



## ENTREPRENEURSHIP EDUCATION: KNOW ABOUT BUSINESS (KAB) IN YEMEN

The population growth rate in Yemen (2.3 per cent in 2013) is one of the highest in the world. With 46 per cent of the population under 15 years old, Yemen foresees a rapidly growing labour force. The increasing number of job-

seekers entering the labour market makes employment and the creation of income-generating opportunities important priorities for Yemen.

### FACTS AND FIGURES

**Partners:**

Small and Medium Enterprise Promotion Service (SMEPS), a subsidiary of the Social Fund for Development

**Beneficiary country:**  
Yemen

**Timeframe:**  
Annual projects from 2008 to 2015

**Budget:**  
USD 220,915

### THE RESPONSE

With a view to fostering an enterprise culture in Yemen and thereby contributing to employment creation and economic growth, the ILO introduced its Know About Business (KAB) programme in technical and vocational education in the country.

The KAB programme draws upon the ILO's successful experience in the field; indeed, the programme has been implemented in approximately 50 countries worldwide and translated into 22 languages.

Its aim is to fill the significant entrepreneurial skills gap and prepare students and trainees not only to establish their own businesses, but also to work productively in small and medium enterprises (SMEs). Its immediate objectives are to :

- Create awareness of enterprise and self-employment as a career option for trainees;
- Develop positive attitudes towards enterprise and self-employment;
- Provide knowledge and practice of the required attributes and challenges for starting and operating a successful enterprise; and
- Prepare trainees to work productively in SMEs.

The KAB project was launched jointly in Yemen by the ILO and the Small and Medium Enterprise Promotion Service (SMEPS – the national agency to promote small and micro-enterprises, a subsidiary of the Social Fund for Development), in order to promote entrepreneurship and self-employment among youth through vocational technical education.

One of the project objectives was to introduce, review and adapt the KAB curriculum to the Yemeni context, so that it might be integrated into the curricula of vocational and technical institutions. It also aimed to train a number of Yemeni KAB National Key Facilitators to ensure the institutionalization and sustainability of the programme.

Following consultations with various technical and programmatic stakeholders, the KAB programme was adapted to the Yemeni context by making terminological adjustments to the package, adapting case study examples to local conditions, replacing visuals, and adding new topics – which included decent work, social security, social entrepreneurship and green enterprises.



## RESULTS

As a result of the successful implementation of the KAB pilot phases during the academic years 2008-09 and 2009-10 in 21 vocational institutes, the Ministry of Technical Education and Vocational Training (MTEVT) decided, in November 2011, to extend the KAB programme throughout all vocational schools in the country.

Since 2008, over 27,788 students from the vocational and technical education system have participated in the KAB course.

According to an assessment carried out among students having attended the course, the majority reported they had more positive attitudes towards – and an increased knowledge of – enterprise development.

Since project inception, the ILO and SMEPS have trained and certified 280 teachers as KAB National Facilitators, including

183 from the MTEVT, 54 from community colleges, and 43 from private training institutions. Four Yemeni KAB National Key Facilitators (two men and two women) have also been certified, contributing to the sustainability and institutionalization of the programme beyond the current project. One KAB Regional Facilitator was also certified and is currently assisting the ILO in the implementation of the KAB programme in other Arab countries.

The project's positive impact also formed the basis for the development of other entrepreneurship education programmes in Yemen, including a business start-up course for university students, entitled Mubadara, which is currently being piloted in collaboration with SMEPS in seven universities across different governorates.



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### **BENEFITS OF PARTNERING**

The partnership between the ILO and SMEPS made it easier to introduce and extend the coverage of the KAB programme throughout the country under the MTEVT. Implementing the project with a renowned national partner eased the scale-up process and ensured that there was constant follow-up and monitoring of the KAB National Facilitators in the different governorates – as well as regular contact with the MTEVT. This collaboration allowed the ILO to focus on the technical interventions, the quality assurance of training workshops, and the certification process. In addition, SMEPS, as the donor and national implementer, is now able to conduct and monitor the KAB programme independently nationwide.