



International
Labour
Office

FACTS ON START YOUR BUSINESS FOR DISADVANTAGE TARGET GROUPS

The SYB training aims to help disadvantage target groups such as people living with and affected by HIV and AIDS, and disabled people, to develop necessary skills to start and manage a small business. It also helps them to create employment opportunities and income generations, particularly to cover medical expenses etc

The global epidemic of HIV/AIDS hits hardest those of working age and all who depend on them. HIV/AIDS-related stigma and discrimination alter individual behaviour, damage employment and career prospects, and blight the quality of health and other social services.

In the workplace, discrimination can mean mandatory testing, quarantine, exclusion, and outright job loss. Therefore, people living with HIV/AIDS (PLWHA) in Indonesia are often employed by micro and small businesses in the informal economy and depend on these to sustain themselves and their families.

However, in many cases when employers become aware of a worker having contracted HIV/AIDS social stigmatization and lack of knowledge about the disease often lead employers to fire PLWHA workers.

When PLWHA lose their jobs due to first social stigmatization and the later their illness, starting their own micro enterprise is often their only option for generating an income.

Supporting the start-up of such enterprises by PLWHA and their families is therefore a valuable strategy to ease the severe problems of the HIV/AIDS infected and affected members of the households. It contributes to sustaining their livelihood, as well as enabling them to access medical care through improved income opportunities.

START YOUR BUSINESS (SYB)

SYB is an ILO training programme aimed at developing and strengthening the business management knowledge and skills of those who are already in business or intend to become entrepreneurs.

The programme has been introduced in over 90 countries worldwide. In Indonesia, the SYB programme was introduced by the ILO in early 2003, in collaboration with the Ministry of National Education. The programme has also been expanded throughout the education system in Nanggroe Aceh Darussalam (NAD) as efforts to respond to the needs of victims of Tsunami who lost their jobs.

An Impact Assessment in NAD using control groups found that start-up rates after SYB training varies between 14 percent and 54 percent. Between 2.4 and 3.4 jobs were created by each new business.

This interactive training provides a step-by-step guide on the effective organization of business. It is divided into eight steps, covering skills, among others, on how to:

- ✎ clarify business idea;
- ✎ assess market, customers and competitors;
- ✎ develop market plan;
- ✎ organize workers;
- ✎ choose a business form;
- ✎ estimate needed start-up capital;
- ✎ estimate sales revenue; and
- ✎ make a sales and cost plan.

The objective is to enable potential entrepreneurs to develop concrete, feasible, and bankable business ideas to start up their own small business. By end of the training course, a basic business plan will be completed, serving as a blue print in starting up the business.

THE ROLE OF THE ILO

To prevent social exclusion of people living with and affected by HIV/AIDS (PLWHA) by improving their employability and self-employment, the ILO in collaboration with the United Nations Development Programme (UNDP) has developed a **Pilot Project on Improving Access to Entrepreneurship and Business Start-Up Training for PLWHA.**

This Pilot Project aims to:

1. strengthen the capacities of NGOs and training providers strengthened to provide entrepreneurship and business start-up training to PLWHA.
2. improve entrepreneurship and business management capabilities of PLWHA so that they can identify business opportunities and start a business of their own.

The strategy is to train NGOs and various public and private training providers in entrepreneurship and business start-up training capacitating these to deliver training and counseling services to PLWHA.

These NGOs/training providers are selected from organizations that have PLWHA as their target group, a proven track record in providing services to PLWHA and have a mission and mandate to improve livelihoods opportunities for PLWHA.

They are selected from provinces throughout Indonesia participating in the 100 districts/cities acceleration programme of the National AIDS Commission

As a result of the training, each trainer is expected to deliver at least two SYB workshops, reaching and enabling PLWHA and their caregivers to start and operate their own small businesses.



Participants of the ILO's SYB training

Highlights

- ☞ The Indonesian Health Ministry records 8,194 AIDS cases and 5,230 HIV cases in 33 provinces by December 2006.
- ☞ The growth of number of incidence in 2005 – 2006 is much more rapidly than in 1987–2004.
- ☞ A 2006 UNAIDS report gives an estimate of 210,000 people in Indonesia living with HIV/AIDS. Yet, the number of recorded cases is still only 11,000.
- ☞ Up to 20 million Indonesians are at direct risk of HIV infection. It is estimated that the number infected could double by 2007.
- ☞ One infected person can spread the deadly virus to 100 others.



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