PROJECT ACHIEVEMENT SUMMARY (2024–2025)

Youth Economic Empowerment (YEEP) Project

Project Duration: 1 October 2024 – 31 August 2025
Implemented by: Janaki Women Awareness Society (JWAS)
Supported by: Plan International Nepal (Hong Kong National Office – HKO)
Project Area: Kamala Municipality and Janaknandani Rural Municipality, Dhanusha District
Project Agreement Amount: NPR 6,943,630
Project Expenditure Amount: NPR 6,891,808

Project Overview

The Youth Economic Empowerment Project was designed to improve the employability, entrepreneurship, and economic resilience of disadvantaged young women and men (18–24 years) in Dhanusha District. The project addressed barriers to decent employment by combining life skills, employability skills, vocational training, entrepreneurship development, startup support, financial inclusion, career guidance, and community engagement. Special emphasis was placed on empowering young women, promoting gender equality, and creating supportive family and community environments for sustainable livelihoods.

Major Achievements

- **65 disadvantaged youth** were enrolled and successfully completed the project, receiving integrated support for employment and entrepreneurship.
- **73 youth (112% of the target)** completed Life Skills Training, strengthening their communication, decision-making, problem-solving, leadership, workplace readiness, and self-confidence.
- **100% of the targeted 65 participants** completed Business Skills (Entrepreneurship) Training, enhancing their knowledge of business planning, financial management, marketing, and enterprise development.
- **100% of participants** successfully completed market-oriented Technical and Vocational Education and Training (TVET) across nine vocational trades, improving their employability and technical competencies.
- **48 youth (74%)** secured sustainable livelihoods following project completion, including:
    - 31 youth engaged in self-employment.
    - 12 youth placed in wage employment.
    - The remaining participants continued with business establishment or employment transition.
- **28 young women (140% of the target)** received startup support, enabling them to establish 28 new enterprises, including retail shops, tailoring businesses, beauty parlours, and other micro-enterprises.
- Conducted **four coaching and mentoring sessions** involving participants and their families to strengthen business performance, employment readiness, and family support.

- Organized **three Financial Inclusion sessions**, linking participants with banks and financial institutions, complemented by an Insurance and Risk Management Orientation in collaboration with MetLife.
- Conducted **three parent and caregiver orientation programmes**, increasing family support for youth participation in skills development, employment, and entrepreneurship.
- Facilitated **two employer networking events**, connecting youth with **21 employers** to improve access to decent employment opportunities.

Project Outcomes

- **81%** of participants reported increased confidence in life skills and employability.
- **70%** of participants secured employment or self-employment within six months of project completion.
- **91%** of startup support recipients successfully established and operated their own businesses.
- **98%** of participants reported receiving encouragement from their families to pursue training, employment, or entrepreneurship opportunities.
- The project strengthened collaboration among local governments, employers, financial institutions, families, and service providers, creating a more supportive ecosystem for youth economic empowerment.

Key Challenges and Mitigation Measures

Challenges

- Social norms and cultural barriers limited young women's mobility and participation in technical and non-traditional occupations.
- Limited family support and gender stereotypes discouraged women from pursuing employment and entrepreneurship opportunities.

Mitigation Measures

- Conducted family dialogue sessions, career counselling, and community awareness programmes involving parents, caregivers, and community leaders.
- Engaged employers, service providers, and local stakeholders to promote gender-responsive and decent employment practices.
- Strengthened mentoring and follow-up support to improve participants' confidence and facilitate their transition into employment and entrepreneurship.

Implementing Organization

Janaki Women Awareness Society (JWAS)

Supported by:-Plan International Nepal (Hong Kong National Office – HKO)