

# Start and Improve Your Business (SIYB L1)



Empowered lives.  
Resilient nations.



# Introduction

Start and Improve Your Business (SIYB) is an enterprise development programme designed by International Labour Organization (ILO) to create and promote micro enterprises. ILO has implemented the SIYB programme for more than three decades in over 100 countries.

The ILO, with support from United Nations Development Programme (UNDP) has adapted the SIYB programme to meet the needs of Nepal's micro enterprise sector. First implemented by the Micro Enterprise Development Programme (MEDEP) in 2001, SIYB L1 is suitable for everyone and has become a popular training package thanks to a well-designed pictorial game method.

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**The SIYB L1 has improved thousands of lives in Nepal through its sustainable and inclusive training programme.**

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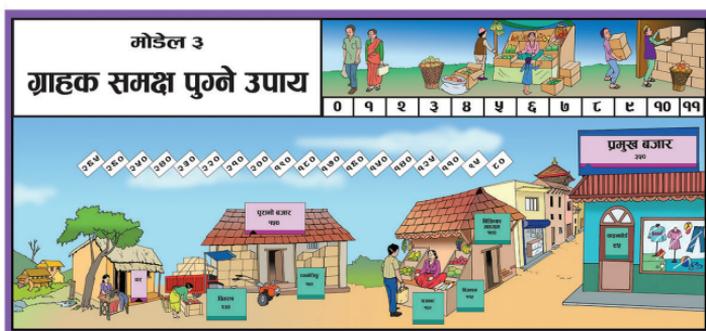
Since 2001, SIYB L1 has been implemented in over 65 districts across Nepal, especially in rural settings to better ensure all Nepalese people receive equal opportunity to develop their entrepreneurial skills.



# Designed for Nepal

The ILO, along with its partners in Nepal and abroad, have adapted the SIYB programme into a version uniquely suited to Nepal, SIYB L1. This is a practical training package that uses more games, pictorial exercises, role playing, hand free sessions and counselling sessions to deliver SIYB theory and knowledge. This adaptation ensures the program is accessible to both illiterate and literate people who either want to start a business or improve their existing business.

Since its introduction in Nepal the SIYB L1 programme has reached a stage of maturity in which the best training methods for Nepal's environment have been identified and further refined into unique materials and lesson plans which deliver successful outcomes.



Considering Nepal's challenging geography and widely dispersed population, the initiators of SIYB L1 in Nepal placed a large emphasis on the necessity to create SIYB trainers in locations beyond Nepal's urbanised hubs. Facilitating Training of Trainer (ToT) courses across Nepal's communities has enabled the benefits of the SIYB L1 programme to spread across Nepal.

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**As of 2015, SIYB L1 training has been conducted in over 85% of Nepal's districts. Our efforts have created more than 3,500 trainers who have trained over 170,000 entrepreneurs.**

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# SIYB and ILO in Nepal

The SIYB programme is a management-training programme with a focus on starting and improving small businesses as a strategy for creating more and better employment in developing economies and economies in transition.

The International Labour Organization (ILO) is a United Nations agency dealing with labour issues, particularly international labour standards, social protection, and work opportunities for all. In Nepal the ILO provides training institutions and other implementing organisations with programme training materials for target groups in the micro and small business sector.

To ensure the proper implementation of the programme, the ILO provide a wide variety of tools and support to trainers, for use during training, and to institutions, for monitoring and evaluation of their own programmes. In Nepal, the Micro Enterprise Development Programme (MEDEP), Micro Enterprise Development through Poverty Alleviation (MEDPA), Poverty Alleviation Fund (PAF), INGOs, local NGOs, social organisations, micro finance and the wider donor community regularly implement the SIYB programme for enterprises creation and employment generation.

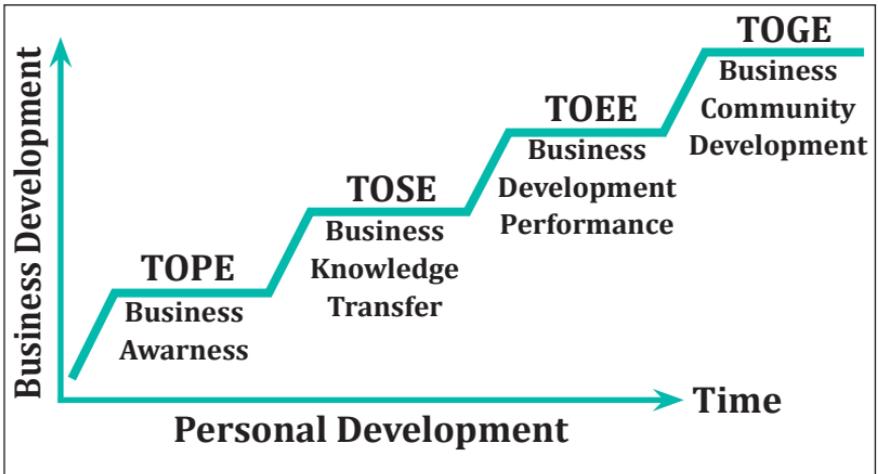
The distribution of ILO materials for SIYB in Nepal is undertaken by the Industrial Enterprise Development Institute (IEDI), a national resource organisation established by Nepal's Ministry of Industry.

## SIYB L1 Programme Goals

- 1. To provide a sustainable and cost-effective method of delivering practical management skills to a significant number of small-scale entrepreneurs.**
- 2. To provide participants with the knowledge and ability to start, operate and improve their enterprises in a profitable and sustainable way.**

# SIYB L1 Training Levels

SIYB L1 is categorised into four levels, each one designed differently to match a participant's knowledge and skills as an entrepreneur. The chart below shows the gradual step-by-step approach of SIYB to match a participant's personal development.



## 1) Training of Potential Entrepreneurs (TOPE)

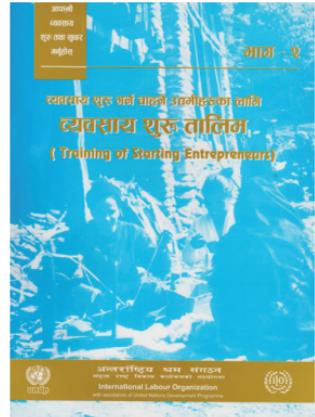
This package aims at creating business awareness on entrepreneurship and self-employment as a career option, particularly in rural settings. It provides knowledge of the required attributes and challenges of starting and operating a successful enterprise. This three-day course is applicable for pre-starters and deals with the importance of businesses.



# SIYB L1 Training Levels

## 2) Training of Starting Entrepreneurs (TOSE)

This level develops skills necessary for starting small and micro enterprises and deals with basic business principles. Facilitators use participatory training methods and bring together best practice theory, relevant information and practical activities. One valued output of the training is a business plan created by the participants, which can be presented to a credit institution. This five-day programme is most suitable for those who wish to start their own enterprises.



## 3) Training of Emerging Entrepreneurs (TOEE)



This level is designed for existing or emerging entrepreneurs who wish to develop the personal competency and see changes in their business. The five-day course takes a practical approach to business management and deals with techniques of businesses.

## 4) Training of Growing Entrepreneurs (TOGE)

This programme is useful for those entrepreneurs who wish to expand, diversify and/or change their enterprises. It uses participatory training methods and brings together theory, relevant information and practical activities. This module runs over five days and covers advance techniques of businesses to produce an action plan.

# SIYB L1 Certification

## Start Your Business (SYB) L1 Trainers

A seven-day (half) Training of Trainers (TOT) programme is available in Nepal, which equips participants to deliver the first two levels of SIYB L1, TOPE and TOSE to potential entrepreneurs.

## Local Programme Facilitator

This certification is awarded to participants who complete a full TOT programme over 10-12 days (which includes TOPE, TOSE, TOEE and TOGE training). Participants who complete this course can provide training in all four levels of SIYB L1 to potential and existing micro/small entrepreneurs.

## National Programme Facilitator (NPF)

This certification is awarded to LPF trainers who complete a further 10 days of training on SIYB from an International Trainer (consultant) and an accredited NPF. To be eligible for the course trainers/local facilitators need to satisfy ILO selection criteria and performance benchmarks. Upon completing the 10 days of training, participants then need to independently conduct a full TOT program, supervised by certified NPF. After gaining TOT experience, the potential NPF will sit for another five-day refresher course.

Following this process, if a participant proves themselves as a competent trainer, the ILO will award them with NPF certificate and the title of Master Trainer. Master Trainers can train and accredit LPFs in their country. At present, there are nine Master Trainers in Nepal.





## **IEDI:**

The Industrial Enterprise Development Institute (IEDI), a national resource organization committed to entrepreneurship development through training, research, consultancy and enterprise education. Through its multi-pronged activities, IEDI aims to create a better economic situation for Nepal and contribute towards improving the quality of life for all of its people.

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## **SIYB Secretariat:**

SIYB Associates was formed in 2005 by representatives of ILO, IEDI, CEBUD, MEDEP, UNDP and NEDC. In 2006 it was decided to establish an SIYB secretariat in Nepal to provide institutional sustainability for the promotion, quality control, reproductions and dissemination of SIYB materials developed for SIYB L1. At present the SIYB Secretariat is hosted by IEDI, located in Tripureswor, Kathmandu.

### **Contact Dilip Thapa, SIYB Secretariat:**

**Phone:** +977-1-4261339

**Mobile:** +977-984 120 8256

**Email:** dilip.thapa.iedi@gmail.com or thapadilip13@gmail.com

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## **SIYB L1 Partners:**

### **Centre for Business Development (CEBUD)**

**PH:** +977-1-5542483

**Email:** cebud@ntc.net.np

### **International Labour Organization (ILO)**

**PH:** +977-1-5555777

**Email:** kathmandu@ilo.org

### **Industrial Enterprise Development Institute (IEDI)**

**PH:** +977-1-4261339

**Email:** iedi@mos.com.np

### **Micro Enterprise Development Programme (MEDEP)**

**PH:** +977-1-5541949

**Email:** info@medep.org.np

### **National Entrepreneurship Development Centre (NEDC)**

**PH:** +977-1-4386329

**Email:** info@nedcnepal.org.np

### **United Nations Development Programme (UNDP)**

**PH:** +977-1-5523200

**Email:** registry.np@undp.org.np