



New Me! New skills and knowledge for improved livelihood security for Hanoi's waste-collectors

New Me! Socially Marginalized People in urban settings, particularly women, experience denial of multiple rights, and live and work in unsafe environments (including female migrants). Our goal is that they equitably benefit from development, are resilient to changing circumstances and have a legitimate voice.

COUNTRY CONTEXT VIETNAM TODAY

Rapid industrialization and urbanization has increased migration from rural areas to Vietnam's cities as people seek income earning opportunities. There are currently around 4 million migrants living in Vietnam's urban areas, with the rural-to-urban migrant population expected to reach 5 million by 2019 .

However, this figure only included migrants who live in the arrival locations more than six months and did not count a sizable seasonal migrant population. It is estimated that thirty percent of 12 Million Ho Chi Minh population and 10 million people in Hanoi are migrants. Female migrants account for about 60 percent of the overall migrant population and find work in both the formal and informal economies.

Many women are formally employed in garment and shoe factories, while others work in the informal sector, including as street vendors and waste collectors. Around half of all women employed in Hanoi and Ho Chi Minh City work in the informal sector . Female migrants face challenges in the cities they migrate to, ranging from poor housing and living conditions, lack of access to government services, violence, insecure work and income, unsafe working conditions, and lack of labor rights protection .

Female migrants working in the informal sector are particularly vulnerable, especially in relation to labor protection, accesses to services, working conditions and stable incomes.



Timeframe and Budget

February 2016- July 2016

Approx. USD 25,230

Donor

Asia Group Foundation

Participants

Female migrant waste collectors and recycling vendors in Hanoi.

Location
Hanoi



Local Partner
LIGHT



CARE's New Me! project aims to improve the security and value of recycling-based livelihoods for female migrants engaging in waste collection and street vending.

KEY OUTCOMES AND ACTIVITIES

Improved knowledge and skills in financial management, and business planning and start up



- Establish a used good trading collaborative of 15 waste collectors and street vendors
- Carry out a capacity building need assessment for the target female migrants (internal)
- Design a training package (expected to include financial management, business planning and start-up, and marketing).
- Deliver the training package to the collective of female migrants (2 trainings on financial management and business planning and start-up)

Ability to start up and run their small business



- Carry out supply chain analysis and develop 1 – 2 business models of quality used goods with participation of the target female migrants
- Develop detailed business plans
- Organize and promote 2 mobile pop-up markets with small communication events

The scale-up potential of the quality used goods trade is determined



- Undertake an internal monitoring of performance of the intervention.
- Document the process of holding used goods pop-up market for expansion.



“To be successful, we need to put our heart into the business”

Nguyen Thi Ngoc, 32, has two daughters, ages 12 and 6. Like other migrants, she moved to Hanoi from a rural province, Bac Giang. There she met her husband, a taxi driver. Ngoc works several jobs to earn her living. In the daytime she works as a tailor and in evenings she rents toys for children at Ly Thai To Park, near Hoan Kiem Lake in central Hanoi. But Ngoc is driven by bigger dreams, and joined the NEW ME! project to start making them a reality.

“I learned all the basic skills I need to start a small business. It is interesting that I learned also new forms of business, for example using Facebook to sell goods. I have my own Facebook account and have used it for long time but I never thought that I can run my own business with Facebook.”

Ngoc and other people in her group are supported by the project NEW ME! (“New skills and knowledge for the improved livelihood security of Hanoi’s waste-collectors”), implemented by CARE International in Vietnam and the Institute for Development and Community Health (LIGHT). NEW ME! is a five-month pilot project that supports a collective of 17 female migrants who are waste collectors and street vendors in Hanoi through training on starting businesses, marketing skills, and financial management skills.

“I also learned to record all of my expenses to save money. It is very useful. It helps me a lot to see clearly what expenses are spent right and what spending is not in the budget. And from that, I can save money. I asked my husband to do the same for our family’s expenses together with me.”