

CETAS Project



UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION

Project Overview (CETAS)

The WED/YED project proposed for several provinces should be considered a sub-component of the Integrated Program of UNIDO in Iran to support entrepreneurship development and SMEs (Small and Medium Enterprises). It is addressing at least three UN Millennium Development Goals, i.e. eradication of poverty, promotion of gender equality and social empowerment of women, and development of global partnerships for productive work for youth. The project intended to integrate within the existing TVTO centers in Tabriz, Tehran and Shiraz components to support WED/YED programs and related business development services. Through the project assistance during the last 12 months, the TVTO centers were provided assistance to address entrepreneurship development and technical training for productivity and business development, including employment generation. The project appointed a national expert on entrepreneurship development (NPC) and a marketing expert (ME) to support coordination and training, while the Bureau of International Relations of TVTO/MOLSA undertook project coordination representing national counterpart agencies. In line with the full-fledged project document, the WED/YED project has not yet finalized its work. A follow-up phase to implement the rest of activities and to obtain real impacts will be required. Further fund raising to complement the budget provided by MOLSA is being undertaken and negotiated with agencies such as the National Youth Organization (NYO) and local embassies, i.e. Australia, Austria and France.

Project Title	Women and Youth Entrepreneurship Development (WED/YED) Centers for Entrepreneurship Development Training and Advisory Services (CETAS) to Support Women and Young Entrepreneurs for Gender Equality and Poverty Alleviation
Project Number	SF/IRA/02/001, SF/IRA/03/001, including UC/IRA/01/098
Country & Location	3 Selected areas in Iran (Provinces of East Azarbaijan, Fars and Tehran) The original project document envisaged the inclusion of 5 provinces. However due to financial constraints, only 3 provinces have been included.
Duration	The project was planned for 36 months with the understanding that the project was fully funded. However, as the Government of Iran has provided US\$ 40,000, as a start, this implementation phase covered only 12 months (2004 – 2005).
Implementing Agencies	Ministry of Labor and Social Affairs (MOLSA), Technical & Vocational Training Organization (TVTO) and its regional centers in Tabriz, Tehran and Shiraz
Executing Agency	UNIDO, SME Branch
Total Original Budget Planned	US\$ 560,000 (estimated for 5 provinces, covering the period of 36 months)
Brief Description	The WED/YED project proposed for several provinces should be considered a sub-component of the Integrated Program of UNIDO in Iran to support entrepreneurship development and SMEs (Small and Medium Enterprises). It is addressing at least three UN Millennium Development Goals, i.e. eradication of poverty, promotion of gender equality and social empowerment of women, and development of global partnerships for productive work for youth. The project intended to integrate within the existing TVTO centers in Tabriz, Tehran and Shiraz components to support WED/YED programs and related business development services. Through the project assistance during the last 12 months, the TVTO centers were provided assistance to address entrepreneurship development and technical training for productivity and business development, including employment generation. The project appointed a national expert on entrepreneurship development (NPC) and a marketing expert (ME) to support coordination and training, while the Bureau of International Relations of TVTO/MOLSA undertook project coordination representing national counterpart agencies. In line with the full-fledged project document, the WED/YED project has not yet finalized its work. A follow-up phase to implement the rest of activities and to obtain real impacts will be required. Further fund raising to complement the budget provided by MOLSA is being undertaken and negotiated with agencies such as the National Youth Organization (NYO) and local embassies, i.e. Australia, Austria and France.

Project Strategy	<p>As a project strategy, implementation was undertaken through existing agencies, i.e. TVTOs, under MOLSA which have excellent technical training facilities, instructors, trainers and managers who have fully supported the design of the project and who were convinced that the entrepreneurship development could make the training more demand-oriented.</p> <p>Program implementation took the provincial development priorities fully into account, i.e. the sub-sectors selected (IT, food processing/catering, mechanical engineering, and handicraft sector development).</p>
Results	<p>A total of 12 workshops were organized in 3 TVTO centers in order to increase awareness on entrepreneurial thinking, and promote a business culture. The methodology and system for enterprise development (Diagram 1) to be used in implementation was developed. A total of 579 people (343 females and 236 males) participated. These workshops were attended by trainees, instructors, deputy directors, center directors, managers and university professors.</p> <p>A Training of Trainers (TOTs) course of 10 days was organized for a total of 34 instructors/trainers and chief instructors of 3 TVTO centers (IT, food processing/catering, mechanical engineering, and handicraft sector development). These 34 trainers have been assigned to assist women and youth entrepreneurs to set up their businesses.</p> <p>Tabriz has identified a total of 98 entrepreneurs, including 64 TVTO students and 34 WE/YE coming from outside the TVTO. Shiraz has identified 60 TVTO students as entrepreneurs, while TVTO Tehran has identified 25 entrepreneurs. The following should be noted:</p> <p>a) Tabriz 46 entrepreneurs</p> <ol style="list-style-type: none"> 1. IT: 10 trainees (8 females and 2 males) 2. Handicraft: 23 trainees (18 females and 5 males) 3. Food industry: 10 trainees (6 females and 4 young males) 4. Automotive mechanic: 3 trainees (3 young males) <p>b) Shiraz 38 entrepreneurs</p> <ol style="list-style-type: none"> 1. IT: 16 trainees (12 females and 4 males) 2. Handicraft: 20 trainees (18 females and 2 males) 3. Food industry: 2 trainees (2 females)

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Project background

Women and Youth Entrepreneurship Development in Iran is essential to fully develop the potential of Iran's available human resources in order to achieve an innovative approach, leading to employment creation and income generation. This program was requested to assist the country in achieving at least 3 of its Millennium Development Goals (MDGs). These are the following:

MDG 1: To eradicate extreme poverty and hunger

MDG 3: To promote gender equality and empower women

MDG 8: To develop a global partnership for development

The gender dimension included in entrepreneurship development would also assist the country in its current development policies. According to the 20-year development program and the 4-year economic program of the Iranian Government, article 102 of 3rd, and National Budget, clause No. 68, creating working opportunities and entrepreneurship should be one of the most urgent goals of the new executive branch, to shift away from traditional reliance on social welfare from setting up a greater number of jobs that are socio-economically viable and productive.

A needs assessment conducted by UNIDO indicated that young men and women, especially those already in training with the Technical and Vocational Training Organization (TVTO) centers, need to be empowered with demand-oriented training and business advisory services (CETAS), in order to obtain equitable access to business opportunities combined with technical training, and to the use of resources to create employment. This women and youth entrepreneurship development project is to develop and improve productivity and sustainable employment options in the SME manufacturing and service related sectors (including IT, food processing, handicraft and mechanical/automotive engineering).

Objectives

The program is to benefit women and young persons (within the ages of 18-25) with sufficient general education, who are being trained by TVTO centers in the 3 provinces (East Azarbaijan, Fars, Tehran), who have shown to have business acumen, who are possibly already undertaking productive activities in the respective priority sub-sectors, or who wish to start their productive enterprises.

As to selection criteria used, personality, traits, and mindset, are attributes that individuals possess which can enable them to succeed in entrepreneurial situations. The entrepreneurial profile comprises a cluster of traits that are mutually supportive and that are made evident in personal attributes as shown in Annex 1 attached.

The project is to establish Pilot Centers for Entrepreneurship Training and Advisory Services for women and youth (CETAS) in 3 pilot cities, Tehran, Shiraz and Tabriz, to train 150 entrepreneurs of women and youth groups. Each pilot center is expected to cover 50 entrepreneurs/trainees. The centers are to create and promote an entrepreneurial attitude and culture amongst business women and youth and support them in production ventures.

Organizations involved in the project are also to be provided with relevant training.

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