

# Concept Note for Training Program

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**Title: Digital Skills Training for Youth Employment**

## **1. Background/Introduction:**

With the rapid advancement of technology, digital skills have become essential for securing employment and thriving in today's job market. However, many young individuals, especially in underserved communities, lack the necessary skills to compete in the digital economy. This training program aims to bridge the digital divide by providing youth with the essential skills needed for employment in the tech sector and other industries. The project seeks to empower participants with practical skills such as coding, digital marketing, and data analysis.

## **2. Objectives:**

- To provide digital skills training to 300 young people aged 18-30 from underserved communities.
- To equip participants with marketable skills, including web development, digital marketing, and data analytics.
- To enhance employability and increase access to job opportunities in the tech industry.
- To foster entrepreneurship by teaching participants how to use digital tools to start their own businesses.

## **3. Target Audience/Beneficiaries:**

- Unemployed and underemployed youth aged 18-30, particularly from low-income or marginalized backgrounds.
- Young entrepreneurs seeking digital skills to grow their businesses.
- Indirect beneficiaries: families and communities who will benefit from improved employment and economic activity.

## **4. Description of Activities:**

- **Introductory Workshops:** Basic training in digital literacy, including computer usage, online tools, and internet safety.
- **Technical Skills Training:** In-depth courses in coding (HTML, CSS, JavaScript), digital marketing, and data analytics.
- **Soft Skills Development:** Training in communication, teamwork, and problem-solving, essential for the workplace.
- **Job Placement Support:** Assistance with resume writing, interview preparation, and networking with potential employers.
- **Entrepreneurship Track:** Training on using digital platforms for online businesses, including e-commerce and freelance opportunities.

## 5. Expected Outcomes:

- 300 young people trained in relevant digital skills for employment.
- 50% of participants secure employment or freelance opportunities within six months of completion.
- 20 participants start their own digital businesses.
- Increased awareness of digital tools among young people for personal and professional development.

## 6. Budget Estimate:

- Training materials and equipment: \$6,000
- Trainer fees: \$10,000
- Venue and logistics: \$3,500
- Certification and follow-up support: \$2,000
- Total estimated budget: \$21,500

## 7. Timeline:

- Recruitment and outreach: 1 month
- Digital skills training: 3 months
- Job placement and entrepreneurship support: 2 months
- Follow-up and impact assessment: 1 month

## 8. Partners/Stakeholders:

- Local tech companies and startups for mentorship and job placements.
- Non-governmental organizations (NGOs) focusing on youth empowerment.
- Government agencies supporting youth employment and digital initiatives.
- Tech training platforms and certification providers.

## **9. Contact Information:**

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