

Lidia Litvinova, Owner of school for girls – LIDY - Ukraine



It was during a volunteer project in 2016 that Lidia discovered her passion for children and her affinity for pedagogy. During her studies at the Institute of Leadership and Management in Lviv, she won a grant to develop a youth project. She subsequently came up with the idea to create her own association to educate and empower girls from 10-16 years old, a project that she would host in a Humanitarian Gymnasium in her town Rivne.

The programme that she created worked very well and was approved by the Department of Education of the region. However, despite the success of the programme Lidia encountered many challenges, such as finding high quality teachers that were willing to work without profit in the long term. She then saw the necessity and the potential to turn her programme into a business.

In March 2019, she saw an opportunity to kickstart her project when she heard about the SIYB trainings that were offered within the frame of ILO project "Inclusive Labour Markets for Job creation in Ukraine". Determined to carry her idea forward she registered for the Generate Your Business Idea and Start Your Business modules of the SIYB trainings, and learned how to analyse markets, calculate profit and costs and prepare a business plan. The marketing component of the training particularly resonated with her and gave her the original idea to convey the values of her project through the letters of her first name, leading her to name her business LIDY – “Learn, Identify Develop Yourself!”

Shortly after starting her business, she increased the number of clients to 50 and was able to report profit. Less than two years after taking the LIDY programme, most of the girls significantly built their self-confidence and became very socially active, marked by their increased involvement in student boards and volunteering.

“LIDY - Learn Identify, Develop Yourself!”