

BASELINE SURVEY OF PAC COMPONENT OF THE DAKCHYATA - TVET PRACTICAL PARTNERSHIP PROJECT

Client: British Council/ EU

Project period: 30 November 2017 to 29 January 2018

Project Area: Ilam, Panchthar, Siraha, Dhanusa, Kaski, Myagdi, Kathmandu Valley

Introduction

The Dakchyata - TVET Practical Partnership programme funded by the European Union and implemented by the British Council in partnership with Council for Technical Education and Vocational Training (CTEVT) seeks to create better employment opportunities. The specific objective of this project is to strengthen and implement more effective policy in the Technical and Vocational Education and Training (TVET) sector, responsive to labour market needs.

SW Nepal was assigned by the British Council to carry out *baseline survey of "Public Awareness Campaign (PAC)"* component of this project.



Objective

The objectives of the PAC baseline survey are:

- To establish baseline indicators for current TVET stakeholder public awareness engagement to support future TVET / skills development

- To establish baseline indicators for current general attitudes towards skills development as a future career options

The baseline study examined the diverse sources of information of the target population to identify the most appropriate media for PAC interventions. This helped the project create tailored messages for various groups or locations and disseminate them using appropriate communication channels.

Services Provided by SW Nepal



To meet the objectives of the baseline study, SW Nepal carried out a number of structured questionnaire surveys among 1220 secondary level students; 240 students enrolled in TVET courses; 11 Focus Group Discussions (FGD) among parents of secondary school students; 12 in-depth interviews with parents of TVET students; 12 in-depth interviews with TVET graduates and 15 Key Informant Interviews (KII).

Outputs

Qualitative and quantitative data were analyzed. A baseline study report along with recommendations was prepared and submitted to the British Council.