

# RURAL DEVELOPMENT through DECENT WORK

FOR GROWTH, PRODUCTIVE JOBS, INCOME, FOOD SECURITY, GOOD WORKING CONDITIONS, EQUAL OPPORTUNITIES, RIGHTS, VOICE, SUSTAINABLE DEVELOPMENT, CRISIS RESILIENCE

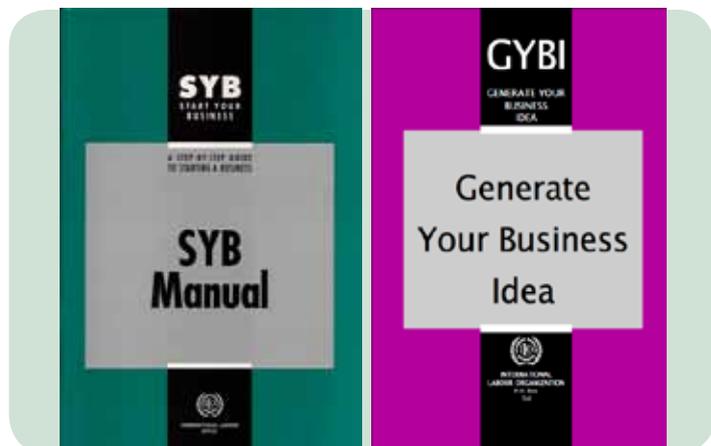


International Labour Office

## Rural-Relevant Tools

# Start and Improve Your Business – SIYB

Themes



## What is “Start and Improve Your Business”?

A set of practical business management skills training packages for existing and aspiring micro- and small-scale enterprise owners and managers, in use since the 1970s

## For whom?

- **Direct beneficiaries:** Business Development Services organizations (private, public and NGOs)
- **Ultimate beneficiaries:** Potential and existing micro- and small-scale businesses with up to ten employees

## For what purpose?

- Enable local Small Enterprise Development organizations to effectively and independently deliver SIYB training and related activities to entrepreneurs
- Enable potential entrepreneurs to start their small businesses and existing entrepreneurs to develop and strengthen their basic management skills for better performance, profitability, while creating jobs in the process

## How is it delivered?

- Management training and other business development advice and coaching
- Training of trainers
- Training of institutions
- Training of Master Trainers
- Rapid market appraisal and marketing workshop
- Refresher meetings of trainers and Master Trainers, and networking activities

## What are its components?

Each SIYB training level has its own set of materials. These can be grouped into three categories:

- Entrepreneurs
  - Generate Your Business Idea (GYBI) Manual
  - Start Your Business (SYB) Manuals kit, guiding in preparing a business plan and finding advice and assistance

- Improve Your Business (IYB) Modules kit, covering: Marketing, Buying, Stock Control, Costing, Record-keeping, Business Planning, People and Productivity
- SIYB Business Game on: the business cycle, supply and demand, reaching the market and managing a diversified business

### ■ Trainers

- SIYB Trainers Guide
- Monitoring and Evaluation kit
- Game Trainers' Guides
- Adults in a Learning Situation Booklet
- Methodological Approaches in SIYB Training
- SIYB Marketing Manual
- SIYB Promotional Materials

### ■ Master Trainers

- SIYB Master Trainers Guide
- Monitoring and Evaluation kit, focusing on 5 competencies (marketing, organization, conduct, follow-up, impact)
- Client Case Development guidelines and forms

## Which technical areas are covered?

- Business management skills training
- Entrepreneurship
- Disability
- Gender in Enterprise (*GET Ahead*) training is largely based on SIYB materials
- Occupational Safety and Health workplace practices
- Modules of SIYB are adapted for “greening” enterprises

## Can it cover more technical areas?

Yes, it could cover aspects related to the world of work to make a working place safer and more productive, such as working conditions and social protection



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## Where has it been used?

In 96 countries: Albania, Angola, Armenia, Azerbaijan, Bangladesh, Benin, Bolivia, Bosnia, Botswana, Brazil, Bulgaria, Burkina Faso, Burundi, Cambodia, Cameroon, Chile, China, Costa Rica, Cote d'Ivoire, Cuba, D.R Congo, Croatia, Cyprus, Ecuador, Egypt, Eritrea, Estonia, Ethiopia, Fiji, Ghana, Guinea, Hungary, India, Indonesia, Jamaica, Jordan, Kazakhstan, Kenya, Kiribati, Kyrgyzstan, Laos PDR, Latvia, Lesotho, Madagascar, Malawi, Mali, Marshall Islands, Mexico, Mongolia, Morocco, Mozambique, Myanmar, Namibia, Nepal, Niger, Nigeria, Pakistan, Panama, Papua New Guinea, Peru, Philippines, Poland, Romania, Russia, Rwanda, Samoa, Sierra Leone, Serbia, Senegal, Slovenia, Solomon Islands, South Africa, Sri Lanka, Syria, Sudan, Swaziland, Tajikistan, Tanzania, Thailand, Timor-Leste, Togo, Tonga, Trinidad and Tobago, Turkey, UAE, Ukraine, Uganda, Uzbekistan, Tunisia, Vanuatu, Venezuela, Viet Nam, West Bank/Gaza, Yemen, Zambia, and Zimbabwe (see map)

Successfully mainstreamed into national policies of 60 countries (SIYB reached maintenance and sustainability phase): Albania, Armenia, Azerbaijan, Benin, Bolivia, Botswana, Burkina Faso, Burundi, Cambodia, Chile, China, Cote d'Ivoire, D.R Congo, Eritrea, Ethiopia, Fiji, Guinea, Indonesia, Jordan, Kazakhstan, Kenya, Kiribati, Kyrgyzstan, Lesotho, Mali, Mongolia, Mozambique, Namibia, Nepal, Niger, Nigeria, Papua New Guinea, Peru, Philippines, Russia, Rwanda, Samoa, Serbia, Senegal, Sierra Leone, Solomon Islands, South Africa, Sri Lanka, Sudan, Swaziland, Tanzania, Thailand, Timor-Leste, Togo, Tonga, Trinidad and Tobago, Uganda, Uzbekistan, Tunisia, Vanuatu, Viet Nam, West Bank/Gaza, Yemen, Zambia, and Zimbabwe

## Which languages?

Available in 33 languages: Afrikaans, Albanian, Amharic, Arabic, Armenian, Azerbaijani, Bahasa Indonesia, Braille, Chinese, Croatian, Dari, French, Georgian, Kiswahili, Kyrgyz, Mongolian, Nepalese, North Sotho, Portuguese, Russian, Serbian, Sinhala, South Sotho, Spanish, Sri Lankan, Tajik, Tamil, Thai, Tswana, Uzbek, Vietnamese, Xhosa, and Zulu

## Is it suitable for rural areas?

Yes, easily adaptable, for instance by focusing more on agriculture-related enterprises

Has been adapted for eco tourism, fisheries and timber products in Papua New Guinea, construction in South Africa, and various rural farm and non farm economic activities in Senegal



## What are its strengths?

- Modular learning system
- Simple and easy to understand
- Practical content
- Step-by-step approach to learning
- Action-oriented and highly participatory
- Has monitoring and evaluation system for all levels – from entrepreneurs to trainers and to Master Trainers
- Low cost of training materials
- Adaptability to local conditions
- Linked to *Business Skills for artists, Generate Your Green Business Idea, Start Your Construction Business, Green Business Options*
- Part of a package: *Improve Your Work Environment and Business (I-WEB), Improve Your Waste Collection Business, Improve Your Exhibiting Skills*
- Could be linked to *Work Improvement in Small Enterprises (WISE)*
- Used by UNDP, Organization for Security and Cooperation in Europe (OSCE), UNICEF, and other multilateral and non-profit international agencies as major enterprise training tool

## Is there a training course in ITC-Turin?

Yes, it is part of courses on Entrepreneurship. It is also part of the “Academy on Sustainable Enterprise Development”:

<http://enterpriseacademy.itcilo.org/en/home>

## Where to find more information?

- Webpage:  
[www.ilo.org/siyb](http://www.ilo.org/siyb)  
[http://www.ilo.org/empent/Whatwedo/Projects/lang--en/WCMS\\_143335/index.htm](http://www.ilo.org/empent/Whatwedo/Projects/lang--en/WCMS_143335/index.htm)

## Who to contact?

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