



যুব উন্নয়ন অধিদপ্তর  
যুব ও ক্রীড়া মন্ত্রণালয়



গণপ্রজাতন্ত্রী বাংলাদেশ সরকার



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Economic Acceleration and Resilience for NEET  
ইকোনোমিক অ্যাকসিলারেশন অ্যান্ড রেজিলিয়েন্স ফর নিট

# REVIEW REPORT

STAKEHOLDER CONSULTATION WORKSHOP



Submitted by





# Overview

On 15th May, 2025, a Multistakeholder Consultation workshop was held at the InterContinental Dhaka to discuss ways to support young people in Bangladesh who are not in education, employment, or training (NEET). This event, organized by Spellbound Communications Limited and Policy Exchange Bangladesh, brought together a wide range of participants, including representatives from government agencies, international organizations, NGOs, academic institutions, and the private sector.

The goal of the workshop was to come up with practical ideas and strategies to help young people gain skills and find jobs. Participants shared their thoughts on how to make vocational training more accessible and appealing. They also talked about how to break down social and economic barriers that keep young people, especially women, from joining training programs or the workforce.

The workshop started with opening speeches and a presentation of key findings. After that, participants worked together in small groups to discuss challenges and brainstorm solutions. The focus was on finding real, workable ideas to help NEET youth become more involved in the economy.

This event was part of the Economic Acceleration and Resilience for NEET (EARN) initiative, led by the Department of Youth Development (DYD) under the Ministry of Youth and Sports (MoYS). The initiative aims to support 900,000 young people by providing training, helping them find jobs, and promoting vocational careers as respected and rewarding paths.

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# Invitation Card and Program Flow



Program Flow	সময়সূচী
09:30 Guest Arrival	09:30-10:00 অভিবাদন প্রদান
10:00 Welcome Speech	10:00-10:15 স্বাগত বক্তব্য
10:10 Presentation on report and study findings of communication strategy for the stakeholders and beneficiaries under EARN project	10:15-10:45 রিপোর্ট এবং গবেষণার ফলাফল উপস্থাপনা ও উৎসাহমূলক ভাষা প্রদান (সহ-অতিথিগণের উপস্থিতিতে)
10:30 Speech by the Special Guest, Mr. Syed Rashid Al-Zayed (Joshi), Senior Economist, The World Bank	10:30 বিশেষ অতিথির বক্তব্য, বিশেষ অতিথি সিনিয়র অর্থনীতিবিদ জাশ জোশি, সিনিয়র অর্থনীতিবিদ, জগৎ ব্যাংক, ওয়াশিংটন
10:40 Speech by the Special Guest, Dr. Gazi Md. Salfuzzaman, Director General (Grade-II) Department of Youth Development	10:40 বিশেষ অতিথির বক্তব্য, ড. গাজী মোহাম্মদ সাফুজ্জামান, সিনিয়র অর্থনীতিবিদ (গ্রেড-২), যুগ্ম সচিব, যুব উন্নয়ন অধিদপ্তর
10:50 Speech by the Chief Guest, Mr. Md. Mahub-Ul-Alam, Secretary, Ministry of Youth & Sports	10:50 প্রধান অতিথির বক্তব্য, মহান অতিথি মাহুব উল আলম, সচিব, যুগ্ম সচিব, যুব উন্নয়ন অধিদপ্তর
11:05 Vote of Thanks by the Chair, Kazi Moklesur Rahman, Project Director (Joint Secretary), EARN Project	11:05 কবিতা বক্তব্য, সভাপতি মোকলেসুর রহমান, প্রকল্প পরিচালক (যুগ্মসচিব), EARN প্রকল্প
11:15 Tea Break	11:15-11:30 চা-বিরতি
11:30 Consultation Session	11:30-12:00 আলোচনামূলক ও পরামর্শমূলক
01:30 Lunch	12:00-01:30 ভাঙ্গাভাতা

RSVP: 01843250303

Department of Youth Development is going to organize 'Stakeholder Consultation Workshop' under Economic Acceleration and Resilience for NEET (EARN) project. The workshop will be held on May 16, 2025, at 10:00 AM at Crystal Ballroom, InterContinental Dhaka.

Mr. Md. Mahub-Ul-Alam, Secretary, Ministry of Youth & Sports has kindly consented to grace the occasion as the Chief Guest.

Dr. Gazi Md. Salfuzzaman, Director General (Grade-1), Department of Youth Development and Mr. Syed Rashid Al-Zayed (Joshi), Senior Economist, The World Bank will be present as Special Guests.

The workshop will be chaired by Kazi Moklesur Rahman, Project Director (Joint Secretary), EARN Project.

We look forward to your gracious presence at the workshop.

Kazi Moklesur Rahman  
Project Director (Joint Secretary)  
EARN Project

শ্রীঃ

যুব উন্নয়ন অধিদপ্তর কর্তৃক ইকোনমিক অ্যাকসিলারেশন অ্যান্ড রেসিলিয়েন্স ফর নেট (EARN) প্রকল্পের অধীনে 'স্টেকহোল্ডার কনসাল্টেশন ورکشপ' এর আয়োজন করা হচ্ছে। ওয়ার্কশপটি আগামী ১৬ মে ২০২৫ তারিখ সকাল ১০:০০ টায় ইন্টারকন্টিনেন্টাল সেসে এর ক্রিস্টাল বালরুম অটুটিং হলে

মহান অতিথি মাহুব-উল-আলাম, যুগ্ম সচিব, যুব ও ক্রীড়া মন্ত্রণালয় উক্ত কার্যক্রমের প্রধান অতিথি হিসেবে উপস্থিত হবেন।

ড. গাজী মোহাম্মদ সাফুজ্জামান, যুগ্ম সচিব, যুব উন্নয়ন অধিদপ্তর এবং সিনিয়র অর্থনীতিবিদ জাশ জোশি, সিনিয়র অর্থনীতিবিদ, জগৎ ব্যাংক, ওয়াশিংটন

আয়োজনটি পরিচালনা করবেন সভাপতি মোকলেসুর রহমান, প্রকল্প পরিচালক (যুগ্মসচিব), EARN প্রকল্প।

উক্ত কার্যক্রমের আয়োজন উপস্থিতি প্রার্থনা করা হয়।

সভাপতি মোকলেসুর রহমান  
প্রকল্প পরিচালক (যুগ্মসচিব)  
EARN প্রকল্প

Invitation Card | Size: 8" X 6"



# Participation List

## **Stakeholder Consultation Workshop: Participating Organizations**

The Stakeholder Consultation Workshop brought together a diverse group of stakeholders, including government bodies, international organizations, non-governmental organizations (NGOs), international non-governmental organizations (INGOs), academic institutions, and private sector partners.

### **Government Bodies:**

- Ministry of Youth and Sports
- Department of Youth Development
- Department of Jute

### **International Organizations and INGOs:**

- World Bank
- The United Nations Development Programme (UNDP)

### **NGOs and Civil Society Organizations:**

- Dhaka Ahsania Mission
- Samahar
- Satkhira Unnayan Sangstha
- Resource Integration Centre (RIC)
- Voluntary Organization for Social Development (VOSD)
- Bangladesh Woman Chamber of Commerce
- Padakhep Unnayan Manobik Kendra
- BRAC
- Bolipara Nari Kalyan Somity (BNKS)
- Uttaran
- UDDIPAN
- Bangladesh Labour Foundation
- Voluntary Association for Rural Development (VARD)
- POPI

- Prottiyashi
- DORP
- Caritas
- Shushilan
- TMSS
- Educo

**Academic Institutions:**

- Bangladesh Open University
- Jahangirnagar University

**Private Sector and Strategic Partners:**

- Spellbound Communications Limited
- Policy Exchange Bangladesh
- Motion Peoples Ltd.

**Project Specific Partnership:**

- Economic Acceleration and Resilience for NEET (EARN) Project

These organizations collectively represented a wide range of expertise, reflecting the collaborative spirit needed to address youth engagement and vocational training challenges. The presence of both local and international entities fostered a holistic approach to the discussions and planning during the workshop.

# Executive Summary

A Multistakeholder Consultation Workshop on the Economic Acceleration and Resilience for NEET (EARN) initiative, under the Department of Youth Development (DYD), Ministry of Youth and Sports (MoYS), was held at the InterContinental Dhaka, Bangladesh on the 15<sup>th</sup> May, 2025. The workshop was organized by Spellbound Communications Limited and Policy Exchange Bangladesh.

The event was attended by representatives from the World Bank, DYD, MoYS, and over 30 national and international non-governmental organizations (NGOs and INGOs). The consultation aimed to foster collective dialogue and solution-building around the challenges faced by NEET (Not in Education, Employment, or Training) youth in Bangladesh.

The workshop featured two main components:

1. An inaugural session with speeches by distinguished guests and a presentation of the Findings Report.
2. An interactive working session where participants addressed key issues and collaborated to identify strategic solutions.

This workshop marked a significant step in ensuring multi-stakeholder alignment and developing evidence-based, inclusive approaches to youth empowerment and economic participation across Bangladesh.

# Highlights of Speeches

The Stakeholder Consultation Workshop featured insightful speeches from representatives of government bodies, international organizations, NGOs, academic institutions, and private sector partners. The speeches collectively emphasized the importance of youth empowerment, vocational training, and collaboration among stakeholders.

Program Flow	অনুষ্ঠানসূচি
09:30 Guest Arrival	০৯:০০ অতিথিদের আগমন
10:00 Welcome Speech	১০:০০ স্বাগত বক্তৃতা
10:10 Presentation on report and study findings of communication strategy for the stakeholders and beneficiaries under EARN project	১০:১০ প্রজেক্টশন: আর্ন প্রকল্পের অধীনে স্টেকহোল্ডার ও উপকারপ্রাপীদের জন্য যোগাযোগ কৌশলের বিশ্লেষণ ও গবেষণার ফলাফল।
10:30 Speech by the Special Guest, <b>Mr. Syed Rashed Al-Zayed (Josh)</b> , Senior Economist, The World Bank	১০:৩০ বিশেষ অতিথির বক্তৃতা, <b>সৈয়দ রাশেদ আল-জায়েদ জশ</b> , সিনিয়র ইকোনমিস্ট, ওয়ার্ল্ড ব্যাংক, ঢাকা
10:40 Speech by the Special Guest, <b>Dr. Gazi Md. Saifuzzaman</b> , Director General (Grade-1), Department of Youth Development	১০:৪০ বিশেষ অতিথির বক্তৃতা, <b>ড. গাজী মোঃ সাইফুজ্জামান</b> , মহাপরিচালক (গ্রেড-১), যুব উন্নয়ন অধিদপ্তর
10:50 Speech by the Chief Guest, <b>Mr. Md. Mahbub-Ul-Alam</b> , Secretary, Ministry of Youth & Sports	১০:৫০ প্রধান অতিথির বক্তৃতা, <b>আব্দুল মোঃ মাহবুব-উল-আলাম</b> , সচিব, যুব ও ক্রীড়া মন্ত্রণালয়
11:05 Vote of Thanks by the Chair, <b>Kazi Moklesur Rahman</b> , Project Director (Joint Secretary), EARN Project	১১:০৫ সমাপনী বক্তৃতা, <b>কাজী মোহাম্মেদুর রহমান</b> , প্রকল্প পরিচালক (যুগ্মসচিব), আর্ন প্রকল্প
11:15 Tea Break	১১:১৫ চা-বিয়াতি
11:30 Consultation Session	১১:৩০ প্যানেল আলোচনা ও পর্যবেক্ষণ
01:30 Lunch	১২:০০ মধ্যাহ্নভোজ

RSVP: 01843250030

## Speeches of the Honorable Guests:



### **Mr. Md. Mahbul-Ul-Alam, Secretary, Ministry of Youth & Sports**

At the grassroots level, the needs and grievances of the people have been identified. Areas of weakness have been highlighted, and several recommendations have been made. For the new generation, we envision a prosperous future aligned with the Sustainable Development Goals (SDGs). The core principle of SDG is to fulfill our present needs in a way that does not jeopardize the ability of future generations to meet theirs. This must go beyond theoretical or paper-based commitments. The target group of 900,000 individuals who will receive training and support for employment, entrepreneurship, and improved communication systems must tangibly benefit from the initiative and contribute meaningfully to the nation. A well-devised strategy will serve as our guiding path toward achieving this goal.



**Dr Gazi Md. Saifuzzaman Directorate General (Grade-1), Department of Youth Development**

“Under this project, motorcycles and mobile phones have already been distributed to our colleagues in 250 upazilas. Additionally, our training centers across various districts have been equipped with solar power, and the project continues to advance through the implementation of further initiatives.”



**Mr. Syed Rashed Al-Zayed Josh, Senior Economist, The World Bank**

“One of the key objectives of this project is to economically engage 900,000 NEET (Not in Education, Employment, or Training) youth. This is not merely a training

program. We are on the threshold of the Fourth Industrial Revolution. Unlike previous industrial revolutions that spanned 100, 150, or even 250 years, this one will not unfold over decades. To keep pace, we must prepare our youth without delay. This is self-evident and needs no reference or academic validation—we all understand the urgency of equipping our youth.”



**Mr Kazi Moklesur Rahman, Project Director (Additional Secretary) , EARN Project**

“Based on today’s workshop, the communication strategy will be finalized. Upon finalization, we will ensure its effective implementation on the ground by providing training to the officers of the Department of Youth Development and other relevant stakeholders. This will ensure the strategy is put into meaningful action.”



**Mr. M A Akher Director (Additional Secretary), Department of Youth Development.**

A nation's development is closely tied to the skills, capabilities, and active participation of its human capital. In Bangladesh, a significant proportion of the population comprises youth, individuals with immense potential to lead, innovate, and contribute productively to society. However, a substantial segment of this demographic, commonly referred to as NEET (Not in Education, Employment, or Training), remains disengaged from formal education, vocational training, and the workforce. With an estimated 2 crores youth falling into this category, their absence from economic participation presents a critical gap, posing long-term challenges to sustainable development and national progress.

## **Key Themes and Messages:**

Highlights from Key Speakers

**1. Mr. Md. Mahbul-UI-Alam, Secretary, Ministry of Youth & Sports:**

Mr. Alam emphasized the importance of addressing the needs and challenges faced by youth at the grassroots level. He highlighted the government's commitment to aligning youth development initiatives with the Sustainable Development Goals (SDGs). The goal is to support 900,000 individuals through training, employment opportunities, and improved communication systems, ensuring their meaningful contribution to the nation.

**2. Dr. Gazi Md. Saifuzzaman, Directorate General (Grade-1), Department of Youth Development:**

Dr. Saifuzzaman shared updates on the practical steps already taken under the EARN initiative. He mentioned the distribution of motorcycles and mobile phones to field colleagues in 250 upazilas, and the installation of solar power systems in training centers across various districts, showcasing progress toward better outreach and resource availability.

### **3. Mr. Syed Rashed Al-Zayed Josh, Senior Economist, The World Bank:**

Mr. Josh underscored the urgency of economically engaging NEET youth, especially in the context of the Fourth Industrial Revolution. He emphasized that unlike previous revolutions, this one is unfolding rapidly, necessitating prompt action to prepare the youth for new economic challenges and opportunities. The focus is on training 900,000 young people to be agile and adaptable in a fast-changing job market.

### **4. Mr. Kazi Moklesur Rahman, Project Director (Additional Secretary), EARN Project:**

Mr. Rahman stressed the importance of finalizing and implementing a robust communication strategy following the workshop discussions. He outlined the next steps, including training officers from the Department of Youth Development (DYD) and other stakeholders to ensure that the strategy is effectively put into action on the ground.

### **5. Mr. M A Akher, Director (Admin), DYD**

Mr. Akher emphasized that Bangladesh's development is deeply connected to the empowerment of its youth. He highlighted the urgency of addressing the large NEET population—estimated at 2 crores—whose disengagement from education, training, and employment poses a serious challenge to sustainable national growth. He called for focused strategies to harness this untapped potential and integrate NEET youth into the country's development trajectory.

## Key talking points of various speakers



### **Sabina Parvin, Social Development Specialist, World Bank**

“Let me share my experience. When we were planning this project, whenever we asked women what they needed first, the most common demand was a sewing machine. I jokingly said that only Shabana’s fate changed with a sewing machine, no one else’s did.

This highlights a key issue—they want to stay within their comfort zone at home. Beyond that, there are numerous social and gender-based barriers. They don’t want to step out of that zone because they know it’s a tough path—the sewing machine is the easiest option.

During project planning, we tried to push beyond that. But in every project, we hit a wall when it came to sewing machines. There’s no real market linkage. Sewing four petticoats, a blouse, and a few kids’ clothes a year isn’t going to bring economic acceleration.

Our aim in today’s consultation is to discuss how we can break those social norms and struggles.”



### **Prof. Dr. Md. Masudur Rahman, Senior Researcher, Samahar**

“We need to know the approximate and close to reality number of NEET youth in the country. It will be great if the number can be shared so that when further work is done, the impact and target number of people can be defined and addressed properly.”



**Md. Shahinur Islam, Manager, Program Dev, EDUCO**

“We have noticed that the findings covered a lot of talking points and possible questions. As you have reached quite a few target groups throughout 8 divisions and Stakeholders as well, from the points and aspects of scoping for this project (to bring the Youth in the Economic Acceleration process), in relevance to stakeholders in that particular area, specifically rural areas, looking into feasibility and in that context of employers and bodies that can contribute to employment, were any KIIs done with them?”



**HLA Shiny Nue, Executive Director, BNKS Bandarban**

“Chattogram Hilltracks lacks communication elements, no network for phones, even though the government is trying, there are no training centers at the Upazilla level. As we are targeting 250 Upazilla locations, can you let us know how we are planning to implementing ideas and modules in places such as Thanchi, Rangamati, Khagrachari, etc? Are we going to bring the Youth to Bandarban or setup near the hard to reach places? DYD is present but

they lack as there are a lot of limitations. Also, How can you bring in female NEET youth who has child as they need a guardian and safe environment to train or for employment? Lastly, we know that the people from that particular area will be targeted and employment will be made accordingly, but communication is a big challenge and finding specialists will be very hard.”



**Monirul Hasan, Ashroyangon Society**

“Can you share the opportunities and challenges experienced faced during collecting data at the village level?”



**Ashrafal Awal, Vice Chairman, SSUC, DORP**

We have to create awareness among the gatekeepers. By contacting awareness program with the housewife first then with the husband and then with the family (Immediate or in-laws) and then contacting with the workshop, how can we encourage the target group about employment opportunities? Also. Due to different types of social barriers, females are not able to get out of their houses, we the men and the society have forced them to choose to stay indoors and choose professions such as sewing. This is the reality. Here, if we are able to setup a training center close to her house, she will feel more comfortable. We can motivate them in such manner and bring them into mainstream economy through training and etc.



**Nusrat Daud Pritha, Team Leader, Strategic Communication Unit, Care Bangladesh**

A small suggestion which can work for specific sectors such as people living in the urban crowd, you can look into digital solutions such as chatbots. We have found Whatasapp chatbots to be very effective specially even for women because what it does is it takes the information in real time and shares it with the relevant bodies making it convenient. So information such as market linkage and others can be accessed at all times which is quickly and becomes powerful.



**Afroza Parveen, Director, BWCCI**

Women are used to move around with the support of people, parents at the young age, then brother then husband. Women who can talk with logic and without fear are able to move forward. But generally, this is where they get stuck. She does not know how to ask for her own rights. When disturbed, they fight in order to make their requirements known and things become worse. We can teach women how to communicate their needs and requirements to husband, guardian figures and others.



**Md. Salim Reza, Director, MKSS**

If we can make a inclusive program then things might get better. Women focused is fine but bringing in everyone will create a better harmony within the society as well.



**Md. Sohidul Islam, Assistant Director, Shushilan**

EGPP Plus, in Cox's Bazar, a program run by World Bank, it was seen that it was very hard to get women to participate in the program at the beginning. Communicating with the relevant stakeholder, Government bodies, World Bank and others, we were able to bring the participation from 12% to over 70%. If we align with the local stakeholders, then it will be possible to bring in a higher percentage of women participation.



Mr Mohammad Sadequul Arefeen, MD & CEO, Spellbound Communications Limited Conducted this session.



Mr Mohammad Sadequul Arefeen & Mr. Kazi Moklesur Rahman, Project Director(Additional Secretary) , EARN Project concluded the Multistakeholder Consultation Workshop under the EARN initiative by thanking all participants for their active engagement, thoughtful insights, and commitment to advancing the future of our NEET youth.

# Summary of Key Talking Points

## Multistakeholder Consultation Workshop | EARN Initiative

The interactive session of the consultation workshop featured insights and concerns from a diverse group of speakers representing national and international organizations, academia, and field-level implementation agencies. Moderated by **Mr. Mohammad Sadequl Arefeen**, MD & CEO of Spellbound Communications Limited, the session centered around real challenges, field realities, and potential innovations for inclusive youth development under the EARN initiative.

### Key themes and highlights included:

- **Gender Norms & Limited Aspirations:**  
*Sabina Parvin* (World Bank) highlighted the persistence of comfort-zone professions like tailoring among women, driven by deep-rooted gender norms and limited market linkage. She emphasized the need to break these social barriers to enable real economic acceleration.
- **Data-Driven Planning:**  
*Prof. Dr. Md. Masudur Rahman* (Samahar) stressed the importance of having accurate and realistic NEET data to effectively target and measure project impact.
- **Stakeholder Engagement & Feasibility Mapping:**  
*Md. Shahinur Islam* (EDUCO) raised questions about the inclusion of employers and local bodies during the research phase, particularly in rural areas, to ensure feasibility and relevance.
- **Challenges in Hard-to-Reach Areas:**  
*HLA Shiny Nue* (BNKS Bandarban) pointed out logistical and infrastructural issues in the Chattogram Hill Tracts (CHT), including limited training access, communication barriers, and the need for localized solutions for female NEET youth with childcare responsibilities.
- **Ground-Level Data Collection:**  
*Monirul Hasan* (Ashroyangon Society) inquired about the challenges faced during rural-level data collection, emphasizing the importance of field-level accuracy.
- **Gatekeeper-Focused Awareness Building:**  
*Ashraful Awal* (DORP) advocated for phased community sensitization—starting with the housewife, then engaging husbands and families—along with hyperlocal training centers to encourage participation.
- **Digital Inclusion & Chatbots:**  
*Nusrat Daud Pritha* (Care Bangladesh) suggested digital tools like WhatsApp chatbots

for continuous information flow and service access, especially for urban female users.

- **Empowering Women Through Communication:**

*Afroza Parveen* (BWCCI) emphasized the need to teach women how to confidently articulate their needs and negotiate within familial structures.

- **Inclusive Programming:**

*Md. Salim Reza* (MKSS) suggested that while women-focused programming is essential, broader inclusivity fosters societal harmony and shared growth.

- **Stakeholder Alignment & Participation Growth:**

*Md. Sohikul Islam* (Shushilan) shared lessons from Cox's Bazar, where multi-stakeholder collaboration raised women's participation in a World Bank program from 12% to 70%.

The session concluded with **Mr. Mohammad Sadequl Arefeen** and **Mr. Kazi Moklesur Rahman**, Project Director (Additional Secretary), EARN Project, extending their gratitude to all participants. They commended the rich exchange of ideas and reaffirmed the project's commitment to inclusive, data-driven, and localized approaches to empowering NEET youth across Bangladesh.

# Open discussion suggestions | Feedback | Comments

## **1. How can we communicate the importance of futuristic training modules to Local communities?**

To effectively communicate the importance of futuristic training modules to local communities, use clear, relatable messaging that emphasizes practical benefits and real-world applications. Highlight success stories from community members who have benefited, and engage trusted local leaders to champion the cause. Tailor the message to address specific local needs and concerns, such as job opportunities or economic growth, while dispelling myths about technology replacing jobs. Utilize accessible communication channels like social media, community meetings, and local media to reach different groups. Offering free introductory workshops or demonstrations can make the training more tangible and appealing, helping community members see its direct value to their lives and futures. The core message should focus on empowering individuals with the skills needed for emerging opportunities.

- Knowing what skills they already have.
- Identifying what kind of jobs or technology could help them.
- Language barriers and cultural considerations.
- Visual storytelling or video demonstrations.
- Community theatre or folk songs with educational messages.
- Pilot training sessions that are hands-on and fun.
- Incentives and Motivation.

## **2. How can we attract homemakers with young children to training and employment despite childcare challenges?**

The group discussion focused on identifying effective ways to attract homemakers with young children to participate in training and employment programs, despite the challenges they face related to childcare. Participants acknowledged that many women are interested in upskilling and earning an income but are often held back by responsibilities at home, especially caring for young children. One of the major insights was the need for flexible training options. Participants emphasized that offering part-time, modular, or home-based training could greatly increase participation. Many felt that mobile learning or short video lessons delivered via WhatsApp or basic smartphones would be accessible and convenient for homemakers.

- Flexible Training Models.
- Local Role Models and Peer Learning.
- Offer transport allowance, food support, or stipends.
- Flexible Training Models.

### **3. How can we encourage rural housewives to participate in mainstream employment?**

Encouraging rural housewives to participate in mainstream employment requires a multifaceted approach that addresses social, economic, and logistical barriers while leveraging their existing skills and community networks. Creating awareness about income opportunities, showcasing successful women, and offering part-time or home-based work were seen as effective strategies. Providing safe work environments, childcare support, and engaging families—especially husbands and elders—can help overcome social barriers. Programs should emphasize how women’s employment benefits the whole household, making participation more acceptable and motivating.

- Offer Flexible, Home-Based Opportunities.
- Provide Skill Training (Aligned with Local Demand).
- Address Sociocultural Barriers.
- Market Linkages & Entrepreneurship Support.

### **4. How can we promote men's involvement in household chores to support women's earning opportunities?**

In rural and semi-urban communities, traditional gender roles often restrict women from pursuing employment because they remain solely responsible for domestic duties. Encouraging men to share household chores can **reduce women’s double burden**, increase their productivity at work, and foster gender equality.

- Changing mindsets through community dialogues that highlight how shared chores benefit entire families.
- Practical solutions like chore charts, time-saving tools, and public recognition of supportive husbands.
- Economic incentives showing how women's earnings boost family income when men help at home.
- Addressing resistance through male role models and skill-building and Long-term cultural shifts via education, media representation, and supportive policies. When domestic work becomes a shared responsibility, women gain freedom to pursue employment opportunities while families enjoy greater economic stability and healthier relationships.

### **5. How can we change perception of vocational jobs to increase acceptance and participation?**

Changing the perception of vocational jobs requires a cultural shift—one that starts with awareness, is strengthened through education, and is sustained by real success stories and

economic benefits. With coordinated efforts from institutions, families, and media, vocational careers can become an aspirational choice rather than a fallback option.

- Introduce vocational training in schools through workshops, career fairs, and hands-on experiences to showcase diverse opportunities.
- Highlight well-paid professionals in trades (electricians, welders, AI technicians) to prove vocational careers offer stability and growth.
- Collaborate with employers to offer apprenticeships, certifications, and job guarantees, reinforcing real-world value.
- Governments should promote vocational education through subsidies, scholarships, and PR campaigns.

### **6. How can we address Potential conflict when women make up the majority of beneficiaries?**

Empowering women as the majority of beneficiaries can sometimes create tension, especially in traditional communities. To address this, it's important to involve men from the beginning, communicate that women's success benefits the whole family, and offer parallel opportunities for men. Programs should promote shared goals, avoid exclusive language, and include community leaders to support acceptance. A balanced, inclusive approach helps prevent conflict and ensures development efforts are embraced by all.

- **Create parallel opportunities** - Offer complementary training/support for men
- **Engage influencers** - Involve respected community leaders as program champions
- **Design interdependent roles** - Structure initiatives where men/women benefit from each other's participation
- Challenges to traditional gender roles

### **7. How can we effectively monitor and promote local and national success stories to inspire others?**

To effectively monitor and promote local and national success stories, there should be a structured system for collecting real-life examples through field visits, community networks, and partner organizations. These stories should be shared widely using accessible formats like short videos, radio, social media, and local events. Involving local role models and celebrating achievements publicly can inspire others, build trust, and increase participation in programs. Regular updates and storytelling that reflects the community's values help maintain long-term motivation.

- Partner with local groups to collect and share stories.
- Train youth as "story scouts" and use diverse formats (video, radio, posters).

- Create a digital repository and ensure stories lead to real action.

### **8. How can we motivate NEET youth, especially females to return to education?**

Motivating NEET (Not in Education, Employment, or Training) youth—especially females—requires making education more flexible, relevant, and accessible. This includes offering skill-based, career-oriented courses, using local role models, and creating safe, supportive learning environments. Family engagement, financial incentives like scholarships or stipends, and community awareness campaigns were seen as key to overcoming social and economic barriers. Tailoring programs to young women's needs and showing clear pathways to jobs or self-reliance can greatly increase re-enrollment.

- Provide flexible, safe learning options with financial and social support.
- Address barriers like early marriage and domestic pressure.
- Use female mentors and celebrate girls' educational success.

### **9. How can we support NEET youth who want to become entrepreneurs?**

To support NEET youth—especially those interested in entrepreneurship—it is essential to provide hands-on training in business skills, financial literacy, and digital tools. Access to small loans, mentorship, and local market linkages can help them start and sustain businesses. Creating youth-friendly incubation spaces, simplifying registration and legal processes, and showcasing successful young entrepreneurs can build confidence and motivation. Tailored support, especially for young women, along with community encouragement, is key to nurturing a new generation of local entrepreneurs.

- Offer hands-on training, mentorship, and peer support groups.
- Facilitate access to funding and local business networks.
- Teach online business skills and ensure long-term guidance.

### **10. How can we ensure that female NEET youth receive program messages directly, cultural and mobility challenges?**

To ensure female NEET youth receive program messages despite cultural and mobility challenges, outreach must be community-sensitive and multi-channel. Trusted local female facilitators, peer educators, and frontline workers should deliver messages through home visits, women's groups, and safe spaces. Using mobile phones, WhatsApp, community radio, and visual materials helps reach girls who cannot attend public meetings. Engaging families—especially parents and male guardians—is key to gaining support. Culturally respectful, localized communication builds trust and ensures messages reach the intended audience directly and effectively.

- Use door-to-door outreach, female staff, and trusted local spaces.
- Leverage mobile phones, printed materials, and radio announcements.
- Involve families early and create girls' clubs or safe spaces.

## Groupwork – Context

### Strategic Responses to Key Social Inclusion Challenges

#### Communicating Futuristic Training Modules in Local Communities

- Utilize Union Digital Centers, local NGOs, and Union Parishads for community-level outreach.
- Use case studies and real-life scenarios to make abstract training modules more relatable.
- Highlight adaptability and potential by sharing localized success stories.
- Ensure trainers are selected from within the local community to enhance trust and cultural alignment.
- Promote family-oriented training approaches, particularly in sensitive regions like the Chittagong Hill Tracts (CHT).
- Implement a “Community Leader Exchange” program—where representatives from regions like CHT visit districts with successful training outcomes, experience real-life impacts, and return to share relatable stories that inspire local adaptation.

#### Overcoming Childcare Barriers to Engage Homemakers in Training and Employment

- Introduce child life skills activities within childcare centers to benefit both children and mothers.
- Deploy mobile training units to reach homemakers who are bound to their homes.
- Conduct targeted home visits to personally motivate and inform homemakers about opportunities.
- Offer monetary incentives to offset household income loss and boost participation.
- Design flexible training schedules that align with homemakers’ daily routines.

#### Encouraging Rural Housewives to Join the Mainstream Workforce

- Launch Social Behavior Change (SBC) campaigns tailored for housewives and their communities.
- Promote low-investment, high-return entrepreneurial ventures to encourage participation.
- Connect training programs with cooperatives and social enterprises to ensure continuity and market access.
- Facilitate courtyard-based localized training to reduce travel barriers and increase comfort.
- Provide safe transport options and build woman-friendly environments to support mobility.

#### Promoting Men’s Involvement in Household Responsibilities

- Organize “role exchange for a day” campaigns to build empathy among men.
- Engage local religious and community leaders to influence mindsets and cultural norms.
- Conduct couple-focused training sessions to promote shared responsibilities.

- Highlight exemplary households through community storytelling to normalize shared chores.
- Develop targeted content aimed at reshaping traditional male roles and mindsets.

## Changing Perceptions of Vocational Jobs

- Rebrand vocational careers using aspirational storytelling and appealing job titles.
- Promote through OTT platforms, local films, and digital media to reshape public perception.
- Introduce trendy, technology-driven vocational skills aligned with global market demands.
- Showcase real income potential through documented success stories and data.
- Strengthen job placement services and market linkages to boost career credibility.

## Addressing Gender-Based Conflict When Women Are Primary Beneficiaries

- Involve Village Court members and community figures in conflict resolution mechanisms.
- Train facilitators in gender-sensitive communication and dispute handling.
- Design program structures to be gender-inclusive from the planning stage.
- Use storytelling to highlight how women's income benefits the entire family.
- Ensure male representation in local planning committees to balance perspectives.

## Promoting and Monitoring Success Stories

- Create engaging short-form content for social media and OTT platforms to amplify stories.
- Revalidate each success story directly with the beneficiary before promotion.
- Develop creative materials like cartoons (e.g., Meena) to make stories relatable for younger audiences.
- Launch co-branded promotional campaigns between NGOs and government bodies.
- Integrate National ID-linked tracking for better monitoring and follow-up.

## Motivating Female NEET Youth to Rejoin Education

- Develop dignity- and aspiration-driven awareness campaigns targeting youth and families.
- Offer flexible and modular education programs suited to different life stages.
- Engage community influencers, including religious leaders and local elites, to gain family support.
- Ensure educational environments are secure, safe, and culturally sensitive.
- Provide emotional and financial support systems tailored to young women's needs.

## Supporting NEET Youth in Entrepreneurship

- Facilitate access to capital with zero-collateral seed funding or micro-loans.
- Provide tailored skill training and startup toolkits based on youth interests.
- Create peer learning networks and entrepreneurial community spaces.
- Ensure consistent market access through trade fairs, partnerships, and digital platforms.
- Establish structured mentorship programs with successful entrepreneurs.

## Ensuring Effective Communication with Female NEET Youth Facing Cultural Barriers

- Conduct Uthan Baithak (courtyard meetings) to reach young women within their communities.
- Develop culturally sensitive, locally-dialect content with relatable visuals and examples.
- Engage respected local female figures to act as community messengers.
- Use AI-driven chatbots and digital tools that accommodate literacy levels and privacy concerns.
- Create secure communication channels that respect confidentiality and family dynamics.

### Overview of Open Discussion, Feedback & Suggestions Session

The open discussion session served as a dynamic space for stakeholders to provide field-level insights, practical recommendations, and contextual feedback on key themes of the EARN initiative. Drawing from lived experiences and organizational expertise, participants offered grassroots-informed strategies to address challenges related to training, employment, and empowerment of NEET youth—particularly young women.

There was strong consensus on the importance of **localized, flexible, and culturally sensitive approaches**. Suggestions emphasized the use of **digital platforms, home-based learning models, and community engagement mechanisms** to improve outreach and participation. Communication strategies rooted in **visual storytelling, peer learning, and family involvement** were seen as vital to overcoming social barriers.

Participants also stressed the need to **rebrand vocational training**, support **female mobility and confidence-building**, and ensure **inclusive programming** that aligns men and women toward shared socioeconomic outcomes. The discussion reinforced the value of **real-time success stories, accessible funding, and local mentorship** to drive sustained change.

Overall, the session highlighted a collaborative spirit, offering actionable ideas that bridge policy and practice to accelerate youth resilience and participation under the EARN framework.

## Suggestions compiled

1. **Nationwide Mindset Campaigns:** Roll out storytelling-based multimedia campaigns to reposition vocational trades as dignified and aspirational.
2. **Family and Guardian Engagement:** Direct outreach and communication modules targeting family decision-makers.
3. **Offline-First Information Ecosystems:** Establish physical “Youth Opportunity Corners” in each union with printed, visual, and audio resources.
4. **Inclusive and Accessible Program Design:** Integrate assistive tools and flexible delivery mechanisms for specially-abled youth.
5. **Psychosocial Empowerment:** Implement modules focused on self-worth, public speaking, and life goal visualization.
6. **Post-Training Support Systems:** Enhance job placement services and provide follow-up mentoring and financial linkages for youth-led businesses.
7. **Strengthen Interagency Coordination:** Create centralized digital dashboards and district-level task forces for implementation alignment.
8. **Community Leader Exchange Program:** Implement “Community Leader Exchange” program where representatives from regions like CHT visit districts with successful training outcomes, experience real-life impacts, and return to share relatable stories that daptation.
9. **Digital Platform:** Leverage digital platforms to deliver bite-sized training modules , home based skills and parenting tips via mobile, allowing homemakers to learn flexibly from home while managing childcare.
10. **Success Stories:** Success stories dissemination is a key factor achieving the goal of EARN Project.It must be done in a holistic approach-making stories understandable on national level & also aligning it with each VLTC location individually.

# Conclusion

The Multistakeholder Consultation Workshop on the Economic Acceleration and Resilience for NEET (EARN) initiative served as a critical platform for dialogue, collaboration, and collective problem-solving. The active participation of government agencies, development partners, and civil society organizations highlighted a shared commitment to address the pressing challenges faced by NEET youth in Bangladesh.

The insights gathered and solutions proposed during the workshop will play a pivotal role in shaping inclusive, impactful, and sustainable strategies under the EARN initiative. Going forward, continued engagement, cross-sector coordination, and evidence-based policy actions will be essential in realizing the program's objectives and empowering the youth of Bangladesh to become resilient and productive members of the economy.



# Annex

# **Invitation Card Hard Copy**

# Sign in Sheet

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# Feedback Form



যুব উন্নয়ন অধিদপ্তর  
যুব ও ক্রীড়া মন্ত্রণালয়



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Economic Acceleration and Resilience for NEET  
ইকোনোমিক অ্যাকসিলারেশন অ্যান্ড রেজিলিয়েন্স ফর নিট

## Stakeholders Consultation Workshop

### Feedback Form

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Question 1: How can we communicate the importance of futuristic training modules to local communities?	
Thoughts	<ul style="list-style-type: none"> <li>- Multi language — priority to local context</li> <li>- Digital version — multi language, on line off line</li> <li>- Advertise next to reach max. youth &amp; women.</li> <li>- engage Media.</li> </ul>
Special Note	Multiple language / Media

Question 2: How can we attract homemakers with young children to training and employment despite childcare challenges?	
Thoughts	<ul style="list-style-type: none"> <li>- Design modul for young children on life skill especially on home maker</li> <li>- Incorporate / promote extra curriculum in school, college, university</li> <li>- <del>app</del> <del>prize</del> Acknowledge child contribution in home maker.</li> <li>- introduce award on life skill to children</li> </ul>
Special Note	Increase life skill of young children

<p><b>Question 3: How can we encourage rural housewives to participate in mainstream employment?</b></p>	
<p>Thoughts</p>	<ul style="list-style-type: none"> <li>- Utilize women potential by creating space for women — more positive discrimination</li> <li>- promote two forms, income is good to meet family demands.</li> <li>- ensure women access to supportive capital for business</li> </ul>
<p>Special Note</p>	<p>Promote Two forms, income including housework.</p>

<p><b>Question 4: How can we promote men's involvement in household chores to support women's earning opportunities?</b></p>	
<p>Thoughts</p>	<ul style="list-style-type: none"> <li>- increase awareness on rights of women. men's work/activities is not for men or women</li> <li>- Increase awareness/respect to women on shared responsibilities at home.</li> <li>- increase awareness to break social negative norms towards women.</li> </ul>
<p>Special Note</p>	<p>strengthen gender equity through gender equality</p>

**Question 5: How can we change perceptions of vocational jobs to increase acceptance and participation?**

Thoughts	<ul style="list-style-type: none"> <li>- Research on <del>finds</del> locally viable business trades and the trades relevant to 4th industrial revolution.</li> <li>- promote entrepreneurs as business</li> <li>- ensure market linkage beside business thoughts</li> <li>- standardize TVET in connection with market demand</li> <li>- share facilities of access to business capital &amp; will see zero collateral.</li> </ul>
Special Note	<ul style="list-style-type: none"> <li>- locally viable trades</li> <li>- standard Training</li> </ul>

**Question 6: How can we address potential conflicts when women make up the majority of beneficiaries?**

Thoughts	<ul style="list-style-type: none"> <li>- promote women rights and potentials to contribute in maintaining economy</li> <li>- find potential women who are confident to <del>start</del> run business</li> <li>- engage local elites to find potential women, as women can run business from their home</li> <li>- find women friendly trades can run from home or safe place.</li> </ul>
Special Note	<p>promote women potentials by respecting social norms &amp; gender</p>

<p><b>Question 7: How can we effectively monitor and promote local and national success stories to inspire others?</b></p>	
<p>Thoughts</p>	<ul style="list-style-type: none"> <li>- set-up data base and monitor data base of successful youth</li> <li>- share experience of successful entrepreneurs story/ advertisement locally/nationally via media.</li> <li>- establish local mentors group in consist of local influential.</li> <li>- promote entrepreneurs as business not a hobby or social status.</li> </ul>
<p>Special Note</p>	<p>Promote success stories by media</p>

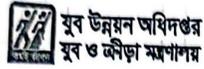
<p><b>Question 8: How can we motivate NEET youth, especially females, to return to education?</b></p>	
<p>Thoughts</p>	<ul style="list-style-type: none"> <li>- Share positive message with drop out female</li> <li>- Make sure family is supportive to youth especially female</li> <li>- Make the Education institute supportive to drop out youth</li> <li>- consider local challenges like infrastructure, language, loans, mobile network</li> </ul>
<p>Special Note</p>	<p>Promote youth as future potential, encourage family local elites</p>

Question 9: How can we support NEET youth who want to become entrepreneurs?

Thoughts	<p><del>idea</del> - select appropriate youth who should continue entrepreneurship as profession</p> <ul style="list-style-type: none"><li>- youth supported by family</li><li>- youth have previous experience on the trade.</li><li>- make sure access to startup capital.</li><li>- consistent mentoring.</li></ul>
Special Note	<ul style="list-style-type: none"><li>- Business viable Trades, standard Training/TvET</li><li>- Access to capital with zero collateral.</li></ul>

Question 10: How can we ensure that female NEET youth receive program messages directly, despite cultural and mobility challenges?

Thoughts	<ul style="list-style-type: none"><li>- Ensure spouse/family support</li><li>- Access to digital device</li><li>- Access to local DYD offices</li><li>- Access to local youth organizations in connection with DYD.</li></ul>
Special Note	Access to digital device



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যুব ও ক্রীড়া মন্ত্রণালয়



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Economic Acceleration and Resilience for NEET  
ইকোনোমিক অ্যাকসিলারেশন অ্যান্ড রেজিলিয়েন্স ফর নিট

## Stakeholders Consultation Workshop

### Feedback Form

First Name:	AAMANUR RAHMAN
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Question 1: How can we communicate the importance of futuristic training modules to local communities?

Thoughts	<ul style="list-style-type: none"><li>- Context specific examples / case studies</li><li>- Language specific content for indigenous communities.</li><li>- Accessible materials</li></ul>
Special Note	

Question 2: How can we attract homemakers with young children to training and employment despite childcare challenges?

Thoughts	<ul style="list-style-type: none"><li>- Addressing the social norms by <del>discuss</del> engaging the parents / spouse &amp; community leaders.</li><li>- <del>for wage employment employer-led demand for</del></li></ul>
Special Note	<ul style="list-style-type: none"><li>- <del>specific job numbers for</del> child care facilities at workplace</li></ul>

- Flexi work-hours?
- Safe mobility.

**Question 3: How can we encourage rural housewives to participate in mainstream employment?**

Thoughts	<ul style="list-style-type: none"><li>- Community &amp; H/A based BCE/SBE Campaigns</li><li>- National level <del>to ch</del> Campaigns to challenge the <del>to</del> conventional gender role &amp; trade for women.</li></ul>
Special Note	

**Question 4: How can we promote men's involvement in household chores to support women's earning opportunities?**

Thoughts	<ul style="list-style-type: none"><li>- Spouse meeting of CARE/stuss could be replicated.</li><li>- Community fair engaging men to play alternative gender role could demonstrate the alternative discourse</li></ul>
Special Note	

**Question 5: How can we change perceptions of vocational jobs to increase acceptance and participation?**

Thoughts

- TVET is words like, smart & modern.  
narrative

- It should be trendy in line with globalization  
of info flow, mindset of gen-Z, gen-α.

Special  
Note

**Question 6: How can we address potential conflicts when women make up the majority of beneficiaries?**

Thoughts

- Engaging the gate keepers from the very  
beginning.

Special  
Note

**Question 7: How can we effectively monitor and promote local and national success stories to inspire others?**

Thoughts	<ul style="list-style-type: none"><li>- A central coordinative body for comm- - Dotted line with TC &amp; comm expert for periodic &amp; emerging - stories.</li></ul>
Special Note	

**Question 8: How can we motivate NEET youth, especially females, to return to education?**

Thoughts	<ul style="list-style-type: none"><li>- <del>Job assurance will motivate them to</del> <del>uptake NEET</del></li><li>- Dignity, aspiration mapping may help</li></ul>
Special Note	

**Question 9: How can we support NEET youth who want to become entrepreneurs?**

Thoughts	<ul style="list-style-type: none"><li>- Soft loan with close support &amp; mentorship</li><li>- Creating a new vibe for new generations of entrepreneurs.</li></ul>
Special Note	

**Question 10: How can we ensure that female NEET youth receive program messages directly, despite cultural and mobility challenges?**

Thoughts	<ul style="list-style-type: none"><li>- Engage local women character, with local dialect in local settings will help</li><li>- <del>with</del> Transformation of the character will <del>not</del> inspire the commoners.</li></ul>
Special Note	



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## Stakeholders Consultation Workshop

### Feedback Form

First Name:	Md. Harif Mia
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<b>Question 1: How can we communicate the importance of futuristic training modules to local communities?</b>	
Thoughts	Through local community leaders, know meeting → social media @ etc.
Special Note	

<b>Question 2: How can we attract homemakers with young children to training and employment despite childcare challenges?</b>	
Thoughts	To ensure child care friendly training environment we can attract more women to participate training.
Special Note	

**Question 3: How can we encourage rural housewives to participate in mainstream employment?**

Thoughts	To aware these family guardian and others members. After that providing appropriate skill based training and ensure Job Placement Activities.
Special Note	

**Question 4: How can we promote men's involvement in household chores to support women's earning opportunities?**

Thoughts	Through EDT we can <del>we can</del> and give them economic support <del>to</del> household men can support household women earning opportunities Besides, sharing work time.
Special Note	

**Question 5: How can we change perceptions of vocational jobs to increase acceptance and participation?**

Thoughts	To increase acceptancy & participation of vocational jobs the perception can be change througgh mass level media communication.
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Special Note

**Question 6: How can we address potential conflicts when women make up the majority of beneficiaries?**

Thoughts	To take inclusive program <del>and</del> approach, we can address the issues.
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Special Note

**Question 7: How can we effectively monitor and promote local and national success stories to inspire others?**

Thoughts To showing the success stories in different level like, social ~~media~~ and national media, community level and sharing among ~~the~~ stakeholders.

Special Note

**Question 8: How can we motivate NEET youth, especially females, to return to education?**

Thoughts

Special Note

<b>Question 9: How can we support NEET youth who want to become entrepreneurs?</b>	
Thoughts	
Special Note	

<b>Question 10: How can we ensure that female NEET youth receive program messages directly, despite cultural and mobility challenges?</b>	
Thoughts	
Special Note	



## Stakeholders Consultation Workshop

### Feedback Form

First Name:	NUSRAT DAUD PRITHA
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**Question 1: How can we communicate the importance of futuristic training modules to local communities?**

Thoughts	Showcase future aspirations with success stories. - set role model - show new avenues
Special Note	In areas where social, community & religious barriers are more, the same system would have to be sensitized & utilized.

**Question 2: How can we attract homemakers with young children to training and employment despite childcare challenges?**

Thoughts	Without a proper system support for mothers and children, no homemaker would be encouraged for training or employment. While doing so, it should also be noted that <u>just women</u> are not burdened with the responsibility of program.
Special Note	The communication strategy being developed should be mindful not to create over-burden and abandoned for future <del>gen</del> generation.

Follow CARE'S model of Women & Child Friendly Space.

<b>Question 3: How can we encourage rural housewives to participate in mainstream employment?</b>	
Thoughts	Provide market linkages, set-up business opportunities, digital solution.
Special Note	Reaching women at household is easier with chatbots (WA)

<b>Question 4: How can we promote men's involvement in household chores to support women's earning opportunities?</b>	
Thoughts	Show them the <sup>&amp; family</sup> financial <del>well-being</del> aspect well-being aspect of sharing household chores.
Special Note	Follow IMAGINE project model by CARE Bangladesh.

<b>Question 5: How can we change perceptions of vocational jobs to increase acceptance and participation?</b>	
Thoughts	Show positive local & Global cases
Special Note	Use power of local agencies, main stream media, & OTT platform for on given topic.

<b>Question 6: How can we address potential conflicts when women make up the majority of beneficiaries?</b>	
Thoughts	Use the strength of local agency through means of counselling & local champions.
Special Note	Use local, influential, male advocate.

Question 7: How can we effectively monitor and promote local and national success stories to inspire others?	
Thoughts	Short-form contents, OTT platform, movie screenings, bioscope etc → social media.
Special Note	Content, TRP, engagement data, active surveys.

Question 8: How can we motivate NEET youth, especially females, to return to education?	
Thoughts	Perhaps not necessary if they can already be engaged with income generation without resuming
Special Note	education,

Question 9: How can we support NEET youth who want to become entrepreneurs?	
Thoughts	Help develop business knowledge & plans, connect to markets, teach growth-hacks with technology, + seed money
Special Note	By means of group trainings,

Question 10: How can we ensure that female NEET youth receive program messages directly, despite <u>cultural</u> and <u>mobility</u> challenges?	
Thoughts	Design target group availability based outreach models. <ul style="list-style-type: none"> <li>- Audio books</li> <li>- AI-driven chat bots</li> <li>- Voice messages</li> <li>- OTT contents</li> </ul>
Special Note	



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## Stakeholders Consultation Workshop

### Feedback Form

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**Question 1: How can we communicate the importance of futuristic training modules to local communities?**

Thoughts	<ul style="list-style-type: none"><li>① Sanitize the old melon pictures</li><li>② Local need base modules.</li></ul>
Special Note	Local Environment use training modules.

**Question 2: How can we attract homemakers with young children to training and employment despite childcare challenges?**

Thoughts	<ul style="list-style-type: none"><li><del>① introduce children home maker</del></li><li>② Early marriage, early motherhood, safety concerns</li><li>family/restriction and domestic responsibilities</li><li>③ motivated training &amp; gardening.</li></ul>
Special Note	Local committee kept under charge.

<b>Question 3: How can we encourage rural housewives to participate in mainstream employment?</b>	
Thoughts	<ul style="list-style-type: none"> <li>① By provide trainings</li> <li>② Alternative job creation.</li> </ul>
Special Note	Local training can provide rural women's

<b>Question 4: How can we promote men's involvement in household chores to support women's earning opportunities?</b>	
Thoughts	① Behavior change of women of her family so she will earning other source.
Special Note	Training both men & women.

**Question 5: How can we change perceptions of vocational jobs to increase acceptance and participation?**

Thoughts

Positive change -

Special  
Note

**Question 6: How can we address potential conflicts when women make up the majority of beneficiaries?**

Thoughts

① Empowerment of women.  
① Increase earning source

Special  
Note

Overall engage community, both male & female.  
Awareness session.

Question 7: How can we effectively monitor and promote local and national success stories to inspire others?

Thoughts

Record success stories from beneficiaries.

Special Note

Pick topical documents

Question 8: How can we motivate NEET youth, especially females, to return to education?

Thoughts

① Specializes self-income source for females.

Special Note

Behavior change local leader & religion.

Question 9: How can we support NEET youth who want to become entrepreneurs?

Thoughts	Job creation market linkages
Special Note	

Question 10: How can we ensure that female NEET youth receive program messages directly, despite cultural and mobility challenges?

Thoughts	Early marriage, early motherhood, safety coverage Family restoration and committee possibilities.
Special Note	door to door conduct and small group meetings.



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## Stakeholders Consultation Workshop

### Feedback Form

First Name:	Souzan
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<b>Question 1: How can we communicate the importance of futuristic training modules to local communities?</b>	
Thoughts	Presenting the existing opportunities & benefits, nationally and globally, can motivate NEET male. As for women, govt endorsed daycares should be promoted.
Special Note	

<b>Question 2: How can we attract homemakers with young children to training and employment despite childcare challenges?</b>	
Thoughts	Creche/ Daycare, flexible working modality
Special Note	

**Question 3: How can we encourage rural housewives to participate in mainstream employment?**

Thoughts

Campaigns to alleviate deep-rooted social stigma on women's freedom of mobility; engaging community leaders and development of young women's platforms can also help.

Special Note

**Question 4: How can we promote men's involvement in household chores to support women's earning opportunities?**

Thoughts

Community radio and TV awareness campaigns on unpaid care and the significance of sharing the burden

Special Note

**Question 5: How can we change perceptions of vocational jobs to increase acceptance and participation?**

Thoughts	there has to be market linkage; and job placement facilities of in vocational institutions. highlighting the link and success stories will encourage the enrollment.
Special Note	

**Question 6: How can we address potential conflicts when women make up the majority of beneficiaries?**

Thoughts	Sensitization of on gender equity and affirmative action w practical examples.
Special Note	

**Question 7: How can we effectively monitor and promote local and national success stories to inspire others?**

Thoughts

influencer engagement.

Special Note

**Question 8: How can we motivate NEET youth, especially females, to return to education?**

Thoughts

incentivized free education, off incorporating skills training w education.

Special Note

Question 9: How can we support NEET youth who want to become entrepreneurs?	
Thoughts	ecosystem development is an absolute necessity, capacity building of stakeholders <del>and</del> → and promoting these among youths.
Special Note	

Question 10: How can we ensure that female NEET youth receive program messages directly, despite cultural and mobility challenges?	
Thoughts	popularize TV skills programs
Special Note	

UNDP's future action is also addressing <sup>soft</sup> skill development among youth, with an emphasis on creating market linkage with employers, in partnership w/ GIP and BIDA. We can explore possibilities of collaboration.



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### Feedback Form

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Question 1: How can we communicate the importance of futuristic training modules to local communities?

Thoughts	এসব, প্রতিটি ক্ষেত্রে গবেষণা পরিচালনা- ত্রিভুজ শেখান নিজে হলে কাজে করীতা অধিকার- এক্ষেত্রে নতুন পরিচালনা এ প্রকার সমস্যাতে কোন কোনো কঠিন, নতুন চিন্তা-একসঙ্গে পরিচালনা গুণ দিতে-ইচ্ছাশীল এ নিয়মিত
Special Note	

আমার  
স্বপ্ন

Question 2: How can we attract homemakers with young children to training and employment despite childcare challenges?

Thoughts	পরিচালনা ত্রিভুজ শেখান, অবশ্যই
Special Note	

Question 3: How can we encourage rural housewives to participate in mainstream employment?	
Thoughts	<p>প্রথমে গ্রুপ/নারী/গ্রুপের তৈরি/নেটওয়ার্কিং - কার্গে নিং কো-পাঠিয়ে।          পঠিয়ে।          গ্রুপ/নারী/গ্রুপের তৈরি/নেটওয়ার্কিং - কার্গে নিং কো-পাঠিয়ে।          গ্রুপ/নারী/গ্রুপের তৈরি/নেটওয়ার্কিং - কার্গে নিং কো-পাঠিয়ে।</p>
Special Note	

অন্যান্য

Question 4: How can we promote men's involvement in household chores to support women's earning opportunities?	
Thoughts	<p>সমস্যা সৃষ্টি/স্বীকার করে সমস্যা সৃষ্টি সূক্ষ্ম প্রশিক্ষণ,          ডেভি - সীমিত সমস্যা হিসাবে যেটা সমস্যা সৃষ্টি করে          সমস্যা সৃষ্টি সমস্যা সৃষ্টি সমস্যা সৃষ্টি সমস্যা সৃষ্টি সমস্যা সৃষ্টি</p>
Special Note	

অন্যান্য

**Question 5: How can we change perceptions of vocational jobs to increase acceptance and participation?**

Thoughts

ଏକାଧାରରେ ବାକୀ ପ୍ରମାଣ/କୌଶଳ/କର୍ମକ୍ଷମତା/କମ୍ପ୍ୟୁଟର ପ୍ରତିନିଦେଶ  
କମ୍ପ୍ୟୁଟର ସମ୍ବନ୍ଧରେ କରାଯାଏ ।

Special  
Note

**Question 6: How can we address potential conflicts when women make up the majority of beneficiaries?**

Thoughts

Special  
Note

<b>Question 7: How can we effectively monitor and promote local and national success stories to inspire others?</b>	
Thoughts	
Special Note	

<b>Question 8: How can we motivate NEET youth, especially females, to return to education?</b>	
Thoughts	<p>CHT- ୧ - ଏହା ଏକ ବିଷୟ ଯେଉଁଠି ଯେଉଁଠି ଯୁବକ-ଯୁବତୀମାନେ ନିଜର ଶିକ୍ଷା ସମାପ୍ତ କରିବା ପରେ ମଧ୍ୟ ଶିକ୍ଷା ଲାଭ କରିବା ପାଇଁ ଚାହୁଁଛନ୍ତି। ଏହା ଏକ ବିଷୟ ଯେଉଁଠି ଯୁବକ-ଯୁବତୀମାନେ ନିଜର ଶିକ୍ଷା ସମାପ୍ତ କରିବା ପରେ ମଧ୍ୟ ଶିକ୍ଷା ଲାଭ କରିବା ପାଇଁ ଚାହୁଁଛନ୍ତି। ଏହା ଏକ ବିଷୟ ଯେଉଁଠି ଯୁବକ-ଯୁବତୀମାନେ ନିଜର ଶିକ୍ଷା ସମାପ୍ତ କରିବା ପରେ ମଧ୍ୟ ଶିକ୍ଷା ଲାଭ କରିବା ପାଇଁ ଚାହୁଁଛନ୍ତି।</p>
Special Note	

10/10/20

**Question 9: How can we support NEET youth who want to become entrepreneurs?**

Thoughts	← ଅମ୍ଭମାନଙ୍କୁ - ଲାଭଦାୟକ - ସାଫଳ ନିର୍ଦ୍ଦେଶ - ଯୋଗାଯୋଗ - ସମ୍ପୂର୍ଣ୍ଣ ନିର୍ଦ୍ଦେଶ -
Special Note	

**Question 10: How can we ensure that female NEET youth receive program messages directly, despite cultural and mobility challenges?**

Thoughts	
Special Note	



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## Stakeholders Consultation Workshop

### Feedback Form

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<b>Question 1: How can we communicate the importance of futuristic training modules to local communities?</b>	
Thoughts	<ul style="list-style-type: none"> <li>① Information &amp; Communication Technology Training</li> <li>② Modern Agriculture Training</li> <li>③ Modern Animal Farm management Training</li> </ul>
Special Note	

<b>Question 2: How can we attract homemakers with young children to training and employment despite childcare challenges?</b>	
Thoughts	<p>Every motivated to train &amp; become candidates</p>
Special Note	

<b>Question 3: How can we encourage rural housewives to participate in mainstream employment?</b>	
Thoughts	<ol style="list-style-type: none"> <li>1. By Provide Training</li> <li>2. Alternative to education</li> </ol>
Special Note	Local Training Vene provide

<b>Question 4: How can we promote men's involvement in household chores to support women's earning opportunities?</b>	
Thoughts	<p>Financial support from families and societal perception of honor are also relevant but less prioritized compared to self-reliance and professional training opportunities.</p>
Special Note	

**Question 5: How can we change perceptions of vocational jobs to increase acceptance and participation?**

Thoughts  
Perceive change

Special Note

**Question 6: How can we address potential conflicts when women make up the majority of beneficiaries?**

Thoughts  
① Empowerment of women  
② generate employment

Special Note  
overcome some concerns with time.  
Awareness

Question 7: How can we effectively monitor and promote local and national success stories to inspire others?	
Thoughts	1. Received success stories from Benihenny
Special Note	

Question 8: How can we motivate NEET youth, especially females, to return to education?	
Thoughts	1. motivated to formally through self employment
Special Note	

<b>Question 9: How can we support NEET youth who want to become entrepreneurs?</b>	
Thoughts	① Job Creation. ② Market Linkage
Special Note	

<b>Question 10: How can we ensure that female NEET youth receive program messages directly, despite cultural and mobility challenges?</b>	
Thoughts	Early marriage. Early motherhood. Safety concerns. Family restriction. and domestic responsibilities.
Special Note	



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## Stakeholders Consultation Workshop

### Feedback Form

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Question 1: How can we communicate the importance of futuristic training modules to local communities?	
Thoughts	<ol style="list-style-type: none"> <li>① Sensitise the audience.</li> <li>② Consider real situation</li> <li>③ Explore scopes and share with targeted groups</li> </ol>
Special Note	

Question 2: How can we attract homemakers with young children to training and employment despite childcare challenges?	
Thoughts	<ol style="list-style-type: none"> <li>① Introduce childcare facilities at workplaces/training venues</li> <li>② Advise them about benefit of training/employment/outdoor works.</li> <li>③ Ensure of safety of child at childcare.</li> </ol>
Special Note	

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**Question 3: How can we encourage rural housewives to participate in mainstream employment?**

Thoughts	<ol style="list-style-type: none"><li>① by provide training</li><li>② Adare them about mainstream employment/Economy.</li><li>③ Skilled up them.</li></ol>
Special Note	

**Question 4: How can we promote men's involvement in household chores to support women's earning opportunities?**

Thoughts	<ol style="list-style-type: none"><li>① Change of men's mindset by sensitization.</li><li>② Taking <sup>household works</sup> responsibilities by men.</li></ol>
Special Note	

**Question 5: How can we change perceptions of vocational jobs to increase acceptance and participation?**

Thoughts

- ① Considering real time situation/need.
- ② Introducing modern technology.
- ③ positive counseling.

Special  
Note

**Question 6: How can we address potential conflicts when women make up the majority of beneficiaries?**

Thoughts

- ① Making people clear about the importance of development of women.

Special  
Note

**Question 7: How can we effectively monitor and promote local and national success stories to inspire others?**

Thoughts	<ol style="list-style-type: none"><li>① Proper data collection at every stage of project implementation.</li><li>② Making the stories in easy language (obviously in Bangla), easy mode.</li><li>③ Decimate the stories.</li></ol>
Special Note	

**Question 8: How can we motivate NEET youth, especially females, to return to education?**

Thoughts	<ol style="list-style-type: none"><li>① Make them understand, about importance of education.</li><li>② Introduce compensation.</li><li>③ Showing success stories.</li></ol>
Special Note	

Question 9: How can we support NEET youth who want to become entrepreneurs?	
Thoughts	<ol style="list-style-type: none"> <li>① provide <sup>skill</sup> training.</li> <li>② Technology support.</li> <li>③ Fund support (with/without interest income of loan support)</li> </ol>
Special Note	

Question 10: How can we ensure that female NEET youth receive program messages directly, despite cultural and mobility challenges?	
Thoughts	<ol style="list-style-type: none"> <li>① Method/Technique/way may not be same for each area.</li> <li>① Leaflet use</li> <li>② Audio document prepare and disseminate</li> <li>③ Video document prepare and disseminate?</li> <li>④ Courtyard session conduct.</li> </ol>
Special Note	



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## Stakeholders Consultation Workshop

### Feedback Form

First Name:	Fatima Halima
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**Question 1: How can we communicate the importance of futuristic training modules to local communities?**

Thoughts	<ul style="list-style-type: none"><li>- Modules should be written in easy Bengla</li><li>- In case of providing training to indigenous community people trainers should be selected from the indigenous community so that participants can understand clearly</li></ul>
Special Note	<ul style="list-style-type: none"><li>- Should focus the topic of the module understandable and disseminate the theme of the module for the larger community -</li></ul>

**Question 2: How can we attract homemakers with young children to training and employment despite childcare challenges?**

Thoughts	<ul style="list-style-type: none"><li>- In the training session if we will give more emphasis on practical classes then it will be interesting to children.</li></ul>
Special Note	<ul style="list-style-type: none"><li>- Arrange visit in different houses.</li></ul>

**Question 3: How can we encourage rural housewives to participate in mainstream employment?**

Thoughts	<ul style="list-style-type: none"><li>- Mass awareness should be taken to encourage rural households through leaflet, poster etc.</li><li>- Showcasing some successful case studies</li></ul>
Special Note	<ul style="list-style-type: none"><li>- Village level committee formation and through them mass awareness activities are initiated.</li></ul>

**Question 4: How can we promote men's involvement in household chores to support women's earning opportunities?**

Thoughts	<ul style="list-style-type: none"><li>- In this regard mass awareness through leaflet, poster, pot song should be organized</li><li>- Formation of group where men and women should be involved</li></ul>
Special Note	<ul style="list-style-type: none"><li>- Awareness for men and women both.</li></ul>

Question 5: How can we change perceptions of vocational jobs to increase acceptance and participation?

Thoughts	- Collect unemployed youths from the hard to reach areas through campaigns. In the campaign the importance of vocational training should be discussed.
Special Note	- Mass awareness

Question 6: How can we address potential conflicts when women make up the majority of beneficiaries?

Thoughts	It is our general perspective that men participants sometimes harassed women participants. So we should use mechanisms to resolve their conflict using different communication materials.
Special Note	- counselling, - community consultation

**Question 7: How can we effectively monitor and promote local and national success stories to inspire others?**

Thoughts	- Television is a good mechanism, we can develop stories like 'Meena cartoon' and widely people will be inspired through it.
Special Note	- TV series,

**Question 8: How can we motivate NEET youth, especially females, to return to education?**

Thoughts	- We will monitor students intensively and link them in the nearest school.
Special Note	We should have few activities with schools,

Question 9: How can we support NEET youth who want to become entrepreneurs?

Thoughts

- After the training we should provide apprenticeship support and also provide toolkit for starting a business

Special Note

- Toolkit support and link them in different financial institution

Question 10: How can we ensure that female NEET youth receive program messages directly, despite cultural and mobility challenges?

Thoughts

- Avoiding TV screen  
- Sending ~~message~~ communication material through mobile  
- Mass awareness so that they will not face any changes

Special Note



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## Stakeholders Consultation Workshop

### Feedback Form

First Name:	Md. Shahinur Islam
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Question 1: How can we communicate the importance of futuristic training modules to local communities?	
Thoughts	1. By rising awareness 2. Sensitizing local elites and religious leaders. 3. Utilizing Electronic/Print/social media including - Developing SMS broadcasting system
Special Note	Based on the context any of the above strategies can be applied.

Question 2: How can we attract homemakers with young children to training and employment despite childcare challenges?	
Thoughts	By disseminating exemplary success stories that may inspire. By arranging Daycare/childcare facilities in the training center To motivate that how economic empowerment can improve her family living standards
Special Note	

<b>Question 3: How can we encourage rural housewives to participate in mainstream employment?</b>	
Thoughts	<ul style="list-style-type: none"> <li>* Courtyard trainings</li> <li>* Sensilization to make groups</li> <li>* Disseminating success stories.</li> </ul>
Special Note	

<b>Question 4: How can we promote men's involvement in household chores to support women's earning opportunities?</b>	
Thoughts	<p>* Organize sensilization events and sensilize them on the benefits women engagement in economic activities. Also discuss that how <del>easy</del> important it is to ensure men's involvement in household chores.</p>
Special Note	

Question 5: How can we change perceptions of vocational jobs to increase acceptance and participation?	
Thoughts	<ul style="list-style-type: none"> <li>* By rising awareness on</li> <li>* Sharing success stories &amp; sharing the challenges of traditional jobs</li> <li>* <del>A</del> Developing IEC/BCC materials as well as massive dissemination</li> </ul>
Special Note	

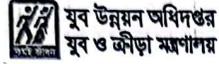
Question 6: How can we address potential conflicts when women make up the majority of beneficiaries?	
Thoughts	<ul style="list-style-type: none"> <li>* Organizing sensitization/motivational events</li> <li>* Awarings male/local elites/religious leader</li> <li>* Sensitizing/supporting local conflict mitigation systems</li> </ul>
Special Note	

<b>Question 7: How can we effectively monitor and promote local and national success stories to inspire others?</b>	
Thoughts	<del>* To</del> Strengthening DYD <sup>including LGTs</sup> at all layers to monitor the success. * Utilize media & telecommunication to promote success stories.
Special Note	

<b>Question 8: How can we motivate NEET youth, especially females, to return to education?</b>	
Thoughts	* By sharing success & stories with evidences * Motivating their parents / Guardians / husband * Organize motivational events - Rising awareness - Drama, street show, folk songs
Special Note	* Organize youth conference, sharing live success stories. * Engaging local elites and religious leaders in motivating youths

<b>Question 9: How can we support NEET youth who want to become entrepreneurs?</b>	
Thoughts	<ul style="list-style-type: none"> <li>* By supporting his/her business plan development.</li> <li>* By providing business startup support (Cash/Kind)</li> <li>* By linking them with relevant Govt. department / loan providing agencies</li> </ul>
Special Note	

<b>Question 10: How can we ensure that female NEET youth receive program messages directly, despite cultural and mobility challenges?</b>	
Thoughts	<ul style="list-style-type: none"> <li>By developing digital communication systems.</li> <li>By arranging information sharing events <del>only</del> <sup>sp</sup> separately with female NEET youth.</li> </ul>
Special Note	



যুব উন্নয়ন অধিদপ্তর  
যুব ও ক্রীড়া মন্ত্রণালয়



গণপ্রজাতন্ত্রী বাংলাদেশ সরকার



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## Stakeholders Consultation Workshop

### Feedback Form

First Name:	
Organization	
Designation	
Phone	
E-Mail	

**Question 1: How can we communicate the importance of futuristic training modules to local communities?**

Thoughts Digitalization of content, local language usage, Training Need Assessment (TNA), Dissemination before of draft module before finalization, Accommodation of local stakeholders (GO, NGO, CBO). Employer connections.

Special Note

**Question 2: How can we attract homemakers with young children to training and employment despite childcare challenges?**

Thoughts Awareness building, On site child care support, child play activity, incentives, GO, NGO - support.

Special Note

**Question 3: How can we encourage rural housewives to participate in mainstream employment?**

Thoughts husband awareness, market driven training - link to co-operatives  
social enterprise.

Special  
Note

**Question 4: How can we promote men's involvement in household chores to support women's earning opportunities?**

Thoughts Community di- , TV/ Rolemodel as a changemaker.  
family awareness, couple training, male as a changemaker,

Special  
Note

<b>Question 5: How can we change perceptions of vocational jobs to increase acceptance and participation?</b>	
Thoughts	Awarners . SME, MM - engagement, certification,
Special Note	

<b>Question 6: How can we address potential conflicts when women make up the majority of beneficiaries?</b>	
Thoughts	Inclusive program design, religion leader through workshop. Area specific plan. Benefit enrollment.
Special Note	

**Question 7: How can we effectively monitor and promote local and national success stories to inspire others?**

Thoughts

Success story electronic media, reel. local dish channel.

Special  
Note

**Question 8: How can we motivate NEET youth, especially females, to return to education?**

Thoughts

Special  
Note

<b>Question 9: How can we support NEET youth who want to become entrepreneurs?</b>	
Thoughts	
Special Note	

<b>Question 10: How can we ensure that female NEET youth receive program messages directly, despite cultural and mobility challenges?</b>	
Thoughts	
Special Note	



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## Stakeholders Consultation Workshop

### Feedback Form

First Name:	A-K M MOSTAFIZUR RAHMAN
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Question 1: How can we communicate the importance of futuristic training modules to local communities?	
Thoughts	To effectively communicate the importance of futuristic training modules to local communities focus on showcasing their tangible benefits and how they will improve quality of life, economic opportunities and community well-being. This can be achieved by community relations <del>exp</del> local business <sup>india</sup> <del>inspire</del>
Special Note	Improved Quality of life, Economic opportunity. Community well-being, security-satisfaction of job/work.

Question 2: How can we attract homemakers with young children to training and employment despite childcare challenges?	
Thoughts	Keep the place clean, tidy, ensure that the staff are clean, hygienic and kind. Room for the kids. The place could look bright and could be enjoyable.
Special Note	

**Question 3: How can we encourage rural housewives to participate in mainstream employment?**

Thoughts	Reducing income gap between the urban and rural people enhance partnership between women and men. To <sup>introduce</sup> attractive <del>interest</del> activities
Special Note	Low investment - but Maximum output, activities, joint activities, group participation, to improving their livelihood enjoyable.

**Question 4: How can we promote men's involvement in household chores to support women's earning opportunities?**

Thoughts	The key challenge is to identify and address the factor which prevent rural household. To involved with profitable family well being activities.
Special Note	

<b>Question 5: How can we change perceptions of vocational jobs to increase acceptance and participation?</b>	
Thoughts	To boost the acceptance and participation in vocational job opportunities focus on showcasing the value of such careers <del>to</del> improving vocational training and addressing societal perception
Special Note	

<b>Question 6: How can we address potential conflicts when women make up the majority of beneficiaries?</b>	
Thoughts	women play a crucial role in peace and security efforts both as victims and agents of change. Their meaningful participation in peace processes.
Special Note	

**Question 7: How can we effectively monitor and promote local and national success stories to inspire others?**

Thoughts	To effectively promote and inspire others through success stories, organisations can implement a systematic approach involving gathering impactful narratives.
Special Note	Focus on storytelling utilize diverse platforms and build community engagement. Highlight relatable narrative, use visual aids,

**Question 8: How can we motivate NEET youth, especially females, to return to education?**

Thoughts	To motivate NEET youth females to return to education a multifaceted approach is needed encompassing individualized support, accessible resources and addressing systemic barriers.
Special Note	Effective motivate NEET youth females to return to education, a multifaceted approach is needed.

<b>Question 9: How can we support NEET youth who want to become entrepreneurs?</b>	
Thoughts	Support NEET youth who aspire to become entrepreneurs, a multi-faceted approach is needed including providing access to education and training, access fostering supportive networks, offering financial assistance and promoting..
Special Note	

<b>Question 10: How can we ensure that female NEET youth receive program messages directly, despite cultural and mobility challenges?</b>	
Thoughts	Effectively communicate with female NEET youth directly, despite cultural and mobility challenges a multi-pronged approach necessary. This includes utilizing messages to specific need and cultural contexts and leveraging trusted community members
Special Note	Communicate with female NEET youth directly even across cultural and mobility barriers. focus on a accessible culturally appropriate messaging and utilize diverse communication



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## Stakeholders Consultation Workshop

### Feedback Form

First Name:	AFROZA PARVEEN
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<b>Question 1: How can we communicate the importance of futuristic training modules to local communities?</b>	
Thoughts	<p>Highlight benefits like learning potentials and adaptability to future market.</p> <p>Its swing is very popular in Female community.</p>
Special Note	<p>Keep the language simple like Pictur, Video etc.</p>

<b>Question 2: How can we attract homemakers with young children to training and employment despite childcare challenges?</b>	
Thoughts	<p># First of all Family supported women.</p> <p># Try to child play room in every institute.</p>
Special Note	

<b>Question 3: How can we encourage rural housewives to participate in mainstream employment?</b>	
Thoughts	<p>Mainstream employment is easy if they are not willingly supportive. then it's not to be encouraging housewives to participate.           @En sure safe environment environment.</p>
Special Note	

<b>Question 4: How can we promote men's involvement in household chores to support women's earning opportunities?</b>	
Thoughts	<p>Its need to awareness campaign for Men. Specially Right now in one Family can't sum one person earning. So if they are supporting to there femal member then all comfort goes to them also.</p>
Special Note	<p>Counseling need to man by counsiler.</p>

<b>Question 5: How can we change perceptions of vocational jobs to increase acceptance and participation?</b>	
Thoughts	
Special Note	

<b>Question 6: How can we address potential conflicts when women make up the majority of beneficiaries?</b>	
Thoughts	They will not in on time or they will not to do there practice, that time we can find out there problem .
Special Note	

**Question 7: How can we effectively monitor and promote local and national success stories to inspire others?**

Thoughts

Special  
Note

**Question 8: How can we motivate NEET youth, especially females, to return to education?**

Thoughts

Special  
Note

<b>Question 9: How can we support NEET youth who want to become entrepreneurs?</b>	
Thoughts	Find out what makes him/her happy or interesting. depend on this select them.
Special Note	

<b>Question 10: How can we ensure that female NEET youth receive program messages directly, despite cultural and mobility challenges?</b>	
Thoughts	<ul style="list-style-type: none"> <li>① Charoni ovigan</li> <li>② Created A group for different different subjects - They will do field work. and Colled the participant s.</li> </ul>
Special Note	



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## Stakeholders Consultation Workshop

### Feedback Form

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**Question 1: How can we communicate the importance of futuristic training modules to local communities?**

Thoughts

- # Use storytelling and real life success examples by organizing different outreach
- # Highlight benefits like earning potentials and adaptability to future market
- # Leverage local influencers or respected figures

Special Note

Keep the language simple and visual (Infographics, drama, videos)

**Question 2: How can we attract homemakers with young children to training and employment despite childcare challenges?**

Thoughts

- # offer flexible training schedules (part time or home based)
- # Provide on-site childcare or support partner networks for babysitting

Special Note

Introduce mobile training units or community based clusters to reduce travel

**Question 3: How can we encourage rural housewives to participate in mainstream employment?**

Thoughts	<ul style="list-style-type: none"><li># offer skill development and vocational training locally</li><li># Provide flexible or home-based income opportunities</li><li># Ensure safe, women-friendly work environments</li><li># Link them with cooperatives or self help groups for support and confidence</li></ul>
Special Note	Address cultural barriers through community awareness and engage local influencers to endorse women's participation

**Question 4: How can we promote men's involvement in household chores to support women's earning opportunities?**

Thoughts	<ul style="list-style-type: none"><li># Conduct gender-sensitization workshops for men</li><li># Showcase role model families where men share responsibilities</li><li># Include household management in livelihood training programs</li></ul>
Special Note	Use community events, drama and social media to break gender stereotypes and celebrate supportive husbands and fathers

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**Question 5: How can we change perceptions of vocational jobs to increase acceptance and participation?**

Thoughts	<ul style="list-style-type: none"><li># Organize awareness Campaign with Success Stories</li><li># Involve Community Leaders and Parents</li><li># offer Career Counseling early on</li><li># show real Income potential</li><li># Rebrand vocational training with aspirational names</li></ul>
Special Note	Changing mindset needs storytelling and positive role model. Make vocational jobs look smart and future ready

**Question 6: How can we address potential conflicts when women make up the majority of beneficiaries?**

Thoughts	<ul style="list-style-type: none"><li># Show that the whole family benefits</li><li># Involve men in orientations and discussions</li><li># offer limited slots for men or couples</li><li># promote stories of supportive men</li><li># Train facilitators to manage gender-related conflicts</li></ul>
Special Note	Empowering women can cause tension - early men engagement and clear communication help reduce conflict

**Question 7: How can we effectively monitor and promote local and national success stories to inspire others?**

Thoughts	<ul style="list-style-type: none"><li># Regularly collect Case Studies with Photos/videos</li><li># Share Stories via Social Media, newsletters and Community events</li><li># Use Youth Ambassadors to tell their own success stories</li><li># Collaborate with local media for coverage</li></ul>
Special Note	Highlight diverse background and Challenges to make stories relatable Ensure female and marginalized voices are equally represented

**Question 8: How can we motivate NEET youth, especially females, to return to education?**

Thoughts	<ul style="list-style-type: none"><li># Provide flexible learning options</li><li># offer incentives (Stipends, Child care support)</li><li># Promote role models and peer mentoring</li><li># Address Safety and Social Stigma Concerns</li></ul>
Special Note	# Engage families and communities to support girls re-entry # Link education to employment opportunities for practical value



Question 9: How can we support NEET youth who want to become entrepreneurs?	
Thoughts	<ul style="list-style-type: none"> <li># Provide tailored entrepreneurship training and mentoring</li> <li># offer seed funding or micro-loans with flexible terms</li> <li># Facilitate access to market linkage and business networks</li> <li># Set-up incubator-co-working spaces in local communities</li> </ul>
Special Note	Use peer role models and success stories to boost confidence and reduce fear of failure

Question 10: How can we ensure that female NEET youth receive program messages directly, despite cultural and mobility challenges?	
Thoughts	<ul style="list-style-type: none"> <li># Use mobile phones (voice message, whatsapp, sms) to reach them at home</li> <li># Engage female community mobilizers/facilitators/peer educators</li> <li># Collaborate with local women groups or religious networks</li> </ul>
Special Note	Always ensure message are culturally sensitive and dialects through trusted female channel



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## Stakeholders Consultation Workshop

### Feedback Form

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<b>Question 1: How can we communicate the importance of futuristic training modules to local communities?</b>	
Thoughts	<p>According to need base of local community or locality have to prepare module. <del>With</del> helping with Department of Youth Development.</p> <ul style="list-style-type: none"> <li>- Understand the community need base and concerns</li> <li>- Highlight the beneficiaries of the training module.</li> <li>- Tailor your communication,</li> </ul>
Special Note	<ul style="list-style-type: none"> <li>- Ensure accessibility and inclusibility.</li> <li>- continuous Engagement and Feedback.</li> </ul>

<b>Question 2: How can we attract homemakers with young children to training and employment despite childcare challenges?</b>	
Thoughts	<p>We can attract homemaker with young childcare</p> <ul style="list-style-type: none"> <li>- Child care Keep clean and tidy environment, sterilize the furniture and equipment to maintain.</li> <li>- Purchase some new furnitures.</li> <li>- Learning &amp; playung environment place</li> </ul>
Special Note	

<b>Question 3: How can we encourage rural housewives to participate in mainstream employment?</b>	
Thoughts	<p>Firstly identify to what type of activity she has need. After identifying then trainup them. Support them. Follow up etc.</p> <ul style="list-style-type: none"> <li>- Skill development, like vocational training, literacy program, online learning access.</li> <li>- Microfinance Entrepreneurship etc.</li> <li>- Awareness.</li> </ul>
Special Note	

<b>Question 4: How can we promote men's involvement in household chores to support women's earning opportunities?</b>	
Thoughts	<ul style="list-style-type: none"> <li>- Awareness and mindset firstly change</li> <li>- Education from youth.</li> <li>- Directly engaged to work.</li> <li>- Pay to incentive.</li> <li>- Linking with MFI for getting support.</li> </ul>
Special Note	

Question 5: How can we change perceptions of vocational jobs to increase acceptance and participation?	
Thoughts	<p>Some strategic approach to increase acceptance like.</p> <ul style="list-style-type: none"> <li>- Media Campaign, Social awareness, Government Campaign.</li> <li>- Promote success stories,</li> <li>- Modern image of vocational work</li> <li>- Engaged family &amp; communities.</li> </ul>
Special Note	<ul style="list-style-type: none"> <li>- Integrate Vocational education, in earlier</li> <li>- Public &amp; Private Sector Collaborate etc.</li> </ul>

Question 6: How can we address potential conflicts when women make up the majority of beneficiaries?	
Thoughts	<p>Addressing potential conflict when women are the majority of beneficiaries</p> <ul style="list-style-type: none"> <li>- especially in male-dominated or traditional settings require carefully inclusive and strategic approach to community engagement and program design.</li> </ul>
Special Note	

Question 7: How can we effectively monitor and promote local and national success stories to inspire others?	
Thoughts	<p>Some Strategy here I am showing like.</p> <ul style="list-style-type: none"> <li>- Identify &amp; document success stories.</li> <li>- Train beneficiaries, create champion, network</li> <li>- Promote through right channel.</li> <li>- Publicity their celebrity</li> </ul>
Special Note	<ul style="list-style-type: none"> <li>- Jointly Govt &amp; NGO can arrange Campaign.</li> <li>- Awarded them.</li> </ul>

Question 8: How can we motivate NEET youth, especially females, to return to education?	
Thoughts	<p>Motivating NEET Youth especially females to return to education.</p> <ul style="list-style-type: none"> <li>- Removing practical barriers, Reshaping social norm, and making education relevant empowering activities. Like...</li> <li>• Understand the Barriers and addressing why the barriers face.</li> <li>• Make education relevant and aspirational</li> </ul>
Special Note	<ul style="list-style-type: none"> <li>- Build Confidence and support system</li> <li>- Engaged family member &amp; Community members.</li> <li>• Provide Technology learning</li> <li>• Partnering with Govt &amp; NGOs.</li> </ul>

Question 9: How can we support NEET youth who want to become entrepreneurs?	
Thoughts	<p>— Requires a comprehensive, hands on approach that built SKMs, Confidence and access to resources, like...</p> <ul style="list-style-type: none"> <li>• Build Awareness <del>Entrepreneur</del> to NEET. &amp; motivation activities.</li> <li>• Accessible skill development, offer</li> <li>• Provide handholding &amp; mentoring support.</li> </ul>
Special Note	<ul style="list-style-type: none"> <li>• Improve Access to finance</li> <li>• Support Market access.</li> <li>• Engage them for better awarded, etc.</li> </ul>

Question 10: How can we ensure that female NEET youth receive program messages directly, despite cultural and mobility challenges?	
Thoughts	<ol style="list-style-type: none"> <li>1. Engage Gatekeeper early</li> <li>2. Create safe information hubs.</li> <li>3. Use Culturally Sensitive message</li> </ol>
Special Note	



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## Stakeholders Consultation Workshop

### Feedback Form

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Question 1: How can we communicate the importance of futuristic training modules to local communities?	
Thoughts	We can use online and offline platforms to communicate with local communities. We can share our ideas for successful business.
Special Note	

Question 2: How can we attract homemakers with young children to training and employment despite childcare challenges?	
Thoughts	Community based day care can help the homemakers to get training and employment. Children in training care.
Special Note	

**Question 3: How can we encourage rural housewives to participate in mainstream employment?**

Thoughts	<p>We can arrange couple session to encourage to share the household responsibilities. Consultation with stakeholders</p>
Special Note	

**Question 4: How can we promote men's involvement in household chores to support women's earning opportunities?**

Thoughts	<p>Couple session can help men to share and support household activities. Counselling to Male counterpart.</p>
Special Note	

**Question 5: How can we change perceptions of vocational jobs to increase acceptance and participation?**

Thoughts

We need mass awareness campaigns to change perception of vocational jobs.

Special Note

**Question 6: How can we address potential conflicts when women make up the majority of beneficiaries?**

Thoughts

Aware the male counterpart for on gender disparity, importance of women empowerment.

Special Note

<b>Question 1: How can we communicate the importance of futuristic training modules to local communities?</b>	
Thoughts	We can use online and offline platform to communicate with local communities, We can share our ideas for successful trainers.
Special Note	

<b>Question 2: How can we attract homemakers with young children to training and employment despite childcare challenges?</b>	
Thoughts	Community based Day care can help the homemakers to get training and employment. Childcare in training centre.
Special Note	

**Question 9: How can we support NEET youth who want to become entrepreneurs?**

Thoughts

Input and Marketing support NEET youth to become entrepreneurs

Special Note

**Question 10: How can we ensure that female NEET youth receive program messages directly, despite cultural and mobility challenges?**

Thoughts

∴ Educate male & female members will ensure that the female get message.

Special Note



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## Stakeholders Consultation Workshop

### Feedback Form

First Name:	Professor Dr. Mohammad Masudur Rahman
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**Question 1: How can we communicate the importance of futuristic training modules to local communities?**

Thoughts	Through a motivational briefing among targeted local communities.
Special Note	Motivation <sup>the reason why</sup> for attending the training <del>is</del> needs to be disseminated.

**Question 2: How can we attract homemakers with young children to training and employment despite childcare challenges?**

Thoughts	To attract homemakers with young children to it, <sup>they</sup> should be motivated describing the bright future on receipt of it.
Special Note	Special motivational session with monetary assistance/incentives.

**Question 3: How can we encourage rural housewives to participate in mainstream employment?**

**Thoughts** Motivation on futuristic social and economical contributions, to women as well as ~~the~~<sup>their</sup> family members especially husbands and fathers.

**Special Note** Social, economic and individual contribution as well as a family income, generation and earning enhancement.

**Question 4: How can we promote men's involvement in household chores to support women's earning opportunities?**

**Thoughts** By motivating and making aware of the impact of women's ability to contribute in the income generation and upgradation on social status, as a contributor in national econ

**Special Note** Future Impact of women's earning opportunities

Question 5: How can we change perceptions of vocational jobs to increase acceptance and participation?	
Thoughts	Dissemination of the benefits of vocational jobs. <del>Futuristic</del> <sup>Prospective</sup> Future of performing vocational jobs for a long time. Personal technical development and entrepreneurship development
Special Note	knowing / disseminating about the benefits of personal, economic, career and national development.

Question 6: How can we address potential conflicts when women make up the majority of beneficiaries?	
Thoughts	Motivating men and women equally about the importance of the inclusion of women in earning opportunities.
Special Note	Encouraging men on how women's income will contribute in the family affairs.

Question 7: How can we effectively monitor and promote local and national success stories to inspire others?

Thoughts

- # Identifying cases who really trying to get involved in the <sup>early</sup> projects
- # Conveying <sup>rec</sup> supports necessary for their real time development.
- # Showcasing the success stories and ~~the~~ troubles faced in the journey
- # Capturing the success stories meticulously.

Special Note

Identifying who needs support, convey assistance and showcasing the troubles and successes. Finally taking/keeping records properly to showcase in the final report.

Question 8: How can we motivate NEET youth, especially females, to return to education?

Thoughts

Disseminating the importance of education.

Special Note

Telling through motivational sessions on why education is important for females ~~and~~ social and economic development.

<b>Question 9: How can we support NEET youth who want to become entrepreneurs?</b>	
Thoughts	Identifying the areas of required support. Provide advanced level training needed for practical context link financial support as a means of bank loan.
Special Note	Identifying areas of required supports and convey those.

<b>Question 10: How can we ensure that female NEET youth receive program messages directly, despite cultural and mobility challenges?</b>	
Thoughts	To provide directly the program messages, female should be <del>provided</del> included in a defined communication network may be through their own channel or devices, or, husbands/fathers' devices/community contact points, etc.
Special Note	personal, family or community contact points/Uthan Boithak.



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## Stakeholders Consultation Workshop

### Feedback Form

First Name:	Sk. Shafiqur Rahman
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Question 1: How can we communicate the importance of futuristic training modules to local communities?	
Thoughts	We can communicate the importance of futuristic training module to local community through union digital center, local NGO, CBO. Local volunteers can communicate with local community. BTRC can also communicate through SMS.
Special Note	Union Parishad's standing committee can play a vital role in this regards.

Question 2: How can we attract homemakers with young children to training and employment despite childcare challenges?	
Thoughts	Through creating an enabling environment, or homemaker friendly environment as well as creating safeguarding atmosphere, homemaker can be attracted to training and employment.
Special Note	It is needed to develop community based Day-care Center at village level.

<b>Question 3: How can we encourage rural housewives to participate in mainstream employment?</b>	
Thoughts	Awareness raising, benefit of mainstreaming employment, family men's participation, mindset change, - can encourage rural housewives.
Special Note	Family members joint initiative is needed.

<b>Question 4: How can we promote men's involvement in household chores to support women's earning opportunities?</b>	
Thoughts	1 <sup>st</sup> , we have to change the mindset that household chores is everyone's work, not <sup>only</sup> female or not only male. It is joint work. Social stigma should be change to promote men's involvement in household chores.
Special Note	Family's commodity work is everyone's work of a family, this concept should be learnt from childhood education & it should be included in curriculum.

**Question 5: How can we change perceptions of vocational jobs to increase acceptance and participation?**

Thoughts	Success of vocational training, case story should be published or disseminated through different mass media, social-media, electronically display every growth center. This can increase acceptance & participation as well as change perceptions.
Special Note	Local leaders, Imams can play a vital role. Champions of vocational job can be ambassador of vocational job.

**Question 6: How can we address potential conflicts when women make up the majority of beneficiaries?**

Thoughts	Ensuring safeguarding policy, we can address potential conflicts when women make-up the majority of beneficiaries.
Special Note	We can utilize village court members to address potential conflicts.

Question 7: How can we effectively monitor and promote local and national success stories to inspire others?	
Thoughts	We can implement Participatory Monitoring systems for effectively monitor. Use mass and social media to promote Local & national success stories.
Special Note	

Question 8: How can we motivate NEET youth, especially females, to return to education?	
Thoughts	If we can disseminate the benefit of vocational training, and its future as well how it can change youths life & <del>the</del> livelihood then NEET youth can motivate. Beside, if we could show female financial benefit, then female would be benefited.
Special Note	Second change Education system, Multi-grade Teaching Learning system is needed to return to education.

Question 9: How can we support NEET youth who want to become entrepreneurs?	
Thoughts	We can motivate them, Provide soft Loan, seed money to support NEET youth to become entrepreneurs.
Special Note	Banks should come forward for Loan support for youth.

Question 10: How can we ensure that female NEET youth receive program messages directly, despite cultural and mobility challenges?	
Thoughts	We can use mass campaign, miking, Postering, Leaflet disseminate in local community or growth center can ensure female youth receive program message directly.
Special Note	



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## Stakeholders Consultation Workshop

### Feedback Form

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Question 1: How can we communicate the importance of futuristic training modules to local communities?	
Thoughts	Through promotion of the need of skill development to <del>the</del> NEET & youths in diversity of <del>occupational</del> <sup>occupations</sup> traditional <del>occupations</del> Training modules are very essential for conducting <del>work</del> <sup>work</sup>
Special Note	Training modules should be developed as per need of community and culture study for non traditional occupation.

Question 2: How can we attract homemakers with young children to training and employment despite childcare challenges?	
Thoughts	VLTs should have daycare, breast feeding facilities. So that the homemakers can easily willing to receive the training activities.
Special Note	↳ Motivation needs to the employees for managing the <del>young</del> mother with children employed after receiving skills & development training.

Question 3: How can we encourage rural housewives to participate in mainstream employment?	
Thoughts	* At first there should be assess the need of training which is relevant to her <del>easy</del> that easily accept the training and enter into the job market (wage/self employment)
Special Note	TNA is must for selecting the occupation and easy to get employment opportunities.

Question 4: How can we promote men's involvement in household chores to support women's earning opportunities?	
Thoughts	The men's of the household would be motivate in case of increasing family income & healthy lives; economic development
Special Note	Motivate the men's to encourage the women to engage in the family income activities.

Question 5: How can we change perceptions of vocational jobs to increase acceptance and participation?	
Thoughts	vocational Training learn the actual <sup>and</sup> <del>the</del> <sup>desert</sup> <del>corrective</del> way of work - that can very helpful for doing any job clearly and very accurately.
Special Note	Vocational (skills development) training is very essential for the youths to develop their livelihood.

Question 6: How can we address potential conflicts when women make up the majority of beneficiaries?	
Thoughts	Study the current needs of the community and Promote the benefits of the training for their economic development through entrepreneurship dev. or employment.
Special Note	Motivation to be needed <del>with</del> for the parents / house owners <del>for</del> to engage women in economic development activity session.

**Question 7: How can we effectively monitor and promote local and national success stories to inspire others?**

Thoughts It can be done through participatory monitoring - By Promotion the success of the local & national through local media.

Special Note ~~Local~~ Promote the local community on local & digital media.

**Question 8: How can we motivate NEET youth, especially females, to return to education?**

Thoughts By positive counselling about need of education, training and employment - for economic development and livelihood.

Special Note Motivation and counselling for importance of education and training.

Question 9: How can we support NEET youth who want to become entrepreneurs?	
Thoughts	NEET youths can be engaged in economic development activities through open way business which is popular in the local community. There need to proper training in market oriented.
Special Note	Local Market need based business to be promoted to the <del>need</del> NEET youths.

Question 10: How can we ensure that female NEET youth receive program messages directly, despite cultural and mobility challenges?	
Thoughts	To motivate the NEET Female youths receive program messages through one to one meeting, community meeting, poster, leaflet, <del>and</del> (pithan boyfak); cultural drama etc.
Special Note	<del>To</del> motivate the program messages through local committee meetings, leaflet, poster, etc.



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## Stakeholders Consultation Workshop

### Feedback Form

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Question 1: How can we communicate the importance of futuristic training modules to local communities?	
Thoughts	The project needs to develop a repository and required links to be provided through whatsapp group
Special Note	

Question 2: How can we attract homemakers with young children to training and employment despite childcare challenges?	
Thoughts	Financial aid Motivation
Special Note	Community Campaign

**Question 3: How can we encourage rural housewives to participate in mainstream employment?**

Thoughts

Training through area-based vocational courses

Special Note

**Question 4: How can we promote men's involvement in household chores to support women's earning opportunities?**

Thoughts

Involve local leaders such as Imam, local govt. representative

Special Note

<b>Question 5: How can we change perceptions of vocational jobs to increase acceptance and participation?</b>	
Thoughts	Provide <sup>VET</sup> equivalence with formal education
Special Note	

<b>Question 6: How can we address potential conflicts when women make up the majority of beneficiaries?</b>	
Thoughts	Women are becoming partners in development
Special Note	

**Question 7: How can we effectively monitor and promote local and national success stories to inspire others?**

Thoughts

NID - linked

Special  
Note

**Question 8: How can we motivate NEET youth, especially females, to return to education?**

Thoughts

Financial Aid  
Gender-responsive model

Special  
Note

**Question 9: How can we support NEET youth who want to become entrepreneurs?**

Thoughts

Seed money supports  
Job fair

Special  
Note

**Question 10: How can we ensure that female NEET youth receive program messages directly, despite cultural and mobility challenges?**

Thoughts

WhatsApp group communication

Special  
Note



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## Stakeholders Consultation Workshop

### Feedback Form

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Question 1: How can we communicate the importance of futuristic training modules to local communities?	
Thoughts	* The module has to be realistic which is actually can connect with the employer with proper wages. If wages is not enough for the living their livelihood they will not interest to conduct training though the module is realistic
Special Note	* Need to connect to the employer for the proper wages. * Then the module will help to connect the trainee as per their interest.

Question 2: How can we attract homemakers with young children to training and employment despite childcare challenges?	
Thoughts	if the All VLTC establish the childcare space then it will be helpful and also attractive to receive training from the trainer. And also we need to ensure the child care center in the employer workplace end.
Special Note	* Establish child care centre. *

<b>Question 3: How can we encourage rural housewives to participate in mainstream employment?</b>	
Thoughts	* By contacting or awareness program <sup>with the</sup> both housewife and husband and also with the family members about importance of income generation in both end.
Special Note	* Connect with them their emotions and with the hardship reality.

<b>Question 4: How can we promote men's involvement in household chores to support women's earning opportunities?</b>	
Thoughts	* It depends on full of awareness. Need <sup>Understanding</sup> to importance of earning money for the well being as a family. and it is not possible by earning from only men. If it is come from both male and female then the family lead their family with proper well being.
Special Note	* That's the point of importance earning housewife involve in the work for this reason men to need to more involved in home work.

**Question 5: How can we change perceptions of vocational jobs to increase acceptance and participation?**

Thoughts	<ul style="list-style-type: none"><li>* By policy making to increase the wages for the technical work / Vocational jobs.</li><li>* Need to address the importance of vocational training in the daily life. and that's why wages <del>are</del> would be higher than the other jobs.</li></ul>
Special Note	

**Question 6: How can we address potential conflicts when women make up the majority of beneficiaries?**

Thoughts	<ul style="list-style-type: none"><li>* Majority beneficiaries are women are positive things.</li><li>* Aware make that importance of women engagement in the income generating process.</li></ul>
Special Note	

**Question 7: How can we effectively monitor and promote local and national success stories to inspire others?**

Thoughts	* By replicating the success stories model to other region and digitally promote the success stories to others that they can understand.
Special Note	

**Question 8: How can we motivate NEET youth, especially females, to return to education?**

Thoughts	* To elevate the importance of the education to generate the income. * Literacy training <sup>or education</sup> to deal with daily life transaction.
Special Note	

**Question 9: How can we support NEET youth who want to become entrepreneurs?**

Thoughts

\* Input support with <sup>provide</sup> proper skill training.

Special Note

**Question 10: How can we ensure that female NEET youth receive program messages directly, despite cultural and mobility challenges?**

Thoughts

\* connect with digital platform.  
\* Imperson ~~at~~ courtyard meeting.

Special Note



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## Stakeholders Consultation Workshop

### Feedback Form

First Name:	SISA
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Question 1: How can we communicate the importance of futuristic training modules to local communities?	
Thoughts	NGOs, CBOs and local government authorities might be instrumental to be able to disseminate the idea & importance of futuristic Tr. modules.
Special Note	Particularly, NGOs may have extensive presence across Bangladesh. Such facilities may be manipulated.

Question 2: How can we attract homemakers with young children to training and employment despite childcare challenges?	
Thoughts	Some cash incentive may easily counter this challenge.
Special Note	However, CBOs and women groups may play special roles.

**Question 3: How can we encourage rural housewives to participate in mainstream employment?**

Thoughts: Both employable trip and financial assistance may help,

Special Note: Again, NGOs and CBs may reduce this gap.

**Question 4: How can we promote men's involvement in household chores to support women's earning opportunities?**

Thoughts: Couple-trip and ~~the~~ community awareness consultation may ~~be~~ be of help.

Special Note: NGO, local government-authorities and CBs can play some role.

Question 5: How can we change perceptions of vocational jobs to increase acceptance and participation?	
Thoughts	The benefit of evidence based cases may be to help.
Special Note	RTs may work to increase acceptance.

Question 6: How can we address potential conflicts when women make up the majority of beneficiaries?	
Thoughts	This should be <del>the</del> done through facilitating practical benefit which immediately <del>the</del> members contribute to the families.
Special Note	Community level awareness programme may <del>be</del> of help.

Question 7: How can we effectively monitor and promote local and national success stories to inspire others?	
Thoughts	we can have certain publications to be consistently appropriate. May be digital media use at community level issues also help.
Special Note	NGO, local Govt. and CBOs may help.

Question 8: How can we motivate NEET youth, especially females, to return to education?	
Thoughts	Most of the cases dropouts are <del>seen</del> happened because of poverty. Alternative livelihood opportunities may help.
Special Note	NGOs may provide help.

Question 9: How can we support NEET youth who want to become entrepreneurs?	
Thoughts	We can <del>live</del> <del>them</del> <del>system</del> <del>them</del> with context appropriate training with proven linkage for financial & assistance.
Special Note	NGO, MFI, Bank etc many use of help.

Question 10: How can we ensure that female NEET youth receive program messages directly, despite cultural and mobility challenges?	
Thoughts	Mobile messaging, TV programs and FB reels boosting.
Special Note	FB Reels are effective.



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## Stakeholders Consultation Workshop

### Feedback Form

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**Question 1: How can we communicate the importance of futuristic training modules to local communities?**

Thoughts

By conducting training. NEED assessment, we can develop training modules as per the findings at field level. We have to develop modules in Bangla and conduct dissemination workshops with local community to finalize. Then we have implement the modules to the local communities.

Special Note

**Question 2: How can we attract homemakers with young children to training and employment despite childcare challenges?**

Thoughts

To attract homemakers with young child, we have to give facilities of a childcare centre by us. We can also provide support to local CEOs to develop childcare centre.

Special Note

Develop childcare centre at upazila level/ adjacent to Training Center.

Question 3: How can we encourage rural housewives to participate in mainstream employment?	
Thoughts	<ul style="list-style-type: none"> <li>o By <del>the</del> <sup>conductive</sup> awareness program with the housewife, husbands and parents</li> <li>o By conducting <del>an</del> workshop with the stakeholders</li> <li>o Access of training center adjacent to village level HTS</li> </ul>
Special Note	

Question 4: How can we promote men's involvement in household chores to support women's earning opportunities?	
Thoughts	<p>By conducting awareness program. We have to develop poster, leaflet and regarding importance of involvement of women in employment activities. we can broadcast TV channel showing that husbands are helping in household chores!</p>
Special Note	

<b>Question 5: How can we change perceptions of vocational jobs to increase acceptance and participation?</b>	
Thoughts	* Creating awareness regarding the importance of vocational jobs to gatekeepers <del>by</del> through <del>the</del> local TV channel, social media, leaflet, posters etc.
Special Note	

<b>Question 6: How can we address potential conflicts when women make up the majority of beneficiaries?</b>	
Thoughts	We have to convince the husband and parents, that women's benefit is family's benefit. Without involvement of women in economic activities, it is difficult to go ahead of Bangladesh.
Special Note	

Question 7: How can we effectively monitor and promote local and national success stories to inspire others?	
Thoughts	We have to develop internal and external monitoring system at field level. We can use local @ TV Channel, Social media, local Dish Channel and <del>to</del> broadcast success stories to community level.
Special Note	Mobilization speech by arranging meeting by the local success persons!

Question 8: How can we motivate NEET youth, especially females, to return to education?	
Thoughts	By creating awareness to gatekeepers regarding importance of education through <del>workshop</del> workshop, social, electronic and print media.
Special Note	

Question 9: How can we support NEET youth who want to become entrepreneurs?	
Thoughts	<ul style="list-style-type: none"> <li>⊛ Access of demand based training center</li> <li>⊛ Imparting training regarding entrepreneurship</li> <li>⊛ Assist by providing loan free money/assets like cow, goat</li> </ul>
Special Note	

Question 10: How can we ensure that female NEET youth receive program messages directly, despite cultural and mobility challenges?	
Thoughts	<ul style="list-style-type: none"> <li>⊛ By sending message to their cell phone, by social media, by telecasting in TV channel, radio channel, etc</li> </ul>
Special Note	



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## Stakeholders Consultation Workshop

### Feedback Form

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<b>Question 1: How can we communicate the importance of futuristic training modules to local communities?</b>	
Thoughts	At first we can <del>training</del> conduct Training <del>to</del> Need Assessment (TNA) <del>then</del> and the result of TNA <del>report</del> can on the basis of TNA we should prepare the training module for preparing a good module.
Special Note	

<b>Question 2: How can we attract homemakers with young children to training and employment despite childcare challenges?</b>	
Thoughts	If we aware the homemakers about training & think they will interested to participate in training.
Special Note	

**Question 3: How can we encourage rural housewives to participate in mainstream employment?**

Thoughts	Govt. should make capable to the rural housewives through proper training and encourage to participate them in mainstream employment.
Special Note	

**Question 4: How can we promote men's involvement in household chores to support women's earning opportunities?**

Thoughts	At first men should <sup>positive</sup> change their mentality to support women earning opportunities that will be helpfull for his family.
Special Note	

**Question 5: How can we change perceptions of vocational jobs to increase acceptance and participation?**

Thoughts	Govt. should <del>create</del> create more vocational jobs and increase their salary and other benefits so that this types of job can be more attractive.
Special Note	

**Question 6: How can we address potential conflicts when women make up the majority of beneficiaries?**

Thoughts	<del>major problem to select the women beneficiaries are as follow</del> ① Rural women a A large number of rural women are not agree to <del>to</del> out of house. ② <del>the</del> Superstition is our major problem ③ Religious is our major problem.
Special Note	

**Question 7: How can we effectively monitor and promote local and national success stories to inspire others?**

Thoughts

we should conduct proper monitoring by internal and external methods and the success stories should uphold to electronic and print media.

Special Note

**Question 8: How can we motivate NEET youth, especially females, to return to education?**

Thoughts

Govt. should give ~~the~~ various <sup>types of</sup> training especially technical and vocational training and motivate them to participate in technical work.

Special Note

<b>Question 9: How can we support NEET youth who want to become entrepreneurs?</b>	
Thoughts	At <del>first</del> first Govt. should make capable to NEET youth through various types of technical training, and we can help them to become entrepreneurs.
Special Note	

<b>Question 10: How can we ensure that female NEET youth receive program messages directly, despite cultural and mobility challenges?</b>	
Thoughts	
Special Note	



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## Stakeholders Consultation Workshop

### Feedback Form

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<b>Question 1: How can we communicate the importance of futuristic training modules to local communities?</b>	
Thoughts	<ul style="list-style-type: none"> <li>✓ Use trusted Community leaders</li> <li>✓ Digitalization of Contents.</li> <li>✓ Digital outreach and mobile platform.</li> <li>✓ Feedback loops</li> </ul> <p style="margin-left: 400px;"> <input type="checkbox"/> Local language  <input type="checkbox"/> DTNA.         </p>
Special Note	Youth <del>can</del> engage as digital ambassadors to bridge generalization to digitalization among Communities

<b>Question 2: How can we attract homemakers with young children to training and employment despite childcare challenges?</b>	
Thoughts	<ul style="list-style-type: none"> <li>✓ On-site Childcare support</li> <li>✓ Flexible schedules and parttime supports.</li> <li>✓ Home-based and mobile based support.</li> </ul>
Special Note	✓ Peer Networks and support group.

**Question 3: How can we encourage rural housewives to participate in mainstream employment?**

Thoughts	<ul style="list-style-type: none"><li><input checked="" type="checkbox"/> Skill-based Training Programs</li><li><input checked="" type="checkbox"/> Access to micro-finance and seed funding.</li><li><input checked="" type="checkbox"/> Promote role-models</li><li><input checked="" type="checkbox"/> Link to cooperatives and social enterprises.</li></ul>
Special Note	<input checked="" type="checkbox"/> Tailor local markets considering social norms.

**Question 4: How can we promote men's involvement in household chores to support women's earning opportunities?**

Thoughts	<ul style="list-style-type: none"><li><input checked="" type="checkbox"/> Community dialogues and commitments.</li><li><input checked="" type="checkbox"/> Engage male as change-makers.</li><li><input checked="" type="checkbox"/> School-based club formation</li><li><input type="checkbox"/> Storytelling</li></ul>
Special Note	<input checked="" type="checkbox"/> Champion to change and helping each other as share responsibilities

<p><b>Question 5: How can we change perceptions of vocational jobs to increase acceptance and participation?</b></p>	
<p>Thoughts</p>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Awareness Campaign.</li> <li><input checked="" type="checkbox"/> SME engagement.</li> <li><input checked="" type="checkbox"/> Provide incentives.</li> <li><input checked="" type="checkbox"/> Recognition and Certification.</li> </ul>
<p>Special Note</p>	<p><input checked="" type="checkbox"/> Reforming vocational careers as skilled, respectful and economically rewarding options.</p>

<p><b>Question 6: How can we address potential conflicts when women make up the majority of beneficiaries?</b></p>	
<p>Thoughts</p>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Inclusive Program design.</li> <li><input checked="" type="checkbox"/> Community Consultation.</li> <li><input type="checkbox"/> Transparent Communication.</li> </ul>
<p>Special Note</p>	<p><input type="checkbox"/> Empowerment as win-win situation both men and women.</p>

Question 7: How can we effectively monitor and promote local and national success stories to inspire others?	
Thoughts	<ul style="list-style-type: none"> <li>✓ Create a success story <sup>telling</sup> framework. ✓ Incorporate training and outreach.</li> <li>✓ Use multi-media.</li> <li>✓ Real time monitoring and documentation.</li> </ul>
Special Note	<ul style="list-style-type: none"> <li>✓ ensure diversity (Gender, geography, locality, perception and ability soon.) both male and female.</li> </ul>

Question 8: How can we motivate NEET youth, especially females, to return to education?	
Thoughts	<ul style="list-style-type: none"> <li>✓ Motivate Their legal Guardians/parents.</li> <li>✓ Flexibility and blended learning methods.</li> <li>✓ Career-linked education. ✓ engage families and communities.</li> </ul>
Special Note	<ul style="list-style-type: none"> <li>✓ "Second chance" education may be the centered.</li> </ul>

<b>Question 9: How can we support NEET youth who want to become entrepreneurs?</b>	
Thoughts	<ul style="list-style-type: none"> <li><del>✓</del> Tailor entrepreneur training.</li> <li><del>✓</del> Engage micro-finance and seed funding</li> <li><del>✓</del> Mentorship Program.</li> <li><del>✓</del> Market linkage and exposure visits, and regulation.</li> <li><del>✓</del> Easy access to registrations</li> </ul>
Special Note	<ul style="list-style-type: none"> <li><del>✓</del> Focus on sector specific trade like green economy, agri-business, climate change, digital services</li> </ul>

<b>Question 10: How can we ensure that female NEET youth receive program messages directly, despite cultural and mobility challenges?</b>	
Thoughts	<ul style="list-style-type: none"> <li><del>✓</del> Introduce female trainers,</li> <li><del>✓</del> Mobile and Home-based Communication tools.</li> <li><del>✓</del> Leverage trusted institution.</li> </ul>
Special Note	<ul style="list-style-type: none"> <li><del>✓</del> ensure confidentiality and safety in all communications</li> </ul>



Economic Acceleration and Resilience for NEET  
ইকোনোমিক অ্যাকসিলারেশন অ্যান্ড রেজিলিয়েন্স ফর নিট

## Stakeholders Consultation Workshop

### Feedback Form

First Name:	DIPOK EKA
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<b>Question 1: How can we communicate the importance of futuristic training modules to local communities?</b>	
Thoughts	Developing module in Bangla as well as local language as per need. Development of content outline based and dissemination.
Special Note	

<b>Question 2: How can we attract homemakers with young children to training and employment despite childcare challenges?</b>	
Thoughts	creating childcare facilities for the children and supper for the children at the child care centre.
Special Note	Play materials for children, Tiffin for the children, etc.

<b>Question 3: How can we encourage rural housewives to participate in mainstream employment?</b>	
Thoughts	Provide demand driven trade based skill training which help them to get a decent jobs.
Special Note	

<b>Question 4: How can we promote men's involvement in household chores to support women's earning opportunities?</b>	
Thoughts	Part skill training which help them to get information equal opportunities for the men, women and importance of women in the society and family.
Special Note	

**Question 5: How can we change perceptions of vocational jobs to increase acceptance and participation?**

Thoughts

*employable training and job creating*

Special Note

**Question 6: How can we address potential conflicts when women make up the majority of beneficiaries?**

Thoughts

*Meeting of training with the community leaders, religious leaders, and youth clubs*

Special Note

Question 7: How can we effectively monitor and promote local and national success stories to inspire others?	
Thoughts	Through social media, publishing of <del>captions</del> <del>photos</del> through online (apps based monitoring)
Special Note	✓ Daily monitoring ✓ Weekly and Monthly monitoring.

Question 8: How can we motivate NEET youth, especially females, to return to education?	
Thoughts	✓ Share important of education and disseminate success story of women who lead the family, society organizations.
Special Note	

<b>Question 9: How can we support NEET youth who want to become entrepreneurs?</b>	
Thoughts	Skill training, provide capital support, training on soft skills and business idea.
Special Note	Market driven trade training, Mentor-Mentee approach.

<b>Question 10: How can we ensure that female NEET youth receive program messages directly, despite cultural and mobility challenges?</b>	
Thoughts	Community consultation meeting, visiting of female address to door, Awareness raising IEC material.
Special Note	



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## Stakeholders Consultation Workshop

### Feedback Form

First Name:	MosARRAF HOSAIN
Organization	Dept of Labour
Designation	Assistant Director
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Question 1: How can we communicate the importance of futuristic training modules to local communities?	
Thoughts	Focus on how skills directly improve lives, emphasize jobs, income and practical applications within local context. Have to use visuals, local success stories, engage local leaders & community members.
Special Note	All trainings & communications must be in bangla, if possible use local dialects, should acknowledge potential skepticism about new technologies, utilize mobile phone technology. Lastly, frame the message in a way that respect local religions or social values & traditions.

Question 2: How can we attract homemakers with young children to training and employment despite childcare challenges?	
Thoughts	Solve the childcare issues first for participants. Training & work need to adapt to schedules of participants, offer training for flexible or home based income. frame participants as beneficial for participants & for their families.
Special Note	Should establish accessible childcare facilities, focus on home based work or entrepreneurship for <del>part</del> participants.

Question 3: How can we encourage rural housewives to participate in mainstream employment?	
Thoughts	Bring opportunities such as training & jobs, closer to them, equip them with in-demand skills & training, address key barriers such as childcare solutions, ensure gender friendly employment
Special Note	Involve family members, ensure or address safe transport

Question 4: How can we promote men's involvement in household chores to support women's earning opportunities?	
Thoughts	Make a statement → that there is no work such as 'women's work' or 'men's work', ensure everyone can do every work. show that, this will benefit for all,
Special Note	Seek support from religious leaders, teach equal roles - show male role model, appreciate men who participate.

Question 5: How can we change perceptions of vocational jobs to increase acceptance and participation?	
Thoughts	Rebrand or ensure vocational training as a valuable career path, show examples of successful individuals, make vocational training high standard & job focused.
Special Note	Make initiatives to promote vocational training options in schools, ensure the quality of training. Local respected individuals can be used for advocating the vocational training.

Question 6: How can we address potential conflicts when women make up the majority of beneficiaries?	
Thoughts	
Special Note	

<b>Question 7: How can we effectively monitor and promote local and national success stories to inspire others?</b>	
Thoughts	
Special Note	

<b>Question 8: How can we motivate NEET youth, especially females, to return to education?</b>	
Thoughts	
Special Note	

<b>Question 9: How can we support NEET youth who want to become entrepreneurs?</b>	
Thoughts	
Special Note	

<b>Question 10: How can we ensure that female NEET youth receive program messages directly, despite cultural and mobility challenges?</b>	
Thoughts	
Special Note	



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## Stakeholders Consultation Workshop

### Feedback Form

First Name:	SHAH AMIR KHUSRU
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**Question 1: How can we communicate the importance of futuristic training modules to local communities?**

Thoughts *Organize good practice and motivational workshops.*

Special Note

**Question 2: How can we attract homemakers with young children to training and employment despite childcare challenges?**

Thoughts *Ensure childrens corner or playground.*

Special Note

**Question 3: How can we encourage rural housewives to participate in mainstream employment?**

Thoughts

Special  
Note

**Question 4: How can we promote men's involvement in household chores to support women's earning opportunities?**

Thoughts

Motivation his husband. To ensure her income.

Special  
Note

<b>Question 5: How can we change perceptions of vocational jobs to increase acceptance and participation?</b>	
Thoughts	
Special Note	

<b>Question 6: How can we address potential conflicts when women make up the majority of beneficiaries?</b>	
Thoughts	
Special Note	



<b>Question 9: How can we support NEET youth who want to become entrepreneurs?</b>	
Thoughts	
Special Note	

<b>Question 10: How can we ensure that female NEET youth receive program messages directly, despite cultural and mobility challenges?</b>	
Thoughts	
Special Note	

# Speech

বক্তব্য: **জনাব মোঃ মাহবুব-উল-আলম**

সচিব, যুব ও ক্রীড়া মন্ত্রণালয়

প্রধান অতিথি, স্টেকহোল্ডার কনসালটেশন ওয়ার্কশপ

আসসালামু আলাইকুম

শুভ সকাল।

আজকের অনুষ্ঠানে উপস্থিত সম্মানিত অতিথিবৃন্দ,

যুব ও ক্রীড়া মন্ত্রণালয় ও যুব উন্নয়ন অধিদপ্তরের সদস্যবৃন্দ

বিশ্বব্যাপক এর কর্মকর্তাবৃন্দ,

সম্মানিত স্টেকহোল্ডারগণ

পলিসি এক্সচেঞ্জ ও স্পেলবায়ন্ড কমিউনিকেশনস লিমিটেডের প্রতিনিধিবৃন্দ

এবং উপস্থিত সকলকে জানাই আন্তরিক শুভেচ্ছা।

এই গুরুত্বপূর্ণ স্টেকহোল্ডার কনসালটেশন ওয়ার্কশপে প্রধান অতিথি হিসেবে উপস্থিত থাকতে পেরে আমি অত্যন্ত আনন্দিত এবং গর্বিত।

বাংলাদেশের যুবসমাজ আমাদের জাতির সবচেয়ে বড় শক্তি ও সম্পদ। তারা শুধু আগামীর সম্ভাবনা নয় বরং আজ দেশের সর্বক্ষেত্রে যে সকল পরিবর্তন পরিলক্ষিত হচ্ছে তার মূল চালিকাশক্তি আমাদের এই যুবসমাজ। প্রযুক্তি, উদ্ভাবন, শিক্ষা কিংবা সামাজিক উন্নয়ন সব ক্ষেত্রেই যুবকদের ভূমিকা প্রশংসনীয়। তাদের স্বপ্ন, সাহস ও শ্রমেই গড়ে উঠছে একটি আত্মনির্ভর ও উন্নত বাংলাদেশ।

কিন্তু উদ্বেগের বিষয় হলো এ দেশের তরুণ-তরুণীর একটি বড় অংশ বর্তমানে শিক্ষা ও কর্মসংস্থানের বাইরে রয়েছে। বেকারত্ব সমস্যা আমাদের দেশের জন্য একটি বড় চ্যালেঞ্জ। এই সমস্যা মোকাবিলায় 'ইকোনমিক অ্যান্ড ইন্সটিটিউশন অ্যান্ড রেজিলিয়েন্স ফর NEET (EARN)' প্রকল্প একটি যুগান্তকারী উদ্যোগ হিসেবে কাজ করবে বলে আমি মনে করি। এ প্রকল্পটি কর্মসংস্থানবিমুখ তরুণদের দক্ষতা উন্নয়নের মাধ্যমে কর্মজীবনে অন্তর্ভুক্ত করার লক্ষ্য নিয়ে কাজ করছে। প্রায় ৯ লক্ষ যুবদের প্রশিক্ষণ, ক্যারিয়ার কাউন্সেলিং, উদ্যোক্তা বিকাশ ও ইন্ডাস্ট্রি লিংকজের মাধ্যমে EARN প্রকল্প যুবদের আত্মনির্ভরশীল করে তোলার কার্যক্রম হাতে নিয়েছে এবং এই প্রকল্পটি দেশের অর্থনৈতিক প্রবৃদ্ধিতে তরুণদের সক্রিয় অংশগ্রহণ নিশ্চিত করতে পারবে।

তাছাড়া EARN প্রকল্পের অন্যতম প্রধান লক্ষ্য নারীর ক্ষমতায়ন। আমাদের দেশের অনেক নারী এখনও অর্থনৈতিক কর্মকাণ্ডে অংশগ্রহণের ক্ষেত্রে বিভিন্ন বাধার সম্মুখীন হন। এই প্রকল্পে মোট উপকারভোগীর ৬০%

থাকবে নারী যাদেরকে কর্মদক্ষ করে গড়ে তোলার ক্ষেত্রে বিশেষ জোর দেয়া হয়েছে। এই প্রকল্পটি যুব নারীদের জন্য বিভিন্ন প্রশিক্ষণ প্রদান করবে, যা তাদের আত্মবিশ্বাসের সাথে কর্মক্ষেত্রে প্রবেশের জন্য দক্ষ করে তুলবে।

আজকের এই কর্মশালার মূল উদ্দেশ্য হলো একটি কার্যকর, অংশগ্রহণমূলক এবং টেকসই যোগাযোগ কৌশল প্রণয়ন, যা আমাদের স্টেকহোল্ডারদের সহযোগিতায় প্রকল্পের বার্তা দেশের প্রতিটি নীট তরুণ-তরুণির কাছে পৌঁছে দিতে পারে। কারণ, আর্ন প্রকল্প যতই ভালোভাবে পরিকল্পিত হোক না কেন, যদি আমরা সঠিকভাবে আমাদের টার্গেট গ্রুপ অর্থাৎ যুবসমাজ এর কাছে পৌঁছাতে না পারি, তাহলে প্রকল্পের কাঙ্ক্ষিত ফল অর্জন করা কঠিন হবে।

এই কর্মশালায় বেশ কিছু গবেষণা থেকে পাওয়া তথ্য ও ইনসাইট নিয়ে আলোচনা হয়েছে এবং ইস্যুগুলো কীভাবে সমাধান করা যায় সে বিষয়েও আলোচনা হয়েছে। বাংলাদেশের তরুণ সমাজ নিয়ে কাজ করতে গেলে যেসব বাঁধা আসে তার অন্যতম প্রধান হলো তরুণ সমাজকে খুঁজে বের করে তাদের মানসিকতা ও চাহিদা বুঝতে পারা। এছাড়া পারিবারিক, সামাজিক, সাংস্কৃতিক নানা ধরনের বাঁধাও রয়েছে। এসমস্ত বিষয়ে প্র্যাকটিকাল তথ্য মার্চপর্যায়ের এই গবেষণায়ও উঠে এসেছে। যেমন এখনও, এই সময়ে এসেও বাংলাদেশের মেয়েদেরকে অল্প বয়সে বিয়ে দিয়ে দেয়া হয়, তারা শিক্ষা পায় না, দক্ষতা তৈরি হয় না। ফলে কোনো দুর্ভাগ্যজনিত কারণে যদি বিবাহিত অবস্থা না টেকে, এই মেয়েরা অথৈ সাগরে পড়ে যায়। এছাড়া আরেকটা বিষয় উঠে এসেছে, এখনকার তরুণদের স্বপ্ন, উদ্যম সবই আছে, তবে সমাজের উৎসাহ আর সার্বিক সহযোগিতা ও গাইডেন্স এর অভাব রয়েছে। আমাদের এই আর্ন প্রকল্প ঠিক এই জায়গাতেই কাজ করতে গ্রহণ করা হয়েছে। আর তরুণদেরকে এই প্রকল্পের কথা জানানো, তাদেরকে অন্তর্ভুক্ত করার জন্য সমন্বিত যোগাযোগ কৌশল তৈরি করতেই হবে। যোগাযোগ কৌশল এমন হওয়া উচিত যেতে সহজেই তরুণদের কাছে যাওয়া যায়, তাদের পরিস্থিতি ও চাহিদা তুলে ধরা যায়। আর অঞ্চল ও গোষ্ঠী অনুযায়ী আলাদাভাবে যোগাযোগের কৌশল প্রস্তুত করতে হবে যাতে একেবারে প্রাস্তিক পর্যায়ে যুবদের কাছে পৌঁছে যাওয়া যায়।

আরেকটি বিষয় গুরুত্ব দেয়া প্রয়োজন। আজকের তরুণ আগামী পৃথিবীর সম্পদ। বাংলাদেশে এই মুহূর্তে তরুণদের উত্থান নতুন এক শক্তিরজোয়ার এনে দিয়েছে। এই শক্তিকে এগিয়ে নিতে হবে, সমাজ, দেশ ও পৃথিবী গঠনে কাজে লাগাতে হবে। তাই এই প্রকল্প শুধু তরুণদের দক্ষতা উন্নয়ন নয়, বরং সার্বিক মানসিক ও আত্মবিশ্বাস গঠনে কাজ করবে বলে ঠিক করা হয়েছে। আর সমাজ, দেশ, পরিবেশ ও পৃথিবীর প্রতি দায়িত্ব পালনে তরুণকে প্রস্তুত করতে হবে। আর্ন প্রকল্পের কমিউনিকেশন স্ট্র্যাটেজিতে এই বিষয়টি বিশেষভাবে গুরুত্ব পাওয়ার বিষয়টি আমাদেরকে লক্ষ্য রাখতে হবে।

এই পর্যায়ে স্টেকহোল্ডারদের ভূমিকা অত্যন্ত গুরুত্বপূর্ণ। আজকের অনুষ্ঠানে উপস্থিত স্টেকহোল্ডারদের উদ্দেশ্যে বলছি, প্রত্যেকেই যদি নিজ নিজ অবস্থান থেকে একযোগে কাজ করেন, তাহলে আমরা সহজেই নীট যুবদের কাছে পৌঁছাতে সক্ষম হবো এবং তাদের মধ্যে আস্থা ও আগ্রহ সৃষ্টি করতে পারবো।

আপনাদের সক্রিয় অংশগ্রহণের মাধ্যমে আমরা এই প্রকল্পটি সফল করে তুলতে পারবো বলে আমি দৃঢ়ভাবে বিশ্বাস করি। আমাদের একটাই লক্ষ্য যুবদের সম্ভাবনাকে সঠিকভাবে কাজে লাগানো এবং বাংলাদেশকে একটি উদ্যমী, কর্মক্ষম জাতি হিসেবে গড়ে তোলা।

সকলকে আবারো শুভেচ্ছা জানিয়ে আমি আমার বক্তব্য এখানেই শেষ করছি।

খোদা হাফেজ।

## PD Sir's Speech

বিসমিল্লাহির রাহমানির রাহিম।  
আসসালামু আলাইকুম  
শুভ সকাল।

আজকের অনুষ্ঠানে উপস্থিত আছেন

অনুষ্ঠানের প্রধান অতিথি, যুব ও ক্রীড়া মন্ত্রণালয়ের সচিব জনাব মোঃ মাহবুব-উল-আলম,  
বিশেষ অতিথি, যুব উন্নয়ন অধিদপ্তরের মহাপরিচালক (গ্রেড-১) ড. গাজী মোঃ সাইফুজ্জামান,  
বিশ্ব ব্যাংকের জ্যেষ্ঠ অর্থনীতিবিদ জনাব সৈয়দ রাশেদ আল-জায়েদ জশ,  
যুব ও ক্রীড়া মন্ত্রণালয় ও যুব উন্নয়ন অধিদপ্তরের কর্মকর্তা,  
Spellbound Communications Ltd. এবং Policy Exchange-এর সদস্যবৃন্দ,  
এবং আজকের এই আয়োজনে আগত সম্মানিত স্টেকহোল্ডারবৃন্দ ও উপস্থিত সকলকে জানাই  
আন্তরিক শুভেচ্ছা ও কৃতজ্ঞতা।

আজকের এই স্টেকহোল্ডার কনসালটেশন ওয়ার্কশপ আমাদের আর্ন (EARN) প্রকল্পের জন্য  
একটি গুরুত্বপূর্ণ অধ্যায়। আর্ন প্রকল্পের লক্ষ্য হলো বাংলাদেশের সেই বিশাল যুব জনগোষ্ঠীকে  
দক্ষতা ও শিক্ষার মাধ্যমে অর্থনৈতিক কর্মকাণ্ডে যুক্ত করা, যারা বর্তমানে শিক্ষা, প্রশিক্ষণ কিংবা  
চাকরির সঙ্গে যুক্ত নয় অর্থাৎ NEET (Not in Education, Employment or Training) যুব জনগোষ্ঠী।  
বিশেষ করে যুব নারীদের দক্ষতা বৃদ্ধি করে কর্মসংস্থান উপযোগী করে গড়ে তোলা এই প্রকল্পের  
অন্যতম প্রধান উদ্দেশ্য। এই প্রকল্পের মাধ্যমে ৯ লাখ NEET যুবকে দক্ষতা ও কর্মসংস্থানের  
আওতায় আনার লক্ষ্য নির্ধারণ করা হয়েছে যা আমাদের অর্থনৈতিক প্রবৃদ্ধি ও এলডিসি থেকে  
উত্তরণে সহায়ক হবে।

আজকের এই ওয়ার্কশপ একটি গুরুত্বপূর্ণ পদক্ষেপ কারণ আমরা যে দীর্ঘদিন ধরে মাঠপর্যায়ে  
গবেষণা, কী-ইনফরম্যান্ট ইন্টারভিউ (KII), ফোকাস গ্রুপ ডিসকাশন (FGD) এবং নীতিগত  
বিশ্লেষণ করেছি, সেসব তথ্য ও উপাত্তের উপর ভিত্তি করে এখন একটি বাস্তবসম্মত যোগাযোগ  
কৌশল (Communication Strategy) প্রণয়নের দিকে আমরা এগিয়ে যাচ্ছি।

এই দীর্ঘ গবেষণায় অবদান রাখা মাঠপর্যায়ের কর্মী, তথ্য সংগ্রাহক, ফোকাস গ্রুপ ডিসকাশনের  
গবেষকবৃন্দ ও অংশগ্রহণকারীসহ সংশ্লিষ্ট সকলকে আমি আন্তরিক ধন্যবাদ জানাই। আপনাদের  
নিষ্ঠা ও শ্রম আমাদের আজকের এই অবস্থানে পৌঁছাতে সাহায্য করেছে।

আজকের এই ওয়ার্কশপকে ঘিরে আরেকটি বিষয় বিশেষভাবে উল্লেখযোগ্য তা হলো যুব উন্নয়ন  
অধিদপ্তরের কার্যকর ও দৃশ্যমান ভূমিকা। বাংলাদেশের যুবদের উন্নয়নের লক্ষ্যে যুব ও ক্রীড়া  
মন্ত্রণালয়ের অধীনে যুব উন্নয়ন অধিদপ্তর দীর্ঘদিন ধরেই গুরুত্বপূর্ণ ও গঠনমূলক ভূমিকা পালন  
করে আসছে। আর্ন প্রকল্পের মতো বৃহৎ কল্যাণমূলক উদ্যোগের মাধ্যমে তারা শুধু যুবদের  
দক্ষতাবিকাশের সুযোগই তৈরি করছে না, বরং একটি টেকসই ভবিষ্যতের ভিত্তিও নির্মাণ করছে।  
আর্ন প্রকল্পের গবেষণায় অধিদপ্তরের সক্রিয় সহযোগিতা এবং নির্দেশনার ফলে যে মূল্যবান তথ্য,  
বিশ্লেষণ ও ফলাফল উঠে এসেছে, তা ভবিষ্যতে দেশের যুব উন্নয়ন সংক্রান্ত নীতিমালা প্রণয়ন

এবং প্রকল্প বাস্তবায়নের ক্ষেত্রে কার্যকর ভূমিকা রাখতে পারবে বলে আমরা দৃঢ়ভাবে বিশ্বাস করি।

আমি বিশেষভাবে কৃতজ্ঞতা প্রকাশ করতে চাই আমাদের প্রকল্প বাস্তবায়ন সহযোগী স্পেলবোর্ড কমিউনিকেশনস লিমিটেড এবং পলিসি এক্সচেঞ্জের প্রতি, যারা অত্যন্ত পেশাদারিত্বের সঙ্গে এই গবেষণা ও কৌশলগত পরিকল্পনা প্রক্রিয়ায় অবদান রেখেছেন।

আজকের এই আলোচনা ও মতবিনিময়ের মাধ্যমে আমরা আশা করি, একটি কার্যকর ও অংশগ্রহণমূলক যোগাযোগ কৌশল তৈরি করতে পারবো যা NEET যুবদের কাছে আর্ন প্রকল্পের কার্যক্রমগুলোকে আরও সহজভাবে পৌঁছে দিতে সহায়ক হবে।

পরিশেষে, আজকের অনুষ্ঠানে উপস্থিত হয়ে এই কর্মশালাকে সার্থক করে তোলার জন্য সকল অতিথি, স্টেকহোল্ডার এবং অংশগ্রহণকারীদের প্রতি জানাই আন্তরিক কৃতজ্ঞতা ও ধন্যবাদ জানিয়ে আমি আমার বক্তব্য এখানেই শেষ করছি।

খোদা হাফেজ।

# Presentation

# REPORT AND STUDY FINDINGS



Economic Acceleration and Resilience for NEET  
ইকোনোমিক অ্যাকসিলারেশন অ্যান্ড রেজিলিয়েন্স ফর নিট

spellbound



# EARN Targets, Communication Needs and Actions

Component 3: Promoting an Enabling Environment for NEET Youth:

## Sub-component 3.1.

Community Strengthening, Engagement and Ownership

Design and prepare template/sample format for communication materials, such as posters, leaflets, theme song, slogans, social, print and electronic media campaign containing project information;

Provide training on communication strategy to DYD officials, SPs and Community Group to maximize youth involvement through effective communication activities or campaigns.

SPs and training alumni should be aligned under a unified communication framework to ensure consistent and coherent messaging.

Prepare a long-term communication pathway and awareness strategy for all the stakeholders of the project.

The communication goal is to mobilize the skill development of 300,000 women among a total of 500,000 candidates in the NEET program.

By Social & Behaviour Change Management to achieve an Inclusive Society for Sustainable Economic Growth

# Why this Communication Strategy Exploration

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Plan & Design Social Behavioural Change  
Communication (SBCC) using multichannel

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Develop strategies to raise awareness about skill &  
entrepreneurial training opportunities & re-  
education programs

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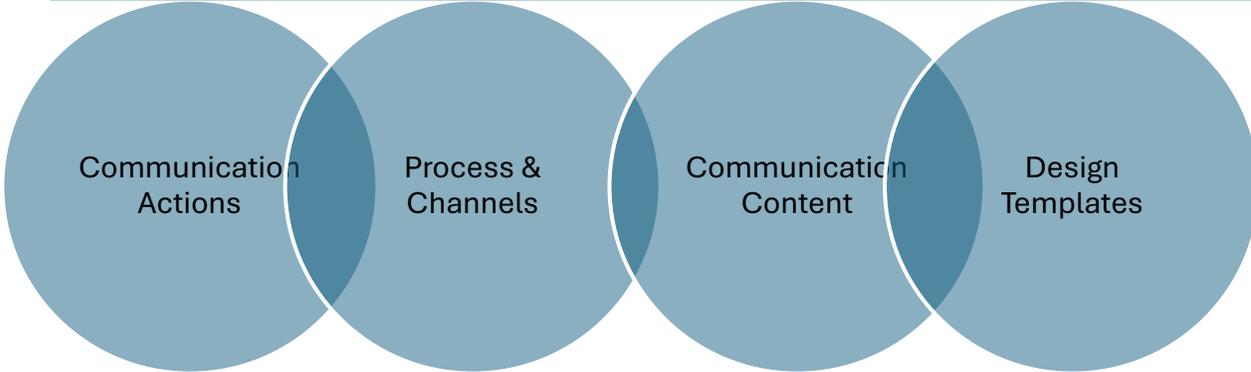
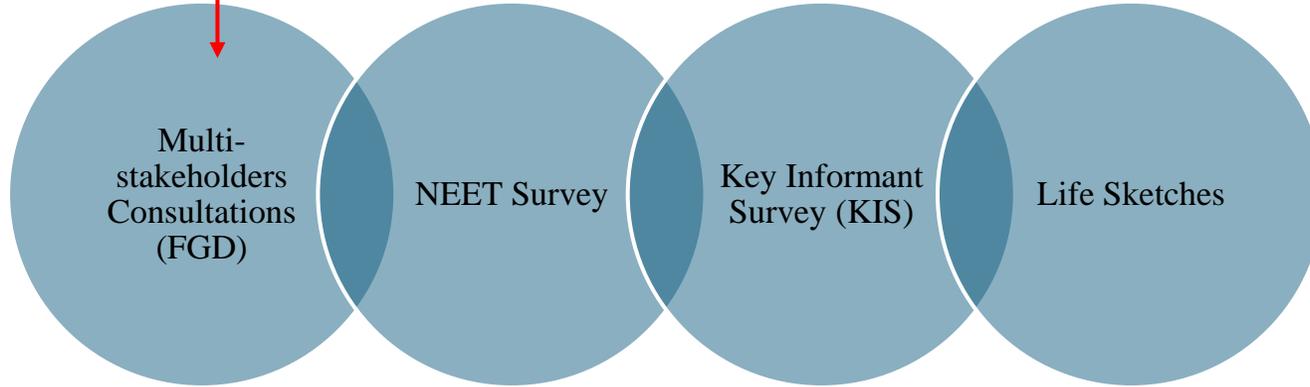
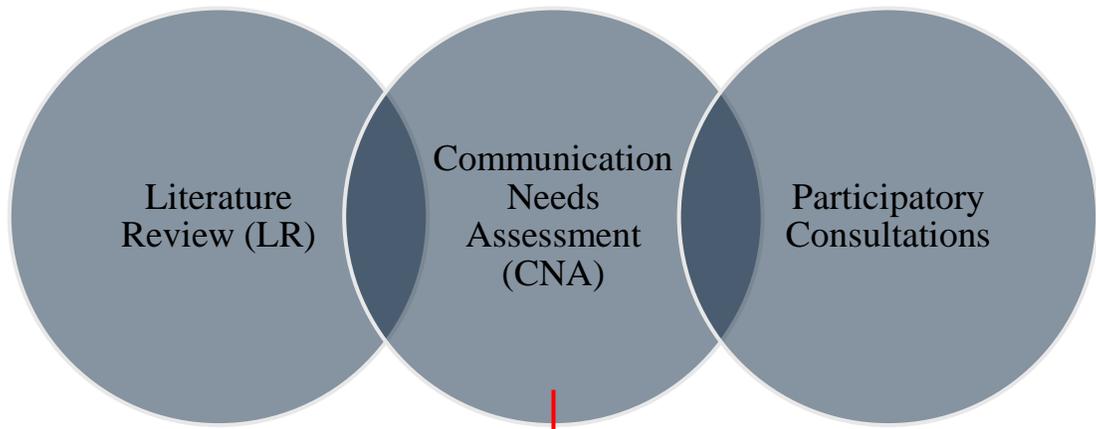
Identify ways to engage diverse stakeholders to  
build essential support

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Increase awareness of the EARN project and its  
benefits among stakeholders through visibility &  
creative actions.

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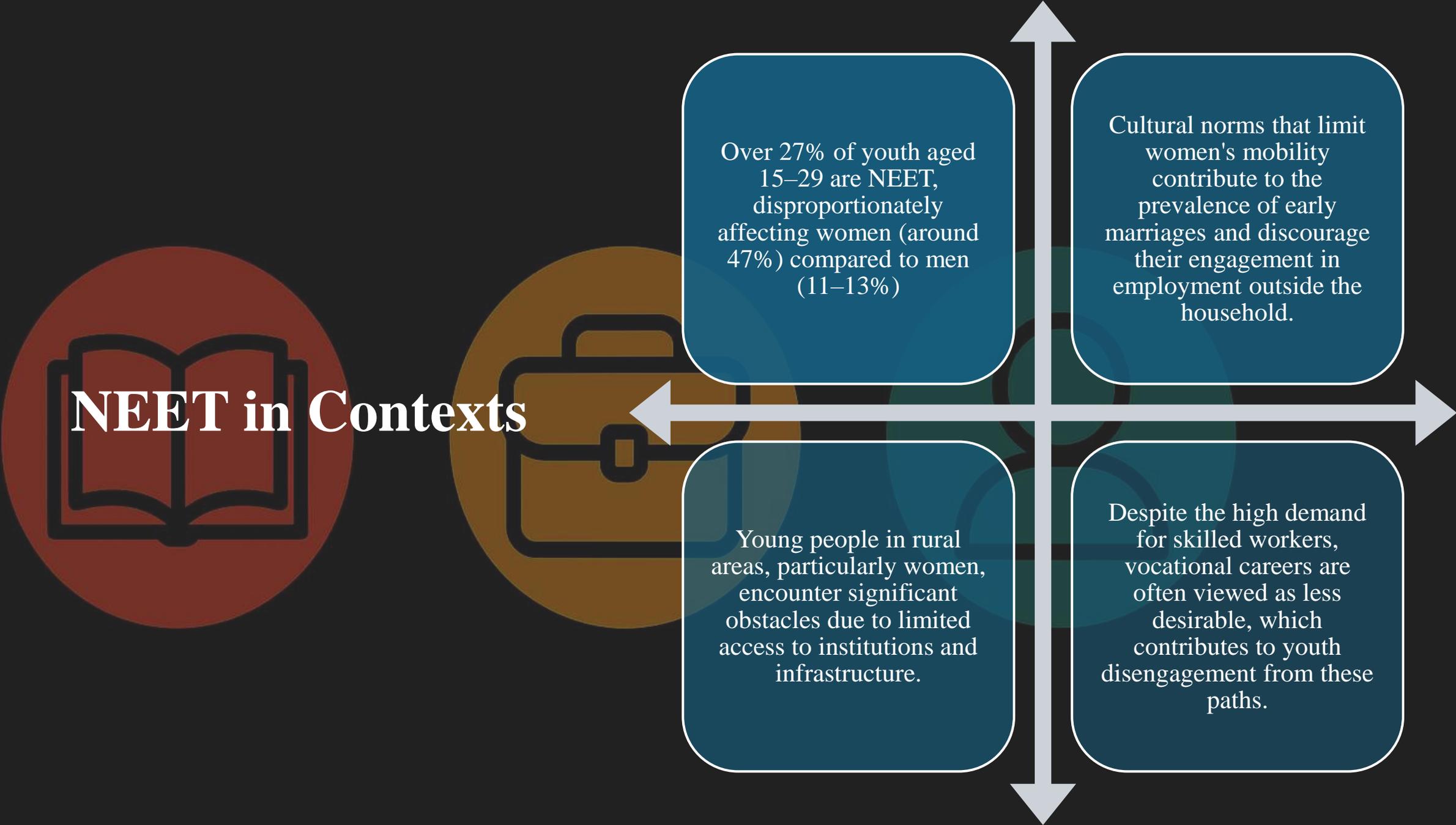
Interactive Digital platform for knowledge capture  
evolvment and internal & External dissemination



# Communication Strategy Flows & Output



# LITERATURE REVIEW



## NEET in Contexts

Over 27% of youth aged 15–29 are NEET, disproportionately affecting women (around 47%) compared to men (11–13%)

Cultural norms that limit women's mobility contribute to the prevalence of early marriages and discourage their engagement in employment outside the household.

Young people in rural areas, particularly women, encounter significant obstacles due to limited access to institutions and infrastructure.

Despite the high demand for skilled workers, vocational careers are often viewed as less desirable, which contributes to youth disengagement from these paths.

# Our working definition of NEET



NEET stands for "Not in Education, Employment, or Training." It's a term used to categorize young people who are not actively engaged in either formal education or the workforce, and who are not receiving any vocational training.

Young people who are NEET often face social and economic exclusion.



Young women in rural areas are especially overrepresented in NEET (population).



Several factors contribute to NEET status, including poverty, gender norms, other social exclusion engines, geographical remoteness, climate-induced or manmade disaster risks, the digital divide, and lack of access to information.



NEET is an important category for policy consideration.

## Opportunities in wider contexts

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There is a burgeoning demand for skilled & semi-skilled labour in both local & global markets.

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Substantial investments from the government & donors are being directed toward training systems.

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Employers are increasingly prioritising practical skills in their hiring processes.

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There has been a notable growth in youth entrepreneurship and self-employment opportunities.

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Strong government and World Bank backing are facilitating the development of new infrastructure. World Bank, ILO, UNDP, GIZ are actively supporting similar initiatives like EARN

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There has been a moderate uptick in investments in capacity building, digital systems, and research initiatives.

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Incentives for apprenticeships and startup incubation via partnerships with local SMEs and the StartUp Bangladesh platform.

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Public-Private Partnerships (PPPs) are encouraged through infrastructure bonds and blended finance vehicles, including contributions from NRBs (non-resident Bangladeshis).

## Skill Challenge

- A notable gap exists between outdated training programs and current market needs.
- Few training facilities cater to women, especially those offering childcare and safety.
- Limited access to ICT and digital tools persists in rural and underdeveloped areas.
- Lack of awareness about government and NGO training programs is common.
- Societal perceptions often negatively impact vocational training and informal jobs.

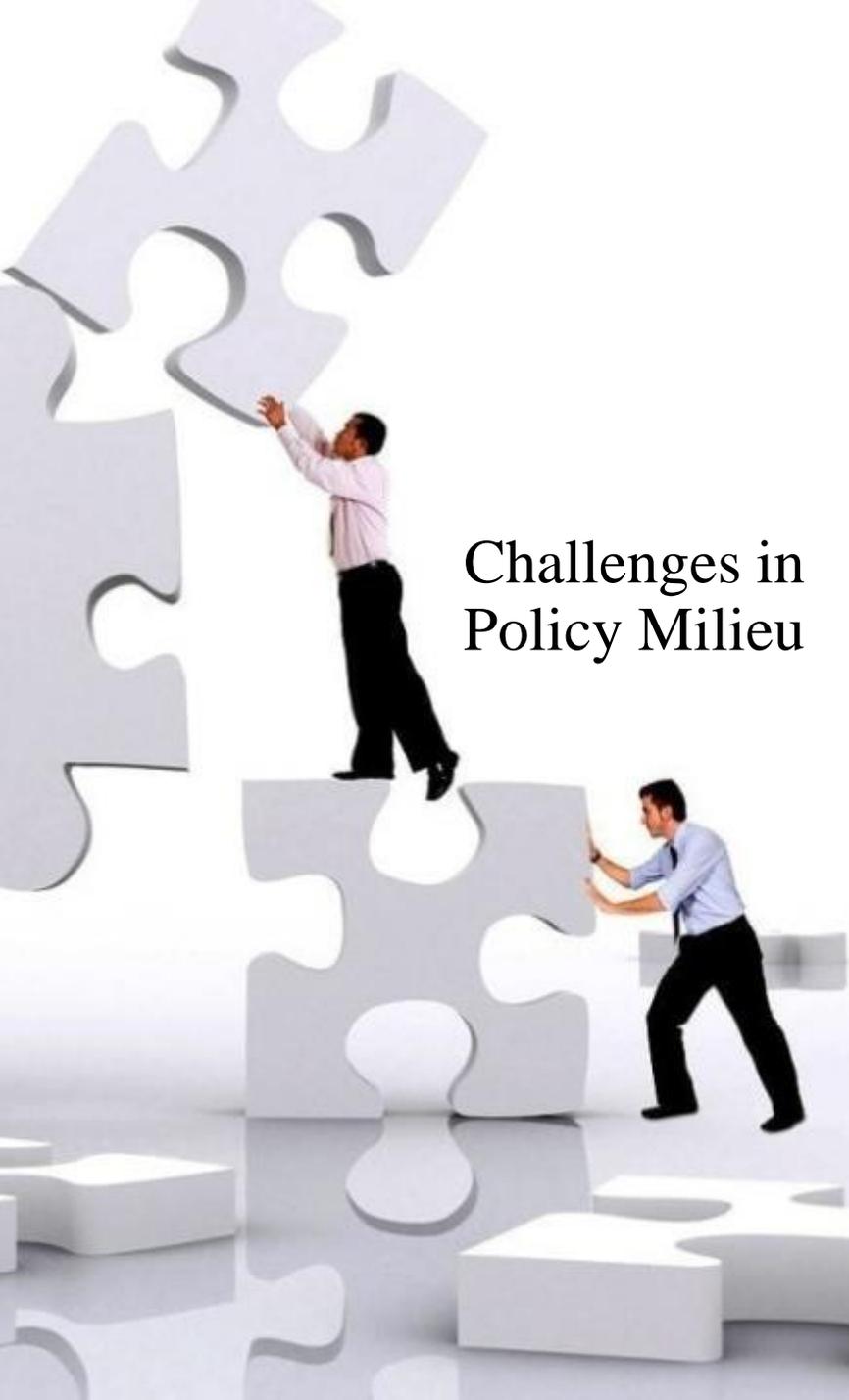
## Education Challenge

- Financial constraints hinder youth from continuing their education.
- Cultural norms discourage girls' education, especially after puberty.
- Many are unaware of alternative or second-chance education options.
- Inflexible learning models limit access for those with family commitments.
- Infrastructure issues, like poor transportation and facilities, affect remote areas.

## Employment Challenge

- Gender mobility restrictions and safety concerns limit women's workforce participation.
- Stigma around certain jobs discourages youth from pursuing them.
- A lack of job placement support makes entering the workforce challenging.
- Access to entrepreneurship resources, like capital and mentorship, is limited.
- Many face low self-esteem due to societal pressures and setbacks.
- Hiring discrimination often impacts women and marginalized groups.
- Low employer recognition of TVET credentials





## Challenges in Policy Milieu



There is a lack of coordination among multiple ministries and agencies.



Inconsistencies in policy undermine the effectiveness of institutions and human resources at both local and intermediate levels.



There is a significant deficiency in national-level data regarding NEET, coupled with inadequate systems for monitoring, evaluation, and tracking this demographic effectively.



There is a lack of national initiatives aimed at mitigating cultural resistance to the training and employment of women throughout the country.



# Global Trends Related To NEET Population

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The prevalence of NEET (Not in Education, Employment, or Training) varies significantly worldwide, with rates below 10% in some OECD countries and exceeding 25-30% in some regions of Latin America, Africa, and South Asia.

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Women consistently face higher NEET rates due to caregiving responsibilities, cultural expectations, early marriage, and limited access to safe employment opportunities.

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Several factors contribute to this issue, including misalignment between education and job prospects, the exclusion of marginalized communities, low labour demand, and insufficient vocational pathways, all common in nearly all least developed countries (LDCS) and some middle-income nations. There is a lack of focus on essential life skills, entrepreneurship, and digital competencies, resulting in unequal access to education and job markets, particularly for rural youth, individuals with disabilities, and members of minority groups.

# Key Insights from the Literature Review

## Extreme Poverty

Financial constraints and opportunity costs are pivotal factors contributing to the increasing prevalence of individuals categorized as NEET  
For youth from economically disadvantaged families, micro- and small-scale self-employment, as well as the prospect of migration, often remain unattainable aspirations.

## Geographical Remoteness

Deficiencies in infrastructure, coupled with significant information gaps, contribute to the isolation of youth in rural areas.  
Inadequate transportation networks, limited electricity availability, and insufficient connectivity hinder access to vital opportunities. Many regions are confronted with considerable climate-related vulnerabilities.

## Social Exclusion

Cultural restrictions and limited mobility create significant challenges for women.  
Stigmas and early marriages hinder women's progress.  
Youth with disabilities and individuals from the third-gender community experience systemic exclusion.  
There is an urgent need for gender-sensitive and inclusive outreach in training programs.

## Digital Divide

Rural areas are disproportionately underserved in both soft and technical skills.  
Many individuals still find digital skills and modern gazettes beyond their reach.

## Content relevance

Training programs frequently exhibit misalignment with the demands of local labour markets.

**CAPACITY  
NEEDS  
ASSESSMENT**

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graph TD; A["CAPACITY NEEDS ASSESSMENT"] --- B["Mult stakeholders Consultations"]; A --- C["Survey among NEET Youth"]; A --- D["Key Informant Survey (KIS)"]; A --- E["Life Sketches"];
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**Mult  
stakeholders  
Consultations**

**Survey among  
NEET Youth**

**Key Informant  
Survey (KIS)**

**Life Sketches**

# Why Communication Needs Assessment is required

Identifies audience-specific gaps

- Helps understand what information target groups lack, misunderstand, or require more of.

Defines communication objectives

- Clarifies what the communication should achieve (e.g., awareness, behavior change, motivation).

Maps current channels and effectiveness

- Assesses which platforms (TV, social media, community outreach, etc.) are currently used and how well they work.

Segments the audience

- Recognizes different groups (youth, parents, employers, policymakers) and tailoring messages accordingly.

Uncovers cultural and linguistic barriers

- Ensures communication is inclusive, relevant, and sensitive to social context.

Informs strategy and content

- Guides development of messages, tone, formats, and frequency based on real needs, not assumptions.

Supports monitoring and evaluation

- Establishes benchmarks for later measuring the impact of communication efforts.

## Life Sketches Tell US

- Female participants reported high dropout rates due to financial hardships, early marriage, and conservative family norms. Young women reported unsafe campus conditions and a lack of female-friendly environments. Divorced or single mothers faced challenges like limited childcare and societal stigma, with male relatives often discouraging their education.
- In rural areas, males felt pressured to support their families early, neglecting education and skill development.
- Young people displayed low self-esteem, fear of failure, and scepticism about education. Youth lacked motivation due to fear of failure and the absence of visible role models.
- Training centres often lacked updated curricula and relevant technical training, and limited digital access made online learning impractical.
- Social stigma against certain professions, especially for third-gender individuals and those with disabilities, persists.
- While youth showed interest in self-employment in areas like tailoring and agriculture, they often lack capital, mentorship, and resources to validate their ideas or access financial services. They believed higher education was necessary for employment, while self-employment seemed less dependent on formal qualifications.

# Multi-stakeholders Consultations

## What and How

Forty-eight NEET youth, including 32 females and 12 males, participated in eight divisional consultations. In addition, 24 parents or guardians, 8 DYD officials, and 40 community members and opinion leaders were engaged in these discussions. This collaboration resulted in a comprehensive assembly of 120 multi-stakeholders.

This exercise encourages interactive dialogue to explore personal experiences, institutional structures, and social norms that shape youth behaviour, particularly about accessing training for skill development, employment, and education.

Through a comprehensive thematic analysis conducted during in-depth, open, and participatory discussions, Spellbound gained valuable insights into the challenges and opportunities encountered by NEET (Not in Education, Employment, or Training) youth.

These discussions also highlighted how various communication strategies can either impede or enhance their empowerment.

## Problems identified in Multi-Stakeholders consultations

The lack of training that is aligned with future skill requirements, along with insufficient financial support and awareness, significantly hinders youth participation in the economy.

Women in particular have limited access to information about opportunities for economic inclusion.

Both individuals and their peer groups often possess a low awareness of women-friendly skill development and job facilities.

Many young people, especially young women, are unaware of market demands and confront cultural biases.

Although numerous youths aspire to become entrepreneurs, they frequently lack access to capital, mentorship, and fundamental business skills.

Young individuals often struggle with low self-esteem, fear of failure, and the stigma associated with certain professions.

Families and communities, especially in rural areas, tend to be unaware of the support programs available to them.

To effectively contribute to national economic growth, young people require motivation and greater awareness of the opportunities at their disposal.

## Suggestions made in the multi-stakeholder consultations

Prioritise the development of women-friendly infrastructure and implement gender-sensitive training models that include supportive services.

Expand grassroots outreach through union campaigns, the establishment of peer networks, and local awareness initiatives.

Create an integrated communication platform designed to boost confidence and foster skill-seeking behavior.

Integrate psychosocial support into training programs to enhance resilience and self-assurance.

Encourage entrepreneurship by providing seed funding, mentorship opportunities, and outreach highlighting success stories.

Involve families and community leaders to strengthen support for youth training and employment initiatives.

## NEET SURVEY-What and How

A total of 400 respondents participated in the survey targeting NEET (Not in Education, Employment, or Training) youth across eight divisions, with over 55% identifying as female.

The study utilised a structured questionnaire comprising Likert scales, multiple-choice questions, and open-ended responses to capture a comprehensive range of demographic patterns and trends.

This methodology provided statistical validation for qualitative insights, ensuring the data's reliability and generalizability.

The study revealed regional, gender-based, and socio-economic disparities, which will aid in effectively targeting communication channels and messages.

# Identified Problems and Suggested Actions by NEET youth

NEET (Not in Education, Employment, or Training) youth, particularly rural women, encounter significant barriers to accessing training, including financial, geographical, and familial challenges. Establishing more Vocational Learning and Training Centres (VLTCS) that provide safe and gender-inclusive infrastructure is crucial.

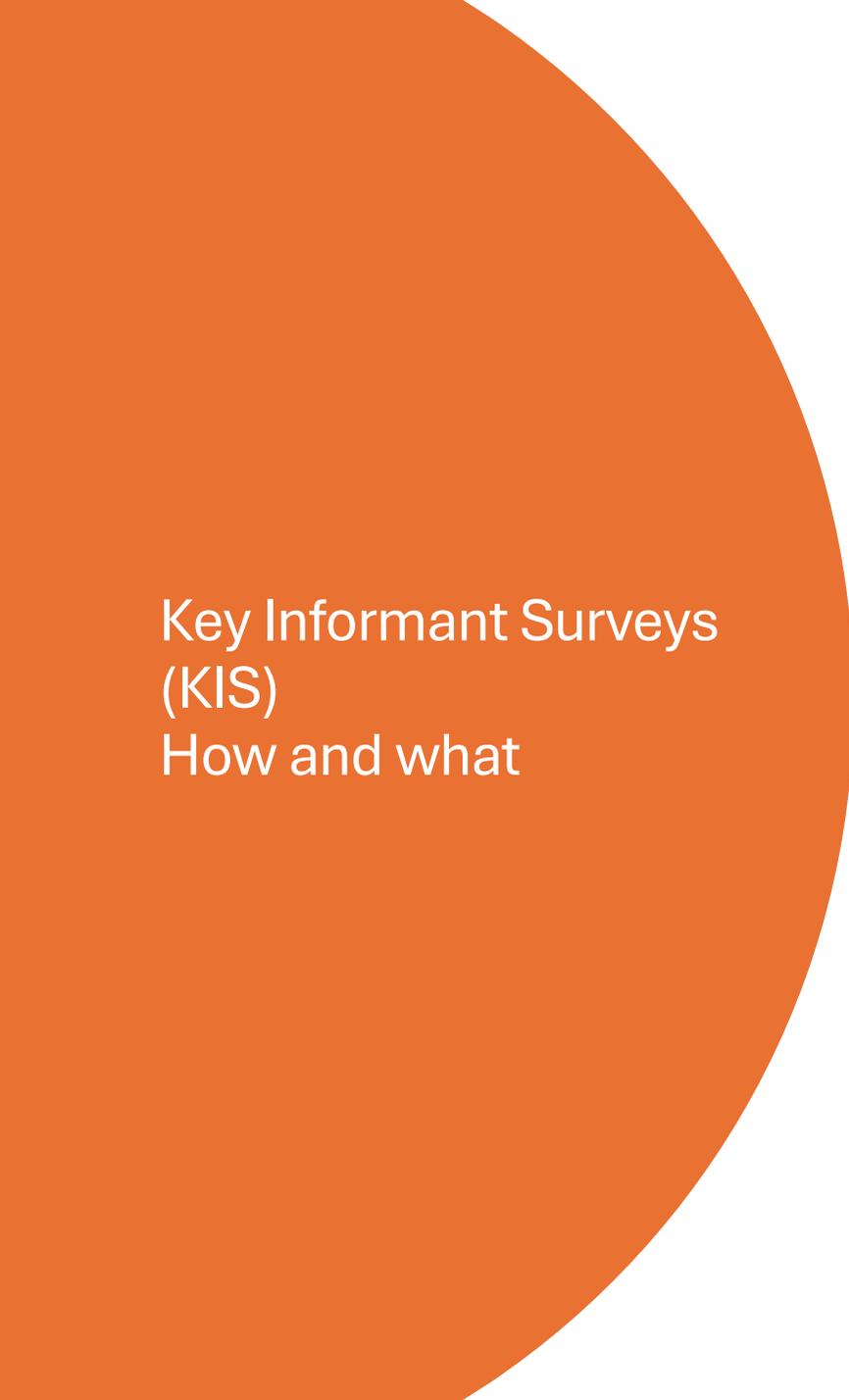
Limited access to digital devices and the Internet hampers participation in online opportunities. To combat this, offline learning tools can be offered, digital access in underserved areas can be expanded, and local ambassadors can be leveraged to raise awareness.

Training curricula must be updated to align with market demands, incorporating practical, digital, and soft skills. Many existing programs are outdated, and awareness of government and NGO training initiatives remains low.

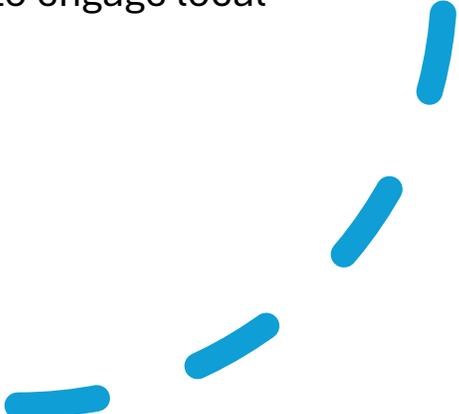
Cultural stigma often discourages marginalised groups from seeking training or employment. Implementing behaviour change campaigns with community leaders can effectively reduce this stigma.

Support for individuals with disabilities and third-gender participants is essential, and entrepreneurship funding, mentorship, and training can be provided to marginalised youth.

Ultimately, education and employment are vital for enhancing self-esteem and confidence, making it essential to integrate counselling and psychosocial support into training programs to boost motivation.



## Key Informant Surveys (KIS) How and what

- An online structured questionnaire was utilised to gather insights from 250 DYD officials regarding institutions, perspectives, and challenges.
  - The questionnaire included questions about various topics such as program relevance, outreach mechanisms, efficient training infrastructure, gender-inclusive infrastructure, improved curriculum alignment, enhanced monitoring systems, inter-agency coordination, and the modern action of communication strategies across both digital and traditional media.
  - Officials were encouraged to discuss their strategic communication needs, share community success stories, techniques to engage local leaders, and how to highlight role models.
- 

## Key Informant Survey Among DYD Officials Identified Problems & Suggested Actions by DYD Officials

DYD officials have pinpointed several barriers to youth engagement, including resource gaps, insufficient coordination, and limited outreach.

They emphasise that training programs often lack alignment with labour market needs and call for modernised curricula and the promotion of success stories.

Training centres should be upgraded to better support women, particularly those with disabilities, by creating all-inclusive environments that include safe spaces, female trainers, and childcare services.

Many young people are unaware of government initiatives, which diminishes program effectiveness. DYD officials state that enhancing inter-agency coordination and involving local leaders as ambassadors can significantly improve outreach through targeted campaigns and community storytelling.

They opine that existing monitoring systems need refinement to track outcomes and highlight beneficiary success stories more effectively.

Key Findings on Communication Needs  
from Multi-stakeholders Consultations,  
Key Informant Survey (KIS) with DYD Officials,  
Survey among NEET Youth, and  
Gathering Life-sketches  
(CNA – Communication Needs Assessment)

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Triangulation with insights earned from the Literature Review

How society perceives vocational training & technical education

## The Positives

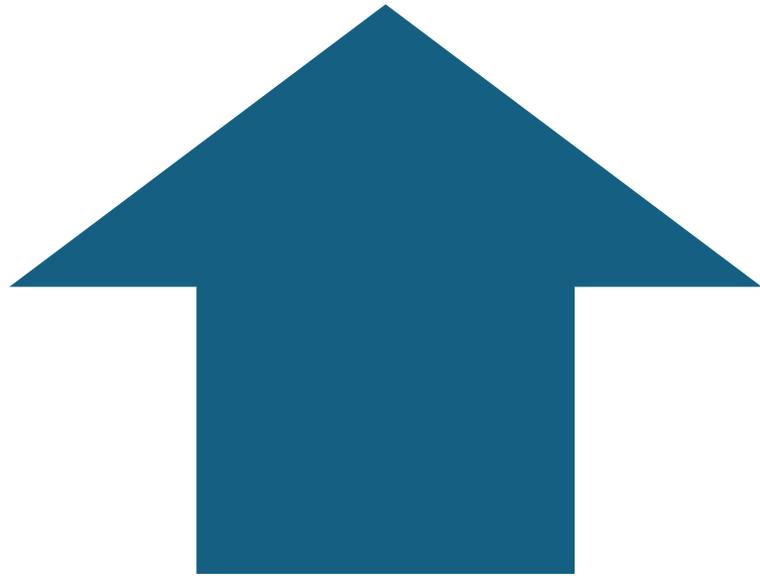
- **Pathway to Employment:** Serves as a direct route to acquiring practical skills and achieving job readiness.
- **Support for Entrepreneurship:** Acts as a foundational step for launching small businesses.
- **Bridging Skills Gaps:** Provides a solution to the disconnect between labour market demands and graduates' skill sets.
- **Flexible and Adaptable:** Effectively responds to technological advancements and evolving industry requirements.
- **Supportive Policy Framework:** Governments increasingly support vocational training as a key workforce development component.
- **Economic Development:** Plays a crucial role in fostering national growth.

How society perceives vocational training & technical education

## The Negatives

- **Perception of Inferiority:** Vocational education is often regarded as a "second-class" option compared to academic paths.
- **Association with Low-Status Jobs:** It is frequently linked to manual labour rather than prestigious career opportunities.
- **Stereotype as a Last Resort:** Many consider it a fallback choice for those who have not succeeded in traditional education.
- **Gender Stereotypes:** Fields like mechanics and construction are often perceived as male-dominated, which can deter female participation.
- **Limited Career Advancement:** There is a widespread belief that vocational careers lack growth and financial success opportunities.

# Gender Challenges & EARN

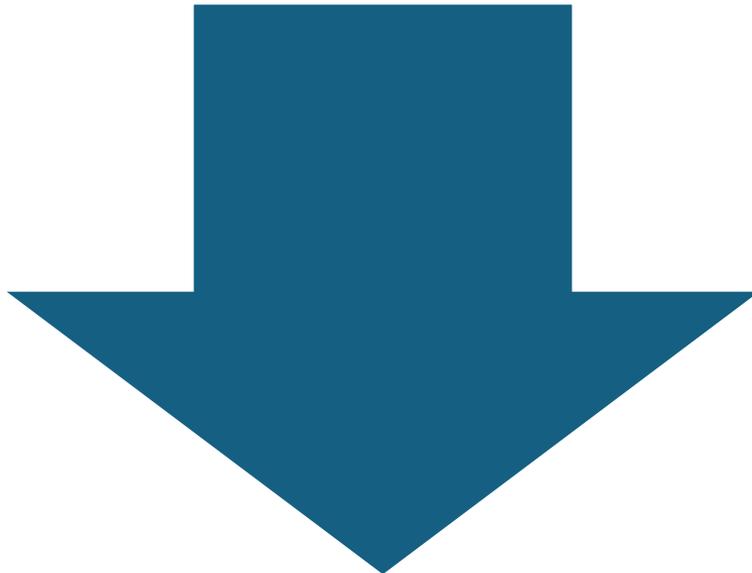


## Barriers of Female NEET:

Early marriage, early motherhood, safety concerns, family restrictions, and domestic responsibilities.

## Challenges faced by the female NEET:

Limited mobility, a mismatch in training, workplace harassment, a lack of career development support, limited access to mentorship, and stereotypes surrounding appropriate careers for women.



## Barriers of Male NEET:

There is pressure from family to pursue government jobs, a preference for traditional career paths, and a lack of adequate training opportunities.

## Challenges faced by Male Neet:

Career confusion, stigma, addiction to mobile devices and the internet, financial pressure on households, and a lack of purpose and future outlook.

## OVERALL CNA FINDINGS - 1

Youth and their families are significantly unaware of the training programs offered by governmental and non-governmental organisations.

There is a strong interest in rejoining education and training, particularly among young women.

Entrenched gender-related social norms, stereotypes about the nature of work, and the stigma associated with women working outside the home continue to pose formidable obstacles to enhancing women's participation in the labour market.

Female NEETS prefer flexible schedules, remote learning options, childcare assistance, safe spaces, safe communication and female trainers. Second-chance and women-focused education models receive a positive reception.

Young people often face low confidence levels and stigma related to job availability. Psychosocial support and counselling are highly valued among them.

Maximum NEET youth express high motivation for both employment and self-employment opportunities. They highlight the need for seed funding and business mentorship, showing interest in agribusiness and digital services. Barriers such as limited capital and lack of mentorship persist, although community support for structured enterprise assistance exists.

## OVERALL CNA FINDINGS - 1

Apprenticeships and market-driven skills receive praise for their effectiveness from the NEET youth.

Community leaders support inclusive training efforts, yet many individuals remain unaware of existing training or support programs. Overall, community-driven approaches to training and support are widely welcomed.

Young individuals increasingly engage in online leisure activities, professional endeavours, and information acquisition.

Stakeholders acknowledge the equal importance of both traditional and digital media in promoting awareness of these available programs.

In formulating a communication action plan aimed at individuals not in Education, Employment, or Training (NEET), it is crucial to fully address the issues surrounding the digital divide and the potential for exclusion.

Social crises negatively impacting NEET individuals, as noted by nearly all respondents, include drug addiction/substance abuse and early marriage.

EARN's Social Behavioural Change Communication (SBCC) initiatives may aim to transform perceptions of manual labour and technical professions.

SBCC aims to instill resilience in the NEET population, preparing them to adapt and contribute effectively to a fast-moving economy and drive sustained growth.

These initiatives can enhance the recognition of skilled workers by addressing stigmas, challenging gender stereotypes, and reducing social exclusion.

SBCC can promote the dignity of labour and the societal value of skilled professions, having a far-reaching impact on the social psyche.

- By crafting tailored messages for young women, rural youth, and marginalised groups, SBCC can tap into a variety of communication channels, including
  - mass media campaigns,
  - digital content & online dissemination,
  - testimonial videos, social media storytelling,
  - SMS nudges, mobile applications,
  - community events such as theatre and other performances and tools
  - peer-led dialogues.
  - And others
- These initiatives may transform the attitudes, practices, and knowledge bases of NEET (not in Education, Employment, or Training) youth and their associated networks.

## CONSIDERATION FOR TRAINING AND ORIENTATION

- Align training modules with locally viable trades, such as agriculture in Rangpur, tailoring in Narsingdi, and fisheries in Barisal.
- Incorporate entrepreneurial literacy into youth training programs to help them explore opportunities in micro and small businesses.
- Training and orientation on utilising e-commerce platforms to access broader markets.

- Focus on local industries and small to medium-sized enterprises (SMEs) to create apprenticeship programs that recruit young people for participation in the value chain through self-employment initiatives.
- Raise awareness of cross-border trade among youth in border districts, emphasising exportable goods and logistics skills.
- Organise trade fairs and local exhibitions to connect youth with markets and highlight vocational pathways.
- Promote the formation of youth cooperatives centred on productive trades such as agribusiness, digital services, and crafts.
- Youth are notably interested in entrepreneurship, coupled with a demand for online mentorship and the provision of more comprehensive information, education, and communication (IEC) materials on this subject.

**Entrepreneurship communication within EARN**

## Suggestions of NEET Youth & Other Stakeholders on Future Communication Actions

- There is a call for grassroots campaigns to enhance DYD's outreach efforts.
- Stakeholders highlighted the need for coherent communication at national and local levels, ensuring the inclusion of persons with disabilities, minorities, and the extremely poor.
- Data indicates that youth prefer practical and inspiring content, making outreach crucial for their participation in training programs.
- Participants suggest showcasing local success stories, particularly of NEET youth, women, individuals with disabilities, and third-gender members, through various media.
- They recommend using social media, community theatre, live performances, Community Radio, Village Bulletin Boards, and Union-Level Digital Displays for visibility.
- Campaigns should emphasize safe training environments with female trainers and child support facilities.
- Training local champions, like former trainees and community leaders, can help promote training benefits and reduce stigma.
- Targeted family engagement campaigns are essential, particularly in demonstrating the support of male relatives for female NEETs by highlighting the economic benefits and safety of training.

# EARN Digital Hub

Sustainable Evolvment and Adoption

## Conclusion

### 'Economic Acceleration' and 'Resilience' of NEET are Interdependent

Economic growth requires a skilled and adaptable workforce.

Including more people in the workforce helps reduce inequality and encourages greater consumer participation, which in turn stimulates economic growth.

This stability helps economies maintain momentum despite disruptions.

Harnessing the potential of NEET reduces talent waste and raises national productivity.

Engaging NEETs reduces dependence on social safety nets. These resources can instead be invested in infrastructure and innovation, driving economic acceleration.

Enhancing resilience in NEETs ensures they are ready for jobs, align with labor market demands, and decrease dependency.

Empowering NEET (Not in Education, Employment, or Training) youth by building resilience in mental, educational, and financial aspects fosters social inclusion.

Resilient youth can endure economic shocks, such as pandemics and shifts in automation, without falling back into poverty.

Many NEET (Not in Education, Employment, or Training) are young people in developing economies. By fostering resilience, we can help this demographic become a valuable asset to society.

Without resilience among youth, the acceleration of the economy could become uneven and unsustainable.



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