

### ORGANIZATION INFORMATION

<b>1. Name of organization: Institute for Development Research and Alternatives (IDRA)</b>		
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<b>8. City/ Town/ Village:</b> Tirana		
<b>9. Type of organization (tick in box below)</b>		
Academic	<input checked="" type="checkbox"/> <b><u>Non-Governmental Organization</u></b>	Private-for-profit
International NGO	Cooperative	Individual
Foundation	Government agency	Other (specify type of organization)

### BASIC PROJECT INFORMATION

**10. Title of your project proposal:**  
**Youth employment in rural areas through Information Technology**

**11. Project Summary (Suggested limit: 250 words)** Please summarize your project. The summary should include three main sections: Objective, Rationale, Effectiveness (See for examples Annex A at the end of this form):

**OBJECTIVE:** To provide employment opportunities for youth in rural areas through Information Technology

**RATIONALE:** Youth employment opportunities in rural areas are very rare with the exception of those in agriculture. Many social phenomena such as migration/emigration, trafficking, etc, are related with this fact. Information technology in these areas is almost absent. On the other side in urban areas for jobs in IT that require basic or medium skills are offered University graduates, which creates a two fold problem – i) over-qualification for a certain position and ii) artificially high salaries for these positions (making the IT services uncompetitive with the region or other parts of the world).

**EFFECTIVENESS:** This project will establish two IT centers in rural areas (Golem and Petrela) with the aim of preparing and employment Data Entry and Maintenance operators. The work will be based on an online platform created by IDRA, using reliable Satellite Internet. The operators will work for different clients in data entry (IDRA, market research companies, Universities, foreign clients, etc). **The project expects to employ 12 operators while training in IT services more than 120 young people in both areas.** Two IT centers will also offer other services to their communities based on the specificities. Golem – is tourist area with several hotels to whom will be offered IT services that they do not have for the moment (Internet connection, Website design, Online booking, clients databases etc). In both Golem and Petrela the Local government units will also be offered IT services. Training in IT/Computers will be offered for the communities. Information services will also be offered for farmers on their products, prices, costs, export potential etc.

<b>12. Total amount needed to implement the project proposal (in US\$):</b>	<b>USD 32 000</b> <b>(DM funding)</b>
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### **PROJECT DETAILS**

**13. How will your project address the problem of unemployment? (Suggested limit: 200 words):**

Unemployment in general and youth unemployment specifically has been an issue all these years of transition. More complicated this issue is for rural areas where people are counted as with an “employment status” because they possess a piece of land. With about half of population in rural areas, land divided in many small pieces, lack of technology, agriculture in Albania is mainly of subsistence nature. This project aims creating a model of youth employment in rural areas using Information Technology. A very attractive combination for the market – quality service with very competitive prices. We will tap in the unexploited potential of the rural youth who would offer (after training) IT services (of basic and medium nature) at very competitive prices. IDRA itself is one of the potential clients and can ensure 6 positions of data operators for its market research unit. Our aim is to also start exporting this service to other countries by offering competitive prices. IDRA has already started this service with companies in UK and US for database management services. Not only will this project employ about 12 people for data entry but it will also train more than 120 young people in IT/computers preparing them for other employment opportunities in other companies (secretaries, computer operators, office administrators etc)

**14. Briefly describe what makes your project innovative. (Suggested limit: 200 words) (Please refer to Annex B for the “Typology of Innovation” at the end of this form):**

This project will use the power of Information Technology to employ youth in rural areas. It will work against the “conventional wisdom” that employment in rural areas is only agriculture. All the work will be based in Internet connection with an online platform created by IDRA for ongoing communication and monitoring from IDRA offices in Tirana. Also the contact with potential clients will be Internet based trying to use those services that are cost effective (SKYPE calls, Messenger communication). The internet connection in these areas will be Satellite connection. The youth employed in these two IT centers will also serve as an INFORMATION nucleus for their communities opening new perspectives using Information technology. Another important aim is to also start exporting IT services in data entry and maintenance to other countries of EU offering a very competitive price.

This project is innovative in a multidimensional way:

- Employing rural youth in IT services
- Using new products for better efficiency (an online platform for data entry/maintenance developed by IDRA in MySql)
- Internet and other IT Services for business operators/local government units in these areas (they lack it for the moment)
- Exporting IT services to other EU countries

**15. What are the expected results and beneficiaries of your project at the end of the one-year implementation period? Indicate how many beneficiaries your project expects to reach within the funding and duration of Development Marketplace support (Suggested limit: 150 words):**

- 1. Establishment of two functional IT centers in Golem and Petrela**
- 2. 12 full time employed operators in Golem and Petrela**
- 3. 120 young people trained in computers and Internet**
- 4. Establishment of an Internet Caffe in Golem**

**16. Briefly describe how your project can be replicated/expanded (Suggested limit: 150 words):**

This project is designed in such a way that can be easily replicated or expanded. The existence of the online platform makes the physical presence of any employee (in data entry of maintenance) a virtual one. Our employees can be anywhere as long as there is reliable Internet connection. However the other dimension of this project which is EDUCATION and INFORMATION dimension for rural communities is very important. These IT center will serve as information/training point for all the young people who are interested. As such we can than use the people from these two areas to train other people in other areas in IT services. Offering these services not only for Albanian companies/institutions but also for foreign one will require the deployment of more and more resources, which we can easily make available once we have a working model.

**17. Is your project addressing the issue of youth unemployment and/or regional cooperation? If yes, briefly describe how (Suggested limit: 150 words):**

In fact the whole project is focusing in employment opportunities for youth in rural areas. This project is offering to rural youth another possibility for employment besides those in agriculture. It offers to rural youth also the possibility to better integrate in urban areas (and raising their chances of getting jobs in this market) once they are training in computers and IT. The usage of IT in these areas will have quite an impact also in EDUCATION and INFORMATION for the youth of these areas and also for the community as a whole. The online platform of IDRA as well as the Microsoft Office packages will be in Albania (this one just released). So although part of the training will also be IT English (terminology) the adoption with computers will be easier because of the Albanian version.

**ACTIVITIES OF THE PROJECT**

**18. Project implementation and milestones (Suggested limit: 800 words)**

List and describe the concrete activities that the project will undertake to implement for the duration of the grant. If selected as a winner, your project will be given an initial payment (~50%) to begin implementation. You will then be expected to meet the first set of milestones before being paid the remainder of the grant funds. Therefore, please structure your implementation plan/ timeline under two sets of milestones that will correspond with the project payments.

**Implementation Activities/ Milestones after first payment:**

**- Establishment of the IT centers in Golem and Petrela**

*IDRA will immediately setup up physically both centers. Office spaces, Computer network, Satellite Internet Connection, furniture etc.),*

**- Employing two full time coordinators ( Golem and Petrela Coordinator)**

*IDRA has been working in both these areas through a USAID funded project "Communities Engaged in Social and Economic Development of Albania" (CESEDA) which dealt with community priorities for development. As such we know these areas very well, and have a pool of young people who we can select from for coordinators. However a tutor from IDRA office will be appointed for the first 4-5 months for each*

*of these local IT centers coordinators.*

**- Preparing the Training modules for IT and English IT (computer English)**

*These modules will be as practical as possible and also focus on the usage of Internet, Microsoft Office and also notions of Database management.*

**- Launching the Online platform for communication with IDRA main office.**

*The platform will be designed in MySQL and will be a "virtual office" for communication with both IT. It will include, filing system, message boards, access to databases etc. The entrance in this "virtual office will be only by using a password. The immediate product to be launched are data entry for IDRA market research projects (surveys) which will be tested in these two centers (SPSS data entry builder, and SPSS base)*

**- Organizing the first 2 training groups in each center (10 participants in each group)**

*The training will be conducted for three months every two days. Every training session will be 2,5 hour long. The coordinator and the "tutor" from IDRA office will be responsible for the training with support from the IT unit of IDRA for specific training subject. Microsoft Office and Internet will be trained by coordinator and "tutor" while database management by IDRA IT unit specialists.*

**- Selection of 6 people to be employed in the IT centers, (3 in each of them) after the training.**

*These people will immediately be deployed in data entry for IDRA projects. They will also help the Center coordinator in running the future trainings.*

**- Informative activities on the services of these centers**

*During this period it the two Centers will start a communication campaign for informing their communities for the existence of these centers and the services they offer.*

**Implementation Activities/ Milestones after second payment**

**- Organization of 3 more training groups in each center (10-12 people each)**

**- Establishment of an Internet Caffe in Golem**

*Golem is a tourist area with a number of hotel (around 30 hotels). This area is quite crowded during the summer season and there are no Internet services available. In the same time another fact is that these area is also becoming very populated with apartment buildings where people mostly from Tirana buy their vacation/weekends apartments. They are also a potential clientele not only in the summer season but throughout the year.*

**- Selection of 6 more data entry operators (3 in each center)**

**- Information seminars with business community in these areas**

*Several informative seminars will be held with the business community in these areas to inform them about the possibilities that these IT centers offer form them.*

**- Launching the Website – of two centers and the services they offer.**

**- An intensive campaign with potential clients for IT services offered by these two centers –**

especially with foreign companies.

**19. Organizational Sustainability: Project Team and Partners (Suggested limit: 200 words)**

Applicant Organization: Describe the role of the applicant organization.

IDRA will be the coordinator and implementer of this project. The two centers will serve as branches of **IDRA research unit** in complementing and expanding the service base already existing.

IDRA

- Will establish the two IT centers
- Will design the training modules
- Will provide assistance through tout the period of the project
- Will develop the online platform
- Will provide the specialists for training and “tutors” for center coordinators
- Will negotiate with clients for contracts
- Will provide funds/equipment complementary to the WB funding for these two centers

Main Partner Organization (if applicable): Please list the contact information of your partner organization and explain the partner’s role in your project.

**N/A**

**MONITORING**

**20. Briefly describe how will you monitor the progress of the project (Suggested limit: 150 words):**

- An overall project leader will be appointed by IDRA who would be responsible for the overall project implementation.
- Every IT center (in Golem and Petrela) will have a local coordinator who would be responsible for the center activity in their area
- Every two months a progress report will be produced
- Evaluation indicators will be created - *number of trained people, number of employed people, number of contracts/clients* – Which will be reported every two months.
- The online platform that IDRA will introduce, will in itself be also a monitoring tool, because we will have in real time everything produced by these centers. And also all the issues needing solutions will be based on communication tools form Internet.

**EVALUATION**

**21. Briefly describe what will you consider to be the success of the proposed project (Suggested limit: 150 words):**

The project success is the creation of new jobs for youth in rural areas. The project is easy to be implemented

because IDRA brings the whole experience in the area of IT services and database management for different clients. The impact of the project is not only the creation after the first year of 12 new jobs but also the entrance in Albanian rural areas of the new age of Information and Communication technology. Training of more than 120 young people in these areas on Computers and Internet usage will have a “chain reaction impact” in the communities of these areas.

**The real success of this project is the self-sustainability of both IT centers after the second year of operations**

### BUDGET

**22. Please provide financing information and a detailed estimate of the budget for project activities:**

#### CO-FINANCING

CO-FINANCING	AMOUNT (IN USD)
A. <u>APPLICANT CONTRIBUTION</u>	
1). Cash	\$ 5,400
2). Non-Cash	\$ 12, 100
B. <u>West Balkan DM CONTRIBUTION</u>	<b><u>\$ 32, 000</u></b>
C. <u>OTHER SOURCES (if any)</u>	<u>N/A</u>
<b>TOTAL FINANCING (A+B+C)</b>	<b><u>\$ 49, 500</u></b>

#### PROJECT COST

	Unit Cost	Number of Units	Total Costs
<b>Personnel</b>			
<i>Project Leader (days)*</i>	\$1,200.00	1	\$1,200.00
<i>IT Center coordinators**</i>	\$3,600.00	2	\$7,200.00
<i>IDRA IT staff ***</i>	\$1,600.00	1	\$1,600.00
<b>Material and Equipment</b>			
<i>Computers (7 in each IT center plus 3 more in Golem for Internet Caffe)****</i>	\$700.00	17	\$11,900.00
<i>Network equipment (routers, cables, etc)</i>	\$450.00	2	\$900.00
<i>Furniture (3000 USD in Petrela and 3900 in Golem)</i>	\$3,000.00	2	\$6,900.00
<b>Training</b>			
<i>Materials (10 trainings)</i>	\$150.00	10	\$1,500.00
<i>Trainers (tutors and IT specialist for 2 months specific subjects)</i>	\$1,200.00	3	\$3,600.00
<b>Travel</b>			
<i>Travel from Tirana to both communes</i>	\$1,500.00	1	\$1,500.00
<b>Other</b>			
<i>Internet Connection (12 months for both center, 256kbs)</i>	\$3,000.00	2	\$6,000.00
<i>Office Rent (\$ 150/month each Center in the villages)</i>	\$1,800.00	2	\$3,600.00
<i>Satellite Equipment (Dish and satellite router)</i>	\$1,800.00	2	\$3,600.00
<b>TOTAL</b>			<b>\$49,500.00</b>
<b>DM funding</b>			<b>\$32, 000</b>
<b>Applicants Funding</b>			<b>\$17, 500</b>

**Notes to the budget:**

- IDRA project leader will completely dedicate its time without payment to this project
- IDRA IT staff will also allocate their time with minimal payment from this project
- IDRA will also install 6 PCs which will come from IDRA offices (stock PCs or little used ones)
- IDRA will also offer part of the furniture (coming from IDRA renovation of offices)
- IDRA will pay also for the equipment for Satellite Connection and the rent for one of the Centers

**23. How will your project continue beyond the phase funded by the West Balkan Development Marketplace? Provide an estimate of when you expect to cover your operational costs through revenues. (Suggested limit: 150 words, beside the table):**

**PROJECTED INCOME STATEMENT**

	YEAR ONE	YEAR TWO	YEAR THREE
<b>REVENUES (In USD)</b>			
Sale of Goods and Services			
Data Entry	7920	31680	43200
Internet Connection/Web Services	1200	4000	6000
Information services	800	2200	3000
<b>Totals</b>	<b>9920</b>	<b>37880</b>	<b>52200</b>
<b>EXPENSES (In USD)</b>			
Personnel	15600	27470	36920
Material and Equipment	12500	1200	1000
Training	5100	1000	1000
Travel			
Other (Internet Connection. Office rent, and maintenance)	14400	8400	8400
Evaluation/Dissemination	1000		
General/Overhead		2500	3500
<b>Totals</b>	<b>48600</b>	<b>40570</b>	<b>50820</b>
<b>NET GAIN (LOSS)</b>	<b>-38680</b>	<b>-2690</b>	<b>1380</b>

**Explanations**

- In year one there will be 6 operators employed at the end of 6 months( who will work for the next 6 months) + 2 IT center coordinators.
- Average salary of Data Entry operator will be \$ 160 USD, while the IT centers will charge \$ 220 (including the 10% of Income tax)
- First year will be heavy on capital expenditures because of the establishment of the two centers
- We expect that the center will covers its cost by the third year of Operation.

**FINAL PROPOSAL FORM**  
**West Balkan Development Marketplace 2006**

Please sign below to affirm that the information you have provided is to the best of your knowledge true and complete. If you provide any information which you know is false, or if you withhold relevant information, this may lead to your proposal being rejected and disqualification from participating in the competition.

<b>Signature of organization contact person:</b>	<b>Date:</b>
<b>Auron Pasha</b> 	<b>17. 04.2006</b>