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Youth Employment and Business Start-Up (YouLead) Project – Sri Lanka
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The Youth Employment and Business Start-up Project (YouLead)

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Acronyms

ADB	Asian Development Bank
AOR	Agreement Officer Representative
AmCham	American Chamber of Commerce
AMELP	Annual Monitoring, Evaluation and Learning Plan
ASU	Arizona State University
CCC	Ceylon Chamber of Commerce
CIDA	Construction Industry Development Authority
CSR	Corporate Social Responsibility
DCA	Development Credit Authority
DCLK	Diversity Collective Sri Lanka
DME	Department of Manpower and Employment
ED	Entrepreneurship Development
GC	Global Communities
HRDO	Human Resource Development Officer
ICT	Information and communications technology
ICTA	Information and Communications Technology Agency
ICTISC	ICT Industry Skills Council
IESC	International Executive Service Corps
IT	Information Technology
JKH	John Keells Holdings
KHA	Kandy Hoteliers Association
KRA-O	Keells Retail Online
LOP	Life of Project
M&E	Monitoring and evaluation
MDF	Market Development Facility
MEL	Monitoring, evaluation, and learning
MOE	Ministry of Education
MOU	Memorandum of Understanding
MSDVT	Ministry of Skills Development and Vocational Training
NAITA	National Apprentice and Industrial Training Authority
NCS	National Competency Standards
NVQ	National Vocational Qualification

OJT	On the Job Training
PLC	Private Limited Company
PPD	Public Private Dialogue
RDB	Regional Development Bank
RPL	Recognition of Prior Learning
SAIL	Supporting Accelerated Investment in Sri Lanka
SFL	Skills for Life
SLFI	Sri Lanka Foundation Institute
SLASSCOM	Sri Lanka Association of Software and Service Companies
SLITHM	Sri Lanka Institute of Tourism and Hotel Management
SLTA	Sri Lanka Tourism Alliance
SSDP	Sector Skills Development Project (funded by ADB)
TOT	Training of trainers
TSC	Tourism Skills Committee
TVEC	Tertiary and Vocational Education Commission
TVET	Technical Vocational Education and Training
USAID	United States Agency for International Development
USG	United States Government
Verité	Verité Research
VTA	Vocational Training Authority (Part of MSDVT)
WDF	Women's Development Federation (Hambantota, Sri Lanka)
WUSC	World University Service of Canada

1. Activity Overview

Activity Name:	Youth Employment and Business Start-up (YouLead) Project Sri Lanka
Activity Start Date and End Date:	June 02, 2017 – June 01, 2021
Name of Prime Implementing Partner:	International Executive Service Corps (IESC)
Agreement Number:	AID-383-LA-17-0001
Name of Subcontractors/Sub-awardees:	International partners: Arizona State University (ASU) and Global Communities, (GC) Local partners: American Chamber of Commerce (AmCham), Ceylon Chamber of Commerce (CCC), Skills for Life (SFL), and Verité Research (Verité)
Government Counterpart(s):	The Ministry of Skills Development, Employment and Labour Relations (Referred to as MSDVT)
Geographic Coverage:	Nationwide
Reporting Period:	January 1, 2020 to March 31, 2020

1.1 Program Introduction

YouLead is a four-year program that seeks to enhance employment and entrepreneurship opportunities for youth in Sri Lanka. The nation is growing rapidly and offers employment opportunities in high-growth sectors. Despite these opportunities, youth unemployment stands at over 20% in many locations. YouLead seeks to develop a tight fit between the skills demanded by a competitive economy and the skills possessed by its youth.

Program key objectives are as follows:

- Increase youth employability skills in targeted sectors
- Improve quality, relevance, and delivery of Technical and Vocational Education and Training (TVET)
- Increase prospects of successful self-employment

YouLead's regional focus is in the 12 districts with the highest unemployment among young women and men as identified by the project's market assessment: Jaffna, Galle, Kandy, Mannar, Kegalle, Badulla, Kilinochchi, Hambantota, Nuwara Eliya, Monaragala, Matara, and Matale. Based on the market assessment and a review of local stakeholders, the priority sectors selected for the project are tourism

and hospitality, construction, information and communications technology (ICT), and healthcare.

2. Activity Implementation Progress

2.1 Activities and Milestones Summary

The key achievements of this quarter are as follows:

- More than 3,533 youth (50 percent women) from 11 districts received career guidance and placement services.
- 157 career guidance practitioners received training on career guidance—122 representing the 13-years guaranteed vocational education program.
- Two new curricula were developed and two were validated (overall, YouLead has supported the validation of 41 curricula and the development of 23 new curricula).
- 72 TVET sector instructors (38 percent women) from both public and private-sector institutions received pedagogy training through YouLead trained ASU Master Trainers.
- 2,151 individuals (52 percent women) completed their skills development training through YouLead-supported training platforms and the courses taught by the YouLead trained instructors/ trainers.
- Launch of the #Stayhomeandlearn campaign to drive youth to the resources available on youlead.lk and provide online learning content for youth remaining at home during the COVID-19 curfews. Almost 200,000 youth watched the film to kick off the campaign and more than 4,000 of them are accessing educational content on youlead.lk per day.
- Five institutes providing entrepreneurship training customized their entrepreneurship programs from the YouLead-developed curriculum and began teaching entrepreneurship courses.
- YouLead long-term volunteer, Naomi Gunnels, established two strong partnerships with Hatch Works (Pvt) Ltd, a popular start-up eco system, and the University of Moratuwa, the most awarded technology university in Sri Lanka.
- Developed a partnership with the Institute of Data Management (IDM), one of the Sri Lanka's oldest private sector ICT and vocational education service providers, to holistically build their capacities in vocational pedagogy, career guidance and entrepreneurship awareness activities.
- Launched its novel Career Bus, which is an abandoned bus donated by the Vocational Training Authority (VTA) converted into a mobile career guidance and information dissemination unit, at an event attended by USAID Deputy Assistant Secretary for Asia, Javier Piedra, and USAID Mission Director, Reed Aeschliman, on February 7, 2020.

During this quarter, YouLead’s work was also impacted by two major events. Following the presidential election in December 2019, the program’s lead ministry and other counterpart institutions were reshuffled again during this quarter presenting MSDVT with its seventh different minister and secretary since YouLead’s inception. Furthermore, beginning in February 2020, the emerging COVID-19 global pandemic started resulting in the cancelation of most public activities culminating with a complete shutdown of the schools and normal operations starting on March 16 impacting much of YouLead’s interventions. However, despite these challenges, YouLead was able to move forward with enough planned activities to achieve most of its objectives and quarterly indicator targets.

2.2. Review of Technical Activities

Component 1: Increase Youth Employability Skills in Targeted Sectors

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

a. Implement research focused on entrepreneurship and women’s participation in the workforce

During this period, YouLead conducted a detailed study and presented analysis on the Thurunu Diriya program, a youth entrepreneurship initiative by the Government of Sri Lanka. Thurunu Diriya is a youth-focused lending scheme that does not rely on collateral and is jointly implemented by the Prime Minister’s Office, the Small Enterprise Development Division (SEDD), the Central Program Management Unit (CPMU) and the Bank of Ceylon (BoC). The study conducted by Verité Research outlined the progress of the program and the challenges faced by the lending scheme. Given the credibility of Thurunu Diriya, capturing best practices and challenges in lending for youth ventures will contribute to strategic decisions related to the delivery of a sustainable entrepreneurship eco-system implemented by YouLead.

YouLead is using the information from this analysis to inform the design of a mentoring platform (more information can be found in section 3.2) and its interventions related to access to finance. YouLead will use its relationships to improve the inclusiveness and uptake of the program and ones like it to support the development of startups by working with:

1. Local civil society groups such as the Women’s Development Federation and Berendina to disseminate information;
2. Groups that have national reach such as Samurdhi, the poverty agency, Sarvodaya; and,
3. Financial institutions to train them on emerging lending and enterprise support schemes and assist them in development of tailored financial products.

b. Disseminate better information about career guidance and TVET opportunities



Development of “Careers in Hotel industry” Career Bullseye campaign

YouLead and members of the Tourism Skills Committee developed a career bullseye infographic, to promote tourism sector jobs and showcase the necessary career paths. The infographic will be used by career counsellors during career awareness and guidance sessions in addition to the videos developed to promote women in tourism. YouLead will develop similar graphical diagrams for all other priority sectors such as ICT, construction and healthcare. The purpose is to demonstrate to youth and their parents that careers in ICT have a clear path and potential for growth and development. Using the info-graphic career guidance practitioners who are prepared with this model can provide effective career guidance so that youth receive necessary information to choose a new or better employment path and track the necessary training in the relevant industry.

Launch of Career Bus together with VTA Sri Lanka

YouLead, in collaboration with the Vocational Training Authority (VTA) and private sponsors including Maga Construction and Pizza Hut Sri Lanka, launched the Career Bus on 7th February in Dondra, Sri Lanka’s southernmost town. The plan, which is currently put on hold until the end of the curfew, is for the bus to travel through underserved and rural areas from the southernmost to the northernmost point in the country bringing professional career guidance and behavior change messaging to communities with little access to such services.



USAID Assistant Administrator Javier Piedra converses with VTA students about experience in Career bus

Along the way, the bus will make approximately 30 stops and be met by youth who can take an online career test supported by YouLead in their preferred local language and get the results interpreted in real time by YouLead-trained career guidance officers.

Formation of digital career counsellor group

The COVID-19 pandemic disrupted in-person career guidance initiatives due to social distancing requirements and curfews. In response, YouLead formed a digital career counselor group recruiting from the more than 700 YouLead-trained

counsellors. Based on the resource and infrastructure availability, the project identified one master counsellor from each of the 25 districts in Sri Lanka for digital career guidance delivery. The volunteer counsellors are trained via a series of webinars to understand the dynamics of digital career counselling and will commence with one-on-one counselling in the next quarter. The objective of this initiative is to continue the career guidance activities uninterrupted during the COVID-19 social distancing period with similar focus as face to face career guidance and career tools such as CareerMe and Career Key psychometric tests in digital forms.

c. Reach out to young women, men and their families to encourage more interest in non-traditional sectors

On 6 March 2020, YouLead hosted the only officially registered International Women’s Day (IWD) event in Sri Lanka at the Hatch Works accelerator and co-working space. The purpose of the event was to celebrate working women, provide role models for young women and men and discuss ways in which women can (re)enter the workforce. Six inspiring women leaders and entrepreneurs opened the day with personal stories of how hardship, failure, and challenges prepared them for later successes in their lives and careers. They were followed by a male activist who shared his thoughts on why women’s rights are important for everyone regardless of their gender. The second session provided examples from three leading companies demonstrating how corporate leadership can play a role in supporting women’s equality. The final session marked the premiere of the YouLead-produced short film, ‘Diving in the Sky’ – the story of four young people overcoming stereotypes and societal pressures by embracing career guidance and choosing careers that best suit them. The screening audience was 60 vocational students and 40 other invitees and was followed by a panel discussion with the director of the film, Wasantha Dugannarala, Jayani Senanayake, an award-winning actress, Kamini Senaratne, Director of Buildings for the Sri Lanka Police, and Ajith Jayawardena, leading career guidance expert.



Yuzra Aziz-Eliyas, founder of PODI JOBS, talks about the gig economy and opening doors for stay at home moms and caregivers to have a professional career while working part time

d. Coordinate with relevant projects and donors where it makes sense, including regional peers and workforce activities of regional chambers

During this quarter, YouLead collaborated with several other donors and programs:

- USAID’s Supporting Accelerated Investment in Sri Lanka (SAIL) and Australian Aid’s Market Development Facility (MDF) projects supported YouLead’s efforts to build a tourism industry jobs portal and provide useful coronavirus updates for prospective travellers.
- Australian Aid’s Skills for Inclusive Growth (S4IG) supported YouLead’s career guidance efforts in the Eastern Province by helping it work with local schools and trained Tamil-speaking guidance officers.

- Save the Children developed a program to provide offline access to youlead.lk and other YouLead information sources at the 50 IT centers they've set up in estate worker communities in the Central and Uva Provinces.
- The Asian Development Bank (ADB) introduced a training program to expose youth to the tourism industry modelled on YouLead.
- The YouLead team worked with the German aid agency (GIZ) to help resurrect the working group on vocational education that is designed to coordinate the skills development efforts of all donors in Sri Lanka.

Additionally, YouLead supported a USAID design team doing research and analysis on women's empowerment by coordinating meetings among program designers, leading stakeholders and the business community in the Kandy and Hambantota regions.

e. Identify and map out employment and career fairs organized by stakeholders to collaborate and co-brand with YouLead focused activities and organize public-private dialogues (PPDs) to create apprenticeship awareness

YouLead's Vocational Education Pavilion, first of its kind, for the EDEX expo



EDEX exhibition participants taking the career test at YouLead stall

On 17-19 January in Colombo and 23-24 January 2020 in Kandy, four state vocational institutes collaborated to promote one vocational learning platform at the EDEX Expo 2020, Sri Lanka's largest education and job fair. EDEX has been hosting national and regional career fairs for more than 10 years largely focused on graduates and those headed on to university. Due to YouLead's recommendation, the 2020 career fair marked the first time that vocational education and careers in skilled trades were added to the agenda. In addition to the vocational education pavilion,

YouLead facilitated the Career Testing Center in collaboration with the Sri Lanka Foundation Institute (SLFI) and the National Career Counselors Association (NCCA). The testing center reached 1,026 youth (46% female) with the Career Key psychometric test and one-to-one career guidance through volunteers from NCCA. YouLead will work to make vocational education and career guidance a standard feature of EDEX expos moving forward. As a well-organized and sustainable expo reaching youth nationally and regionally, the inclusion of vocational institutes and training information will sustainably expand the ability of the project to reach thousands more youth with career guidance, useful training information, and messaging about careers in a skilled trade.

Restructuring of regional career fairs

Based on assessments of and learning from previous career fair models, YouLead together with the Department of Manpower and Employment (DME) developed a dual structure career fair model with cluster-based sub activities to better cater to the youth engaged and increase impact. Under the new model, career fairs will include pre-and post-activities such as PPDs, a mapping of regional jobs and apprenticeship opportunities available, three campaigns to promote the importance of career guidance, parental career awareness and business startup awareness prior to the career fair and improve the ability to direct beneficiaries for further guidance into the right section during the career fairs. Standard YouLead career fair activities such as career guidance, vocational course promotion and job placement services will continue to be carried out. An added element of business mentoring will take place starting with the upcoming career fairs. Post career fair activities will include further business startup mentoring and regional programs to those youth who did not get job placements due to a lack of technical and/or soft skills.

Year 2020 first career fair commencing from Jaffna

YouLead identified Jaffna as a priority region with high youth unemployment and a disconnect between career expectations and opportunities. On 8 February 2020, over 2,390 young job seekers (of which 1,322 were female) participated in a YouLead career fair. 234 youth received job placements on the spot following interviews conducted by 45 private sector organizations. 485 youth also received one-on-one career guidance, manually and digitally, conducted by YouLead's trained career guidance practitioners.

f. Develop a fully functional youlead.lk portal with localized content for career guidance, entrepreneurship awareness, and vocational education promotional materials

#StayHomeandLearn campaign

On 22 March 2020, less than 48 hours after the curfew was declared, YouLead launched a campaign called "Stay Home and Learn" through youlead.lk to encourage youth to keep the curfew and use the time at home productively to build life and career skills. The campaign was kicked off with a Facebook watch party screening of the YouLead-produced short film "Diving in the Sky." More than 35,000 active users followed the campaign page by 31 March 2020. YouLead interlinked more than 75 online learning resources covering an assortment of topics in formats such as short courses, blogs and videos to youlead.lk. The campaign had two objectives: 1) using the [short film](#) to catalyze a wide-ranging, youth-to-youth dialogue on career opportunities and the value of skilled trades outside the ones most preferred by parents and the adults in their lives; and, 2) familiarizing the youth with the resources available on youlead.lk and encouraging them to take a career test, seek out skills development opportunities and sign up for online courses. With 4,400 shares and comments on the original post, as well as approximately 4,000 visits to the site daily, the campaign has achieved both objectives.

Content mapping and platform sustainability working groups

During this quarter, YouLead together with HeadStart, Dialog and TVEC formed a working group for user-engaging content sourcing and mapping related to

vocational education and career guidance to ensure the long-term sustainability of the platform. Ultimately, YouLead will transition the ownership of the platform to these stakeholders so it is critical that they are fully engaged in developing of content that is of interest to youth and educators now. Additionally, the TVEC Career Guidance Steering Committee formed a separate group with the same goal and now is in the process of sourcing and endorsing career guidance content for common use on the platform. Further, as a sustainability measurement, HeadStart initiated discussions with its private partners on how to utilize the aggregated YouLead portal for common activities related to youth, employment and entrepreneurship.

g. Launch national apprenticeship awareness campaign (AmCham-led activity)

NAITA strategy formulation initiative

Coordination with and support for the National Apprentice and Industrial Training Authority (NAITA) was identified as one of the most important objectives in the original project scope, but the institution has been particularly impacted by constant political changes and crises that affected the ability of their partner companies to provide useful on-the-job training opportunities.



NAITA Officers at the strategic planning workshop

With the arrival of new senior management from NAITA, YouLead supported them to evaluate their operations and develop a new strategic plan. After provincial cluster discussions and data collection at the grassroots level, NAITA and YouLead held a strategy formulation session with 62 NAITA staff representing every level of NAITA's technical and administrative organizational structure from 10-12 March 2020. The workshop culminated in the development of a draft five-year strategic plan for NAITA that is under review and is expected to be released in the next quarter. The development and implementation of this plan will be important to ramping up meaningful support to NAITA and apprenticeship training in general.

National apprenticeship awareness campaign

YouLead and NAITA planned a national apprenticeship awareness campaign to target four segments: youth, school communities, parents, and the private sector. The first private sector awareness campaign scheduled in Anuradhapura in March was postponed due to the COVID-19 curfew and social distancing.

h. Develop a tourism and hospitality portal as outlined in the Sri Lanka Tourism & Hospitality Workforce Competitiveness Roadmap

The development of the tourism and hospitality portal, an important initiative of the roadmap, continues with review meetings conducted every three to four weeks. The portal, which uses youlead.lk as a backbone for job and skills development

information, will provide an industry-specific job site linking employers with potential employees.

Subcomponent 1.2: Improve Career Guidance and Counseling

ICT

Training of TEVT Sector Career Guidance Officers as ICT Change Agents.

YouLead embarked on an initiative to train career guidance practitioners attached to the TVET sector as ICT change agents. The program was conducted in collaboration with Tertiary and Vocational Education Commission (TVEC), the Information and Communications Technology Agency of Sri Lanka (ICTA), the Sri Lanka Association of Software and Service Companies (SLASSCOM), the ICT Industry Skills Council and Diversity Collective Lanka (DCLK). The residential program was conducted from 6-8 January 2020 with the participation of 50 career guidance practitioners representing all districts in Sri Lanka. Participants had the opportunity to receive in-depth learning on the current ICT landscape and skills needed by the industry. The Future Careers BRIDGE Program was introduced in order to encourage and promote the program among youth interested in pursuing a career in IT.

Further, a session on tech-entrepreneurship was conducted by ICTA with YouLead support where the 50 career guidance practitioners were encouraged to promote self-employment among youth using the internet, latest technology, and trends. DCLK demonstrated the need for more gender parity and sensitivity with a session on the contribution made by women in ICT and how women can actively work in IT. Exposure was provided to the large number of resources available in Sri Lanka that can be used for effective and youth-friendly career counselling. The program concluded with an industry-exposure and learning visit to five leading ICT companies at Orion City.

Tourism & Hospitality. Feedback from YouLead's regional career guidance programs revealed that career guidance practitioners currently lack necessary industry exposure and knowhow to adequately guide youth to careers in tourism and hospitality. With that in mind YouLead, TVEC, and representative companies from the private sector conducted an exposure program for 25 career guidance practitioners in March 2020. This first batch of 25 career guidance practitioners were nominated by TVEC to participate in the 2.5-day program. The program included awareness and outreach videos developed by YouLead, an overview of the tourism industry both from a global and Sri Lankan context, key resource personnel from the private sector sharing their experiences and talking about career opportunities, and pathways to the front office, housekeeping, kitchen and food & beverage departments.

Participants were very keen to understand more about new and emerging opportunities in the industry, specifically tour guides, naturalists and horticulturalists, and the skills and qualifications required to apply for these nontraditional jobs. The importance of soft skills to join the industry and physical aspects of certain occupations were made available to the participants so they could include these during career counselling. The program ended with an exposure visit to Tourism Skills

Committee (TSC) member hotel Shangri-La where participants received a rewarding and memorable tour of the operations of a 500-room hotel.

Organize Model Career Guidance Sessions with YouLead-trained

Counsellors. During this quarter, YouLead in collaboration with training institutions and career development stakeholders provided career guidance sessions to more than 10,000 students island wide through a number of model career guidance programs in 11 districts (please find a detailed breakdown in Table 1 below). YouLead-empowered career guidance practitioners took the initiative of organizing these events with YouLead’s regional teams. The model career guidance sessions were conducted in various locations and secondary schools were given higher priority due to limited academic activities during the first school term.

Table 1: District distribution of youth receiving career guidance

NO	DISTRICT	NO OF YOUTH RECEIVED CAREER GUIDANCE
01	Matara	06
02	Hambantota	220
03	Kegalle	251
04	Vavuniya	445
05	Batticaloa	646
06	Trincomalee	829
07	Kandy	1112
08	Kurunegala	1200
09	Ampara	1377
10	Jaffna	2067
11	Colombo	2120
	Total	10,273

Piloting the Restructuring of District Career Guidance Committees. On 20 February 2020, YouLead, the Ampara District Secretariat office, representatives of regional TVET stakeholders, and the DME restructured the District Vocational Education Committee into a career guidance working group. The group will work with YouLead regional representatives and craft a year-long pilot program for career guidance in Ampara District. The plans will include school and community career awareness, a schoolteacher career guidance training program, a parental awareness campaign and a regional career fair.

BRIDGE Introduction and Career Guidance Program for St. Joseph’s

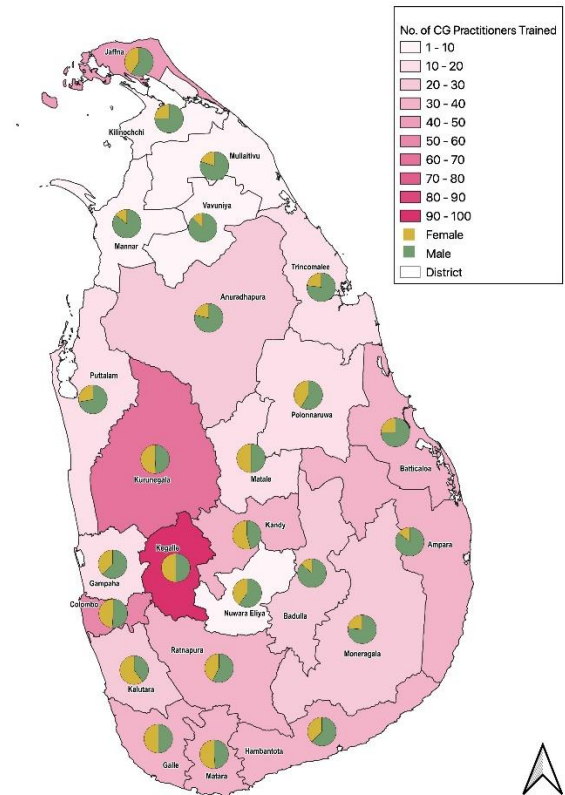
College. On 4 March 2020, YouLead collaborated with the Sri Lanka Association of Software and Service Companies (SLASSCOM) to organize a program for 80 students of St. Joseph’s College, Colombo who are currently pursuing Advanced Level Studies in ICT. All participants took the Career Key test and received one-to-one career guidance interpreted by YouLead-trained counsellors.

a. Continue training career guidance practitioners who directly engage with youth in vocational career guidance

In this quarter, YouLead trained 157 career guidance practitioners through four training programs organized in partnership with the Sri Lanka Foundation. The overall number of trained practitioners is 238.

A Refresher Program for Tamil Speaking Career Guidance Practitioners. YouLead and DME organized a refresher program for 11 Tamil speaking career guidance practitioners on 7 February 2020 to improve their knowledge and skills to interpret career tests delivered through the paper-based Career Key and online CareerMe tests. This trained group of career guidance practitioners will engage through their respective organizations as donated staff services during YouLead-organized career guidance initiatives. Seven of the counselors expressed interest to volunteer with YouLead outside of office hours to participate and provide career guidance to youth.

Career Guidance Practitioners Received Career Guidance Training



13-years Guaranteed Education Career Guidance Teacher Training.



122 teachers from central province were trained for the 13 years guaranteed education program

YouLead, in collaboration with the Ministry of Education and SLFI, organized three career guidance training programs for 122 teachers in 13-year guaranteed education pilot schools. These teachers were nominated from the Central Province Department of Education. Nominated schoolteachers were given a comprehensive three-day residential training on vocational personality tests, test result interpretation, and career guidance. The trained group of teachers are

expected to organize school-level career guidance programs in addition to their regular responsibilities.

Subcomponent I.3: Provide Foundational Skills Critical to Finding and Maintaining a Job

a. Continue implementing the initiatives in the Sri Lanka Tourism & Hospitality Workforce Competitiveness Roadmap

YouLead continues to support initiatives of the Sri Lanka Tourism & Hospitality Workforce Competitiveness Roadmap together with the private sector led by TSC and Sri Lanka Tourism Alliance (SLTA) and the public sector. Based on activities identified to benefit students and instructors, YouLead together with VTA agreed to work on the following activities: 1) execute tourism exposure and internship-focused programs including soft and employability skills to support trainees to improve their employability, complete their mandatory on-the-job training (OJT) and gain permanent employment; and, 2) support VTA-owned Ahangama Hotel School to provide high-end tourism and hospitality courses in the southern province.

Support direct engagement of private sector industry groups to promote vocational training and employment in in-demand sectors

ICT

SLASSCOM Future Careers BRIDGE Program. The BRIDGE Program consists of 29 self-learning online challenges of increasing complexity designed to identify and vet skilled youth. YouLead together with SLASSCOM embarked on phase two of the program which mainly focuses on YouLead's priority districts. By the end of the quarter, 2,512 participants (38% percent women) were engaged in the program. Of those, 58 students have completed the fourteen basic challenges and progressed to the advanced level.

BRIDGE Industry Connect Session 02. During this quarter, SLASSCOM and YouLead organized an Industry Connect session with the participation of 30 top BRIDGE performers in order to provide them with a better understanding of the ICT industry. This event conducted on 2 February 2020 with a series of spot interviews conducted by six leading IT companies in a bid to provide employment opportunities to these students. Twelve students were shortlisted and referred to the next level of interviews. Due to feedback from interviewers on the lack of soft skills of the participants, YouLead organized a training on soft-skills followed by a mentoring session, however, this was postponed due COVID-19.

BRIDGE Company Awareness Event.

Further, YouLead and SLASSCOM jointly organized an awareness event on 26 February 2020 in order to introduce BRIDGE to leading IT companies in Sri Lanka. This event was attended by 50 human resources professionals representing 30 companies. At this event, BRIDGE was introduced as a hiring platform where IT companies can reach-out to top-performing students and offer internships. Six companies have responded positively with willingness to sign the required memorandum of understanding (MOU) and to be officially onboarded.



Industry connection session at 99X Technologies for the participants of future Bridge program

Construction

MAGA Engineering Ltd – Trainings Conducted by YouLead-trained Private Sector Trainers. YouLead, in collaboration with construction sector giant MAGA Engineering, enhanced training competencies of 60 of their in-house trainers during this quarter. Nine YouLead-trained trainers conducted trainings for 200 employees ranging from masons to carpenters to bar-benders at five MAGA work sites as part of MAGA’s Employment-Linked Training Program (ELTP). Additionally, five YouLead-trained trainers conducted one session for 36 employee participants of MAGA’s Young Engineers Training Program (YETP). With an ever-growing demand for safety officers in the construction sector, MAGA also conducted a Safety Awareness Program in line with its project roadmap for Integrated Road Investment Program (iRoad) in northern Sri Lanka (Jaffna, Kilinochchi and Vavuniya). Four YouLead-trained trainers delivered this training to 250 masons, road construction craftsmen, laborers, and heavy-vehicle drivers. The training of trainers (TOT) program is expected to upskill and improve employment opportunities for 4,100 youth.

Other

Gamma Pizzakraft Lanka (Pvt) Limited (Pizza Hut). YouLead worked with Pizza Hut, Sri Lanka to localize the e-learning content on Pizza Hut’s global training platform. During this quarter, YouLead completed localizing content for all four of the training modules used by Pizza Hut. Implementation of the localized training platform will commence in the next quarter and be integrated with the company’s performance assessment system. 450-500 youth who are eligible for promotion in 2020 will need to complete the localized modules to qualify for promotion.

b. Continue to build new and strengthen existing partnerships with private sector employers

ICT

Sarvodaya Fusion (Potential Partnership). YouLead held initial discussions with Information and Communications Technologies for Development (ICT4D) ‘Sarvodaya Fusion’, an arm of Sarvodaya Movement, Sri Lanka to forge a new partnership. Fusion operates in 22 districts through 120 centers across the country and mainly caters to youth with a focus on ICT literacy and education. Initial discussions during the quarter centered around leveraging Fusion’s reach to offer career guidance services to schools and youth enrolled in courses at Fusion centers island wide. Such sessions will be coupled with mini sessions for parents on emerging career trends in a bid to encourage them to give their children space to grow in the ICT field. In addition, the Fusion team has requested for their Centre Managers to be trained and empowered to handle youth better which YouLead is supporting in order to disseminate better information about career and skills development opportunities.

Construction

Siam City Cement (Lanka) Limited/INSEE Partnership. YouLead continued to collaborate with INSEE on skills development programs for concrete craftspeople. The objective is to reduce the skills gap in the industry and professionalize the trade by providing a Recognized Prior Learning (RPL) professional development program in collaboration with the Construction Industry Development Authority (CIDA) and VTA. During the period under review, 574 masons learned about the National Vocational

Qualification (NVQ) Level Three Certificate and how to achieve the qualification through the standardized RPL process. The 391 masons who completed the program in the prior quarter are currently pursuing the next steps in the process, bringing the total craftspeople supported to 965. Pre-assessments (stage two of RPL program) for fifty masons were postponed due to COVID-19.

Healthcare

Kings Hospital Colombo – a new model for training nurses. Kings Hospital, a new, ultra-modern, multi-specialty hospital, is committed to developing a patient-centric facility that provides compassionate medical care in line with the highest international standards. Kings teamed up with YouLead to design a program that places trainees into the hospital setting early in their training.

Tourism

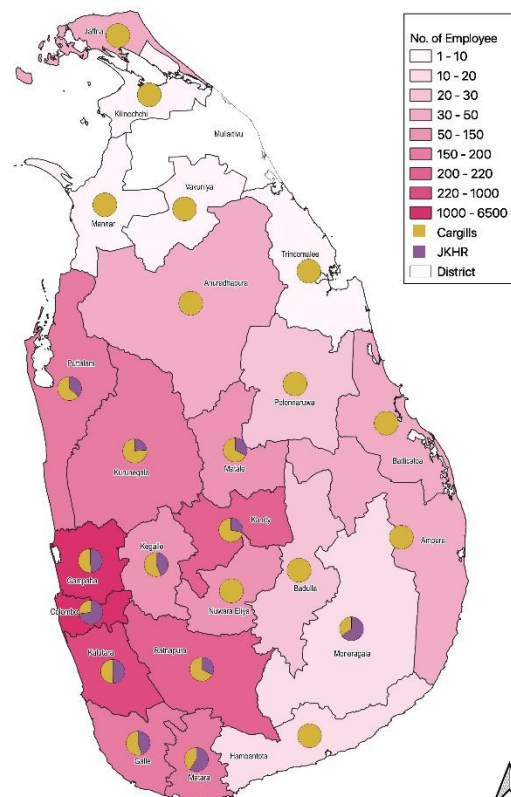
Cinnamon Group of Hotels. The Cinnamon Group of Hotels and YouLead collaborated on a plan for tourism workforce development in 2020 including:

- Facilitate a partnership between Cinnamon and VTA to support VTA students to obtain OJT opportunities and permanent employment at Cinnamon hotels across the country. Additionally, Cinnamon will support VTA with English training courses that would be extremely beneficial to students as they enter the labor force. This is a sustainable approach as the partnership, once established, can continue without minimal input from YouLead.
- Career bus – Cinnamon Group will provide walk through experiences at their resort properties to youth and parents during the career bus’s journey. This exposure will be beneficial and may negate the perceptions that rural Sri Lankans have regarding the industry. Resorts will be identified once the bus’s route is finalized.
- RPL program - To provide a certification to employees working in the kitchen department at Cinnamon properties. Discussions are underway to identify the institute providing the assessors and the certifications.

Other

John Keels Holdings (JKH). YouLead partner ASU’s Mary Lou Fulton Teachers College completed the e-learning content for the Keels Retail Online (KRA-O) platform in 2018 and continues to work with the company to expand its distance training program. This quarter an additional 1,695

Private Sector Employee Received Training through Improved Employee Training System



individuals (932 females, 763 males) benefited from the program.

Cargills. Cargills 'buddy trainers' continued their training delivery to employees during this quarter. The buddy trainer system was put in place following a program led by YouLead in 2019 to help the company decentralize its training processes.

Subcomponent 1.4: Increase Work-Based Learning Opportunities

Initiate NAITA inspector induction revamping program

A key finding of the NAITA 2020 Strategic Plan Development Workshop was the high turnover of NAITA inspectors. To address this, NAITA with the support of YouLead will develop an induction program to instill the necessary skills and motivation for long-term employment and ensure sustainability.

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

Subcomponents 2.1/2.2: Improve Relevance of TVET Delivery and Introduce New Demand-Driven Courses

a. Assist NAITA and TVEC with the review and development of high demand curricula, both new and revised

During this quarter, YouLead prioritized supporting the development of two curricula for Building Services Technology and Pharmaceuticals Manufacturing Technology. However, other curriculum workshops were postponed due to COVID-19. The following six curricula are next on the schedule for development and validation:

1. Diploma in Electrical Technology
2. Diploma in Electronic Technology
3. Diploma in Mechatronic Technology
4. Shuttering Craftsman
5. Emergency Medical Responder (EMR)
6. Emergency Medical Technician (EMT)

b. Support validation discussions with private sector skills committees/ councils

In order to help ensure that supported curricula are formally validated by NAITA and endorsed by TVEC, and allow teaching to begin as soon as possible, YouLead continues working with NAITA and TVEC to accelerate and streamline the validation and endorsement process. In this quarter, YouLead could only support six validation workshops before the curfews were imposed resulting in the validation of two curricula:

1. Pharmaceuticals Manufacturing Technology

2. Automobile Mechanic

In addition to the above, YouLead assisted completion of formative assessment materials for the curriculum of Preschool Teacher. The following curriculum is still being validated: Building Services Technology.

c. Help ensure the implementation of new/revised curricula including developing teacher guides

During the quarter, YouLead actively worked with the public sector TVET institutions to accelerate the incorporation of already validated curricula into the course schedule. However, course scheduling was put on hold due to the COVID-19 induced shutdown. Where possible, YouLead began reaching out to potential developers for teacher and student course guides to support their development remotely.

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

a. Hold refresher/recertification training sessions with Master Trainers. Observe and provide coaching on Master Trainer teaching skills (ASU-led activity)

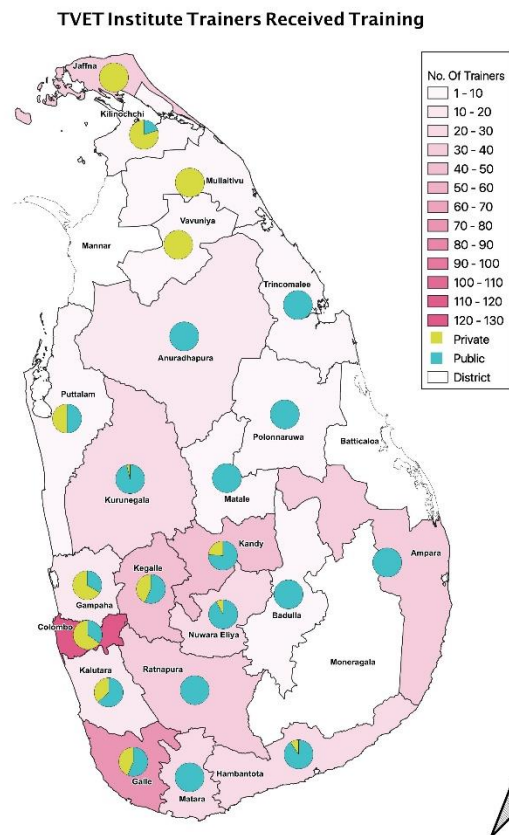
There are no updates this quarter as training was halted due to COVID-19.

Support the introduction of vocational courses into secondary schools offering 13-years guaranteed education

A series of discussions with the MOE took place during this reporting period resulting in the development of a three-month, pre-pilot program for secondary school students that includes career guidance, entrepreneurship awareness, and positive youth development. Along with TVEC institutions, YouLead led the Career Guidance section of the pre-pilot program in Central Province with a target of reaching 1,000+ youth with effective career guidance and providing career guidance training to 122 teachers.

b. Work with private training institutes to enhance employability outcomes

ICT



IDM Pedagogy Training Program (Batch 01). During the period under review, YouLead signed a MOU with IDM Colombo Campus, a private-sector training institution providing ICT training and education to 7000+ school leavers and youth every year through their 25 branches island wide. The objective of the partnership is to support IDM's in-house capacity building by upskilling their trainers' pedagogical capabilities as well as to provide career guidance services to students, create linkages with the ICT sector BRIDGE program and encourage ICT-enabled entrepreneurship. From 26-28 February, YouLead-trained and ASU-certified Master Trainers conducted the Level I pedagogy training for 20 IDM lecturers and instructors.



Lectures in IDM at pedagogy training conducted by YouLead trained Master Trainers

c. Provide training for TVET instructors in private sector institutions in pedagogical training

YouLead-trained Master Trainers continued to empower 27 TVET instructors from 22-24 January from seven institutions in the Kandy and Kegalle districts

Pedagogy training for University College Jaffna instructors was held in Tamil medium from 5-7 March in Jaffna with the participation of 21 trainers from University of Vocational Technology and six instructors from five private sector vocational institutions in Jaffna.

Subcomponent 2.4: Upgrade Instructional Equipment and Teaching Materials

a. Support the development of a centralized teacher-training institution into a high-quality, demonstration teaching environment

The MSDVT indicated this quarter that since the ADB-funded Sector Skills Development Project (SSDP) has opted not to fund the development of residential facilities at the teacher training center, it may not be cost effective to further develop the facility given the high cost of bringing in instructors for training.

YouLead will continue to monitor and assess the situation, but it is increasingly likely that MSDVT will not be in position to develop sustainable teacher-training center for TVET institutions. In that event, YouLead is pursuing a back-up plan that will vest certified master teacher training with its local partner, Skills for Life, and make it accessible to all vocational training institutes along with more focused soft skills training.

b. Upgrade vocational training institutions' broadband connectivity to access educational resources

This matter has been discussed with TVEC for necessary coordination with the recipient institutions and no positive feedback received as the majority of institutions already have this facility and are facing difficulties in meeting the high cost of services.

Component 3: Increase Prospects for Successful Self-Employment

Subcomponent: 3.1 Update Entrepreneurship Course Contents

a. Launch entrepreneurship modules and train trainers

Last year, YouLead worked with 10 institutes to complete the development of a comprehensive common curriculum for entrepreneurship. Due to the varying needs and audiences, YouLead worked the quarter with all 10 institutes to customize the entrepreneurship curriculum to the particular needs of each organization. Furthermore, YouLead contracted the Business Development Center (BDC) to customize the developed ED curricula according to each institute's needs.

Prior to the implementation of social distancing measures to combat COVID-19, five workshops were held between 31 January and 11 March with TVET institutions to allow the BDC to better understand the needs of each vocational institute with the participation of officials and senior trainers from the National Enterprise Development Authority (NEDA), the National Youth Service Council (NYSC), the National Apprenticeship and Industrial Training Authority (NAITA), Sarvodaya and the Industrial Development Board (IDB) and served as an ideal opportunity to ensure that the customized curricula will be successfully tailored to the needs of students and constraints of institutions.

YouLead customized pre-developed ED curricula with VTA and they began teaching the curricula during the quarter completing 23 ED student trainings. YouLead will work closely with the other institutes once they are operational again to introduce the customized curricula as soon as possible.

b. Provide entrepreneur development training for the Department of Samurdhi

During this quarter, YouLead implemented a follow-up mechanism to monitor the progress of 1,451 Samurdhi recipients who received ED training from the Department of Samurdhi managers who were trained by YouLead. From the 1,451 Samurdhi recipients previously trained, YouLead received 1,355 completed progress reports (93.3%).

Subcomponent 3.2 Development and Mentoring Services

a. Enlist local intermediating organizations for entrepreneurship support and link youth to volunteer entrepreneurs and mentors

YouLead finalized an electronic mentoring platform during this quarter that links mentors with mentee entrepreneurs. The platform is currently undergoing user testing and acceptance (beta tests). YouLead also finalized a MOU with a local volunteer organization, Sansaka Sansadaya, to operate and sustain the platform beyond the life of the project.

b. Support and develop institutions and entrepreneurs in the ecosystem

In February, volunteer Naomi Gunnels began a five-month assignment as an entrepreneur in residence supporting two incubators/accelerators at Hatch and the University of Moratuwa. Through her work, she launched a month-long business development program dubbed the "Kickass Bootcamp" with Hatch to support 13 women founders in Sri Lanka. The entrepreneurs, at different stages of their business development, received mentorship and access to information to improve their businesses. The bootcamp covered essentials such as how to pitch your idea, marketing, finance and negotiation skills. With the imposition of the enforced holidays and curfew in mid-March and Naomi's return to the U.S., bootcamp sessions continued online.



YouLead Entrepreneur in Residence Naomi Gunnels, Hatch Works Co-Founder Brindha Selvadurai and CEO Randhula de Silva take a selfie with some young women entrepreneurs who participated in the Hatch-YouLead bootcamps.

Subcomponent 3.3 Improve Access to Affordable Finance

- a. Focus credit department and loan officer training on those financial institutions that have more of a development focus and the two Development Credit Authority (DCA) banks AND**
- b. Provide loan officer training to other partner financial institutions committed to supporting bank policies on more non-collateralized lending or have specific Corporate Social Responsibility (CSR) products focused on youth entrepreneurship**

No activities during the quarter. It is anticipated that there will be several mechanisms to support recovery for entrepreneurs and micro, small and medium enterprises after the COVID-19 shutdowns. YouLead will assess their potential to support its target groups and work with the financial institutions to develop and utilize financial products that will aid business start-ups.

- c. Build a pipeline of youth ready for credit and investment, and link them with financial institutions via online platform**

YouLead contracted with Microsoft partner Head Start to design and develop a YouLead online credit application portal. The portal began undergoing user testing and acceptance during the quarter.

2.3 Reports and Deliverables Submitted

All technical deliverables submitted during quarter one are listed in the following table.

Table 2: Deliverable status

##	Deliverable Name	Due Date	Date of Submission	Status	Comments
1	FY2020 Quarter Performance Report for Quarter One Annual Performance Report	January 30, 2020	January 30, 2020	Approved	
2	Weekly Reports #135 - #147	Weekly	Weekly	Submitted	

2.4 Monitoring, Evaluation and Learning (MEL) Update

Mid-Term Evaluation: IESC/YouLead selected Survey Research Lanka Pvt. Ltd. (SRL) to conduct the project’s midterm performance evaluation. SRL commenced their activities during this quarter and planned to complete the evaluation by end of April 2020. The evaluation will include key informant interviews with YouLead counterpart private and public institutions/organizations and 420 semi structured interviews with 15 of YouLead’s target groups due to the current crisis situation. The schedule for the evaluation may be impacted by COVID-19.

Limitation in This Quarter Reporting Data Sets. YouLead was unable to receive full data sets for the six indicators due to COVID-19 related restrictions. The data for these indicators is collected through counterpart institutions and organizations, and these databases are not available remotely or virtually. YouLead will incorporate part of this quarter’s progress into following quarterly reports (details in Annex A).

2.5. Implementation Challenges and Lessons Learned

Impact of COVID-19 Global Pandemic on Project Activities

As YouLead’s program implementation began to build momentum following the challenges of 2019, including the presidential election and terrorist attacks, the COVID-19 global pandemic posed a serious challenge to implementation in 2020. The pandemic has stopped much of YouLead’s in-person interventions with the halting of all public activities and closing all non-essential activities, including vocational training institutes. The following activities were highly affected:

- Support to youth and women through vocational training institutes.
- Delivery of career guidance through career fairs and the launch of the career bus.
- Support to the tourism industry with the ban on foreign travellers and the corresponding economic impact on the industry.

Despite the stoppage of most YouLead trainings and events, the project has quickly adjusted and provided essential resources to youth required to stay home due to the pandemic while also leveraging the situation to drive up usage of the youlead.lk portal and accelerate the identification and development of digital learning resources that can help sustain the site long after the project ends. As described above, YouLead was able to dramatically ramp up its outreach impact with quick action to launch the #StayHomeandLearn campaign. YouLead's nascent support to women entrepreneurs working with Hatch also quickly moved online with virtual bootcamps.

In addition, efforts have begun to move large parts of YouLead's other activities online including career guidance training and counseling, mentoring, exploring the possibility of virtual career fairs, and the development of teacher and course guides for newly validated curricula. As the situation improves, YouLead will also assess ways in which it can support economic recovery programs linked to employment and putting youth back to work, specifically through its access to finance and tourism support components.

Withdrawal of Arizona State University as YouLead Subpartner

On 28 January 2020, the Office of Research and Sponsored Projects at ASU notified IESC that it was unilaterally terminating institutional participation in YouLead. The decision to withdraw from the program delivery on YouLead was driven by differences between the original anticipated ASU project description and the actual workplan for delivery of activities where ASU's incentive to continue in program delivery was reduced over time. In explaining the decision, ASU's technical coordinator and the grants manager highlighted four key factors:

1. ASU Teachers' College viewed their ongoing role as one of educational training and service provider and less as partner in development solutions with regard to direct technical design of activities. This role, while essential for YouLead, was not consistent with the ASU institutional goals for project participation.
2. Regarding the core ASU activity of a Certified Master Trainers course for vocational education trainers as well as private sector trainers, ASU perceived limited impact in the delivery of the ASU curriculum given the frequent turnover in participants from one training module to the next as well as the limited English language capacity of the participants.
3. ASU faculty were called upon to engage in activities and deliver training in Sri Lanka at times that were most appropriate for the participants and YouLead beneficiaries which often were scheduled during the ASU academic year. As demand for pedagogy training using ASU's Certified Master Teacher Program expanded, ASU found it challenging to meet the demands of the project and private training institutes outside of the normal breaks in the ASU academic schedule and simultaneously fulfil their academic commitments to ASU students and departments in Arizona resulting in the university placing restrictions on travel and delivery during the academic year.
4. A core motivation for ASU Thunderbird participation in YouLead was the opportunity for Thunderbird's lab graduate student cohort to fulfil an

entrepreneurship advisory volunteer assignment during the 2018/2019 fiscal year to work on strategic plans for YouLead-supported start-ups. Given the micro- and self-employment characteristics of most YouLead beneficiaries—many from rural communities, the profile of ASU’s students and the English language capabilities of the entrepreneurs did not align well, so that proposed project activity did not take place. Thunderbird, therefore, sees no direct benefit to continue ASU participation.

IESC and ASU have ensured that certification for the Master Trainers’ courses will be recognized by the university, and ASU has fulfilled all terms of the award with regard to final reports and financial administration. YouLead is in the process of adapting to ASU’s withdrawal from delivery of project activities by identifying a new potential international university to support the certified master trainer in pedagogy program and vesting that skill set sustainably in a local partner, Skills for Life.

3. Project Administration

3.1 Short Term Technical Assistance (STTA)

International Volunteers. Global Communities recruited and mobilized Naomi Gunnels as an Entrepreneur in Residence volunteer expert to mentor new entrepreneurs and their start-up teams. Naomi began her assignment on 22 February 2020 and was partly embedded at Hatch Works and worked closely with the University of Moratuwa to design programs to support entrepreneur residents in the incubator. Although her assignment was planned for 5 months, she was demobilized on 22 March 2020 after the declaration of COVID-19 as a global pandemic and corresponding travel bans and restrictions.

Short Term Technical Assistance (STTA). The following consultants are continuing their short-term technical support to YouLead during this reporting period:

1. Local consultant for the tourism and hospitality sector, Mr. Srilal Miththapala, contributed his expertise in tourism to support the formation of the TSC consisting of industry leaders, representatives from the Sri Lanka Institute of Tourism and Hotel Management (SLITHM), TVEC, Sri Lanka Tourism Development Authority (SLTDA), CCC, and the Human Resources (HR) Advisory subcommittee. He conducted a training program for Career Guidance Practitioners on tourism and hospitality with an Exposure Program from 1-3 March 2020 at the Sri Lanka Foundation Institute.
2. Local consultant, Mr. Nihal Dias, worked with YouLead in the development of new curricula, revision of existing curricula and validation of the curricula. Mr. Dias’ one-year engagement with YouLead, which started in January 2018, has continued through this quarter.

4. FY2020 Quarter Three Priorities

4.1 Technical Activities

The following major activities are planned for next quarter:

- **Accelerate the #StayHomeandLearn Campaign.** The online portal will launch a competition for youth to upload their own user-generated content such as videos and blog articles under different topic sub sections to enrich the platform's content and build long-term sustainability of the site.
- **Tourism and Hospitality Portal.** The official launch of the portal is planned for late May 2020.
- **Expanded Career Guidance Linkages.** The Tertiary and Vocational Education Commission (TVEC) requested that YouLead replicate programs with practical exposure and direct industry linkages in the future.
- **Piloting a Restructuring of District Career Guidance Committees.** The pilot will include school and community career awareness, a schoolteacher career guidance training program, a parental awareness campaign, and a regional career fair. Upon the success of the pilot in Ampara District, YouLead is exploring replicating the model in priority districts in 2020.
- **BRIDGE Introduction and Career Guidance Program for St. Joseph's College.** The college has further requested YouLead to assist its students to select subjects in the ninth grade which will be organized in the coming months using the Career Interest test also interpreted by YouLead-trained counsellors. YouLead together with SLASSCOM Capacity Forum will be supporting the college to form its first code club for students during Q3.
- **BRIDGE –Softskills Training & English Language Training Planned.** Soft skills training bootcamp training sessions together with industry mentoring sessions have now been rescheduled to Q3.
- **Support to Kings Hospital Colombo.** YouLead will identify international medical experts who can train approximately 300 hospital staff, nurse trainees, and allied healthcare workers on improved customer service and related soft skills.
- **Sarvodaya Fusion – Career Guidance Program.** Upon finalizing the MOU and identifying relevant work areas, YouLead intends to jointly organize career guidance programs in schools and fusion centers located island-wide. In addition to the above, the training of Fusion Centre Managers will roll out provided all COVID-19 restrictions are cleared.
- **IDM Pedagogy Training Program (Batch 02).** YouLead together with IDM will conduct the pedagogy training program for the second batch of IDM lecturers and instructors covering the northern region (Jaffna, Kilinochchi and Mulativu). The second batch, which shall comprise of twenty participants, will also be conducted by ASU Certified Master Trainers.
- **INSEE Pre-Assessments on RPL Certification.** YouLead intends to resume pre-planned programs to conduct pre-assessments (stage two of RPL program) for fifty masons in three locations initially.

- **Save the Children.** YouLead together with Save the Children (SCI) Sri Lanka will resume the pre-planned three-day workshop to empower 50 of SCI's Centre Managers with the objective of increasing engagement of unskilled and unemployed youth and school leavers in Uva and Central Provinces.
- **Career Guidance Practitioner Tourism and Hospitality Exposure Program.** The program for batch 2 is planned for Q3.
- **RPL Program Together with Cinnamon Group of Hotels.** In mid Q2, Cinnamon Group of Hotels reached out to YouLead and was keen to work together in several workforce development initiatives. One of the areas was an RPL program for staff working in the kitchen department as it was identified that this department employs many staff members working for years with no paper qualifications or certifications. In Q3, YouLead intends to facilitate this program for Cinnamon Group of Hotels working together with TVEC or SLITHM. In response to support the private sector during the COVID-19 crisis, YouLead should lead this program in way of funds and other resources as the RPL program can contribute to better jobs.
- **Pedagogy Program for Tourism and Hospitality Instructors at VTA.** YouLead intends to organize and facilitate a pedagogy training for 30 Tourism and Hospitality Instructors from VTA centers nationwide. These instructors will be nominated by VTA. Timing of the program will depend on the VTA releasing instructors as their term/semester will be shortened due to the COVID-19 crisis.
- **Conduct Crisis Response Programs to Support the Private Sector during the COVID-19 Pandemic.** YouLead could support the private sector by conducting soft skills programs (customer care, teamwork, etc.) for existing staff which will upskill them. Motivational programs will also be of value as moral of the staff has really been affected.
- **eLearning for Career Guidance Practitioners.** YouLead will explore in developing a fully fledged eLearning course for career guidance and start delivering it online due to social distancing strategies.
- **Youth Centric Webinar Series.** Respecting social distancing strategies, YouLead will explore conducting number of webinars related to youth empowerment, employment and entrepreneurship.
- **Mentoring Platform.** The online platform to connect mentees and mentors will be launched and incorporated into the youlead.lk platform.
- **Customization of Entrepreneurship Skills Curricula.** BDC will continue to support the customization of YouLead developed ED curricula.
- **Curricula Development/Revision and Validation.** YouLead's consultant will continue to support the development and revision of the identified curricula. YouLead will support the teacher guide development for selected validated curricula. YouLead will explore the possibility of conducting the curricula validation process through virtual support. YouLead will closely work with TVEC in appointment of council to endorse validated curricula.
- **Teacher/Instructor Training.** YouLead will conduct pedagogy and technical trainings for instructors/teachers in public and TVEC registered private sector institutions.

4.2 Approvals required from USAID

The YouLead team will prepare and submit a budget modification to USAID Sri Lanka for approval in the next quarter. This modification will include the following changes: adjustments due to changes in spending across the 424 line items, such as the need to procure a vehicle, which was not originally planned for, changes in IESC's indirect rates per its updated NICRA letter, and request to change cost share to leverage. In addition to the budget re-alignment described above, IESC will formally request a downward adjustment to the cost share commitment embedded in the YouLead program award per the review conducted and submitted to USAID in May 2019.

5. Financial Management

As of March 2020, the YouLead Program has reach 71% of the period of performance whereas the spending progress rate was 66%. The lower than expected spending progress rate, or budget burn rate, is due to challenges that hindered implementation of planned activities during FY2019 including the constitutional crisis in October 2018, terror attacks in April 2019, and the USAID budget freeze in August 2019. Beginning in February 2020, COVID-19 began to impede progress including the stoppage of in-person activities beginning in March 2020. Please see the spending details below.

Table 3: YouLead project spending

Budget Categories	Budgeted (USD)	Spent as of March 31, 2020 (USD)	Balance Remaining (USD)
PERSONNEL	1,798,598.89	1,425,904.76	372,694.13
FRINGE BENEFITS	509,396.79	383,484.94	125,911.85
TRAVEL & PER DIEM	1,251,958.66	450,591.20	801,367.46
EQUIPMENT	7,500.00	69,486.68	(61,986.68)
SUPPLIES	263,969.62	105,938.26	158,031.36
CONTRACTUAL/SUBAWARDS	3,687,276.22	1,882,361.79	1,804,914.43
OTHER DIRECT COSTS	1,851,487.68	1,244,811.20	606,676.48
INDIRECT COSTS	2,629,673.43	2,371,335.65	258,337.78
TOTAL PROGRAM COSTS	11,999,861.29	7,933,914.48	4,065,946.81
COST SHARE	1,863,200.00	555,235.11	1,307,964.84
TOTAL PROGRAM VALUE	13,863,061.24	8,489,149.59	5,373,911.65

6. Cost Share and Leverage

As detailed in the cost share letter IESC submitted to USAID on 21 May 2019, IESC and its partners were unable to meet its cost share commitments in Year Two due to the April 2019 terrorist attacks that prevented 18 months' worth of volunteer technical assistance that was already identified. In addition, the progression of constitutional crisis and the security situation following the terrorist attacks made new recruitment more challenging, which has now been further strained by the COVID-19 global pandemic and associated restrictions. In these circumstances, IESC

will not be able to meet its cost share contributions and will request a reduction in the LOP cost share commitment. Please see the cost share and leverage details below.

Table 4: Cost share and leverage through March 31, 2020

#	Sub Awardee/ Contractor/ Institution	Cumulative Cost Share	Cumulative Leverage
01	Ceylon Chamber of Commerce	\$114.65	
02	IESC, ASU, and GC Volunteers Cost Share	\$531,512.01	
03	MSDVT	\$1,553.03	
04	Hambantota Chamber of Commerce	\$4,230.53	
05	Chamber of Commerce and Industries of Yarpanam	\$4,379.25	
06	Chamber of Commerce and Industry – Central Province	3,599.32	
07	Kawantissa Vocational Training Center	\$65.10	
08	Ednext Analytics Pvt Ltd	\$9,070.80	
09	Siam City Cement Lanka Ltd	\$710.42	
10	Microsoft YouthWorks Platform		\$3,000,000
	Total	\$555,235.11	\$3,000,000

Annex A: AMELP Progress Summary

#	YouLead #	USAID Indicator #	Indicator	Unit/ Reporting Frequency	Disaggregation	FY2018			FY2019			FY2020				FY2021	LOP		
						Target	Cumulative	%	Target	Cumulative	%	Target	Q2	Cumulative	%	Target (Adjusted)	Target	Cumulative	%
01	P1		Number of individuals with new or better employment following participation of USG-assisted workforce development programs	Number/ Annually	Aggregate	478	786	164%	5,563	13,874	249%	14,643	N/A	N/A	N/A	11,032	40,335	14,660	36%
					Females	72	414	575%	1,113	5,341	480%	3,661	N/A	N/A	N/A		10,351	5,755	56%
					Males	406	372	92%	4,450	5,852	132%	10,982	N/A	N/A	N/A		29,984	6,224	21%
					Gender N/A					2,681								2,681	
					Youth (16-35)	N/A	758	N/A	5,330	10,524	197%	14,043	N/A	N/A	N/A		38,687	11,282	29%
02	01.1	EG.6-4	Number of individuals with new employment following completion of USG- assisted workforce development programs	Number/ Annually	Aggregate	N/A	705	N/A	3,931	3,208	82%	9,814	N/A	N/A	N/A	13,694	27,421	3,913	14%
					Females	N/A	382	N/A	798	1,137	142%	2,491	N/A	N/A	N/A		7,184	1,519	21%
					Male	N/A	323	N/A	3,133	2,004	64%	7,323	N/A	N/A	N/A		20,237	2,327	11%
					Gender – N/A					67								67	
03	1.1	EG.6-3	Number of individuals who complete USG-assisted workforce development programs	Number/ Quarterly	Aggregate	2,125	1,676	79%	7,898	15,855	201%	15,035	2,151	3,373	22%	11,467	44,033	20,904	47%
					Females	319	742	233%	1,580	7,431	470%	3,759	1,137	1,677	45%		11,266	9,850	87%
					Males	1,806	934	52%	6,318	6,878	109%	11,276	1,001	1,675	15%		32,767	9,487	29%
					Gender – N/A					1,546			13	21				1,567	
					Youth (16-35)	N/A	1,243	N/A	5,858	12,752	218%	11,151	2,067	3,103	28%		32,658	17,098	52%
04	1.2		Number of youth provided career and placement services	Number/ Quarterly	Aggregate	N/A	204	N/A	15,621	35,526	227%	29,100	3,533	6,392	22%	32,195	97,025	42,122	43%
					Females	N/A	141	N/A	3,124	20,953	671%	7,275	1,763	3,189	44%		24,356	24,283	100%
					Males	N/A	63	N/A	12,497	14,570	117%	21,825	1,758	3,049	14%		72,669	17,682	24%
05	02.1		Number of local businesses offering jobs to project beneficiaries	Number/ Annually	Aggregate	189	118	62%	1,961	94	5%	4,725	N/A	N/A	N/A	6,592	11,529	212	2%

#	YouLead #	USAID Indicator #	Indicator	Unit/ Reporting Frequency	Disaggregation	FY2018			FY2019			FY2020				FY2021	LOP			
						Target	Cumulative	%	Target	Cumulative	%	Target	Q2	Cumulative	%	Target (Adjusted)	Target	Cumulative	%	
06	O2.2		Percent of trainers/ counselors with improved knowledge/ skills	Percent/ Quarterly	Aggregate	80%	95%	119%	80%	79%	99%	80%	80%	99%	123%	80%	80%	99%	124%	
07	2.1		Number of technical curricula developed or improved	Number/ Quarterly	Aggregate	17	30	176%	7	25	357%	20	0	5	25%	0	57	60	105%	
					Improved	15	29	193%	1	4	400%	3	0	4	24%	0	33	37	79%	
					Developed	2	1	50%	6	21	350%	17	0	1	33%	0	24	23	230%	
08	2.2		Number of trainers receiving training by YouLead	Number/ Quarterly	Aggregate	129	428	332%	121	447	369%	490	72	171	35%	70	1,435	1,046	73%	
					Females	19	188	989%	24	151	629%	123	27	46	37%		441	385	87%	
					Males	110	240	218%	97	294	303%	367	44	117	32%		994	651	65%	
					Gender -N/A					2			1	8				10		
09	2.3		Number of counselors trained to better match students to careers	Number/ Quarterly	Aggregate	45	68	151%	473	585	124%	226	122	237	105%	384	1,263	890	70%	
					Females	7	28	400%	95	239	252%	57	75	128	225%		333	395	119%	
					Males	38	40	105%	378	346	92%	169	46	108	64%		930	494	53%	
10	O3.1		Number of new businesses setup following USG assistance	Number/ Quarterly	Aggregate	N/A	N/A	N/A	600	244	41%	95	0	0	0%	831	1,170	244	21%	
					Females	N/A	N/A	N/A	120	176	147%	24	0	0	0%		271	176	65%	
					Males	N/A	N/A	N/A	480	36	8%	71	0	0	0%		899	36	4%	
					Gender - N/A					32								32		
					Youth (16-35)	N/A	N/A	N/A	400	80	20%	63	0	0	0%		780	80	10%	
11	3.1		Number of Financial Institution staff receiving training related to increasing women and youth run enterprises access to financial services	Number/ Quarterly	Aggregate	N/A	N/A	N/A	500	736	147%	100	0	138	138%		650	874	134%	
					Females	N/A	N/A	N/A	100	269	269%	25	0	2	8%		138	271	196%	
					Males	N/A	N/A	N/A	400	465	116%	75	0	135	180%		512	600	117%	

##	YouLead #	USAID Indicator #	Indicator	Unit/ Reporting Frequency	Disaggregation	FY2018			FY2019			FY2020				FY2021	LOP		
						Target	Cumulative	%	Target	Cumulative	%	Target	Q2	Cumulative	%	Target (Adjusted)	Target	Cumulative	%
12	3.2		Number of financial intermediaries increasing access to financial services for women and youth run enterprises following USG assistance.	Numbers/ Semi Annually	Aggregate	3	8	267%	1	2	200%	0	0	0	N/R		9	10	111%
					Banks		6	N/A		0			0	0	N/R		6	6	
					Others		2	N/A		2			0	0	N/R		3	4	
13	3.3		Number of youth trained in entrepreneurship skills	Number/ Quarterly	Aggregate	260	0	0	1,060	101	10%	1,040	107	187	18%	2,339	3,480	288	8%
					Females	39	0	0	212	77	36%	260	80	116	45%		883	193	22%
					Males	221	0	0	848	24	3%	780	25	69	9%		2,597	93	4%
14	CRS	GNDR-2	Proportion of female participants in USG-assisted programs designed to increase productive resources	Percent/ Quarterly	Aggregate	15%	49%	326%	20%	54%	270%	25%	55%	53%	213%	27%	25%	54%	212%
					Females	384	607	158%	2,131	7,196	338%	4,248	1,059	1,543	36%		12,917	9,346	72%
					Total Participants	2559	1,241	48%	10,652	13,302	125%	16,986	1,929	2,891	17%		51,100	17,434	34%
15	CRS	YOUTH-1	Number of youth at risk of violence trained in social or leadership skills through USG assisted programs	Number/ Quarterly	Aggregate	1,312	803	61%	5,046	11,584	230%	8,835	1,679	2,512	28%	4,904	26,126	14,899	57%
					Females	197	409	208%	695	6,295	906%	2,209	898	1,346	61%		6,532	8,050	123%
					Males	1,115	394	35%	4,351	5,290	122%	6,626	781	1,166	18%		19,594	6,850	35%
					Females 15-19	0	3			837			59	156				996	
					Females 20-24	20	373			4,058			564	823				5,254	
					Females 25-29	177	33			1,400			275	367				1,800	
					Males 15-19	0	86			1,110			76	208				1,404	
					Males 20-24	112	282			3,187			478	681				4,150	
Males 25-29	1,003	26			993			227	277				1,296						

##	YouLead #	USAID Indicator #	Indicator	Remarks
01	O1.1	EG.6-4	Number of individuals with new employment following completion of USG- assisted workforce development programs	Indicator archived: Indicator was archived in 2020 USAID foreign assistance standard indicator list. USAID mission in Sri Lanka assigned new indicator <i>EG.6-12: Percent of individuals with new employment following participation in USG-assisted workforce development programs</i> . The newly assigned indicator will be incorporated into AMELP revision and the archived indicator is considered as disaggregation of EG. 6-12. The new indicator will be reported from June 2020.
02	1.1	EG.6-3	Number of individuals who complete USG-assisted workforce development programs	Indicator archived: Indicator was archived in 2020 USAID foreign assistance standard indicator list. USAID mission in Sri Lanka assigned new indicator <i>EG.6-14: Percent of individuals who complete USG-assisted workforce development programs</i> . The newly assigned indicator will be incorporated into AMELP revision. The archived indicator (EG. 6-3) will remain as custom indicator for YouLead and the new indicator will be reported from June 2020.
03				Partially reported: One of the private sector reporting channels was unable to submit their employee training details due to COVID 19 lockdown. The non-reported data sets will be incorporated into June 2020 (FY2020 Q3) reporting.
04	1.2		Number of youth provided career and placement services	Partially reported: YouLead was unable to incorporate part of the career guidance services provided by using paper-based psychometric test due delays in data entry operations. The data entry service is outsourced, and the firm was unable to work due to COVID 19 lockdown. The non-reported data sets will be incorporated into June 2020 (FY2020 Q3) reporting.
05	2.1		Number of technical curricula developed or improved	LOP Achieved: exceeded target LOP. By considering the ongoing curricula development and revisions, the LOP will be adjusted during AMELP revision.
06	O3.1		Number of new businesses setup following USG assistance	Data not available: YouLead was unable to collect/ verify data sets from Department of Samurdhi Development and Financial Institutions due to the COVID 19 lockdown. Department of Samurdhi Development mainly depending on its hard copy records for reporting and they were unable to access their records. The non-reported data sets will be incorporated into June 2020 (FY2020 Q3) reporting.
07	3.1		Number of Financial Institution staff receiving training related to increasing women and youth run enterprises access to financial services	LOP Achieved: exceeded LOP targets (by 34%). By considering the current demand, the LOP will be adjusted and incorporated in AMELP revision.
08	3.3		Number of youth trained in entrepreneurship skills	Partially reported: YouLead was unable to receive data sets from vocational training institutions due to COVID 19 lockdown. The set of data were received from Samurdhi last quarter is incorporated after verification. The non-reported data sets will be incorporated into June 2020 (FY2020 Q3) reporting.
09	CRS	GNDR-2	Proportion of female participants in USG-assisted programs designed to increase productive resources	Partially Reported: this is depended with other indicators; changes will influence on this indicator achievements
10	CRS	YOUTH-1	Number of youth at risk of violence trained in social or leadership skills through USG assisted programs	Partially Reported: this is depended with other indicators; changes will influence on this indicator achievements
11			FY2021 Target	Adjusted Targets: The FY2021 target was adjusted to keep LOP remains same. The adjustments were made based on FY2019 achievements of project. The adjusted targets will be incorporated in AMELP revision.

Annex B: TraiNet Report

The migration of USAID training database system is in progress and a new reporting system will be introduced in April 2020. Therefore, this quarter training data will be reported with the next quarterly report.

Annex C: Success Stories



USAID Leads the National Discussion in Sri Lanka on Career Development



Diving in the Sky lead actress contemplates her career choices

On 22 March 2020, within 48 hours of the imposition of COVID-19 curfews in Sri Lanka, the USAID-funded youth skills development and entrepreneurship program, YouLead, took to the social media airwaves with a Facebook watch party premiering *Diving in the Sky*. This 30-minute film in the Sinhala language tells the story of four friends living in a rural area who struggle to overcome gender stereotypes and societal pressures

regarding their preferred career choices. By the end of March, 640,000 viewers had clicked on the link and 192,435 viewed the short film in its entirety.

"This heart-felt film shows how to face challenges with self-awareness and professional support such as career guidance when necessary. It also depicts the importance of elders supporting youth to pursue their dreams. The world is moving fast, and our youth need to keep pace. Social perceptions need to evolve and it's our parents who should lead that." –Isuru Manchanayaka, a Facebook user in Kuliypitiya, who viewed and commented on YouLead's post.

The quickness of the project in responding to the curfew announcement allowed USAID's YouLead program to leverage the fact that four million Sri Lankan youth were suddenly stuck at home. The screening generated 4,000 shares by 31 March 2020 and led to a vibrant online discussion on overcoming misconceptions about skilled trades, enhancing the dignity of those careers, and challenging preconceptions about which jobs are "appropriate" for young women and men. This is vital to help fill the types of jobs in areas like construction, ICT, and tourism that Sri Lanka's growing economy is creating.

In 2018, YouLead's research showed that close to 900,000 Sri Lankan youth are not in the labor force, education or training programs with disproportionate numbers of young women outside the workforce. The COVID-19 pandemic has vastly increased these numbers due to layoffs and school closings. Additionally, often at the urging of parents, youth remain inactive in the hopes of obtaining a government job. Realizing that a systemic approach to youth unemployment would be ineffective without working to change perceptions toward work in a skilled trade, USAID's YouLead program is actively engaging in efforts like *Diving in the Sky* to spur a public conversation and to productively move youth toward resources for career guidance, skills development, and entrepreneurship.

As part of the online premiere and launch of this film, YouLead also drove viewers to its #StayHomeandLearn campaign, which included an online career assessment and more than 70 digital learning resources made available on the youlead.lk skills development portal in Sinhala, Tamil and English. An average of 4,400 visitors per day through March 2020 have visited the <https://www.youlead.lk/stay-home-and-learn> educational resources.

"As parents, we should identify our children's preferences and capabilities first, and thereafter guide them to acquire skills for in-demand jobs...Youth should be given career guidance, encouraged to select jobs they prefer and convinced that skilled work is dignified work. We must encourage those who become three-wheeler drivers to actively engage in our economy. It's high time to encourage skilled work as depicted in this film." - Asantha Peiris, a Facebook user in Colombo, who viewed and commented on YouLead's post.

Future monthly career fairs organized in partnership with Department of Manpower and Employment will screen the film as part of the program. Additionally, as the Vocational Training Authority's Career Bus makes its journey across Sri Lanka, YouLead will screen the film at all 30 stops. TV Derana, Sri Lanka's most-watched TV station, has also expressed an interest in broadcasting the film. With these island-wide screenings lined up, YouLead anticipates continuing to lead the national discussion on career development and provide relevant resources and training opportunities to spark successful and profitable careers for youth and women in Sri Lanka.

Annex D: YouLead Formal Partnerships

##	Agreement Party	Purpose of Agreement	MOU Date
Banks and Other Financial Institutions			
1	Hatton National Bank PLC	To build and to create more entrepreneurship opportunities for youths in Sri Lanka	Nov-17
2	Sampath Bank PLC	To build and to create more entrepreneurship opportunities for youths in Sri Lanka	Dec-17
3	Regional Development Bank	To build and to create more entrepreneurship opportunities for youths in Sri Lanka	Jan-18
4	Sanasa Development Bank PLC	To build and to create more entrepreneurship opportunities for youths in Sri Lanka	Jan-18
5	Seylan Bank PLC	To build and to create more entrepreneurship opportunities for youths in Sri Lanka	Feb-18
6	Commercial Bank of Ceylon PLC	To build and to create more entrepreneurship opportunities for youths in Sri Lanka	Mar-18
7	Department of Samurghi Development	To build capacity and create more entrepreneurship opportunities for youths in Sri Lanka.	May-18
8	Bank of Ceylon	To build and to create more entrepreneurship opportunities for youths in Sri Lanka	May-18
9	Sarvodaya Development Finance	To build capacity and create more entrepreneurship opportunities for youths in Sri Lanka.	Jul-18
10	Arthavida Intermediary Limited (Arthacharaya)	To build and to create more entrepreneurship opportunities for youths in Sri Lanka	Dec-18
11	HNB Finance Limited	To build and to create more entrepreneurship opportunities for youths in Sri Lanka	Mar-19
Regional Chambers			
1	Hambantota District Chamber of Commerce	To co-locate the YouLead regional office in Southern Province of Sri Lanka	Nov-17
2	Chamber of Commerce and Industry of Yarlpanam	To co-locate the YouLead regional office in Northern Province of Sri Lanka	Jan-18
3	Chamber of Commerce and Industry of Central Province	To co-locate the YouLead regional office in Central Province of Sri Lanka	Feb-18
Other Workforce Development Programs/ Projects/ Organizations			
1	World University Service of Canada in Sri Lanka (WUSC)	To advance the objectives of the projects especially relevance to encourage female participation in the workforce, campaigns to change youth, parent and community perceptions related to work in skilled trades such as construction and hospitality	Mar-18
2	Lanka Jathika Sarvodaya Shramadana Movement	To support USAID's Development objective of more inclusive economic opportunities and growth in Sri	Sep-17

##	Agreement Party	Purpose of Agreement	MOU Date
		Lanka via capacity building and the implementation of activities that will create greater employability, skills and jobs for youth with particular emphasis on underprivileged rural youth and women.	
3	Berendina Employment Center	To train and job placement of youth thus increasing the employability of young people from rural Sri Lanka	Oct-17
4	Best Western Elyon Colombo (PVT)	To cooperate on vocational education and training of employees thereby increasing employability of young people in hospitality and tourism	Oct-17
5	Women's Development Federation, Hambantota	To support career awareness and youth entrepreneurship development and as well as to support youth's vocational behavioral change campaign	Jul-18
6	Amrak Institute of Medical Services (Pvt.) LTD.	To support curricula development/ revision especially in Health Care Sector and increasing career opportunities in the sector	Dec-18
7	Department of Manpower and Employment	To conduct career fairs/ job fairs for increasing career/ job opportunities for rural youths	Jan-19
8	Sri Lanka Foundation Institute	To provide technical assistance in training of career guidance officers/ counselors	Jun-19
Private Sectors			
1	John Keells Holdings PLC	To cooperate on vocational education and training of employees thereby increasing employability of young people in hospitality and tourism	Oct-17
2	Aitken Spence PLC	To cooperate on vocational education and training of employees thereby increasing employability of young people in hospitality and tourism	Nov-17
3	Access Engineering PLC	To cooperate on vocational education and training of employees thereby increasing employability of young people in the construction industry	Nov-17
4	Microsoft Sri Lanka Pvt Ltd	To develop online, one-stop technological platform - Microsoft Youth Works in Sri Lanka	Feb-18
5	EdNext Analytics Private Limited (CareerMe)	To support to bring Microsoft Youth Platform and localizing career guidance resources	Mar-18
6	Cargills (Ceylon) PLC	To train Cargill staff members and develop training capacity of the organization	May-18
7	Lanka Sathosa Ltd	To improve Training Delivery Capacity of Lanka Sathosa and that will help to Lanka Sathosa to train their staff members and new employees	May-18
8	HeadStart (Pvt) Ltd	To localize e-learning opportunity	May-18
9	Ceylon biscuits Ltd	To facilitate development of export business development strategy and to support training need assessment and fulfill training needs	Jul-18
10	Chartered Institute of Logistic and Transport (CILT) Sri Lanka	To promoting career opportunities in transport and logistic sector especially for girls and women	Jan-19
11	Sri Lanka Association of Software and Service Companies (Guarantee) Ltd	To Supporting Bridge Program, the program promoting job opportunities for TEVC sector students in SLASSCOM member companies	Jan-19

##	Agreement Party	Purpose of Agreement	MOU Date
12	Siam City Cement (Lanka) Limited ("Insee")	To support RPL certification program to the skilled youths in their workforce to increase employment opportunities	Jun-19
13	Maga Engineering (Private) Limited	To hold workshops to employees on improving technical competencies and the training ability of the field trainers	Sep-19
14	Mother Sri Lanka Trust	To conduct career fairs/ job fairs for increasing career/ job opportunities for rural youths	Sep-18
15	Diversity Collective Lanka	To design and organize ICT Industry awareness and outreach programs focused on increasing knowledge among ICT Teachers, Students and Parents.	Oct 19