

Press Release

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For immediate release

Council for Technical Education and Vocational Training (CTEVT) LAUNCHES TVET PUBLIC INFORMATION CAMPAIGN



CTEVT launches a four month long public information campaign - "With Skills in hand, Employability is a Chance" to increase public awareness about Technical and Vocational Education and Training (TVET) and its opportunities for employability. The importance of Skills training; its value to students, trainees, communities and business and industries is central to the campaign aims. The campaign supports the overall CTEVT institutional strategic objective; to improve public awareness on TVET and to strengthen industry-training linkages. The campaign will be implemented at three CTEVT Technical Schools focusing on three economic sectors across country: Construction at B.P Memorial Polytechnic Institute, Saphi, Dhanusha,

Tourism at Pokhara Technical School, Agriculture at Tikapur Polytechnic Institute, Tikapur, Kailali. The campaign pilot targets community schools, employers and the general public from local areas through integrated activities. CTEVT plans to extend further campaign at other CTEVT schools nationwide.

Dr. Pushpa Raman Wagle, Member Secretary, CTEVT stated that "It is our duty to equip the children with skills and to understand what kind of skills they need. For that, we need to increase information on the opportunities of Skills. Which is why, we have launched this Public Information Campaign. Through this PIC we also wanted to change the (negative) attitude and bring the positive vibes towards the people who provides service. Through this PIC we also want to establish a good linkage between employers, the TVET institute and the employees"

The campaign has three specific initiatives targeting schools, communities and employers, with the aim of deepening the understanding of young people, expectations of employers from them, what the world of work stands for and how students can enter the workplace successfully and well prepared. Activities include:

- Career guidance to high school students
- Industry visits for students
- Job fairs in close collaboration with local chamber of commerce and industries
- Community events
- Increasing information on the benefits of TVET programme to families and guardians of young people
- Create common platform for employers both from the government and the private sector along with policy makers and other stakeholders to encourage close involvement with TVET and provide a vital bridge between training and employment.
- Media campaign – coverage of events and activities
- Independent Media Awards – to increase TVET reporting

Mr. Bharat Acharya, Executive Member, Employers Council, FNCCI in his remark states, "Engaging employers is at the heart of TVET. Creating such platforms where employers and

trainees/students meet and interact is vital to understanding the sector demand and therefore developing appropriate skilled human resources. It is appreciative of CTEVT and all stakeholders involved for the initiation of this campaign which is not just about improving image of TVET but also providing common platforms for employers – TVET institutions engagement through various national and local activities.”

To launch the campaign, a **national inauguration event is being held on 5 February 2020 at Balaju School of Engineering and Technology, Balaju, Kathmandu**. The national event is designed to create a platform for employers and students to engage, articulate and demonstrate TVET students’ skills and skills requirement of employers in three major sectors of the Nepali economy – Agriculture, Construction and Tourism. This first of many such other events throughout the campaign aims to demonstrate a positive profile of the opportunities and skills that TVET provides, showing its benefits to Nepal’s economy, private sector employers and students.

EU Ambassador to Nepal, Veronica Cody said, “I am confident that the four-month long information campaign which will organize 38 activities targeting schools, communities and employers will contribute to build synergies among TVET stakeholders for more coordinated and market driven TVET training and employability for young people in conformity with the government’s ongoing plans of reforming the sector.”

The event will be attended by high level representatives from the European Union, Line Ministries and Secretaries from Government of Nepal, representatives from Federation of Nepalese Chamber of Commerce & Industry, Local Government Authorities, TVET institutions, project partners, and the press. National launch will be followed by local launches in Janakpur, Pokhara and Tikapur on 9, 12 and 16 January 2020 respectively.

Jovan Ilic, Country Director, British Council summarises, “Unemployment is the number one issue the world is facing. Helping young people to gain the right skills that lead to employment is the answer to that. This campaign is an important initiative towards increasing young people’s access to information and helping them understand the benefits of skills training and the employment opportunities it provides, thereby contributing to the government’s vision of - *Skilling Nepal for People's Prosperity*.”

The campaign is led by the Research and Information Division, Council for Technical Education and Vocational Training (CTEVT) with support from the European Union’s (Dakchyata: *TVET Practical Partnership*) project, implemented by the British Council, and Sakchyamta project, implemented by CTEVT, which together focus on improving TVET provision in Nepal.