monitoring, Evaluation, and Learning (MEL) Update

The YouLead Monitoring, Evaluation, and Learning (MEL) Plan was re-submitted to USAID for their approval on December 18, 2017.

3. Integration of Cross Cutting Issues and USAID Forward Priorities

3.1 Gender Equality and Female Empowerment

In the last quarter of calendar year 2017, YouLead has taken the following steps to mainstream gender in our activities:

- 50 percent of the trainees in the level-one certified master teacher training were women and 10 of the 21 candidates (48 percent) selected to move onto the level-two training next quarter are women.

- At the YouLead launch held on October 19, the closing speaker was gender and youth champion, Jayanthi Kuru-Utumpala. Jayanthi is not only a gender expert with a UK Master's degree in gender studies and applied experience in Sri Lanka with Plan International and Care, she is also the only person in Sri Lanka to have successfully summited on Mt. Everest and is an inspirational speaker;
- 45 percent of the potential youth ambassadors and role models who participated in the Youth Leadership Forum on December 7-9 are women;



Snapshots from the National Youth Forum. YouLead youth ambassadors turn to social media to sharing their thoughts about the youth forum and influence youth to take leadership of their own economic empowerment

- YouLead successfully filled the position of the gender and communications manager this quarter. This is an optimal combination as it means all communication will be gender sensitive. The manager Ishani Jayamaha comes with great storytelling and documentary filmmaking skills that has added compelling video commentary that was used to great impact in the youth forum. Several voices of women were recorded on some of the central barriers to employment both in terms of cultural constructs and in terms of access that were used to seed vibrant debates at the Forum.
- As noted above, the annual gender assessment design was completed and a tender for the survey implementation is in process. This is designed to ensure that the ministry incorporates gender into their decision-making on the development of future curricula, as well as what courses to teach where;
- YouLead finalized a working agreement with WUSC to coordinate our outreach efforts focused on changing mindsets of young women and particularly the mindset of their family and community. This includes the joint development and distribution of a video promoting women's participation in tourism, support to WUSC's women entrepreneurship efforts in our priority regions, and coordination on radio and social media outreach efforts;

- The MOU drafted at the end of the last quarter with the Women in Construction Forum to train and employ more women in construction-related trades is being adapted to include efforts to encourage and set up a student-lending facility that will enable the Forum to spend more time on training and less time soliciting charitable donations to cover the living expenses of the trainees;
- We have reached out to the Women's Chamber of Commerce to participate in YouLead's outreach, apprenticeship, and mentoring efforts;

4. Lessons Learned

Given that the success of YouLead relies, in part, on coordination with and participation from MSDVT and its various supporting agencies and training institutes, we are taking a cautious approach to coordination with the Ministry. The internal politics in MSDVT are complex with a number of strong personalities in leadership roles—many of whom have different sources of political patronage. It has taken time to gain agreement on key focal points for project activities within the ministry, but we believe we now have enough commitment to move more quickly into implementation. The secretary of MSDVT called a leadership meeting during the quarter where YouLead was able to introduce its leadership team. This allowed both the project team and the ministry's leadership to put a face to each core project delivery area. As a result, progress has been made on the institutionalization and centralization of instructor training, and the identification of a key counterpart for entrepreneurship development. More needs to be done to gain similar levels of engagement and support for the creation of a centralized, sustainable research function.

During this quarter, the Tourism Industry Sector Skills council was disbanded after 18-months of limited activity. The reason for its inability to achieve the goals set before it was largely related to buy-in and commitment from the key participants. It is YouLead's understanding that the participants were largely appointed in an attempt to be as representative of the industry as possible. YouLead has been asked to help constitute a new skills council and is using this opportunity to try to build one based around a fully-private sector leadership whose representatives are current practitioners in the industry.

5. Planned Interventions for the Next Quarter Including Upcoming Events

1. Program Startup, Operations, and Administration

- Completion of Local Volunteer Manual
- Onboarding of regional offices project staff
- Set-up field offices – visits to the field office will be required

- Preparation of VAT/NBT Estimates for January to June 2018 and submit VAT/NBT reimbursement request to Line Ministry
- Finalize the recruitment and on-board the partnerships manager
- Training of all new team members in YouLead policies and procedures

2. Regional Partnerships and Increasing Apprenticeships

- Three more rounds of the NAITA inspector training is anticipated to be completed in the next quarter;
- With the opening of all three regional offices, the YouLead career development and partnership officers will begin engaging directly with the private sector, the training institutes in their regions and civil society groups working with women and youth to lay the foundation for the next three and a half years of collaboration;
- Design the career counselor trainings—including training for 200 new career counselors in the 200 pilot secondary schools chosen to roll out the government's new 13-years compulsory education plan;
- Support the creation of a new tourism sector skills council (the previous one was disbanded late in this quarter);
- Identify consultants and volunteers to complete workforce competitiveness roadmaps for the construction, ICT and tourism sectors;
- Take over management of the YouthWorks platform from Microsoft and initiate the software and content development required to make it fully functional.

3. TVET Training and Curricula Development

- Complete level two of the certified master teacher training
- Complete the assessment of equipment and material needs for training classrooms and to convert TITP into a fully-fledged teacher training institute;
- Identify curricula development experts and best practice curricula in the tourism, ICT, and construction sectors;
- Support the development of teacher guides for revised ICT curricula;
- Explore the possibility of developing the existing regional centers as TOT centers in technology in the priority areas.
- Design stage-two training programs for private partners John Keells, Lanka Sathosa, and Cargills

4. Entrepreneurship

- Continue working closely with MSDVT, TVEC and its three main training institutes—the National Apprentice and Industrial Training Authority (NAITA), the Vocational Training Authority (VTA,) and the Department of Technical Education and Training (DTET) to develop a common entrepreneurship development curriculum with the assistance of foreign and local volunteers and consultants;
- Using the developed common curricula and identify trainers and a venue, to start training trainers on the entrepreneur development curriculum;
- Plan a short video that will inspire NVQ level 3 participants to start their own enterprise and follow an entrepreneurship development program;
- Negotiate with respective institutes that provides NVQ level 3 training to accommodate ED program for students who are willing to follow;
- Negotiate with financial institutions (remaining 4 out of selected 7 banks) to complete MoUs' to partner with YouLead on entrepreneurship financing, as well as on student lending programs where feasible;
- Conduct financial sector credit officer training program; and,
- Develop a portal within the YouthWorks platform to link young entrepreneurs, financial institutions, and mentoring capabilities together.

6. Financial Management

During this reporting period, expenditures are largely aligned with expectations. The project is awaiting feedback on the requested authorization to purchase vehicles which could result in cost savings upward of \$65,000. The biggest current variable in the YouLead budget is the money set aside to handle VAT payments. With the support of USAID and the experience of Operations and Finance Director Lalani Wijesuriya, YouLead has outlined a process by which it can get reimbursed for VAT and other tax expenditures. Should we be successful in getting taxes reimbursed, it will result in significant cost savings for the project.

Table 3: YouLead Project Spending*

Budget Categories	Budgeted	Spent as of December, 2017	USD (\$) Balance Remaining
PERSONNEL			
FRINGE BENEFITS			
TRAVEL & PER DIEM			
EQUIPMENT			
SUPPLIES			

Budget Categories	Budgeted	Spent as of December, 2017	Balance Remaining
CONTRACTUAL/SUBAWARDS			
OTHER DIRECT COSTS			
INDIRECT COSTS			
TOTAL PROGRAM COSTS			
COST SHARE			
TOTAL BUDGET			

* Without VEGA administrative costs

**Includes sub partners cost-share as well.

7. Cost Share and Leverage

The Cost Share and Leverage table below provides the *value* of cost share and leverage that YouLead was able to generate between June to December 2017. The total cost share was \$115,470.77 and the total leverage was \$0.00. The cost share includes two long-term volunteers, project director donated time to YouLead and the value of donated services by local partners. The cost share generated from Patricia Castillo, an international Volunteer from ASU, is not reported by ASU at the time of reporting.

Table 4: Cost Share and Leverage

#	Sub Awardee/ Contractor/ Institution	USD (\$)	
		Cost Share (cumulative) (June to Dec 2017)	Leverage cumulative (June to Dec 2017)
01	Ceylon Chamber of Commerce	115.55	Nil
02	IESC	114,148	Nil
03	DTET	979.44	Nil
04	Hambantota Chamber of Commerce	162.70	Nil
05	Thissamarama Vocational Training Center	65.08	Nil
	Total	US\$ 115,470.77	Nil

Annex A: PMP Progress Summary

YouLead#	USAID F Indicator #	Indicator	Indicator Type	USAID Reporting Frequency	Unit	Baseline		FY 2018						FY 2019	FY 2020	FY 2021	LOP	
						Year	Baseline Value	Target	Result to Date	Result for Q 1	Result for Q 2	Result for Q 3	Result for Q 4				Target	Target
P1	EG. 6-1	Number of individuals with new or better employment following completion of USG-assisted workforce development programs	Outcome	Annually	Nos	2018	0	478	0					5,871	14,643	19,343	40,335	0
O1.1		Number of participants obtaining full-time jobs six months after completing training	Outcome	Annually	Nos	2018	0	378	0					5,371	14,548	18,868	39,165	0
1.1	EG. 6-3	Number of individuals who complete USG-assisted workforce development programs	Output	Semi Annually	Nos	2018	0	2,125	0					7,449	15,035	19,424	44,033	0
1.2		Number of youth provided career and placement services	Output	Semi Annually	Nos	2018	0	0	0					15,825	29,100	52,100	97,025	0
O2.1		Number of local businesses offering jobs to project beneficiaries	Outcome	Annually	Nos	2018	0	189	0					1,890	4,725	4,725	11,529	0
2.1		Number of technical curricula developed or improved	Output	Annually	Nos	2018	0	17	0					20	20	0	57	0
2.2		Number of trainers receiving training by YouLead!	Output	Semi Annually	Nos	2018	0	129	42	42				420	490	396	1,435	42
		Females			Nos	2018	0	19	19	19				84	123	133	359	19
		Males			Nos	2018	0	110	23	23				336	367	263	1,076	23
2.3		Number of counselors trained to better match students to careers	Output	Semi Annually	Nos	2018	0	45	0					496	226	496	1,263	0
O3.1	EG. 5-3	Number of microenterprises supported by USG assistance	Outcome	Semi Annually	Nos	2018	0	100	0					500	95	475	1,170	0
O3.2		Number of new businesses still operating six months after start-up	Outcome	Annually	Nos	2018	0	90	0					450	86	428	1,054	0

YouLead #	USAID F Indicator #	Indicator	Indicator Type	USAID Reporting Frequency	Unit	Baseline		FY 2018						FY 2019	FY 2020	FY 2021	LOP	
						Year	Baseline Value	Target	Result to Date	Result for Q 1	Result for Q 2	Result for Q 3	Result for Q 4	Target	Target	Target	Target	Result to Date
3.1	EG. 4.2-1	Total number of clients benefiting from financial services provided through USG-assisted financial intermediaries, including non-financial institutions or actors	Output	Semi Annually	Nos	2018	0	100	0					650	295	725	1,770	0
3.2	EG. 4.2-2	Number of financial intermediaries serving poor households and microenterprises supported by USG assistance	Output	Semi Annually	Nos	2018	0	3	0					2	2	2	9	0
3.3		Number of youth trained in entrepreneurship skills	Output	Semi Annually	Nos	2018	0	260	0					800	1,040	1,380	3,480	0
CRS	GNDR-2	Proportion of female participants in USG-assisted programs designed to increase productive resources	Output	Semi Annually	%	2018	0%	15%	46%	46%				20%	23%	27%	25%	46%
		Females							63	63								63
		Total Participants							138	138								138
CRS	YOUTH -1	Number of youth at risk of violence trained in social or leadership skills through USG assisted programs	Output	Semi Annually	Nos	2018	0	1,312	33	33	0	0	0	4,537	8,835	11,442	26,126	33
		Females 15 -24						112	10	10				363	663	822	1,960	10
		Males 15 - 24						20	12	12				91	221	322	654	12
		Females 25 - 29						1,003	5	5				3,267	5,963	7,401	17,634	5
		Males 25 - 29						177	6	6				816	1,988	2,897	5,878	6
		Urban						590	14	14				2,042	3,976	5,149	11,757	14
		Rural						722	19	19				2,495	4,859	6,293	14,369	19

Note: YouLead!'s AMELP is in approval process and the above YouLead! PMP indicators are proposed in the submitted AMELP.

Annex B: TraiNet Report

Programs Sorted By Name

Report Parameters:

Activity: YouLead-The Youth Employment and Business Start-up Program.

Name	Location	Status	Start Date	End Date	Activity	Males	Females	Total Trainees
Level 1 - Interactive Pedagogy	IC	Completed	10/30/2017	11/02/2017	YouLead-The Youth	15	8	23
Level 1 - Interactive Pedagogy	IC	Completed	10/23/2017	10/27/2017	YouLead-The Youth	8	11	19
Level 1 - Interactive Pedagogy	IC	Completed	11/06/2017	11/09/2017	YouLead-The Youth	19	13	32
Soft Skills Training for NAITA	IC	Completed	11/22/2017	11/24/2017	YouLead-The Youth	14	13	27
YouLead! Youth Leadership Forum	IC	Completed	12/06/2017	12/09/2017	YouLead-The Youth	19	18	37

Totals for Report:	Program Count	Total Males	Total Females	Total Trainees
	5	75	63	138



Annex C: Success Story

Youth take the lead on challenging “accepted wisdom” for career paths

Different backgrounds; one voice



Rathika Pathmanathan; Writer, Activist, and Youth Ambassador giving an inspiring speech on conquering pain and despair through art at the Youth Leadership Forum held on 9th December in Colombo.



Elizabeth Davnie-Easton, Acting Mission Director - USAID Sri Lanka and the Maldives handing the certificates to participants.

“This (is) a program you feel the change, you are actually taking the lead.”

Ishani Karunaratne
Youth Ambassador

Telling Our Story
U.S. Agency for International Development
Washington, DC 20523-1000
<http://stories.usaid.gov>

Sri Lanka is developing rapidly with growing opportunities for employment, yet youth unemployment nationwide still hovers above 20 percent. Unemployment is almost twice as high among young women than young men. USAID-funded Youth Employment and Business Startup Program (YouLead) is designed to bridge the gap between marketplace demand and the job-skills young women and men are developing in Sri Lanka.

One of the most pernicious impediments to youth employment is the low *value* that youth or their parents tend to place on the kinds of trades and services in highest demand. The negative impact this mind-set has on employment, as well as on broad-based economic development, is compounded when jobs in the industries with the highest growth such as hospitality and construction are often considered “inappropriate” for young women.

Thirty-five young women and men from around the country, representing every major region, ethnicity, and religion came together at the end of 2017 to do something about it. “We realize now that we can’t expect government or our elders to fix this problem, we need to do it ourselves,” said a 21-year old woman who attended the National Youth Forum in December 2017.

After three days of team-building and leadership training in central Sri Lanka, these 35 youth – most of whom will not get a university degree –

got up on stage with some of Sri Lanka's most influential business and cultural leaders. They looked them in the eye as equals, participated in debates and presentations on the topic of youth economic empowerment, and proved just how capable Sri Lanka's youth is. "It's our future", was a unanimous message as they pledged youth-led solutions to tackle youth unemployment.

The 35 youth participants have gone home with a mission. They are actively engaging their peers and local communities through [blogs](#), tweets, and via their leadership roles in groups like the Sri Lankan girl guides. YouLead continues to support these young ambassadors as they develop and implement plans to overcome the barriers to youth economic empowerment in their home towns. Colombo-based Aisha Nazim summed up the consensus of the group when she defined a youth ambassador as someone who leads by example and someone people can look up to.

Annex D: YouLead Media Coverage

Please see the compiled media coverage below



YouLead Campaign Launch

Consolidated Coverage Report

Prepared By



No	Publication	Date	Language
01	Daily FT	20.10.2017	English
02	Daily Mirror	20.10.2017	English
03	Daily News	20.10.2017	English
04	Ceylon Today	20.10.2017	English
05	Dinamina	20.10.2017	Sinhala
06	The Island	21.10.2017	English
07	Sunday Ceylon Today	22.10.2017	English
08	Sunday Observer	22.10.2017	English
09	Sunday Observer	22.10.2017	English

Online

01	Colombo Gazette	19.10.2017	English
02	Daily FT	20.10.2017	English
03	Daily Mirror	20.10.2017	English
04	Daily News	20.10.2017	English
05	Ceylon Today	20.10.2017	English
06	Business Café	20.10.2017	English
07	Ada Derana Biz	20.10.2017	English
08	Ceylon Business Reporter	21.10.2017	English
09	Ceylon Today	22.10.2017	English
10	Sunday Observer	22.10.2017	English
11	Sunday Observer	22.10.2017	English

Major multi-stakeholder \$ 12 m initiative to make youth employable

BY SHANNON
JAYAWARDENA

To enhance the employability and skills of youth, a multi-stakeholder major four-year initiative with \$ 12 million funding kicked off yesterday.

Spearheaded by the US Agency for International Aid (USAID) and the Government, the initiative involves a coalition of partners from the private sector, non-profit organisations, think tanks and academic institutions.

Titled 'YouLead', it will link youth to productive careers by creating a more market-oriented, skilled and flexible workforce in the country. The focus is to tackle youth unemployment by skills development, enhancing the prospects of employability.

It was revealed that over 70% of the population from the ages of 15-29 were unemployed while 85% were rural residents. Statistics further show that five million young women are yet unemployed while only 9% were employees in the tourism sector and Parliament. Hence while unemployment amongst youth is a crucial problem, the gender-based cultural patterns of Sri Lanka play a key role in the issue. Youth between the ages of 16 and 35 will be targeted and the



Skill Development and Vocational Training Minister Chandima Weerakkody



US Ambassador to Sri Lanka Atul Keshap



IESC Vice President YouLead Project Director Charles Conconi



Ceylon Chamber Chairman Rajendra Theagarajah

regional focus is on the provinces with the highest youth unemployment – the Sabaragamuwa, Central, Southern and Northern provinces. Given the substantial number of unemployed women and their 35% workforce participation rate, 'YouLead' will encourage more women to enter the workforce and take up in-demand careers.

(More Page 2)

from the industries and sectors that provide employment."

'YouLead' is administered by the Volunteers for Economic Growth Alliance (VEGA) and implemented by International Executive Service Corps (IESC), an organisation which has worked with hundreds of private sector enterprises in Sri Lanka since 1965. It will partner the Ceylon Chamber of Commerce, the American Chamber of Commerce, Arizona State University, Global Communities, Skills for Life and Verite Research.

"The potential and human talent in this country is amazing and we are truly captured by the vision of the young people," said US Ambassador to Sri Lanka and Maldives, Atul Keshap, adding that "the future of Sri Lanka depends on its youth gaining skills and knowledge that will power prosperity."

IESC Vice President and in-Country Project Director Charles Conconi said: "At the YouLead project we take a subtonic approach with these issues. We work with students to help develop their skills better, with teachers and career counsellors to develop their capacity, with training institutions themselves and entrepreneurs. We believe that's the only way to create a truly sustainable, professional and productive workforce for Sri Lanka's future."

It is also very important to cast aside any forms of racial or gender-based discrimination and treat all youth of equal capabilities the same. Given the substantial number of unemployed women and their 35% workforce participation rate, the campaign will encourage more women to enter the workforce and take up in-demand careers.

Ceylon Chamber of Commerce Chairman Rajendra Theagarajah emphasised the fact that "you should take leadership and customise it into a talent-based opportunity."

USAID Mission Director Dr. Andrew Sisson, American Chamber of Commerce President Kumudu Gunasekera, business leaders, youth leaders and role models attended the launch.

Major...

'YouLead' will engage the private sector and the Ministry of Skills Development and Vocational Training on skills, knowledge and capacity building activities that aim to increase youth employability and sustainable self-employment.

Chief Guest at the launch, Minister of Skills Development and Vocational Training, Chandima Weerakkody, said: "Unemployment is certainly an issue but on the other hand, finding employment for the employees is also a problem."

"Many employers report difficulties in finding suitably skilled workers, thus it is imperative that all curricula and skills development programs undertake to do so with continuous consultation and feedback

USAID launches US \$ 12mn project to boost Lankan youth employability

■ Project aimed at creating a more 'market-oriented skilled and flexible' workforce

■ Will target youth in Sabaragamuwa, Central, Southern and Northern provinces

■ By Shabiya Ali Ahlam

United States Agency for International Development (USAID) yesterday joined the government to launch a project to equip the country's youth with skills required to survive and thrive in the fast evolving workplace.

YouthLead is a US\$ 12 million initiative that aims at linking the country's youth with productive careers in the local economy, by creating a



US Envoy Atul Keshap

more 'market-oriented skilled and flexible' workforce.

The project will be carried out over a 4-year period and will help young Sri Lankans between the ages of 16 and 36 become more competitive in the labour market.

Sri Lanka's private sector has repeatedly stressed on the prevailing mismatch between the skills required and the skills available in the market place. According to the

latest Labour Force Survey (2016), 70 percent of those unemployed are youth and of that 85 percent are from the rural area.

While 55 percent of unemployed youth have passed GCE O-Levels and above, as per World Bank statistics as of 2014, the unemployment rate is higher by nine folds compared to the rest of the working age population.

MORE ON P4

skills of local youth.

The project's regional focus is on the provinces with the highest youth unemployment, which are Sabaragamuwa, Central, Southern and Northern provinces.

Addressing the launch ceremony held in Colombo yesterday, US Envoy Atul Keshap asserted that the future of Sri Lanka depends on its youth gaining the skill and knowledge will "power the country's prosperity".

"By deploying the resources and knowledge of government and businesses, YouthLead aligns global best practice tools and training with in-demand jobs", he said while emphasizing on the importance of public private partnerships (PPPs).

Meanwhile, YouthLead Project Director Charles Conconi pointed out that the gap in the youth unemployment space will be bridged in a systemic manner by working closely with instructors to enhance their ability to impart knowledge; career counselors to make sure they assist the youth in taking their first step towards a career and not just a job and training institutes to build their capacities to deliver high quality courses that can lead directly to employment.

The USAID funded YouthLead is administered by Volunteers for Economic Growth Alliance (VEGA), and implemented by IESC, an organization that has worked with a number of private enterprises in the country since 1965.

Under the programme, IESC will partner with the Ceylon Chamber of Commerce (CCC), the American Chamber of Commerce (AmCHAM), Arizona State University, Global Communities, Skills for Life and Verité Research.

USAID launches...

YouthLead essentially targets students, teachers, entrepreneurs and women to ensure there is a tight fit between the skills demanded in a competitive economy and the

USAID PARTNERS \$12 MN 'YOU LEAD' EMPLOYABILITY, SKILLS DEVELOPMENT PROJECT

INDUNIL HEWAGE

In an ambitious drive to tackle youth unemployment, the United States Agency for International Development (USAID) along with the business leaders and the Sri Lankan Government unveiled 'YouLead', a new employability and skills development project yesterday.

The 'YouLead' is a \$ 12 million initiative that USAID and its project partners will collaborate for a four -year period to help young Sri Lankans between the ages of 16 and 35 to become more competitive in the labour market.

The US Ambassador to Sri Lanka and the Maldives, Atul Keshap speaking at the inaugural ceremony stressed the need to

train and sharpen the capabilities of the Sri Lankan youth to cater to the demand of both local and international job market.

In addition, the Ambassador underscored the need to support innovation and start-ups culture in Sri Lanka. Citing human talent of Sri Lanka as an inspiring and amazing story to the world, the ambassador reiterated the US government support to develop skills and help realize the dreams and aspirations of local youth.

The ambassador also expressed hope that Sri Lankans could look for a bright future despite all the suffering, trauma experienced by them over the last two -three decades. "We will fully invest in the success of the



Minister of Skills Development and Vocational Training Chandima Weerakkody and the US Ambassador to Sri Lanka and the Maldives, Atul Keshap addressing the inaugural session. Picture by Siripala Halwala

Sri Lankan people and project like 'You Lead' would help Sri Lankans contribute to the greater happiness and prosperity of the economy.

We want to see Sri Lanka as a truly democratic, prosperous, happy and reconciled country in the future." While stressing

the need to better prepare the youth for employment opportunities arising from burgeoning tourism sector, which alone requires another 300,000 workforce by 2020, as well as construction and Maritime sector, he said that it was high time to take proactive measures to take these

industries growth to the next level by addressing the acute labour shortage in these respective industries. Noting that youth as the future of the country, he emphasized that 70% of unemployed people in Sri Lanka are youth aged between 15-29.

M21

USAID PARTNERS \$ 12 MN... From page 1

Echoing the same sentiments expressed by the ambassador, the Minister of Skills Development and Vocational Training Chandima Weerakkody said Sri Lanka's biggest challenge as of now is the issue of youth unemployment.

"We have already taken measures introduce school curriculum to match the existing and future talent on par with the international job market demand. Through these initiatives, it is intended to reduce the gap between employer and employee and we believe that it is high time to take speedy

actions to attract youth into potential sectors like tourism, construction and maritime.

Speaking on women unemployment in Sri Lanka, the Minister claimed that women participation in tourism sector accounts for 9 % and the same situation applies to the women representation in the parliament.

"Women are prevented from joining tourism sector due to Sri Lankan thinking." The 'YouLead', will also engage the private sector and the Ministry of Skills Development and Vocational Training on skills, knowledge, and capacity-building activities that aim to increase youth employability and sustainable self-employment.

"YouLead" regional focus is on the provinces with the highest youth unemployment, Sabaragamuwa, Central, Southern and Northern Provinces. The project also aims to foster increased opportunities for self-employment by improving the skills of young entrepreneurs and working with financial institutions to encourage more lending to youth-led start-ups. Given the substantial number of unemployed women and their 35 percent workforce participation rate, "YouLead" will encourage more women to enter the workforce and take up in-demand careers.

SL faces skills shortage

Govt's priority is to train the workforce - Chandima

BY ZOHARA GHAFFOOR

Required, relevant and competent skills are unavailable in Sri Lanka and the country's utmost priority is to train to match industry needs both locally and internationally, says Skills Development and Vocational Training Minister Chandima Weerakkody.

Addressing the 'YouLead' launch funded by USAID – Weerakkody said that Sri Lanka faces a lack of required, relevant and competent skills in its workforce.

According to him, Sri Lanka's utmost priority should be to train our youth to match industry requirements, nationally and internationally.

He said that the country had started this process, but deeper interaction and constant contribution by



Chandima Weerakkody

the private sector was important.

Weerakkody said that the youth did not know how to apply what was learnt at school or university level, and the Government's traditional education system needed to change to build a competent workforce. He said that unemployment was not unique to Sri Lanka and that there are many vacancies, but required,

relevant and competent skills were unavailable.

However, the Minister said that low female participation in industries such as tourism was a concern and that 65% of women at employable age remain unemployed. He said female participation needed to be increased for the well-being of women in the country.

"Our culture is surrounded with the notion that working hard is the best way to earn money, but in the present day context, it is simply not the case; we need to have our youth using their ideas and innovation to steer growth," the Minister said.

A frightening situation, he said, was that 80% of the unemployed population came from rural areas and that it has not achieved social equality yet. Explaining further, Weerakkody said the construction, tourism and IT industries were facing a gap in skilled labour.

Speaking about a current initiative to develop skills, he said, "Sri Lanka's National innovation centre will be opening, and it is dedicated to the youth to sharpen their thinking to design and invent, which will bring the economy forward."

(Pic by Duminda Wanigasekara)

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තරුණ වියකියටට විසඳුම් ලබා දෙන යෙකිය හා නිපුණතා සංවර්ධන ව්‍යාපෘතිය "Youlead" රේය (19) ශ්‍රී ලංකා ආයෝ-රත්න මණ්ඩලයේ දී ඇරැමියි. එම ව්‍යාපෘතිය මූලික අර-මූදල් ලෙස බොලර මිලියන 12ක මූල්‍ය ප්‍රතිපාදන යෙද-මින් ආරම්භ කෙරුණ අතර මෙමින් තාර්කිසයේ එලුදිනේවය ඉහළ නිංව-මින් වෙළුද්‍යෙළට ගල-පෙන නිපුණතාවයනින් සුඩු යුතු බෙළුකායක් ශ්‍රී ලංකාවේ ගෙඩිනැංම මූලික අරමුණ වේ.

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USAID joins business leaders and Sri Lanka government to launch 'YouLead'

With the support of the United States Agency for International Development (USAID), a coalition of partners from the Government of Sri Lanka, the private sector, non-profit organizations, think tanks, and academic institutions launched an initiative to increase the employability of Sri Lankan youth. "YouLead" is a \$12 million initiative that will link youth to productive careers in the Sri Lankan economy by creating a more market-oriented, skilled, and flexible Sri Lankan workforce.

USAID and its partners will collaborate over a four-year period to help young Sri Lankans between the ages of 16 and 35 become more competitive in the labor market. "YouLead" will also engage the private sector and the Ministry of Skills Development and Vocational Training on skills, knowledge, and capacity-building activities that aim to increase youth employability and sustainable self-employment.

"YouLead" regional focus is on the provinces with the highest youth unemployment—Sabaragamuwa, Central, Southern, and Northern Provinces. The project also aims to foster increased opportunities for self-employment by improving the skills of young entrepreneurs and working with financial institutions to encourage more lending to youth-led start-ups. Given the substantial number of unemployed women and their 35 percent workforce participation rate, "YouLead" will encourage more women to enter the workforce and take up in-demand careers.

At the inauguration ceremony in Colombo on October 19, U.S. Ambassador Atul Keshap said, "The future of



U.S. ambassador Atul Keshap

Sri Lanka depends on its youth gaining the skills and knowledge that will power the country's prosperity." Ambassador Keshap emphasized the significance of public-private partnerships, noting, "by deploying the resources and knowledge of government and business, "YouLead" aligns global best-practice tools and training with in-demand jobs."

The inauguration also featured the Minister of Skills Development and Vocational Training Honorable Chandima Weerakkody; USAID Mission Director, Dr. Andrew Sisson; Vice President of the International Executive Service Corps (IESC) and In-Country Project Director for YouLead!, Charles Conconi; chairman, Ceylon Chamber of Commerce, Rajendra Theagarajah; president of the American Chamber of Commerce, Kumudu Gunasekera; together with corporate luminaries, youth leaders, and role models.

"Matching skills and jobs has become a high priority not just for our success as a nation but on a global level" said The Minister of Skills Development and Vocational Training, Chandima Weerakkody.

\$12M to promote 'startup culture' – US Ambassador

BY ZOHARA GHAFFOOR

US\$ 12 million will be invested to promote a 'startup culture' and tackle youth unemployment in Sri Lanka through the 'YouLead' Programme says, US Ambassador to Sri Lanka, Atul Keshap.

Speaking at the 'YouLead launch' funded by USAID Keshap said, "A sum of US\$ 12 million will be invested in Sri Lanka to expand self-employment opportunities and create more market-oriented, skilled and flexible youth in the workplace. The 'YouLead' initiative will wake unemployed Sri Lankan youth to new and existing jobs."

Elaborating further on the programme, he said it is driven by skills development, on the job training and mentoring services and private and public sector linkages.



Atul Keshap
(Pic by Dumindu Wanigasekara)

TO PAGE B11

Act, he said that with reforms, such as the new Tax Act, Foreign Exchange Act, Fiscal Liability Management Act, Corporate Intents of State Owned Enterprises and close monetary-fiscal coordination, the Government hoped to steer the country forward.

\$12M...

He said the initiative will also improve youth access to finance through which they can start their own businesses and generate further employment.

"One of the greatest things about the US is that we have an entrepreneurial culture, we have a startup culture, it is not unusual for a young person to say 'you know what, I am quitting my steady government job and I am going to start up a new company because I have a better idea'. Steve Jobs was an entrepreneur who had nothing, but he had an idea and was able to start one of the biggest companies in the world", he said.

However, Keshap emphasized that the power of an idea, faith in oneself, a little bit of access to knowhow and finance and most of all self confidence were the keys to a successful startup. He re-iterated "The type of self confidence where one could quit his or her job and start up a company will change the entire world. This programme will help fuel that vision and help address concerns, fears and frustrations of youth", he said.

Keshap said the programme will partner with the private sector to train more than 1,200 counsellors throughout the country to develop improved career guidance to more than 95,000 youth that will better prepare them for the job market. "This will introduce 50 new curricula that are developed in close collaboration with public and private sector stakeholders to prioritize high growth sectors", he elaborated.

"Youlead" will specifically work to engage women and rural youth to ensure employment and income disparities in the country.

Four-year program to make youth employable

BY LALIN FERNANDOPULLE

The USAID and YouLead, a youth employment and business start up program in partnership with the Ministry of Skills Development and Vocational Training targets around 40,000 youth to be trained in the next four years under a program to make youth employable through skills development.

YouLead recognizes that the construction and tourism sectors alone need around 700,000 skilled workers with 400,000 and 300,000 workers respectively. However, what is alarming is that according to estimates, around 70 percent of the youth are out of employment and of that nearly 80 percent come from the rural sector.

A YouLead official said that there is a clear need to train youth and develop their skills to meet the needs of the job market and make them employable. Skills mismatch is another major issue in Sri Lanka which we need to urgently look into in order to enable youth to secure employment. USAID, the US Agency for International Development in funding YouLead aims at helping Sri Lanka to create a competent workforce, a major challenge that has gripped the country for several decades.

"Clearly there is a mismatch of skills in the marketplace. YouLead will address this mismatch in a systematic way," YouLead Project Director Charles Conconi said during the launch of YouLead at the Ceylon Chamber of Commerce last week. However, employers are unable to find workers. YouLead, a US\$ 12 million initiative will link youth

to productive careers in the economy and enable Sri Lanka to create market oriented, skilled and flexible workforce.

"We work with careers counselors, training institutes and instructors to build a foundation for youth to develop their careers. Conconi said. US Ambassador to Sri Lanka and the Maldives Atul Keshap said USAID and its partners will collaborate over a four year period to support youth in the age of 16-35 in Sri Lanka to be more competitive in the labour market. Estimates reveal that around 1.5 billion youth across the globe are unemployed and as a result there is growing frustration as they are unable to raise a family and lead a normal life.

The YouLead program aims at creating opportunities for self employment by developing skills of young entrepreneurs and encouraging financial institutions to led youth led start ups. The program also intends engaging more women in the workforce. The first Sri Lankan to summit Mount Everest and Youth Ambassador 'Reach Up', Jayanthi Kuru-Utumpala wrapping up the proceeding stressed the need to create an enabling environment for you to achieve their dreams.

"Gender based discrimination and violence in work place must come to an end if we are to create an enabling environment. Women working late must be provided transport to get back safely, flexible working hours to encourage women must be offered for women to stay in jobs and archaic gender rights must be done away with," she said.

\$ 12 million budget

Focus on provinces with the highest unemployment

Will create flexible workforce

USAID JOINS BIZ LEADERS, GOVT TO LAUNCH 'YOULEAD'

A project to tackle youth unemployment



US Ambassador Atul Keshap



Vice President of the International Executive Service Corps (IESC) and in-Country Project Director for YouLead, Charles Conconi



Minister of Skills Development and Vocational Training Chandima Weerakkody



Chairman, Ceylon Chamber of Commerce, Rajendra Theagarajah

With the support of the United States Agency for International Development (USAID), a coalition of partners from the Government, the private sector, non-profit organizations, think tanks, and academic institutions launched an initiative to increase the employability of Sri Lankan youth.

"YouLead" is a \$12 million initiative that will link youth to productive careers in the Sri Lankan economy by creating a more market-oriented, skilled, and flexible Sri Lankan workforce.

USAID and its partners will collaborate over a four-year period to help young Sri Lankans between the ages of 16 and 35 become more competitive in the labor market.

"YouLead" will also engage the private sector and the Ministry of Skills Development and Vocational Training on skills, knowledge, and capacity-building activities that aim to increase youth employability and sustainable self-employment.

"YouLead" regional focus is on the provinces with the highest youth

unemployment — Sabaragamuwa, Central, Southern, and Northern Provinces.

The project also aims to foster increased opportunities for self-employment by improving the skills of young entrepreneurs and working with financial institutions to encourage more lending to youth-led start-ups. Given the substantial number of unemployed women and their 35 percent workforce participation rate, "YouLead" will encourage more women to enter the workforce and take up in-demand careers.

At the inauguration ceremony in Colombo on October 19, US Ambassador Atul Keshap said, "The future of Sri Lanka depends on its youth gaining the skills and knowledge that will power the country's prosperity." Ambassador Keshap emphasized the significance of public-private partnerships, noting, "by deploying the resources and knowledge of government and business, "YouLead" aligns global best-practice tools and training with in-demand jobs."

The inauguration also featured the Minister of Skills Development and Vocational Training Honorable Chandima Weerakkody; USAID Mission Director, Dr. Andrew Sisson; Vice President of the International Executive Service Corps (IESC) and in-Country Project Director for YouLead!, Charles Conconi; Chairman, Ceylon Chamber of Commerce, Rajendra Theagarajah; President of the American Chamber of Commerce, Kumudu Gunasekera; together with corporate luminaries, youth leaders, and role models.

"Matching skills and jobs has become a high priority not just for our success as a nation but on a global level" said the Minister of Skills Development and Vocational Training, Chandima Weerakkody.

"Many employers report difficulties in finding suitably skilled workers, thus it is imperative that all curricula and skills development programs undertaken do so with continuous consultation and feedback from the industries and sectors that provide employment.

"Without this the skills mismatch continues to be a crippling problem not just to the youth of the country but also negatively impacts the economic growth of the nation. So let us take into consideration the repeatedly highlighted requirements of employers", as well as have the initiative to preempt what the future requirements will be and train our youth accordingly," he said. The Minister thanked USAID, the YouLead team and their partners for agreeing to help young people develop much needed skills, and enhance their ability to secure proper, career enhancing employment.

The USAID-funded program is administered by VEGA (Volunteers for Economic Growth Alliance) and implemented by IESC, an organization that has worked with hundreds of private enterprises in Sri Lanka since 1965.

Under YouLead!, IESC will partner with the Ceylon Chamber of Commerce, the American Chamber of Commerce, Arizona State University, Global Communities, Skills for Life, and Verite Research.

Online Coverage

Link: <http://colombogazette.com/2017/10/19/us-notes-future-of-sri-lanka-depends-on-its-youth/>

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US notes future of Sri Lanka depends on its youth

By [admin](#)
October 19, 2017

Did prices drop for Bandos Maldives? from \$254 Lowest prices from Up to 200 sites

Did prices drop for Bandos Maldives? from \$254 Lowest prices from Up to 200 sites

https://chain.group

The future of Sri Lanka depends on its youth gaining the skills and knowledge that will power the country's prosperity, the US Ambassador to Sri Lanka Atul Keshap said today.

He made the comment at the launch of an initiative to increase the employability of Sri Lankan youth.

With the support of the United States Agency for International Development (USAID), a coalition of partners from the Government of Sri Lanka, the private sector, nonprofits organizations, think tanks and academic institutions launched "YouLead," a \$12 million initiative that will link youth to productive careers in the Sri Lankan economy by creating a more market-oriented, skilled and flexible Sri Lankan workforce.

USAID and its partners will collaborate over a four-year period to help young Sri Lankans between the ages of 16 and 35 become more competitive in the labor market. "YouLead" will also engage the Privates Sector and the Ministry of Skills Development and Vocational Training on skills, knowledge, and capacity-building activities that aim to increase youth employability and sustainable self-employment.

Did prices drop for Bandos Maldives? from \$254 Lowest prices from Up to 200 sites

Did prices drop for Paradise Island? from \$235 Lowest prices from Up to 200 sites

Did prices drop for AVATA Maldives? from \$570 Lowest prices from Up to 200 sites

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At the inauguration ceremony in Colombo on October 19, U.S. Ambassador Atul Keshap said, "The future of Sri Lanka depends on its youth gaining the skills and knowledge that will power the country's prosperity." Ambassador Koskamp emphasized the significance of public-private partnerships, noting, "by deploying the resources and knowledge of government and business, "YouLead" allows global best-practice tools and training with in-demand jobs."

"Matching skills and jobs has become a high priority not just for our success as a nation but on a global level," said The Minister of Skills Development and Vocational Training, Channa Weerakkody. "Many employers report difficulties in finding suitable skilled workers, thus it is imperative that all curricula and skills development programs undertaken do so with continuous consultation and feedback from the industries and sectors that provide employment. Without this the skills mismatch continues to be a crippling problem not just to the youth of the country but also negatively impacts the economic growth of the nation. So let us take into consideration the repeatedly highlighted requirements of employers, as well as have the initiative to predict what the future requirements will be and train our youth accordingly." The Minister thanked USAID, the "YouLead" team and their partners for agreeing to help young people develop much needed skills, and enhance their ability to secure proper, career enhancing employment. (Colombo Gazette)

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Link: <http://www.ft.lk/front-page/Major-multi-stakeholder---12-m-initiative-to-make-youth-employable/44-641899>

Major multi-stakeholder \$ 12 m initiative to make youth employable

The Government, US Embassy, US-Agency for International Development (USAID) and the Government, the initiative involves a multi-stakeholder approach from the business sector, civil society organizations, three state and academic institutions.

Speaking to the media, US Ambassador Atul Keshap said, "We are looking at a very market-oriented, market and free market world of the country. The issue is to make youth unemployment by skills development, relevant to the prospects of employability.

It was mentioned that over 70% of the population from the age of 15 to 24 years aged 15 to 24 years are unemployed. This will be further down to two million young people who are unemployed only, only 10% of them are engaged in the informal sector. Employment issues while working closely with the youth is a major problem. The government is taking a lead role in this issue. Youth between the ages of 15 to 24 will be targeted and the regular focus will be on the promotion with the help of the private sector, the business community, Central Bank and various universities. Given the substantial number of unemployed women and their skills, we have to take a lead role. YouLead will encourage more women to enter the workforce and take up in-demand careers.

YouLead will engage the private sector and the Ministry of Skills Development and Vocational Training to pass knowledge and capacity building to the four main areas of youth employability by arts, entrepreneurship, craft development.

Chairman of the project, Minister of Skills Development and Vocational Training Chandima Weerakkody said, "Employability has to start right on the other hand, finding employment for the employees is also a problem."

Many experts report that there is a funding deficit in skills development. Thus, the importance that all countries and cities develop certain programs undertaken to do so with continuous consultation and feedback from the industries and sectors that provide employment.

YouLead is administered by the Vocational & Economic Council Alliance (VECA) and the American Chamber of Commerce (ACC) in Sri Lanka. The project implementation which has started with a budget of \$12 million will be completed in 2018. It is expected that Ceylon Chamber of Commerce, New American Chamber of Commerce, American State University, Global Consultancy Sri Lanka and Wits Research.

"The project has been taken up by the country's leading and well-established companies by the private sector people" said US Ambassador to Sri Lanka and Vietnam, Atul Keshap. "Add to that, the future of Sri Lanka depends on its youth, giving them the right education and training opportunities."

ESCO Vice President and Country Project Leader, Charles Conconi said, "The YouLead program is very much aligned with these issues. We work with industry to help develop the skills of the labor force, both vocational and general education to develop their capacity with learning institutions, business and entrepreneurs. We believe there's a new way to create a truly sustainable, professional and innovative workforce for Sri Lanka's future."

It is a very important to meet skills gaps. There is a lot of gap in gender-based education and there are lots of skills which could have been taught. Now the actual number of unemployed women and their 20% workforce participation rate, the campaign will encourage more women to enter the workforce and take up in-demand careers."

Ceylon Chamber of Commerce Chairman Rajendra Theegnepath emphasized the fact that you could have a healthy and sustainable future if there were better opportunities."

USAID Mission Director Dr. Andrew Savitz, American Chamber of Commercial Head, Ceylon Chamber of Commerce, business leaders, youth leaders and role models attended the launch.

Link: <http://www.dailymirror.lk/article/USAID-launches-US-mn-project-to-boost-Lankan-youth-employability-138826.html>

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SAMSUNG

Do bigger things

USAID launches US \$ 12mn project to boost Lankan youth employability

2017-10-20 10:35:04

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By Shabilya Ali Ahlam
United States Agency for International Development (USAID) yesterday joined the government to launch a project to equip the country's youth with skills required to survive and thrive in the fast evolving workplace.

YouthLead is a US\$ 12 million initiative that aims at linking the country's youth with productive careers in the local economy by creating a more 'market oriented skilled and flexible' workforce.

The project will be carried out over a 4 year period and will help young Sri Lankans between the ages of 16 and 35 become more competitive in the labour market.

Sri Lanka's private sector has repeatedly stressed on the prevailing mismatch between the skills required and the skills available in the market place. According to the latest Labour Force Survey (2016), 70 percent of those unemployed are youth and of that 65 percent are from the rural area. While 60 percent of unemployed youth have passed GCE O-Levels and above, as per World Bank statistics as of 2014, the unemployment rate is higher by nine folds compared to the rest of the working age population.

YouthLead essentially targets students, teachers, entrepreneurs and women to ensure there is a right fit between the skills demanded in a competitive economy and the skills of local youth.

The project's regional focus is on the provinces with the highest youth unemployment which are Sabaragamuwa, Central, Southern and Northern provinces.

Addressing the launch ceremony held in Colombo yesterday, US Envoy Arik Kesner asserted that American Chamber of Commerce (AmCHAM), Arizona State University, Global Communities, Skills for Life and Vento Research.

Link: <http://www.dailynews.lk/2017/10/20/business/131914/usaid-partners-12-mn-%E2%80%98youlead%E2%80%99-employability-skills-development-project>

The screenshot shows the homepage of Daily News with a prominent breaking news banner. Below it, a news article is displayed under the Business category. The article title is "USAID partners \$12 mn 'YouLead' employability, skills development project". It includes two photographs of officials, one from Sri Lanka and one from the US, speaking at a press conference. The text discusses the initiative to combat youth unemployment through training and skills development.

Minister of Skills Development and Vocational Training Chandima Weerakkody and the US Ambassador to Sri Lanka and the Maldives, Atul Keshap addressing the inaugural session. Picture by Simalie Hawwa

In an ambitious drive to tackle youth unemployment, the United States Agency for International Development (USAID) along with the business leaders and the Sri Lankan Government unveiled 'YouLead', a new employability and skills development project yesterday.

The 'YouLead' is a \$ 12 million initiative that USAID and its project partners will collaborate for a four -year period to help young Sri Lankans between the ages of 18 and 35 to become more competitive in the labour market.

The US Ambassador to Sri Lanka and the Maldives, Atul Keshap speaking at the inaugural ceremony stressed the need to train and sharpen the capabilities of the Sri Lankan youth to cater to the demand of both local and international job market.

In addition, the Ambassador underscored the need to support innovation and start-ups culture in Sri Lanka. Citing human talent of Sri Lanka as an inspiring and amazing story to the world, the ambassador reiterated the US government support to develop skills and help realize the dreams and aspirations of local youth.

The ambassador also expressed hope that Sri Lankans could look for a bright future despite all the suffering, trauma experienced by them over the last two - three decades. "We will fully invest in the success of the Sri Lankan people and project like 'You Lead' would help Sri Lankans contribute to the greater happiness and prosperity of the economy."

"We want to see Sri Lanka as a truly democratic, prosperous, happy and reconciled country in the future." While stressing the need to better prepare the youth for employment opportunities arising from burgeoning tourism sector, which alone requires another 300,000 workforce by 2020, as well as construction and Maritime sector, he said that it was high time to take proactive measures to take these industries growth to the next level by addressing the acute labour shortage in these respective industries. Noting that youth as the future of the country, he emphasised that 70% of unemployed people in Sri Lanka are youth aged between 15-29.

Echoing the same sentiments expressed by the ambassador, the Minister of Skills Development and Vocational Training Chandima Weerakkody said Sri Lanka's biggest challenge as of now is the issue of youth unemployment.

"We have already taken measures introduce school curriculm to match the existing and future talent on par with the international job market demand. Through these initiatives, it is intended to reduce the gap between employer and employee and we believe that it is high time to take speedy actions to attract youth into potential sectors like tourism, construction and maritime."

Speaking on women unemployment in Sri Lanka, the Minister claimed that women participation in tourism sector accounts for 9 % and the same situation applies to the women representation in the parliament.

"Women are prevented from joining tourism sector due to Sri Lankan thinking." The 'YouLead' will also engage the private sector and the Ministry of Skills Development and Vocational Training on skills, knowledge, and capacity-building activities that aim to increase youth employability and sustainable self-employment.

"YouLead" regional focus is on the provinces with the highest youth unemployment, Sabaragamuwa, Central, Southern and Northern Provinces. The project also aims to foster increased opportunities for self-employment by improving the skills of young entrepreneurs and working with financial institutions to encourage more lending to youth-led start-ups. Given the substantial number of unemployed women and their 35 percent workforce participation rate, "YouLead" will encourage more women to enter the workforce and take up in-demand careers.

Link: <http://www.ceylontoday.lk/print20170401CT20170630.php?id=32414>

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Govt's priority is to train the workforce - Chandima

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By CT 2017-10-20

By Zohara Ghaffoor

Required, relevant and competent skills are unavailable in Sri Lanka and the country's utmost priority is to train to match industry needs both locally and internationally, says Skills Development and Vocational Training Minister Chandima Weerakkody. Addressing the 'YouLead' launch – funded by USAID – Weerakkody said that Sri Lanka faces a lack of required, relevant and competent skills in its workforce. According to him, Sri Lanka's utmost priority should be to train our youth to match industry requirements, nationally and internationally.

He said that the country had started this process, but deeper interaction and constant contribution by the private sector was important.

Weerakkody said that the youth did not know how to apply what was learnt at school or university level, and the Government's traditional education system needed to change to build a competent workforce. He said that unemployment was not unique to Sri Lanka and that there are many vacancies, but required, relevant and competent skills were unavailable.

However, the Minister said that low female participation in industries such as tourism was a concern and that 65% of women at employable age remain unemployed. He said female participation needed to be increased for the well-being of women in the country. "Our culture is surrounded with the notion that working hard is the best way to earn money, but in the present day context, it is simply not the case; we need to have our youth using their ideas and innovation to steer growth," the Minister said.

A frightening situation, he said, was that 80% of the unemployed population came from rural areas and that it has not achieved social equality yet. Explaining further, Weerakkody said the construction, tourism and IT industries were facing a gap in skilled labour. Speaking about a current initiative to develop skills, he said, "Sri Lanka's National innovation centre will be opening, and it is dedicated to the youth to sharpen their thinking to design and invent, which will bring the economy forward."

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Date: 20.10.2017

Publication: Ceylon Today

Link: <http://www.businesscafe.lk/business-news/development/item/3905-usaid-joins-business-leaders-and-sri-lanka-government-to-launch-youlead>

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USAID joins business leaders and Sri Lanka government to launch "YouLead!"

https://www.businesscafe.lk/business-news/development/item/3905-usaid-joins-business-leaders-and-sri-lanka-government-to-launch-youlead Friday, 20 October 2017 07:44

With the support of the United States Agency for International Development (USAID), a coalition of partners from the Government of Sri Lanka, the private sector, non-profit organizations, think tanks, and academic institutions launched an initiative to increase the employability of Sri Lankan youth.

YouLead! is a \$15 million initiative that will help youth in Sri Lanka between the ages of 15 and 30 to become more competitive in the labor market.

YouLead! will also engage the private sector and the ministry of skills development and vocational training on skills, entrepreneurial and capability-building activities that aim to increase youth employability and sustainable self-employment.

YouLead! regional focus is on the provinces with the highest youth unemployment – Sabaragamuwa, Central, Southern and Northern provinces.

This project aims to create better employment opportunities for women by focusing on improving the skills of young entrepreneurs and working with financial institutions to encourage more lending to youth-led startups.

Given the substantial number of unemployed women and their 50 percent workforce participation rate, YouLead! will encourage more women to enter the workplace and take up entrepreneurial ventures.

At the inauguration ceremony, on October 19, U.S. Ambassador Asil Kadri said, "The future of Sri Lanka depends on its youth, gaining the skills and knowledge that will power the country's progress."

Ambassador Kadri emphasized the significance of public-private partnerships noting, "by deploying the resources and knowledge of government and business, YouLead! aligns global best practices with our shared goal."

The inauguration ceremony featured the Minister of Skills Development and Vocational Training Honorable Chandrika Weerakkody, USAID Mission Director Dr. Anuradha Sastri, Vice President of the International Executive Service Corps (IESC) and Country Project Director for YouLead!, Charles Gammie, Chairman, Sector Chamber of Commerce, Raymata Theegala, President of the American Chamber of Commerce, Kausala Samarakoon, together with officials from the USAID, the Ministry of Skills Development and Vocational Training, Hon. Chandrika Weerakkody.

Ministry officials have focused a high priority not just for our success as a nation but on a global level as well. The Minister of Skills Development and Vocational Training, Hon. Chandrika Weerakkody

Many employers report difficulties in finding suitable skilled workers, thus it is imperative that skills councils and skills development programs collaborate with businesses to develop relevant skills and establish better links between the education and industry that provides an optimum growth of the nation.

So let us take into consideration the repeatedly highlighted requirements of employers... as well as how the objective is prepared what the future requirements will be and ensure our youth is ready.

The Minister of Skills Development and Vocational Training Honorable Chandrika Weerakkody, USAID Mission Director Dr. Anuradha Sastri, YouLead! program & Committee on VEGA (Volunteers for Economic Growth Alliance) and implemented by IESC, all represented the task with hundreds of people gathered in Colombo.

Under YouLead!, IESC will partner with the Ceylon Chamber of Commerce, the American Chamber of Commerce, Arizona State University, Global Community Skills for Life, and YOUTH Research.

About USAID

USAID is the development arm of the U.S. Government, and has worked throughout Sri Lanka and the world to advance development priorities worldwide for more than 60 years.

In Sri Lanka, the U.S. Government has provided over two billion dollars since 1950.

Press contact:

1.) Chairman, Ceylon Chamber of Commerce, Raymata Theegala

2.) U.S. Ambassador Asil Kadri

3.) Minister of Skills Development and Vocational Training Honorable Chandrika Weerakkody

4.) Vice-President of the International Executive Service Corps (IESC) and Country Project Director for YouLead!, Charles Gammie

5.) Info graphic about YouLead!

Image Gallery



Date: 20.10.2017

Publication: Ada Derana Biz

Link: <http://bizenglish.adaderana.lk/usaid-joins-business-leaders-and-sri-lanka-government-to-launch-youlead/>



- A new employability and skills development project to tackle youth unemployment

USAID and its partners will collaborate over the next year to help young Ugandans between the ages of 14-24 become more competitive in the labor market. USAID will lead Angaza, the private sector, and the Ministry of Labor and Social Development to implement training on skills, knowledge, and capacity-building activities that aim to increase youth's employability and reduce unemployment.

"YOU HAVE TO GET OUT OF THE PENS THAT YOU'RE SITTING IN AND GO OUT THERE—GO OUT AND LIVE, CHASE, SHOOT, AND EAT, AND BREATH. THE OTHER DAY I WENT TO FOUR-LEGGED COUNTRY AND I TALKED WITH A LOT OF PEOPLE."

The findings presented in this paper are based on a survey of 1,000 households in the United Kingdom. The survey was conducted by telephone interview between April and June 2000. The sample is representative of the adult population aged 16 and over in Great Britain. The survey was carried out by GfK NOP, a market research company. The survey was conducted by telephone interview between April and June 2000. The sample is representative of the adult population aged 16 and over in Great Britain. The survey was carried out by GfK NOP, a market research company.

(EBC) and McCourt-Pivnick-Dredna for Yaweedi; Chetayi Concord, Oukhali, Cyber, Chamber of Commerce, Peshawar, Tharage and Dabobat-EIK; Arakan, Ghorayat of Comptax, Kathayi, Dakkhla, Mawag, Agid-EIK; Jeddah

¹“Teaching skills and tools has become a high priority not just for universities as a major but on a global level,” said The

including skills and career development, sign language interpreting, and sign language translation services, as well as other global services such as the Institute of Skills Development and Vocational Training, the Canadian Peace College, three employment agencies, and the Canadian Institute for Leadership with Disabilities. It is improving the lives of people with disabilities through education, training, and employment.

After the war, the British government had to implement measures to deal with the surplus of people and a lack of jobs. This led to the creation of the National Health Service (NHS) by Aneurin Bevan, the Minister of Health, in 1948.

1980s, irrigation companies took a cropping priority test and so the south of the country did so as well to replace the monoculture growth of rice. This led to the introduction of irrigation systems and irrigation requirements, or irrigation districts, as shown by the following table (adapted from the 2000 Census of Agriculture):

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The 2009-2010 "Global Studies" program is a collaboration between the University of Alberta, Brandon University, Brandon University's International Institute, and the University of Regina. It is a component of the Global Partnership in Alberta, funded by the Canadian Foundation for International Education (CFIE). The program is organized by the Canadian Council of Curriculum Directors, the Canadian Association of Curriculum Studies, the Canadian Association of Curriculum Studies, Alberta Studies Journal, Global Communities Skills for Life, and Virtual Research.



Chairman, Cayman Chamber of Commerce, Rajeshwar Thengarajah (left) and U.S. Ambassador Alan Keymo



Member of DEB Development and Welfare Training Institute; Honorable Chairman, Hemispherica (Belland) Inc.; President of the International Executive Service Corps (IESC) and a Charley Project Director for Research, Chicago, Illinois.



Date: 21.10.2017

Publication: Ceylon Business Reporter

Link: <http://cbr.lk/economics/usaid-joins-business-leaders-sri-lanka-government-launch-youlead/>

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USAID joins business leaders and Sri Lanka government to launch "YouLead"! ➤

Posted On 21 Oct 2017 By iesc Publisher Comment Edit

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\$12M to promote 'startup culture' US Ambassador

4795 readers have read this article | By CT 2017-10-22

By Zohara Ghaffoor

US\$ 12 million will be invested to promote a 'startup culture' and tackle youth unemployment in Sri Lanka through the 'YouLead' Programme says, US Ambassador to Sri Lanka, Atul Keshap. Speaking at the 'YouLead launch' funded by USAID Keshap said, "A sum of US\$ 12 million will be invested in Sri Lanka to expand self-employment opportunities and create more market-oriented, skilled and flexible youth in the workplace. The 'YouLead' initiative will wake unemployed Sri Lankan youth to new and existing jobs."

Elaborating further on the programme, he said it is driven by skills development, on the job training and mentoring services and private and public sector linkages.

He said the initiative will also improve youth access to finance through which they can start their own businesses and generate further employment.

"One of the greatest things about the US is that we have an entrepreneurial culture, we have a startup culture, it is not unusual for a young person to say 'you know what, I am quitting my steady government job and I am going to start up a new company because I have a better idea'. Steve Jobs was an entrepreneur who had nothing, but he had an idea and was able to start one of the biggest companies in the world", he said.

However, Keshap emphasized that the power of an idea, faith in oneself, a little bit of access to knowhow and finance and most of all self confidence were the keys to a successful startup. He reiterated "The type of self confidence where one could quit his or her job and start up a company will change the entire world. This programme will help fuel that vision and help address concerns, fears and frustrations of youth", he said.

Keshap said the programme will partner with the private sector to train more than 1,200 counsellors throughout the country to develop improved career guidance to more than 95,000 youth that will better prepare them for the job market. "This will introduce 50 new curricula that are developed in close collaboration with public and private sector stakeholders to prioritize high growth sectors", he elaborated.

'Youlead' will specifically work to engage women and rural youth to ensure employment and income disparities in the country.

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Link: <http://www.sundayobserver.lk/2017/10/22/business/four-year-program-make-youth-employable>

Sunday Observer

Sunday, 22 October 2017

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FOUR-YEAR PROGRAM TO MAKE YOUTH EMPLOYABLE

22 October, 2017

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By Lalini Fernandopulle

Business

The USAID and YouLead, a youth employment and business start up program in partnership with the Ministry of Skills Development and Vocational Training targets around 40,000 youth to be trained in the next four years under a program to make youth employable through skills development.

YouLead recognizes that the construction and tourism sectors alone need around 700,000 skilled workers with 400,000 and 300,000 workers respectively. However, what is alarming is that according to estimates, around 70 percent of the youth are out of employment and of that nearly 80 percent come from the rural sector.

A YouLead official said that there is a clear need to train youth and develop their skills to meet the needs of the job market and make them employable. Skills mismatch is another major issue in Sri Lanka which we need to urgently look into in order to enable youth to secure employment. USAID, the US Agency for International Development in funding YouLead aims at helping Sri Lanka to create a competent workforce, a major challenge that has gripped the country for several decades.

"Clearly there is a mismatch of skills in the marketplace. YouLead will address this mismatch in a systematic way," YouLead Project Director Charles Conconi said during the launch of YouLead at the Ceylon Chamber of Commerce last week. However, employers are unable to find workers. YouLead, a US\$ 12 million initiative will link youth to productive careers in the economy and enable Sri Lanka to create market oriented, skilled and flexible workforce.

"We work with careers counselors, training institutes and instructors to build a foundation for youth to develop their careers. Conconi said. US Ambassador to Sri Lanka and the Maldives Atul Keshap said USAID and its partners will collaborate over a four year period to support youth in the age of 16-35 in Sri Lanka to be more competitive in the labour market. Estimates reveal that around 1.5 billion youth across the globe are unemployed and as a result there is growing frustration as they are unable to raise a family and lead a normal life.

The YouLead program aims at creating opportunities for self employment by developing skills of young entrepreneurs and encouraging financial institutions to led youth led start ups. The program also intends engaging more women in the workforce. The first Sri Lankan to summit Mount Everest and Youth Ambassador- 'Reach Up' , Jayanthi Kuru-Utumpala wrapping up the proceeding stressed the need to create an enabling environment for you to achieve their dreams.

"Gender based discrimination and violence in work place must come to an end if we are to create an enabling environment. Women working late must be provided transport to get back safely, flexible working hours to encourage women must be offered for women to stay in jobs and archaic gender rights must be done away with," she said.

Link: <http://www.sundayobserver.lk/2017/10/22/business/usaid-joins-biz-leaders-govt-launch-%E2%80%98youlead%E2%80%99>

Sunday Observer

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USAID JOINS BIZ LEADERS, GOVT TO LAUNCH 'YOULEAD'

A project to tackle youth unemployment

22 October, 2017

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US Ambassador Atul Keshap



Vice President of the International Executive Service Corps (IESC) and In-Country Project Director for YouLead, Charles Conconi



Minister of Skills Development and Vocational Training Chandima Weerakkody



Chairman, Ceylon Chamber of Commerce, Rajendra Theagarajah

With the support of the United States Agency for International Development (USAID), a coalition of partners from the Government, the private sector, non-profit organizations, think tanks, and academic institutions launched an initiative to increase the employability of Sri Lankan youth.

'YouLead' is a \$12 million initiative that will link youth to productive careers in the Sri Lankan economy by creating a more market-oriented, skilled, and flexible Sri Lankan workforce.

USAID and its partners will collaborate over a four-year period to help young Sri Lankans between the ages of 16 and 35 become more competitive in the labor market.

'YouLead' will also engage the private sector and the Ministry of Skills Development and Vocational Training on skills, knowledge, and capacity-building activities that aim to increase youth employability and sustainable self-employment.

'YouLead' regional focus is on the provinces with the highest youth unemployment — Sabaragamuwa, Central, Southern, and Northern Provinces.

The project also aims to foster increased opportunities for self employment by improving the skills of young entrepreneurs and working with financial institutions to encourage more lending to youth-led start-ups. Given the substantial number of unemployed women and their 35 percent workforce participation rate, 'YouLead' will encourage more women to enter the workforce and take up in-demand careers.

At the inauguration ceremony in Colombo on October 19, US Ambassador Atul Keshap said, 'The future of Sri Lanka depends on its youth gaining the skills and knowledge that will power the country's prosperity.' Ambassador Keshap emphasized the significance of public-private partnerships, noting, 'by deploying the resources and knowledge of government and business, 'YouLead' aligns global best practice tools and training with in-demand jobs.'

The inauguration also featured the Minister of Skills Development and Vocational Training Honorable Chandima Weerakkody, USAID Mission Director, Dr. Andrew Sison; Vice President of the International Executive Service Corps (IESC) and In-Country Project Director for YouLead, Charles Conconi; Chairman, Ceylon Chamber of Commerce, Rajendra Theagarajah; President of the American Chamber of Commerce, Kumudu Gunasekora; together with corporate luminaries, youth leaders, and role models.

'Matching skills and jobs has become a high priority not just for our success as a nation but on a global level' said the Minister of Skills Development and Vocational Training, Chandima Weerakkody.

'Many employers report difficulties in finding suitable skilled workers, thus it is imperative that all curricula and skills development programs undertaken do so with continuous consultation and feedback from the industries and sectors that provide employment.'

'Without this the skills mismatch continues to be a crippling problem not just to the youth of the country but also negatively impacts the economic growth of the nation. So let us take into consideration the repeatedly highlighted requirements of employers', as well as have the initiative to preempt what future requirements will be and train our youth accordingly,' he said. The Minister thanked USAID, the 'YouLead' team and their partners for agreeing to help young people develop much needed skills, and enhance their ability to secure proper, career enhancing employment.'

The USAID-funded program is administered by VEGA (Volunteers for Economic Growth Alliance) and implemented by IESC, an organization that has worked with hundreds of private enterprises in Sri Lanka since 1985.

Under 'YouLead', IESC will partner with the Ceylon Chamber of Commerce, the American Chamber of Commerce, Arizona State University, Global Communities, Skills for Life, and Verite Research.



YouLead

Daily Coverage Report
from 01 December to 29 December
2017

Coverage Summary

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USAID Launches Youth Employment Skills Project Office in Hambantota - YouLead

Date: 03/12/2017

Publication: Sunday Observer

Page No: 29

Section: Business

USAID launches youth skills project in Hambantota

YouLead! office opened

The United States Agency for International Development (USAID), in partnership with the Hambantota District Chamber of Commerce, opened a regional YouLead! office in Hambantota on November 29.

YouLead! is a USAID-funded 1.8 billion rupee program (\$12 million) program launched in 2017 that will create a more market-oriented, skilled, and flexible Sri Lankan workforce. In partnership with the Ministry of Skills Development and Vocational Training as well as the private sector, YouLead! will support youth employability and access to sustainable self-employment opportunities in Sri Lanka.

"USAID is proud to have helped establish the Hambantota Chamber of Commerce in the past, and we are proud to renew and continue this partnership under YouLead!" USAID Mission Director Dr. Andrew Sisson said during the opening of the regional center in Hambantota. "It is our vision that YouLead!'s regional office will become a resource for youth seeking to develop their skills and employment opportunities throughout the region."

YouLead! focuses on provinces with the highest rate of youth unemployment—Sabaragamuwa, Central, Southern, and Northern Provinces.

The first YouLead! regional office, located within the Hambantota District Chamber of Commerce office, will... **Continued on page 32**

USAID Launches Youth Employment Skills Project Office in Hambantota - YouLead

Date: 03/12/2017

Publication: Sunday Observer

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USAID launches...

...work closely with members of the Chamber as well as vocational training institutes run by the public and private sector in the region to develop partnerships and career development opportunities to support youth employment in the Southern and Sabaragamuwa Provinces.

The Minister of Skills Development and Vocational Training, Chandima Weerakkody; Minister of Housing and Construction Sajith Premadasa; Vice President of the International Executive Service Corps and Project Director for YouLead!, Charles Conconi; President of Hambantota District Chamber of

Commerce, D.W. Anura Upul; local government officials; and other members of the Hambantota Chamber of Commerce were also present. The USAID-funded YouLead! program is administered by Volunteers for Economic Growth Alliance and implemented by the International Executive Service Corps

Continued from page 29

(IESC), an organization that has worked with hundreds of private enterprises in Sri Lanka since 1965.

Under YouLead!, IESC has partnered with the Ceylon Chamber of Commerce, the American Chamber of Commerce, Arizona State University, Global Communities, Skills for Life, and Verité Research.

USAID Launches Youth Employment Skills Project Office in Hambantota - YouLead

Date: 03/12/2017

Publication: Sunday Observer - Online

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USAID LAUNCHES YOUTH SKILLS PROJECT IN HAMBANTOTA

YouLead office opened

3 December, 2017



Business



The United States Agency for International Development (USAID), in partnership with the Hambantota District Chamber of Commerce, opened a regional YouLead office in Hambantota on November 29.

YouLead is a USAID-funded 1.8 billion rupee program (\$12 million) program launched in 2017 that will create a more market-oriented, skilled, and flexible Sri Lankan workforce. In partnership with the Ministry of Skills Development and Vocational Training as well as the private sector, YouLead will support youth employability and access to sustainable self-employment opportunities in Sri Lanka.

"USAID is proud to have helped establish the Hambantota Chamber of Commerce in the past, and we are proud to renew and continue this partnership under YouLead!" USAID Mission Director Dr. Andrew Sisson said during the opening of the regional center in Hambantota. "It is our vision that YouLead's regional office will become a resource for youth seeking to develop their skills and employment opportunities throughout the region."

YouLead focuses on provinces with the highest rate of youth unemployment—Sabaragamuwa, Central, Southern, and Northern Provinces.

The first YouLead regional office, located within the Hambantota District Chamber of Commerce office, will work closely with members of the Chamber as well as vocational training institutes run by the public and private sector in the region to develop partnerships and career development opportunities to support youth employment in the Southern and Sabaragamuwa Provinces.

The Minister of Skills Development and Vocational Training, Chandima Weerakkody; Minister of Housing and Construction Sajith Premadasa; Vice President of the International Executive Service Corps and Project Director for YouLead, Charles Conconi; President of Hambantota District Chamber of Commerce, D W Anura Upul; local government officials; and other members of the Hambantota Chamber of Commerce were also present. The USAID-funded YouLead program is administered by Volunteers for Economic Growth Alliance and implemented by the International Executive Service Corps (IESC), an organization that has worked with hundreds of private enterprises in Sri Lanka since 1965.

Under YouLead, IESC has partnered with the Ceylon Chamber of Commerce, the American Chamber of Commerce, Arizona State University, Global Communities, Skills for Life, and Verité Research.

USAID Launches Youth Employment Skills Project Office in Hambantota - YouLead

Date: 04/12/2017

Publication: Daily News

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USAID launches youth employment skills project office in Hambantota

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Brian Wittnebel, Deputy Director, Office of Economic Growth, USAID, Dr. Andrew Sisson, Mission Director, USAID Sri Lanka and the Maldives, D.W. Anura Upul, President, Hambantota District Chamber of Commerce, and Charles Conconi, Project Director, USAID - YouLead!

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USAID Launches Youth Employment Skills Project Office in Hambantota - YouLead

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USAID launches youth employment skills project office in Hambantota

Monday, December 4, 2017 - 01:00

Business Print Edition



Brian Witnebel, Deputy Director, Office of Economic Growth, USAID; Dr. Andrew Sisson, Mission Director, USAID Sri Lanka and the Maldives; D.W. Anura Upul, President, Hambantota District Chamber of Commerce, and Charles Conconi, Project Director, USAID.

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USAID Launches Youth Employment Skills Project Office in Hambantota - YouLead

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Youth

USAID launches Youth Employment Skills Project Office in Hambantota – YouLead!

THE United States Agency for International Development (USAID), in partnership with the Hambantota District Chamber of Commerce, opened a regional YouLead! office in Hambantota on 29 November.

"YouLead! is a USAID-funded USAID program launched in 2017 that will create a more market-oriented, skilled, and flexible Sri Lankan workforce. In partnership with the Ministry of Skills Development and Vocational Training, and the private sector, YouLead! will support youth employability and access to sustainable self-employment opportunities in Sri Lanka."

"USAID is proud to have helped establish the first YouLead! office of Commerce in the past, and we are proud to renew and continue this partnership under YouLead!" USAID Mission Director Dr. Andrew Sisson said during the opening of the regional center in Hambantota. "We believe that YouLead!'s regional office will become a resource for youth seeking to develop their skills and employment opportunities throughout Sri Lanka."

YouLead! focuses on provinces with the highest rate of youth unemployment—Sabaragamuwa, Central, Southern, and Northern Provinces. The first YouLead! regional office, located within the Hambantota District Chamber of Commerce office, will work closely with members of the Chamber as well as vocational training institutes run by the public and private



USAID-YouLead! Project Director Charles Conconi addressing the event



Hambantota District Chamber of Commerce President D.W. Anura Upul and USAID-YouLead! Project Director Charles Conconi signing the MoU



Hambantota District Chamber of Commerce President D.W. Anura Upul and USAID-YouLead! Project Director Charles Conconi sharing signed MoUs



USAID Office of Economic Growth Deputy Director Brian Wittnebel, USAID Sri Lanka and the Maldives Mission Director Dr. Andrew Sisson, Hambantota District Chamber of Commerce President D. W. Anura Upul and USAID-YouLead! Project Director Charles Conconi

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USAID YouLead! Hambantota Field Office at Hambantota D

American Chamber of Commerce, Arizona State University, Global Communities, Skills for Life, and Verité Research.

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USAID launches Youth Employment Skills Project Office in Hambantota – YouLead!

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The opening of the regional office in Hambantota featured the Minister of Skills Development and Vocational Training Chandima Weerakody; Minister of Housing and Construction Smytha Herathadasa; Vice President of the International Executive Service Corps and Project Director for YouLead, Charles Conconi; President of Hambantota District Chamber of Commerce, D.W. Anura Upul; local Government officials; and other members of the Hambantota Chamber of Commerce.

The USAID-funded YouLead program is administered by Volunteers for Economic Growth (VFG), and implemented by the International Executive Service Corps (IESC), an organization that has worked with hundreds of private enterprises in Sri Lanka since 1965. Under YouLead, IESC has partnered with the Ceylon Chamber of Commerce, the American Chamber of Commerce, Arizona State University, Global Communities, Skills for Life, and Viva Research.



USAID Launches Youth Employment Skills Project Office in Hambantota - YouLead

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USAID Launches Youth Employment Skills Project Office in Hambantota – YouLead!

December 6, 2017



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YouLead is proud to have selected the Hambantota Chamber of Commerce in the past, and we are proud to assist and continue this partnership under YouLead! USAID Mission Director Dr. Andrew Sisson said during the opening of the regional office in Hambantota: "In our nation, this YouLead regional office will become a resource for young people seeking to develop their skills and employment opportunities throughout the region."

YouLead focuses on provinces with the highest rate of youth unemployment: Sabaragamuwa, Central, Southern, and Northern Provinces. The first YouLead regional office, located within the Hambantota District Chamber of Commerce office, will work with the Hambantota Chamber as well as vocational training institutes run by the public and private sectors in the area to develop partnerships and career development opportunities to support youth employment in the Southern and Eastern Provinces of Sri Lanka.

The opening of the regional office featured the Minister of Skills Development and Vocational Training Honorable Chandima Wasanayake, Minister of Housing and Construction Rayth Prasad, Vice President of the International Executive Service Corps and Project Director for YouLead! Charles Conconi, President of Hambantota District Chamber of Commerce, D.W. Amara Udu, local government officials, and other members of the Hambantota Chamber of Commerce.

The YouLead! program is constituted by YouSkills, a Project in Ceylon Africa, and implemented by the International Executive Service Corps (IESC), an organization that has worked with hundreds of private enterprises in Sri Lanka since 1995. Under YouLead!, IESC has partnered with the Ceylon Chamber of Commerce, the American Chamber of Commerce, Anuradha State University, Global Communities, Skills for Life, and Verve Research.

About USAID: USAID is the development agency of the U.S. Government and has provided over two billion dollars in development and humanitarian assistance to Sri Lanka since 1955.

Photo caption: (Above) Mr. Charles Conconi, Project Director, USAID-YouLead! Addressing the event



(Left) Mr. W. Asura Upul, President, Hambantota District Chamber of Commerce and Mr. Charles Conconi, Project Director, USAID-YouLead! Signing the MoU and (right) Mr. D. W. Amara Udu, President, Hambantota District Chamber of Commerce and Mr. Charles Conconi, Project Director, USAID-YouLead! exchange the signed MoU.(Caption)



(From left) Mr. Brian Williamson, Deputy Director, Office of Economic Growth, USAID, Dr. Andrew Sisson, Mission Director, USAID, Honorable Chandima Wasanayake, Minister of Housing and Construction, Dr. D. W. Amara Udu, President, Hambantota District Chamber of Commerce, and Mr. Charles Conconi, Project Director, USAID-YouLead! and the USAID-YouLead! Hambantota Plus Office at Hambantota District Chamber of Commerce.(Caption)

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YOULEAD! HOLDS LEADERSHIP FORUM IN COLOMBO

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YOULEAD! HOLDS LEADERSHIP FORUM IN COLOMBO

USAID-funded program to strengthen youth employability



Youth Ambassadors at the three-day adventure camp in Kitulgala

The United States Agency for International Development (USAID)'s initiative to strengthen youth employability and skills development project, YouLead!, concluded a four-day youth leadership forum on December 9, 2017 at Trace Expert City, Colombo.

The closing day brought together 40 youth ambassadors and 60 representatives from the public, private and non-government sectors in interactive and engaging ways to seek solutions that will support and increase youth employment in Sri Lanka.

The forum began with a three-day adventure camp in Kitulgala. Young women and men selected as youth ambassadors from across Sri Lanka shared their thoughts and aspirations and spoke about the challenges of youth unemployment. Under the

theme, 'It's our future', these young ambassadors discussed a wide range of issues including youth employability, suitable employment, and being successful and competitive in the labor market.

USAID's Assistant Mission Director, Ms. Elizabeth Davnie-Easton said "YouLead! is an investment by the US Government and the American people in Sri Lanka's youth and a prosperous, stable, and diverse Sri Lanka".

Following the forum, these young leaders will return to their communities and to their peer groups energized and better prepared to support youth in their communities. These future leaders will actively mentor other youth in their development, and engage with budding young entrepreneurs looking to kick-start their own



Writer, Activist and Youth Ambassador Rathika Pathmanathan sharing her inspiring story with fellow Ambassadors.

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Inspirational speakers at the closing event at Trace City, included Suranga Nanayakkara, the visionary behind the 'Augmented Human Lab,' which is at the forefront of human computer interface design; Rathika Pathmanathan, writer and activist; and Aruna Samarawickrema, multi-award winning innovator and manufacturer of prosthetic limbs in Sri Lanka; CodeGen co-founder, Dr. Beshan Kalupala, who together with Dr. Harsha Subasinghe, is building Sri Lanka's first advanced technology supercar; and former Rotary International Governor, K.R Ravindran, a successful, first-generation entrepreneur. Thought-provoking songs by celebrity singers Bathiya and Santhush, and Thurraya, brought the fantastic event to a close.

The USAID-funded YouLead! project is administered by Volunteers for Economic Growth Alliance and implemented by International Executive Service Corps (IESC), an organization that has worked with hundreds of private enterprises in Sri Lanka since 1965. Under YouLead!, IESC will partner with the Ceylon Chamber of Commerce, the American Chamber of Commerce, Arizona State University, Global Communities, Skills for Life, and Verité Research.

YouLead! Springboard 2017

Date: 17/12/2017

Publication: Sunday Observer - Online

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YOULEAD! HOLDS LEADERSHIP FORUM IN COLOMBO

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17 December, 2017



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Writer, Activist and Youth Ambassador Rathika Pathmanathan sharing her inspiring story with fellow Ambassadors.

YouLead! Springboard 2017

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கிளார்களுக்கான தலைமைத்துவ நீகழ்ச்சியான YouLead தீட்டத்துக்கு USAID நிதியுதவி



સંગ્રહિત જોઈ.



தொடங்க முயற்சிக்கும் இளம் தொழில் முனைவோருக்கு ஒத்துழைப்பையும்

டாக்கள் என்று கூறுவரா.
அஞ்சல் மிடிபிள்ளி நடைபெற்ற இது
தந்தின் நிதமுகில், கால்வாய் அக்ரான்
(Augmented Human Lab), எழுதுவதற்கும்
ஆர்வலமுறை ராகிளா
பூசுவதற்கும், பல வருடங்களும்
கலைப் பெற கண்ணப்பி
மின்சாரம், இலங்கையில்
வெளியிடக் கூட்டுகளின்
கந்துதியானாரம்னன்
அதுறை சமாவிக்குமா,
Codelab இனைவன் ஸ்தாப
நாகாட்டம் கோப்பேஷன்
கலைப் பெற இலங்கையில்
முதல் மேம்புத்துப்பட்ட
வெளியிடப்பட்டு
கணவட்டமைத் தாக்ட்
மாநிலத்தின் மற்றும்
முன்னாள் சுவ.தே ரோட்டி ஆகந்து,
வெற்றியிலமை மழு வெற்றிமறை
தெய்வியிலுமையுமான கே.தூர்,
வந்திரின் உள்ளிட்ட உரசாந்துடும்
பேசுவதற்குமொத்தமாகவேண்டன்னா. பிரபா
பாகர்ஸ்கா பாதியிட சுதாநா மற்றும்
துறையா ஆயியினர் என்னத்தை
எழுத்துடும் பால்களும் இருந்தான்
சிற்குநில் படு தடவுக்கூடிய அதிகதன்

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YOULEAD! HOLDS LEADERSHIP FORUM IN COLOMBO

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17 December, 2017



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Writer, Activist and Youth Ambassador Rathika Pathmanathan sharing her inspiring story with fellow Ambassadors.

YouLead! Springboard 2017

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USAID-funded YouLead! program holds first leadership forum

Posted On 18 Dec 2017 By : publisher Comment Off



The United States Agency for International Development (USAID)'s initiative to strengthen youth employability and skills development project, YouLead!, concluded a four-day youth leadership forum on December 9, 2017 at Trade Export City, Colombo. The closing day brought together 40 youth ambassadors and 60 representatives from the public, private and non-government sectors in interactive and engaging ways to seek solutions that will support and increase youth employment in Sri Lanka.

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USAID's Assistant Mission Director, Mr. Elizabeth Davie-Easton said "YouLead! is an investment by the U.S. Government and the American people in Sri Lanka's youth and a prosperous, stable and diverse Sri Lanka."

Following the forum, these young leaders will return to their communities and to their peer groups energized and better prepared to support youth in their communities. These future leaders will actively mentor other youth in their development, and engage with building young entrepreneurs looking to kick-start their own businesses.

Charles Cooray, YouLead!'s Project Director, added "The YouLead! forum will develop and empower emerging young leaders from around the country with different backgrounds to rally around the cause of youth economic empowerment. It provides an opportunity for young leaders and employers to jointly address the constraints related to private sector competitiveness and youth employment. The youth were selected not just for what they have already achieved, but for what we believe they will achieve."

Inspirational speakers at the closing event at Trade City, included Durange Nanayakkara, the visionary behind the 'Augmented Human Lab,' which is at the forefront of human computer interface design; Rashika Pathmanathan, writer and activist; and Anura Sananavirajewwa, multi-award winning innovator and manufacturer of prosthetic limbs in Sri Lanka. CodeGen co-founder, Dr. Deepan Kalusena, who together with Dr. Harsha Subasinghe, is building Sri Lanka's first advanced technology supercar; and former Rotary International Governor, K.R Ravindran, a successful, first-generation entrepreneur. Thought-provoking songs by celebrity singers Battina and Sanchas, and Thunraya, brought the fantastic event to a close.

The USAID-funded YouLead! project is administered by Volunteers for Economic Growth Alliance and implemented by International Executive Service Corps (IESC), an organization that has worked with hundreds of private enterprises in Sri Lanka since 1985. Under YouLead!, IESC will partner with the Ceylon Chamber of Commerce, the American Chamber of Commerce, Arizona State University, Global Communities, Skills for Life, and Verité Research.



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08

CEYLON
TODAY

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SUNDAY 24 DECEMBER 2017

FOR OUR FUTURE



Bathiya and Santhush with Youth Ambassadors

The United States Agency for International Development's (USAID) initiative to strengthen youth employability and skills development, 'YouLead!', concluded on December 9, 2017 at Trace Expert City, Colombo.

The closing day of the four-day youth leadership forum brought together 40 youth ambassadors from across Sri Lanka, private and non-government sectors in innovative and engaging ways to seek solutions that will support and increase youth employment in Sri Lanka.

The forum began with a three-day adventure camp in Kitulgala. Young women and men selected as youth ambassadors from across Sri Lanka shared their thoughts and aspirations and spoke about the challenges of youth unemployment. Under facilitation, "Youth Ambassadors" young leaders discussed a wide range of issues including youth employability, suitable employment, and being successful and competitive in the labour market.

USAID Associate Mission Director, Elizabeth Davies-Eason said "YouLead is an investment by the U.S. Government and the American people in Sri Lanka's youth and a prosperous, stable, and diverse Sri Lanka".

Following the adventure camp, mentors returned to their communities and to their peer groups energized and better prepared to support youth in their communities. These future leaders will actively mentor other youths in their development, and engage with budding young entrepre-



Sanasa Development Bank Chairperson Sasmadan Kirundamadaswewa



Writer, Activist and Youth Ambassador Rathika Pathmanathan

neurs looking to kick-start their own businesses. Charles Conconi, YouLead's Project Director added "The YouLead forum will develop and expand the network of young leaders from around the country with different backgrounds to rally around the cause of youth economic empowerment. It provides an opportunity for young leaders and employees to jointly address the constraints hindering youth employment, entrepreneurship and youth employment. The youths were selected not just for what they have already achieved, but for what we believe they will achieve."

International speakers at the closing event at Trace City included Dranga Nanayakkara, the visionary behind the 'Augmented Human Lab' which is at the forefront of human computer interface design; Rathika Pathmanathan, writer and activist; and Aruna Samarakoon, multi-award winning innovator and manufacturer of prosthetic limbs in Sri Lanka; Cadelien co-founder, Dr. Bevan Kaluga, who together with Dr. Harsha Subasinghe, is building Sri Lanka's first advanced technology superstar; and former boxer and entrepreneur, Thiriyaya, a successful, first-generation entrepreneur.

Thought-provoking songs by celebrity singers Bathiya and Santhush, and Thiriyaya, brought the festive event to a close.

The USAID YouLead project is administered by Volunteers for Economic Growth Alliance and implemented by International Executive Service Corps (IESC), an organization that has worked with hundreds of governments and organizations in Sri Lanka and under YouLead, IESC is partnering with the Ceylon Chamber of Commerce, the American Chamber of Commerce, Arizona State University, Global Communities, Skills for Life, and Verite Research.



Youth Ambassadors in Kitulgala

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Section: Business

USAID අරමුදුලින කට්ඨල ගැසවෙන ‘YouLead’ ව්‍යාපෘතිය සිය ප්‍රථම නායකත්ව සෞන්‍ය සාර්ථකව පවත්වයි



it's our future.

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Youlead திட்டத்திற்கு USAID நிதியுதவி



ட்டி மில் (Trace Expert City) நிறைவேப்பற்றுத். இலங்கையில் தீவிரமாக ஒரு கு கான் வேலை வாய்வுகளை அதிகமாகப் பற்றாக் கூடும் நிலைமை காணப்படுமாகவும் அது தொடர்பில் ஆதார விளிம்புற்கா கவுப்பு பொறுத்து, தனியார் மற்றும் அரசு சபாங்கிர் துறையின் சேஷன் 40 தீவிரமாகக் காற்றும் 60 மில்லியன் திளக் கிலோ மீட்ரீக்கில் தூண்டிலையான் திருந்து கலந்து சூரியாடல் களில் ஈடுபட்டனர்.

இக்கிய நாடுகளின் சர்வதேச அளிவிருத்திக்கான முகவர் (US-AID), இணைஞர்களின் தொழில் வாய்ப்புகள் மற்றும் திறன் அளி

தெழுவில் வயங்கும்பகுதில் காணப்படும் சவான்கள் குறித்தும் தமது கருத்துக்களைப் பலின்தி கொண்டன். இது என்கூடு ஏதினாலும் (It's our Future) என்ற தெழுவில் பொழுதும் இலாங்குடு வேலைவாய்முறை, பொருத்துவானம் தெழுவில், தெழுவினால் சந்தையிலிருந்து வெறிகுறைய கோட்டு தாங்களைப் படிஞ்சூத்து என்கிட வேண்டும். எனினுடைய பொருத்துவானம் தெழுவில் என்கிட வேண்டும். இலாங்குடு துறவுகள் விரிவான கல்வதுவாய்முறை தெழுவில் அடிப்படை.

இந் நிகழ்ச்சித் திட்டமானது, கித்துக்கலவில் 3 நாட்கள் நடை பெற்ற சாகச முகாமோடு ஆரம் பழங்குடு இவைக்கு முழுவகுமி



கன் எதிர் பார்க் கின்ற னர் எனக் குறிப்பிட்டார்.

Youlead திட்டப் பணிப்பாளர் சார்ஸ்ல் கொண்கோணி, Youlead நிகழ்த் திட் நிட்டப்பானது, நாடு முழுவதும் பல்வேறு சின் ன் வெளி கவனிக்குற்ற வரும் இவை தலைவர்களை மேம்படுத்தி வழங்கும், இக்கூடும் பொருளாதார மேம்பாடு யாற்களை ஒன்றிணக்குவதற்குற் திட்டம் தலைவர்களுக்குக்கும் முதலாளியாளர்களுக்கும் தனியார் துறை மோட்டிடத் திறன் மற்றும் இக்கூடும் வேலை வாய்ப்பு சம்பந்தமான கட்டுப்பாடு கடை ஒருங்கிணிகளுக்குத் தான் வாய்ப்பையும் வழங்குகிறது. ஏன் கடவை, சாதித்ததற்காக மந்திரம் இக்கூடுக்கள் தெரிவு செய்யப்படவில்லை. அவர்கள் மேஜும் சுதிப்பாளர்கள் என்ற நம்பிக்கையின் அடிப்படையிலேயே தெரிவி செய்யப்பட்டார்கள் என்று வரிசையிர்.

விருத்திகளை வழுப்புக்குத்துவதற்காக 4 நாட்கள் நடத்திய இதை ஞர் தகைமைத்துவ மன்றமான Youlead நிகழ்ச்சி அண்ணமயில் கொழும்பு டிரேஸ் எக்ஸ்பிள்ட் சில

ରୁନ୍ତମ୍ ଛିଲେଗୁରୁ ତାତୁପରକଣୀଙ୍କ ଦେଖିଲୁ ଚିଶମ୍ବିତ ତାତୁପରକଣୀଙ୍କ ଅଳ୍ପକାଳେ ପେଣ୍ଟଙ୍କୁମ୍ବ ତୁଳ୍ୟ ନିର୍ମାଣଙ୍କ କଣ୍ଠାୟମ୍ ଅଭିଵାଦକ କଣ୍ଠାୟମ୍ ପଲିଶିନ୍ତି କୋଣାର୍କେନ୍ଦ୍ରୀଆ, ଛିଲେଗୁରୁଙ୍କ କାଳକର୍ତ୍ତନିଙ୍କ ମୁହଁଲିଟାରୁମ୍. ଲିଙ୍ଗମ୍ବିନ୍ଦୁ କିମ୍ବା ଲିଙ୍ଗମ୍ବିନ୍ଦୁଙ୍କ କଣ୍ଠରେ କିମ୍ବା ଲିଙ୍ଗମ୍ବିନ୍ଦୁଙ୍କ ପୋକି କାନ୍ଦା, ଉଚ୍ଚ ତିଥି ଯାଇଲେ ନିର୍ବାପିତାଟାୟମ୍, ମାର୍ଗ ପ୍ରତ୍ତି ଲିଙ୍ଗମ୍ବିନ୍ଦୁଙ୍କ କଣ୍ଠାୟମ୍ ଅବେଳିକିଙ୍କ ଯକ୍ଷମିକ୍କିଙ୍କ