

## Partnership Snapshot: Rojgari Services

*ROJGARI-Robust Opportunity of Job-Matching and Guidance for Achieving Recurring Impacts*

Rojgari Services bridges the gap between the supply and demand-sides of the labour market. It empowers Nepali job seekers with information and services from career counselling, soft skills training, vocational training – on-the-job at employers or via training institutes – to employment match-making. In the process, it helps Nepali companies and industries find job-relevant skilled human resources. Launched in August 2019, UKaid Skills for Employment Programme's (सीप) and Rojgari's partnership is enabling job seekers and employers to avail accessible, affordable services through revamped, user-friendly web and mobile-based applications <<https://rojgari.com/>>; *Rojgari Pasals*, brick and mortar employment shops, opened in Birgunj, Province 2, and Nepalgunj, Province 5; and *Ghumti Rojgari Pasal*, a mobile employment shop, able to reach underserved villages and people, especially women, in Province 2 and 5.

In response to COVID-19, to facilitate stronger livelihood support for returnee migrants, Rojgari and UKaid सीप launched the 'अब देशमै छ रोजगारी' Campaign in July 2020, which is designed to reach and register migrant returnees and forge stronger collaborations with various stakeholders of the skilling, employment, and entrepreneurship system. The goal is to reach and empower at least 10,000 disadvantaged youth, especially returnee migrants, with connections to skilling, jobs, and enterprise support services available from various market actors. In the process, Rojgari Services is also working with industries/employers to improve their understanding of and investments in good human resource practices such as skilling and Gender and Social Inclusion (GESI)-intentional recruitment and retention practices.

### Summary of Activities and Achievements to Date:

- *Ghumti Rojgari Pasal*, a mobile employment service centre, deployed since October 2019 serves as an outreach extension to reach underserved areas and households, especially the most disadvantaged and marginalised youth.
- New *Rojgari Pasals* established in Birgunj, Province 2, and Nepalgunj, Province 5, along with upskilling of staff to better counsel and support job seekers and employers.
- To harness the power of technology, new and improved web and mobile application launched in January 2020, which is making Rojgari's services user-friendly and more accessible, especially for geographically disadvantaged youth and migrant workers in destination countries.
- Through its digital and physical outreach and service points, **Rojgari Services has mobilised and registered over 10,000 job seekers to date.**
- Boost collaborations with local training institutes, Government Employment Service Centres, employers, financial institutions, NGOs and others, to connect greater number of job seekers, especially returnee migrants, to sources of livelihood services. Through these collaborations, as of June 2020, **nearly 850 youth have been trained, of which around 600 have been placed jobs.**
- Onboard and sensitise greater number of employer/industry partners on inclusive and responsible human resource management practices to boost retention of workers, investment in skilling, recruitment of diverse workforce, institutions of GESI and safeguards against Sexual Exploitation and Abuse and Sexual Harassment (SEAH). **Over 300 employer partners onboarded and sensitised so far. As of July 2020, Rojgari Services has about 9,000 live job demands from employers.**



Ghumti Rojgari Pasal in-action at Janakpur and Chakraghatta, Province 2.

### Integration of Inclusion and Safeguarding:

- A total of 336 disadvantaged groups reached including women; the goal is to reach and service 800 by January 2021.
- *Ghumti Rojgari Pasal* is reaching rural pockets and breaking access/geography barriers by travelling directly to the doorsteps of women and other socially excluded groups; this has proven to be an effective vehicle in bridging information and service gaps especially for women and other disadvantaged groups.
- Rojgari's marketing campaigns specifically addresses the employment perspectives of GESI groups with content and collaterals that challenge stereotypes and promote role models. Targeted communications and outreach to women, people with disabilities (PwDs), and disadvantaged groups (DAGs) is enabled also through tailored social media messaging and advertisements and by building collaborations with NGOs and community groups with access to GESI groups.
- Employer Sensitisation Manual revised to bring a stronger emphasis on GESI and Safeguarding from Sexual Exploitation and Abuse and Sexual Harassment while engaging with existing and potential industry partners.
- Staff trained on GESI to build deeper understanding and knowledge for GESI-promoting actions while engaging with job seekers and employer partners.
- Through its outreach and engagement in Province 2, recognising opportunities for Montessori-based teacher training, Rojgari was able to swiftly launch a new training package using Early Childhood Development curriculum for women, keeping it both practical and hands-on, in line with the needs of the market (moving away from Rote learning).

## SUMMARY OF OTHER KEY PARTNERSHIP ELEMENTS

### **Innovations Generated and Applied:**

- Conceptualised and mobilised *Ghumti Rojgari Pasal*, a mobile employment shop, that can travel to the remotest, rural regions to Nepal, extending and expanding access to quality market-led services for underserved groups from disadvantaged, excluded communities.
- Established Rojgari Pasals in Province 5 and 2 to connect employers and workers in underserved regions.
- Upgraded and refined Rojgari's website and mobile application, making them more user-friendly and accessible for job seekers and employers.
- Designed and launched 'अब देशमै छ रोजगारी' Campaign, together with UKaid सीप and other partners to reach and register migrant returnees and forge stronger collaborations with various stakeholders of the skilling, employment, and entrepreneurship system.

### **Enabling Sustainability and Scalability:**

- Potential to scale-out Rojgari Pasals to other Provinces/districts with jobs/industry growth and high concentration of job seekers.
- Nearly 9,000 job demands registered between June-July 2020; engagements with employers/industries and job demand consolidation and dissemination through Rojgari's platforms will continue and can be scaled.
- Targeted outreach and marketing, especially to returnee migrants, will boost database of skilled and semi-skilled workforce and subsequent interest-based job placements and connections to other sources of livelihood pathways including training, financing, and incubations services.

### **Ensuring Value for Money:**

- *Economy*: Costs and operations streamlined and in-line with procurement and management systems, as verified through routine audits.
- *Efficiency*: Engagement with and outreach to job seekers and employers through Ghumti Rojgari Pasal, Rojgari Pasals, and digital platforms has proven cost-effective and high-impact.
- *Effectiveness*: Job placement secured for nearly 600 youth with minimum monthly salary of at least NRS 13,650
- *Equity*: 336 disadvantaged groups reached and served, including women. Stronger GESI-actions needed moving forward; plans and strategy in place.

### **Risk and Challenges:**

COVID-19 led to decrease in registration by job seekers as well as worker demands from employers/industries. Uptake of Rojgari's service by industries may slow and suffer until the economy is able to recover appropriately and adequately. COVID-19 has adversely affected Rojgari's revenue flows, which, in turn, is affecting their co-investment abilities. In response, Rojgari has adjusted their revenue model, streamlined operations, and is working to diversify funding sources, including by securing grants and equity funding to plug short-to-medium term financing gaps. To forge stronger collaborations and align efforts with other stakeholders, in July 2020, Rojgari Services also launched the अब देशमै छ रोजगारी Campaign for targeted, high-visibility marketing and outreach to job seekers and industry partners.

### **Lessons Learnt:**

- Soft skills counselling before job placements builds capabilities and confidence in job seekers and can enable them for success once placed in the job, and also support worker retention for the industries.
- Skilling, especially trainer-led skilling, needs to follow employer needs/job demands to ensure appropriate, timely placements or enterprise start-up support services.
- Limited understanding in the industry on GESI and Safeguards, including the rationale for recruitment of more women especially in non-traditional roles or of PwDs. Employer sensitisation, as part of marketing and outreach efforts, can unlock doors for Rojgari, improve inclusion, and enable long-term relationship building.
- Post COVID-19, considering the increased number of returnee migrants, stronger emphasis on enterprise start-up services is required.