



GIZ LIVELIHOODS PROJECT

The influx of Rohingya refugees in 2017 had a major impact on local economy in Cox's Bazar district, affecting host communities' food security, income, market access and employment opportunities. Small and medium-sized enterprises (SMEs) and local workforce struggle to advance because of low investment rates, inadequate skills and a lack of access to market.

Helvetas, with funding from the German Federal Ministry for Economic Cooperation and Development, supports the vulnerable host community in the Ramu sub-district to **recover and improve their livelihood condition** through skills and entrepreneurship development.

Through an apprenticeship-based training youth get the opportunity to **develop their skills as per market demand**. The on-the-job and theoretical training and career counselling increases the job-seekers chances for **long-term employment and**

stable income. At the same time, the project supports the SMEs that train the apprentices to get **access to finance, make investments and improve their business development skills**.

Extreme poor and vulnerable host community members have the opportunity to **start or expand a business as microentrepreneurs** by receiving a trade-specific technical training and grant support. This is complemented by financial literacy training and peer-to-peer self-help groups that ensure the **sustainable improvement of their business and livelihoods**.

In addition, Cash-for-Work repair of vital roads and embankments provide an **extra income opportunity in lean season**. At the same time, the improved public infrastructure enables improved **access to markets** and education facilities of the whole community.

PROJECT COMPONENTS



SME Support

- Capacity Development of SMEs
- Business management & financial literacy training
- Grant support and access to finance
- Market linkage creation
- Mentoring and follow up support



Entrepreneurship Development

- Technical training
- Grant support and access to finance
- Preparation of Business Plans
- Formation Self-Help-Groups
- Market linkage support and follow up



Apprenticeship Support

- Dual apprenticeship-based skills development program
- Employability skills for better jobs
- Certification through RPL
- Job placement support & Career-Counseling



Cash-for-Work

- Alternative work opportunities for the extreme poor
- Infrastructure development
- Identification of CfW projects linked to market demands
- Disaster Risk Reduction

MAJOR RESULTS

- ✓ **30 SMEs** expand their business and improve their skills
- ✓ **800 micro-entrepreneurs** start, recover or expand a business
- ✓ **86 apprentices** complete a dual apprenticeship based skills training & improve their employability
- ✓ **784 disadvantaged people** have an alternative income opportunity through



« With my three apprentices, we run a women-owned tailoring shop. They are now experts in dressmaking and have already found a job. »

THE PROJECT IN BRIEF

Project duration: 01/12/2020 - 28/2/2023

Project Area: 4 Unions in Ramu Upazila, Cox's Bazar District

Reach: 3000 vulnerable households

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