



Centre of Excellence for Leather Skill Bangladesh Ltd. (COEL)

One stop skill solutions for leather

Industry-led Apprenticeship Program

COEL – *One stop skill solution for leather sector*

Centre of Excellence for Leather Skill Bangladesh Limited (COEL) the first legal entity of its kind in the Country. An initiative of Industry Skills Council (ISC), the apex industry body on skills development which will act as one point service centre for leather sector in relation to skill development.

Vision

- ✓ To become a worldwide reputed **Center of Excellence** in serving **Bangladesh Leather Sector** through knowledge and skill development programs.

Mission

- ✓ To facilitate the leather sector with required knowledge and skills for product innovation, quality and compliance.

Objective of COEL

- ✓ To operate as one stop solution for industry driven training, research, course curriculum development and other skills development events while building its own capacity through international accreditation, certification and public private partnership (PPP).
- ✓ To look after the policy & procedures, advocacy, and monitor industry skill development practices

Milestones of COEL

2009

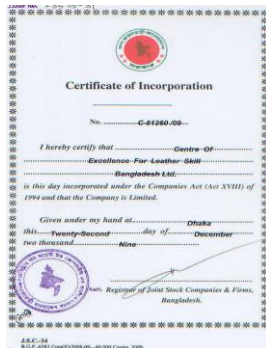
2010

2011

2012

2013

2014



USAID
FROM THE AMERICAN PEOPLE



PRICE
POVERTY REDUCTION BY INCREASING
THE COMPETITIVENESS OF ENTERPRISES

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Agency for Development
and Cooperation SDC



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Skill Development Partner Organizations



Leathergoods & Footwear Manufacturers & Exporters Association of Bangladesh



বাংলাদেশ পাদুকা প্রস্তুতকারক সমিতি
BANGLADESH PADUKA PROSTUTKARAK SAMITY



International Training Partners



COEL's industry partner & stakeholder inclusion

2011

- Apex Footwear Ltd (Unit 1)
- Apex Footwear Ltd (Unit 2)

2012

- Apex Footwear Ltd (Unit: Madina)
- Apex Footwear Ltd(Unit: Annex)
- Earth Footwear Limited
- Jennys Shoe Ltd
- The Shoemaker Ltd
- BRAC-COEL
- FB Footwear
- Landmark Footwear

2013

- LTSE
- Picard Bangladesh Limited
- Rimex Footwear Ltd
- Smart Walk
- TK Footwear Ltd
- ADD International

2014

- Five-R Footwear Ltd
- US-Bangla Leather Products Ltd.
- VIG Crafts and Products Company Ltd
- Akij Footwear Ltd
- Bengal Shoe Industries Ltd
- Pacific Footwear Industries Limited
- Shahid Sheikh Fazilatunnesa Mujib Women's Training Academy

Apprenticeship Program

Apprenticeship Duration (Machine Operator):

- Duration of the program is 01 year of which 03 months in COEL Payroll and 09 months in industry payroll.

Apprentice Placement:

- COEL finds out the demand of skilled workers from different factories and commence enrolling trainees upon signing agreement or MoU.

Performance Monitoring Mechanism:

- An in-charge/mentor for each batch from the respective industry supervises every trainee.
- Log-book of each trainee are routinely checked by the supervisor.

Focus for Priority Occupations

✓ Machine Operator

- Sewing
- Lasting
- Cutting

✓ Supervisory Training

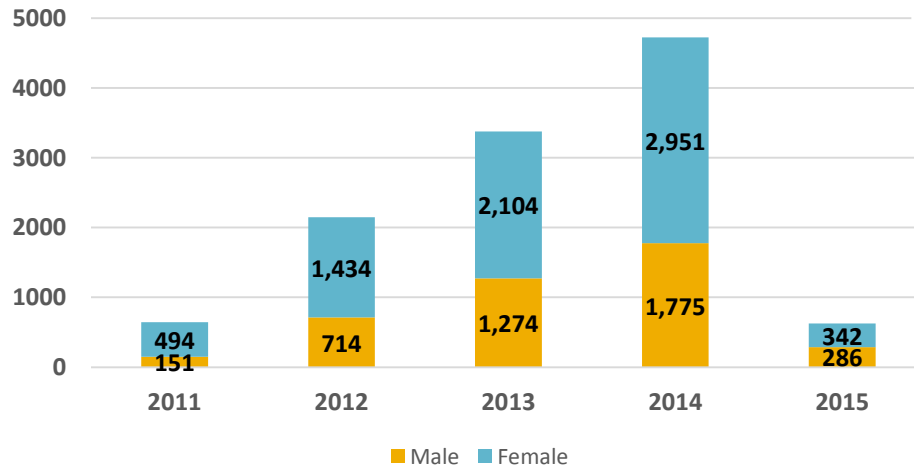
✓ Machine Maintenance Technician



Training

Training

Machine Operator Training



Year	Male	Female	Total
2011	151	494	645
2012	714	1,434	2,148
2013	1,274	2,104	3,378
2014	1,775	2,951	4,726
2015	286	342	628
Total	4,200	7,325	11,525

Achievements of Skill Development at Different Levels

Training

11,525 Machine Operator trained

152 trainee Supervisor trained

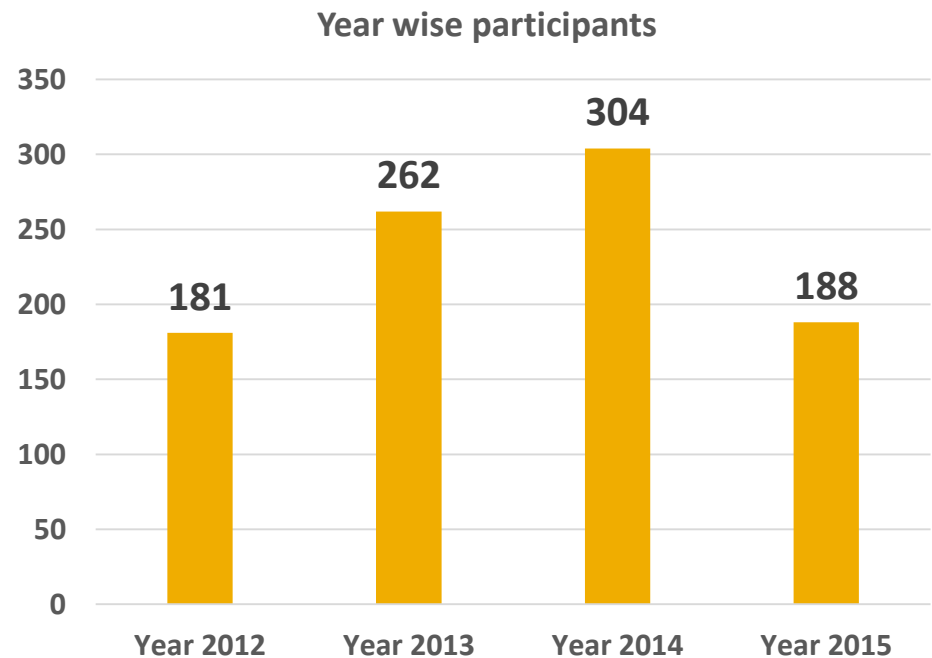
30 Machine Maintenance Technician trained

43 trainees trained Competency Based Training on **NTVQF** Level 1

COEL has **14** BTEB certified trainers & assessors

Soft skill training for mid –Level Management

Soft Skill Training Program	
Year	Year wise participants
Year 2012	181
Year 2013	262
Year 2014	304
Year 2015	188
Total	935



Major Accomplishments and Way Forward

- ✓ MoU signed between **COEL & FDDI**, **COEL & KAIZEN Institute India**
- ✓ MoU signed with **23 factories and organizations.**
- ✓ Strategic partnership with **LFMEAB**
- ✓ Piloting Chittagong centre with **BRAC**
- ✓ Work with **ADD International** for developing skills for the people with disability
- ✓ Certified for **BTEB** traditional course
- ✓ **Registered Training Organization (RTO)** for **NTVQF Level 1** (Machine Operator – Footwear)

COEL Contributes Improving Productivity

Expected Program Outcomes:

- ✓ **Higher productivity** of labor force
- ✓ **Less rejection rate** for product
- ✓ **Better growth** for industry
- ✓ **Better environment** and **culture**
- ✓ Increased global **competitiveness**
- ✓ Effect of wage increase of workers can be minimized due to higher productivity of skilled manpower.



COEL Contributes Improving Lifestyles

COEL uplifts Lives:

- ✓ Increased productivity leads to better **career progression**;
- ✓ **Better earning** compared to semi-skilled and unskilled workers;
- ✓ **Financial stability**;
- ✓ Higher **standard of living**;
- ✓ More **respect in community**;
- ✓ Self discipline and practice of OHS measures **bring fortunes**.



Organizational Development

3
Years

- FLOOR SPACE 4,500 sqft to 12000 sqft
- Dependency on industry partners for rent and utility has been reduced
- COEL started its journey with 4 members and now it has 40 members team.
- Gender Policy, M&E Manual, HR Manual, Financial Management Policy, Procurement Policy has been developed.
- Fully furnished compliant training centre for leather sector in Bangladesh

Organizational Development



**Applied all compliance regulations and has upgraded
COEL's facility**

COMPLIANCE

Distributed **5,500** Personal Protective Equipments
(**PPE**) to 14 factories

Distributed **205** firefighting
equipments to 5 factories.

Provide consultancy
service **120** factories to
help become compliant



Some International Trainings



Training by KAIZEN Institute India



Training by I-Train Consultants



Training by Footwear Design & Development Institute(FDDI), India



Some National Trainings



Training on Basic Understanding on Compliance



Training on Programmable Logic Controller(PLC)



Workshop on Compliance for success

Events



COEL Celebrating International Women's Day 2014



COEL Participated at Leathertech Fair 2014



Sco-B Gender Platform Coordination Meeting at COEL



Apprenticeship Certificate Presentation Ceremony

Photo Gallery

On the Job Training



Photo Gallery

On the Job Training



Some International Trainings



Training by KAIZEN Institute India



Training by Footwear Design & Development Institute(FDDI), India

Some National Trainings



Training on Programmable Logic Controller(PLC)



Train the trainer program

Events



Apprenticeship Certificate Presentation Ceremony

Events



Certificate Presentation Ceremony of NTVQF Trainer and Industry Assessor

3 years of partnership with COEL



SDC Team at COEL



SDC Team at COEL Stall at Rajshahi Fair



Visit by Assistant State Secretary of the Federal Department of Foreign Affairs of Switzerland

3 years of partnership with COEL



Visit by the Advisory Commission to the Swiss Parliament



Visit by the Director General , SDC



Bhairab Shoe Cluster Visit

Activities of COEL



Theoretical Class Room training

On the job training



Activities of COEL



Inauguration of COEL Sub centre

Skills Training on Creativity , Design & Innovation



Activities of COEL



Machine Operator Training at SSFMWTA

Skill Training on Situational Leadership



Industry Skills Council-Leather Meeting



Completion Ceremony of Industry-Led Apprenticeship Program Phase- 1



COEL Team



Acronyms

BPSS	Bangladesh Paduka Prostutkarok Shamity
BTEB	Bangladesh Technical Education Board
COEL	Centre of Excellence for Leather Skill Bangladesh Limited
CRP	Centre for the Rehabilitation of the Paralyzed
ISC	Industry Skills Council
LFMEAB	Leathergoods & Footwear Manufacturers & Exporters Association of Bangladesh
NTVQF	National Technical Vocational Qualification Framework
OHS	Occupational Health & Safety
PPE	Personal Protective Equipment
PPP	Public Private Partnership
ToT	Training of Trainers
TVET	Technical Vocational Education & Training
WRAP	Worldwide Responsible Accredited Production

Thank you

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for more information