

START AND IMPROVE YOUR BUSINESS ASSOCIATION OF SRI LANKA

CALLING APPLICATIONS

TO BECOME PARTNER ORGANIZATIONS OF THE START AND IMPROVE YOUR BUSINESS (SIYB) PROGRAM SRI LANKA

Background

The **Start and Improve Your Business (SIYB)** Association of Sri Lanka is a national umbrella organization of the major public, non-governmental, and private sector business support service providers for micro-, small-, and medium-scale enterprises (MSME). The SIYB Association is working as an affiliation of the International Labour Organization's Global SIYB Program. Over the last 20 years, the SIYB Association has built partnerships with over 70 diverse business support service organizations covering all districts in Sri Lanka.

Today, the SIYB Program is globally recognized as an impact-driven management capacity-enhancing modular-based intervention. It has been introduced in over 100 countries worldwide in 40 languages during the past 35 years. The current SIYB Global Program runs in 54 countries.

The SIYB Program is a system of inter-related practical management-skills training packages for small-scale enterprise owners and managers. It encompasses a range of cost-effective and practical training, monitoring, and evaluation methodologies and instruments designed to meet the management training needs of potential and existing small businesspersons. Three-day 'Generate Your Business Idea (GYB),' five-day 'Start Your Business (SYB),' and Five-day 'Improve Your Business (IYB)' are separate but interlinked modules constituting the material-based SIYB Program. The SIYB Program has a five-day 'Know About Business (KAB)' for youth and students, who want to explore their possibilities in business. All these training materials are in Sinhala, Tamil, and English languages. SIYB Program also offers a package for growth-oriented entrepreneurs in a five-day 'Expand Your Business (EYB)' program to strategize their growth potential.

In addition to these generic SIYB products, the SIYB Association of Sri Lanka has adopted generic SIYB products for different sectors, namely fisheries, tourism, and waste businesses. Further, SIYB innovated its product to cater to the lowest segment of the self-business, which is the very informal and income-generational sector. SIYB Association branded it as 'Foundation to SIYB (FSIYB)' and rolled it out successfully right around the country.

The SIYB Program has two major target groups, namely the direct program beneficiaries, and intended program beneficiaries. The direct target group of the SIYB Program is the local Business Development Services (BDS) Organizations. They are enabled through direct technical assistance from the SIYB Association to implement the SIYB Program independently and effectively over an extended period. The intended program beneficiaries of the SIYB Program are reached by the technical assistance of the SIYB Association of Sri Lanka via local BDS Organizations that implement SIYB Programs. The intended beneficiaries are potential small-scale entrepreneurs and existing small-scale entrepreneurs.

Unique Features of the SIYB Program in Sri Lanka, implemented by the SIYB Association of Sri Lanka:

- International and National level experienced and certified 47 Master Trainers are available around the country.
- SIYB Association offers internationally standardized and validated training modules which get updated every five years.
- SIYB Business Game is a once-in-a-lifetime simulated opportunity for entrepreneurs to learn the complex business basics in the classroom setting.
- Availability of Sector-based training modules for specific sectors such as Tourism, Fisheries, Waste Recycle Management, and Returned Migrant Workers.
- Availability of well-thought-after modules, curriculum, and tools in all three languages.
- Follow a highly standardized training cycle which has a bigger part of monitoring and evaluation to maintain quality standards.
- SIYB Association is authorized to issue internationally acclaimed SIYB Trainer and Master Trainer licenses for qualified Trainers and Master Trainers.
- Possesses a customized, low-cost, and simple training module for cottage industries/ micro-level entrepreneurs, named the 'Shorter Version,' to formalize their businesses.

Why Your Organization should be a Partner Organization of the SIYB Association of Sri Lanka?

1. You can access the ILO's Global SIYB Program in Sri Lanka.
2. You can access the updated, latest, tested, and proven SIYB Materials immediately in Sri Lanka when they are made available.
3. You can strengthen the in-house capacity of the MSME trainer pool to ensure the delivery of the mission of your organization.
4. You can have a very good opportunity to strategize the organizational mission and mandate through a formalized, standardized, tested, and proven approach in SIYB intervention.
5. You can implement MSME development endeavors through a material-based international package.
6. You can make your Training of Entrepreneur participants recognized by issuing internationally recognized certificates.
7. You can get national recognition as a reputed, recognized, and professionalized BDS ecosystem player in Sri Lanka.
8. You can reach out to a wide range of MSME clients throughout the country by offering SIYB interventions in both local languages and in English.
9. You can obtain the SIYB Corporate membership and enjoy numerous member benefits with a valid membership.
10. You get the opportunity to promote your 'Most Significant Cases (Best Impact Cases)' through the SIYB Association's formal digital media channels.
11. You can get the support of the SIYB Association in promoting the SIYB intervention within your potential stakeholders.

The following are the requirements to enroll as a Partner Organization:

- A legal entity (registered organization)
- Has a mandate for business development service provision or SME development
- Has in-house personnel (trainers) dedicated to BDS provision
- Has a policy and commitment for in-house/project staff capacity building and support further education and training
- Has a program for SME development or BDS with in-house/project staff
- Has a network of organizations to leverage to reach out to entrepreneurs to deliver SIYB activities, once becomes a partner organization

SIYB Association of Sri Lanka has decided to enroll a new batch of Partner Organizations as part of its new strategic direction. As a national endeavor, the SIYB Association envisions extending its support to another group of BDS Organizations to build their internal capacity to help MSMEs increase their competitiveness.

Therefore, interested government departments/ institutions/ boards/ agencies/ authorities, registered non-governmental organizations, and private sector organizations are invited to apply for this opportunity.

Shortlisted candidate organizations will be subjected to a capacity assessment to determine their suitability to become a partner organization of the SIYB program in Sri Lanka.

Please submit your completed application forms to:

Chief Executive Officer/SIYB Association of Sri Lanka
ceo@siybsrilanka.org