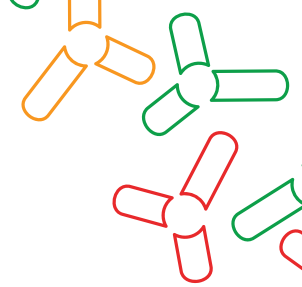


BYLC Bangladesh
Youth Leadership
Center

STRATEGY

2023-2027



“ Young people can, and must, be empowered to be agents of change—not just passive observers of events, but shapers of history. ”

- Ejaj Ahmad



EXECUTIVE SUMMARY

The Strategy 2023–2027 of Bangladesh Youth Leadership Center (BYLC) takes into account its past achievements and Bangladesh’s future priorities. BYLC has been promoting that leadership skills are as important as a good education or a meaningful training, for being able to progress in life and contribute to society. BYLC believes that leadership does not need a title, that one can demonstrate leadership by simply having strong values, taking responsibility to do social good, developing the skills to do so, and acting accordingly. It also stresses on the importance of having a decent vocation.

Championing 21st-century skills, BYLC has been contributing to make young people demonstrate leadership, become career ready and qualify for decent jobs, build successful and responsible enterprises and create jobs, care for themselves, for others, and for the environment. Its analysis and evaluations reconfirm that the work it has been doing over a decade has made significant impact in creating the necessary attitude, knowledge, and skills in young people to demonstrate leadership in their personal and professional spheres and as such, make a difference in their families, communities, society, and in the country. BYLC’s work has helped young people grow up with stronger morality and empathy, broader acceptance of diversity, better understanding of one’s self and the ecosystem, and gain the conviction that anyone can make a positive difference in the world by demonstrating courage, compassion, and competence.

BYLC’s work is not only relevant in today’s context but also important for the future because skills like adaptive learning, innovation, self-awareness, resilience, complex problem solving, agility, etc. have taken center stage due to the fast penetration of technology, the impact of climate change, the pandemic and conflicts, and the continuing tests of universal values. Embracing contextual challenges, BYLC provides services using offline, blended, and online modalities.

In the next five years, BYLC will continue its flagship programs of leadership, entrepreneurship, and professional development with renewed emphasis on quality, relevance, innovation, and measuring impact. BYLC will strengthen its work on emerging issues like climate change, and broaden the scope of its services in terms of geographical focus, and diversity of its beneficiaries. BYLC will also build organizational and institutional capacity to deliver efficiently, build its network, sustain, and take up a stronger leadership role in the development of the country.

BYLC AT A GLANCE

BYLC was registered as a nonprofit organization in Bangladesh in 2009 with the vision to create a prosperous, just, and inclusive world driven by courageous, compassionate, and competent leaders.

BYLC aims to enable youth to have high impact in public, private, and civil sectors by instilling in them values of inclusiveness and tolerance, equipping them with leadership skills, and connecting them to jobs and entrepreneurial opportunities.

Peacebuilding, nurturing social harmony and integrity, encouraging mutual respect and empathy have been the foundation of BYLC's work. It focuses on leadership development to equip youth to take action for socioeconomic change on one hand and the development of employability skills and employment creation on the other.



6,550+

total number of
leadership graduates



240,000+

total number of
beneficiaries



85,800+

total number of
community hours



400+

affiliated
institutions

PROBLEMS WE ARE SOLVING

Lack of opportunities for youth to learn and practice leadership skills

Students in schools, colleges, madrassas, and universities are not provided the opportunities to grow up and become self-aware with a thorough understanding of their strengths, weaknesses, values, and purpose. There is a widespread belief in Bangladesh that academic grades alone are sufficient for success in life and career.

Intolerance and lack of social cohesion among people from different communities and backgrounds take place due to a lack of civic awareness and value-based education. The national education curriculum also does not entirely cover what it means to be a citizen of a nation nor a leader.

Lack of sufficient jobs and skills necessary for decent work and entrepreneurship

There is a disconnect between what educational institutions are teaching and the skills students need to learn to thrive in a rapidly changing world. The lack of collaboration between education and training institutions and employers is identified as one of the main reasons for the demand-supply skills gap. The present training and education system produces technical, thematic, or subject experts, but in most cases lacks the necessary 21st-century employability skills that are recognized globally as the cutting edge between success and failure of professionals.

Lack of tolerance and respect towards diversity

The diverse educational streams of English medium, Bangla medium, and Madrassas in Bangladesh create an acute social divide in society, which greatly contributes to increasing intolerance and disrespect towards diversity as well as class differentiations. The causes of youth vulnerability to violent extremist organizations' recruitment are dependent on many factors, including lack of youth access to satisfactory education, health and well-being, employment, and political and civic participation (Khan, 2017)¹.

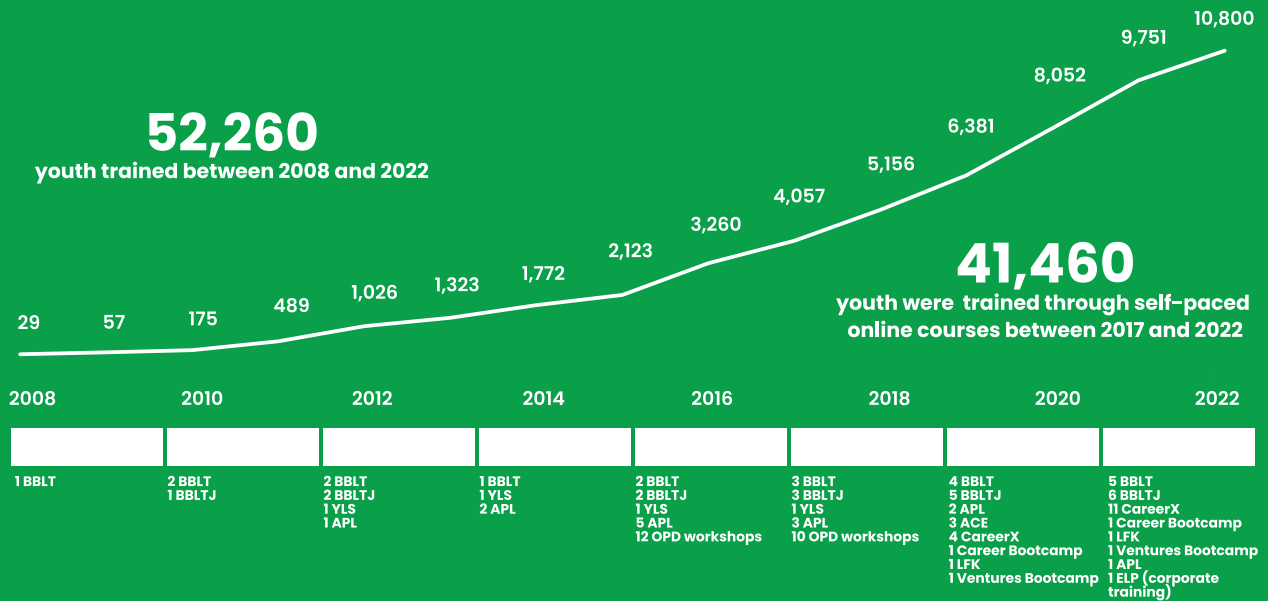
Lack of awareness of youth regarding climate change

The negative impact of climate change is one of the most critical issues that needs to be addressed with the highest priority. The manifestation of the impact is already visible in Bangladesh, and unless appropriate and timely measures are taken, the consequences will be dire. People are still not aware enough at a mass scale about the consequences of their own actions on climate change nor do they realize that taking individual responsibility can have a far-reaching positive impact. On the other hand, those contributing to climate change at a larger scale, especially businesses, are not willing to risk lowering their profit margins by being environment friendly or by taking responsibility for their actions through life as we know it is at risk and under threat of disintegration.

1. Khan, S. E. (2017). Bangladesh: The changing dynamics of violent extremism and the response of the state. *Small Wars & Insurgencies*, 28(1), 191-217.

BYLC'S IMPACT IN NUMBERS

Programs and graduates (till October 2022)



BBLT: Building Bridges through Leadership Training

BBLTJ: Building Bridges through Leadership Training Junior

YLS: Youth Leadership Summit

APL: Art and Practice of Leadership

OPD: Office of Professional Development

ACE: Acquiring Competencies for Employment

LFK: Leadership for Kids

ELP: Effective Leadership for Professionals

CareerX: Career readiness program



OUR TRACK RECORD

Strengthening values: BYLC recognizes that it is the basic values of humanity that interweaves the social fabric of society, creates bonds overlooking diversity, helps humankind overcome personal and professional limitations, and preserves life. Therefore, the values of integrity, mutual respect, empathy, excellence in everything we do, adaptive leadership, and continuous learning, pave the foundation upon which BYLC stands. BYLC not only promotes these values and principles but integrates them into all its programs and services.

Social cohesion: BYLC works to strengthen social inclusion by bringing together students from different educational backgrounds, all genders and abilities, and diverse socio-economic and political backgrounds. It does so by creating a platform for them to find common ground and work together in teams. This appreciation of the 'other' is central to BYLC's approach to building an inclusive society.

Leadership development:

 **6,500+**

young people have been trained in leadership skills and volunteering opportunities



350
community
service projects



200,000
beneficiaries

The leadership training graduates stay connected through the BYLC Graduate Network (BGN). They design and execute different voluntary community development projects, carry out leadership roles in their respective professions, and take on responsibilities for social change.



Humanitarian work:



BDT **100,000**

worth of relief distributed to flood victims in collaboration with YouthNet



2,000

families have been supported with food for 10 days during the lockdown in 2020



Skills building: At BYLC, teachers, instructors, and facilitators are provided the space to be creative and innovative. They undergo constant training and mock sessions to improve their delivery of the teaching-learning methods.

Teachers' roundtables have been organized to foster critical thinking, problem-solving, and teambuilding skills.

BYLC organized five roundtable discussions (three in Dhaka and two in Chattogram) with policymakers and other stakeholders, including schools, to provide a platform for knowledge sharing and policy influencing, as well as to advocate for incorporating leadership skills in the national curriculum.



Professional development and job placement: BYLC developed and offered 21st-century employability skills and job placement support to assist young people in becoming career-ready, availing decent work, progressing in their professions, and contributing to socio-economic and community development.



5,000+

students trained in employability skills



1,800+

students placed in various companies



95+

affiliated employers



BDT 27,900+

average salary for graduates employed full-time

Online and blended courses for leadership and professional development: BYLCx has served about 40,000 youth through 72 self-paced online courses till October 2022.



41,000+

people trained online



72

online courses



500+

assessment questions



750+

video contents

Entrepreneurship development and job creation: Between 2019 and 2022, BYLC Ventures organized four entrepreneurship bootcamps with around 500 young entrepreneurs and funded 24 youth-led businesses in five cohorts. These businesses in turn created livelihood opportunities for more than 350 youth.



350+

employment generated



24

companies supported



BDT 2.2+ Cr.

invested in startups



BDT 7.5+ Cr.

revenue generated by portfolio startups

A 2,000 square feet co-working space, which can accommodate up to 16 startups (four people per startup) at a time, is available with internet facilities and other office utilities.



Advocating for physical well-being: In an effort to promote good health, fitness, and positivity among youth, BYLC has organized three runs so far since 2018.



Climate change: To combat climate change and create awareness of climate change issues, BYLC has integrated climate-related interventions into its existing programs. Also, as the first youth organization in Bangladesh, BYLC believes that mobilizing youth in climate actions and creating a generation aware of climate change is vital to tackling the impacts of climate change in the future.



BYLC hosted the Global Youth Climate Summit 2021, in partnership with the California-based Foundation for Climate Restoration, Resilient Markets, and the Centre for Climate Repair at Cambridge. More than 500 young change-makers from six different continents

attended this virtual summit where they pledged to work in reducing the carbon footprint in the world.

BYLC is the implementing partner of the Global Youth Leadership Center (GYLC) and works to implement GYLC's interventions in Bangladesh. BYLC supported GYLC to carry out the Global Youth Climate Summit in 2022.



Supporting startups focused on climate change: With a vision to foster a green business ecosystem, BYLC Ventures has been playing an active role in promoting green and eco-friendly businesses.



EcoVia is a cellulose-based, biodegradable biopolymer bag and packaging company that makes its products from RMG waste. It is working to supply biodegradable packaging solutions to the RMG industry and reduce the use of single-use plastic products.



Biotech Energy is a biodiesel producer that converts used cooking oil from restaurants and turns it into diesel which releases 65% less carbon than regular diesel. So far, they have recycled over 300,000 liters of used cooking oil into biodiesel.

Leadership in Action (LIA): Students enrolled in BYLC's leadership training programs (BBLT and BBLTJ) have the opportunity to design and implement community service projects, or awareness campaigns on pressing social issues. BYLC encourages students to create projects on climate change issues and to raise climate change awareness in their communities. To date, students have created several projects and online and offline campaigns on climate change that have an impact on the community.



Polyhin Nagari

Team: Agrani

An initiative called “Project Polyhin Nagari” raised awareness of the harms caused by the use of polythene and plastic pollution. The purpose of this project was to get 200 community members to use less polythene—by at least 80%—and aware community people through online campaigns.

EcoTopia

Team: Agami

EcoTopia was a project that made people aware of climate change and the green earth by educating community members on waste management. They made people aware of waste disposal through social media, live sessions, and group discussions with community members.



Uttaran

Team: Trinochaya

To sustain and maintain the water quality, team Trinochaya initiated a project named Uttaran, in order to educate people about water pollution. They created 20+ contents such as articles, videos, quizzes, surveys, images, posters, etc., and targeted around 1,000 members of the community of Goalpara, Chattogram.

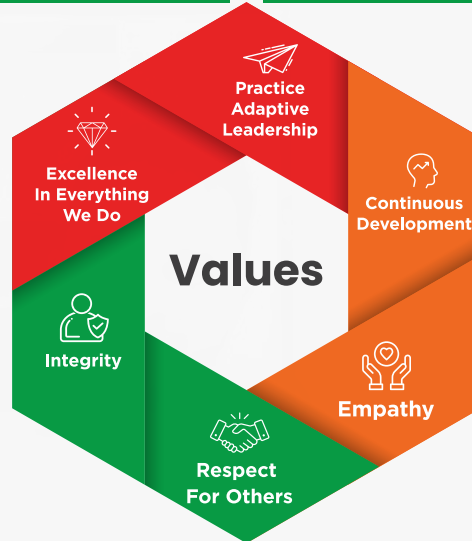
BYLC STRATEGY 2023–2027

Vision

Create a just, prosperous, inclusive society and a sustainable world driven by courageous, compassionate, and competent leaders

Mission

Enable youth to have high impact in public, private, and civil sectors and demonstrate proactive actions for positive socio-economic and environmental change



Beneficiaries

- Young people, including children and adolescents
- Communities
- Educational institutes through skills building of students and teachers
- Employers
- Young professionals and entrepreneurs

Geographical focus

- BYLC's Headquarter is located in Dhaka, with a branch office in Chattogram, where BYLC's programs take place
- BYLC provides physical, online, and blended services nationally through partnerships with educational institutions and employers
- BYLC will broaden its scope to cater to the needs of underprivileged communities and underserved areas through strategic partnerships
- BYLC will launch another branch office in Khulna, especially focusing on climate change

Goal

Equip 353,325 young people to lead social transformation for positive changes in society and contribute to national prosperity through employment opportunities, job creation, and caring for the environment

Strategies

Interventions

Consolidate and build on BYLC's successes, good practices, and lessons to deliver quality products and services relevant to national and international market demands

Offer innovative products envisioning emerging issues, future priorities, and key changes in the next five years

Ensure BYLC's services are impactful to equip youth to demonstrate proactive leadership for positive socio-economic and environmental change

Strengthen and transform existing interventions, generate new ideas, and foster innovations for successful revenue generation opportunities for BYLC

Build organizational and institutional capacity to sustain, deliver effectively and efficiently, and take up a leadership role in the development of the country

Quality
& Relevance

Innovation

Impact
& Influence

Sustainability

Capacity

Expected outcomes

Leadership, professional, and entrepreneurial capacity of children, adolescents, youth, and young adults increases

BYLC develops new products and services, and also renovates the existing services and products responding to newer advancements made nationally and internationally

Youth availing BYLC's services contribute to equitable growth, and the preservation of peace, people, and the planet

Revenue generation capacity and scope increased for BYLC and revenues are generated from programs and services

BYLC contributes to creating a prosperous, just, inclusive society, and a sustainable world driven by courageous, compassionate, and competent leaders

- Management & Governance
- Human Resource Management & Development
- Grants Management & Fundraising

- Financial Management
- Administration, Procurement
- Information Technology

- Program Management
- Communication, Marketing & Branding
- Research, Monitoring & Evaluation

Plans and strategies to address climate change



Incorporate climate
change components
into training curriculum



Invest in
climate-focused
enterprises



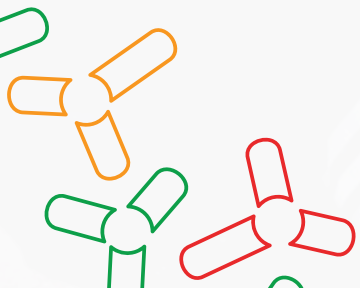
Generate knowledge
on climate
change issues



Develop online
content on
climate change



Carry out advocacy
on climate
change issues



SERVICES AND CAPABILITIES

Skills development for 21st century

Train the young Bangladeshi population with leadership, resilience, adaptability, and professional skills to create pathways for a prosperous and resilient nation

Employability skills for decent work

Equip young job seekers with 21st century employability skills, provide career guidance, and connect them with income generating opportunities for improving livelihood in a sustainable manner

Entrepreneurship skills for job creation

Organize startup talks, entrepreneurship bootcamp, accelerator program, university-led hackathons, climate-focused accelerator program, nationwide Micro, Small, Medium Enterprise (MSME) business toolkit training, and techathons

Environmental protection

Focus on building the capacity of young people and make them advocates of environmental protection by including climate-focused curriculum in the trainings, mobilizing youth in climate activism, and investing in green businesses

Peace building and social cohesion

Work to ensure peacebuilding and social cohesion by incorporating youth from diverse socioeconomic and cultural backgrounds in its leadership and skills development training programs

Skills development for 21st century (blended training)

Leadership development



Leadership for Kids
(Age group: 9–12 years)



BYLC Leadership Summer Camp
(Age group: 9–16 years)



Building Bridges through Leadership Training Junior
(Age group: 12–16 years)



Building Bridges through Leadership Training
(Age group: 18–22 years)



Art & Practice of Leadership
(Age group: 24–30 years)




BYLC Youth Leadership Summit
(Age group: 18–35 years)

Professional development



CareerX
(Age group: 22–30 years)



Career Bootcamp
(Age group: 22–30 years)



Interview Garage
(Age group: 20–30 years)



Project Management for Students
(Age group: 20–30 years)

Expected results

5,300

youth will improve their employability skills for decent work through career readiness programs

5,930

youth & adolescents will be trained on values, social cohesion, and 21st-century skills through leadership development programs

15,000

youth & adolescents will be equipped with knowledge and tools on peacebuilding and mental well-being

70,000

youth & adolescents will develop awareness on climate adaptation and mitigation through hour-long workshops

Skills development for 21st century (online training)

Month-long online courses



**Leadership
Development
Online Courses**



**Soft Skills
Development
Online Courses**



**Communication
Skills Development
Online Courses**



**Professional
Development
Online Courses**



**Entrepreneurship
Skills Development
Online Courses**

Professional diploma



**Professional
Development
Accredited Courses**



**Project
Management
Accredited Courses**



**Tech-based
Accredited
Courses**

International courses



Leadership
Development
Online Courses



Soft Skills
Development Online
Courses



Communication
Skills Development
Online Courses



Professional
Development
Online Courses



Entrepreneurship
Skills Development
Online Courses

Expected results


15,000

youth will be trained online on leadership, professional development & entrepreneurship through 70 online modules

9,000

youth will be trained online on employability skills through 155 international & professional diploma courses


Employability skills for decent work




Career
Expo



Career
Camp



Youth for Youth
(Y4Y) programs



Career
Conversations

Expected results

7,300

youth will get interventions that will help them to accelerate their careers

200

6,335

youth will get meaningful job placement opportunities and increase their income by 50%

Entrepreneurship skills for job creation



Accelerator Program



Climate Accelerator Program



Techpreneurs Development Program



Micro, Small, Medium Enterprise (MSME) Development Program

Expected results

12,500

youth will improve entrepreneurial skills

2,500

youth will undertake climate solution initiatives

2,500

youth will work in technology-driven enterprises

4,500

youth across the country will be supported to develop MSMEs



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