



International Labour Organization

ILO IN QUANG NAM NEWSLETTER

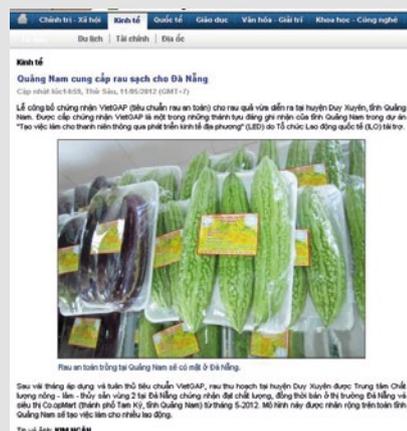
June 2012

“Youth Employment through Local Economic Development” (LED) & “Strengthening of Inland Tourism in Quang Nam” (SIT)

End of LED Phase 1 in Quang Nam

The LED project Phase 1 is coming to an end on 30 June 2012. Partners have prepared a phase II Project Document but confirmation on funding remains pending. The hope is still there but under the circumstances, the LED project and Project Steering Committee will hold The LED Phase I completion conference on 29 June 2012. Attendees, besides the Steering Committee and the project team, include representatives from the project's Advisory Committee, a representative of ILO Regional Office in Bangkok, and stakeholders from the province and districts. The workshop will review achievements, as well as lessons learned, during its well two years of implementation in Quang Nam. This is an important event that will introduce the LED as a model project with case studies etc. to be shared more widely, and hopefully throughout Vietnam. It is also hoped that the conference will bring the project a step closer to funding for the second phase.

IN THE MEDIA



TOP STORIES

VietGAP certification ceremony and Distribution channel development workshop in Duy Xuyen



On 4 May 2012, with the support from LED, the VietGAP certification ceremony was celebrated at the new VietGAP processing house in Duy Phuoc, Duy Xuyen. Chaired by Duy Xuyen People's Committee, DARD and ILO in Quang Nam, the workshop officially announced first

VietGAP certification in Quang Nam with an attendance of about 100 representatives from the provincial government and local media. In addition, 50 representatives from supermarkets, hotels, restaurants and vegetable distributors from Da Nang and Hoi An participated to see Duy Phuoc vegetables qualify for the VietGAP certification from the Center of Quality for Agriculture, Forestry and Fishery products in Da Nang-Branch 2. After the workshop, potential clients from Da Nang and Hoi An agreed to sign distribution contracts, thus presenting Duy Phuoc farmers with more opportunities to raise their income and further sustainably develop their local economy.

Workshop on 'Poverty reduction and decent work through tourism'



The employment creation in the tourism industry should not only focus on additional job creation but also on more decent and productive work opportunities. This message was delivered in the two-day Workshop on Poverty Reduction and Decent Work through Tourism,

organised by the ILO in Hoi An on 7-8 May, which gave insights to pro-poor tourism and provided an opportunity for policymakers, stakeholders, employers and workers to share their views and provide recommendations on how to optimise the social benefits of the tourism industry in Vietnam. Convention 172 on working conditions in the tourism was presented and participants recommended that Vietnam ratifies this convention as it can lead to better social protection and sustainable development of the sector. However, it was noted that before ratification, Vietnam would need better and more even implementation of labour code to ensure a level playing for enterprises in the sector.

12 June 2012 – Conference on the role of Business Associations in improving business environments and developing the local economy

Supported by LED, the Committee of Promoting Investment and Supporting Local Entrepreneurs will hold a Training Conference and Forum on the Role of Business Associations in improving business environments and promoting local economic development. Participants include members of Quang Nam Business Association and VCCI experts.

11 to 13 June 2012 – Deploying training course of planning skill to expand VietGAP vegetable production area

DARD will organize a three-day training course to develop the capacity of planning and using land for key provinces' and districts' staff. They will learn about general planning and orienting skills to expand potential soil for applying VietGAP standards in Quang Nam with the support from LED. This is one of the important activities to orient the replication and sustainable development of the VietGAP model, so that farmers may have more opportunities to raise their income and create more jobs.

5 to 15 June 2012 – Introduction of Commercialization program of SYB

The Vocational College of Technology, with the cooperation and support from LED, will organize a workshop and communication and marketing campaign about SYB training for 100 young people, especially students from vocational colleges in Quang Nam. The marketing campaign is to help anyone who wants to know more about the future benefits of achieving skills from SYB, and how they can enrol in the course. Depending on the number of students, the vocational college of technology will give a tuition fee discount for students who enrol in the first two courses. These courses are supposed to be moderated by ILO's Master Trainers in June 2012 and it is first attempt in Vietnam to launch the course as a market driven, and thereby sustainable, training opportunity for potential entrepreneurs.

5 to 6 June 2012 – Workshops on promoting the use of the guidebook for home workers in the rattan sector to improve working conditions and productivity

The final draft of the guidebook is will now be shared more widely. Two workshops will be held in early June with the attendance of 70 representatives from weaver groups from about 30 Quang Nam rattan-weaving villages. The workshops aim to raise worker awareness, on improving working conditions, increase income and productively of rattan weavers.

27 May to 1 June 2012 – Field trip to Korea



DoLISA, with the agreement and support from LED, organized a study tour to Korea from 27 May to 1 June 2012 aimed to help develop the Quang Nam labour market strategy. Participants included Mr. Tran Minh Ca, Vice Chairman of Quang Nam People's committee, staff of DoLISA, representatives of FoL and the Chairman of the Quang Nam Business Association. The aim of the trip was to learn from experiences in Korean labour market strategies, as well as the experience of tripartism and better dialogue between employers and workers as well as how to better match supply and demand sides of a labour market and apply it to Quang Nam's labour market development endeavours in the future.

23 to 25 May 2012 – Training on leadership skills in Duy Xuyen

The Project Implementing Unit of Duy Xuyen, with the support from the project, organized a training course on leadership skills for 30 leaders of rattan and bamboo weavers from rattan weaving villages. The training equipped the leaders with necessary knowledge and skills and helped them contribute to improving the productivity of rattan and bamboo weaving groups they work with.

21 May 2012 – Conference on Institutionalizing the Discipline “Know About Business” (KAB) at Vocational Schools in Quang Nam



With the cooperation and support from LED, DoLISA organized a conference on Institutionalizing the course “Know About Business” (KAB) at vocational schools in Quang Nam. Leaders from these schools participated in order to learn from experiences from the Hoang Dieu Vocational College in Da Nang, which has successfully institutionalized KAB. As a result, KAB would be officially institutionalized at Quang Nam vocational schools from 2012 on.

15 to 17 May 2012 – Training on making business plans for rattan planting and nursery farmers as well as for the Trung Luong and Tam My Tay commune weaving youth group in Tam Quan commune, Nui Thanh district

The Project Implementing Unit in Nui Thanh district, with the support from LED, organized training courses on how to make business plans for rattan planting and nursery farmers in Trung Luong, Tam My Tay commune and weaving youth group in Tam Quan commune, Nui Thanh district. The course helped the households and the youth group with basic knowledge of making a concrete business plan to raise income, and how to approach lending sources so that they can increase production and market access with the purpose of creating more jobs and income for the community as well as addressing a bottleneck – lack of seedlings – in the rattan value chain.

11 to 31 May 2012 – Impact assessment of project core interventions to develop plan for project scale up, replication and sustainability LED, in close collaboration with its key partners and relevant stakeholders, has assessed impacts on the project results in order to develop plan for scaling up, replication and sustainability in the project’s target districts in the future. The joint effort of the project component coordinators, LED

project team and a national consultant would lead to better understanding of lessons learned and models developed during the project implementation. Subsequently, the project’s key partners would develop a sustainability and replication plan in details basing on project achievements to ensure continuity in the province.

7 to 12 May 2012 – Training on negotiation and bargaining skills for the VietGAP cooperatives of Binh Trieu, Duy Phuoc and the Phuoc Xuan rattan boiling group

With an aim to optimize the production and sales of VietGAP vegetable and rattan boiling model, LED, with the support from Provincial Cooperative Alliance, organized a training course on negotiating and bargaining skills for 42 farmer group’s key members. By the end of the course, participants were expected to understand the basic principles of trade negotiating and bargaining. Moreover this set of skills gives participants more confidence in seeking and dealing with potential clients to expend their business.

21 April to 31 May 2012 – SYB trainer certification for Quang Nam trainers in rattan, vegetable sectors and vocational schools



With the cooperation of ILO’s SYB Master Trainers in April and May, LED has supported DoIT, DARD as well as DoLISA in selecting outstanding trainees who had passed the SYB course for entrepreneurs for them to become trainers themselves. This activity has been carried out along with the support and petitions of ILO’s Master Trainers, to officially certify SYB lecturers. The SYB trainers have the potential of becoming key in motivating and encouraging Quang Nam youth to start their own businesses, and hopefully, contribute to more local business start-ups.

12 to 14 June 2012 – Training on tour operators for relevant stakeholders

A training course on tour operation will be conducted for three days with inland destination orientation for small and medium-sized travel businesses in Quang Nam as well as for tourism instructors from vocational training schools and relevant staff of DoCST in order to enhance their capacity in tour operation in general and in particular for the inland tourism promotion.

June 2012 – SYB training in Dong Giang district

SYB training will be conducted in Dong Giang. This course will help the local community promote 'a business mind-set' and leading to drafting of a business plan whereby it is hoped that the communities will be better equipped to optimise their operations and consider it as a real business.

June 2012 – The second General Assembly meeting of Quang Nam Tourism Association

Quang Nam Tourism Association (QTA) has completed the first term 2008-2012, and the Assembly meeting will review the achievements and challenges from the first term, and prepare the action plan for the next term. In order to develop the tourism sector sustainably, a solid partnership between the public and the private sector is needed and business associations are key in this. Therefore, SIT, will provide technical assistance to QTA in planning their orientation for the next term. Some training courses in capacity building will be conducted for both members and potential members of Quang Nam Tourism Association, including how to manage and grow a small business association.

June 2012 – Selecting household and private partnership for the My Son home stay model

After launching the call for proposals for the Public-Private Partnership (PPP) in implementing My Son home stay model, the project has received interest letters from four enterprises in Hoi An. These four enterprises have a month to prepare their proposals and submit them to the project. The proposal that satisfies most of the criteria will be selected as a partner who cooperates with SIT in the home stay project in My Son. The private partner selected will be announced on 15 June 2012.

At the same time, a set of criteria for selecting five households for the project have been formulated and shared with households in Duy Phu commune. Households in the commune who are interested in participating and possibly receive support to develop a home stay are invited to fill in the application. The selection board that will assess the applications consists of a representative from DoCST, Duy Xuyen district, Duy Phu commune, the management board of the My Son archaeological site, and SIT, respectively. The households selected will be announced by mid June 2012.

May to June 2012 – Assessing the available sector-specific credit schemes and accessibility of those to small businesses and rural communities

An assessment is about to be carried out on the accessibility of credit schemes in Quang Nam in general, and in tourism sector in particular in cooperation with the Cooperatives Alliance. It should lead to recommendations on how to improve the effectiveness of access to credit and to diversify financial services, especially for smaller businesses and households.

1 June 2012 – The second Value Chain Coordination Group meeting at ILO office in Tam Ky, Quang Nam

The second meeting of the Value Chain Coordination Group took place on 1 June 2012 at the ILO office in Tam Ky, Quang Nam. The purpose of this meeting was to report on the activities implemented so far, to share experiences in planning and how to deploy these activities in the field. The members of the VC coordination group also proposed upcoming activities to be carried out in June and July.

30 May 2012 - Sensitizing Bho Hoong in brocade weaving development

The project met with local people from the village in their commune house and discussed with them how the project will provide its technical assistance and approach in local product development, notably brocade weaving products. The Co Tu women expressed a clear wish to develop their brocade weaving products and get better market opportunities. They also agreed to the projects proposal of working with a designer and a marketing expert. They committed to spending their time working together with AvAna, a private partner in Hoi An who designs products, helping local people to develop more marketable products.

10 May 2012 – Sensitizing local people in Duy Phu commune, Duy Xuyen district about developing a tourism village model with home stays

The meeting among representatives from DoCST, Duy Xuyen district, My Son archaeological site, from Duy Phu commune and the SIT was held in Duy Phu commune. 15 households were invited and introduced to the project with objectives of sensitizing the local people about the tourism village model with home stays and learning about their interest in engaging. The meeting ended on a very positive note, with the full commitment of the households' representatives and local authorities.

May 2012 – Raising awareness for local people on tourism

Two workshops held in Nam Giang on 23-24 May and in Dong Giang on 30-31 May were conducted to raise awareness of local people on tourism. Local people showed their interest by participating actively in the dialogue. Following the workshops, many village representatives expressed that for the first time they understood what the tourism means and how they could participate in this industry. The events received good feedback from local people and helps project officers and relevant governmental agencies understand the needs and concerns of the communities better.

25 April 2012 – The first Value Chain Coordination Group meeting

The first meeting of the Value Chain Coordination group brought together its members to agree on who will do what in the implementation of interventions in the value chain development plan. Mr. Ho Tan Cuong, deputy director of DoCST, was elected to be the coordinator of the group. Members discussed and proposed activities for the coming period. These included raising awareness on opportunities deriving from tourism for local people, assessing the training demand of tour guide and tourist drivers, assessing the available sector-specific credit schemes and accessibility of those to the target group as well as to conduct the first SYB training course in Dong Giang district.

