



Khmer Association for Development

Interim Report (July- 2009-March 2010)

1. **Name of Organization:** Khmer Association for Development (KAD)
2. **Address of the project implementing organization (Please include TEL and FAX numbers, and an e-mail address)**
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3. **Name of chief executive officer and his/her title**
Mr. Meas Chandeth, Executive Director
4. **Name of the contact person in charge of the project and his/her title**
Mr. Sim Dony, Program Manager
5. **Project title**
Vocational Training for Beer Promotion Girls
6. **Address of the project site**
House #60Eo+E1, Street 202B, Dem Mean village, Dem Mean village, Dem Mean commune, Ta Khmao district, Kandal province, Cambodia.

7. Short description of the project purpose / goal

The project's goal is to restore the beer promotion girls' honor and dignity and life improvement by creating new, dignified income-generating employment and self-employment for beer promotion girls and women who work for karaok parlors, beer gardens, night-clubs and night restaurants through opening the vocational training courses providing them with skills and professions that will be used to create income-generating new self-employment to change their lives and to support themselves and their family members.

8. Completed activities up to the reporting time

KAD started the sewing skills training course on July 1, 2009 which 40 girls and women who are working for 168 Kara Ok club as a singer and dancer with guest and for beer restaurant as a beer promoter. The KAD first communicated with a few organizations working on the fields of health, gender, human rights, law and domestic violence and some of the restaurants, beer gardens, karaok and night clubs so that they helped disseminate information on the project and choice of sewing trainees. KAD also made announcement through distribution of leaflets to the places where they were staying. After that the registration started and application forms were properly filled in.

The first training course started on July 1, 2009 and finished on December 31, 2009 and the second one started January 1, 2010 and would be finished on June 30, 2010. Each course lasted six months and chose 20 girls and women for training. So the two courses have chosen 40 girls and women.

The trainees were first instructed how to use sewing machines practically and sewing straight stitches, how to insert a needle, to spin thread and to put tools into sewing machine and how to

treadle sewing machine. And then, they were taught how to sew on fabric until stitches were straight; the trainees were taught how to measure clothes focusing on suspension of shirt, breast, shape and around shape, on suspension of sleeve, armpit, shoulder and around sleeve and to measure hip and bottom; the trainees were taught how to draw pattern and cut on paper including front and back pieces and how to cut sleeve and collar and how to cut on fabric; they were taught how to make shirts, skirts, short and long robes, simple clothing for women and ancient clothing.

The trainees were instructed how to draw and cut a mode of shirt using the paper. After that they were taught to draw and cut a mode of shirt using fabric. The trainees were trained to cut a shirt part by part, e.g. the front part and back part and collar. The trainees were given a piece of fabric used for practicing under supervision of an instructor. Evaluation on the quality of product done depends on good stitches and fitness and acceptability to others trainees.

During the courses, the trainees were instructed how to start up their own business and given certificates. Two sessions were taught per week that focused on (1) small business awareness, (2) marketing strategies, (3) small business starting, (4) creation of new venture, (5) public relation, and (6) business management. Upon completion of the first course, the business was started with cooperation between KAD staff management team and the beneficiaries. The project management team followed up the business activities of the beneficiaries. The sewing products were donated to vulnerable people.

The trainees were educated on women rights, women related laws, domestic violence, trafficking in women for exploitation, marriage and family and international convention on elimination of the forms of discrimination against women. Once a week, there was a two-hour educational session, every Saturday, which 40 trainees and 50 other beer serving girls were invited to attend. Four sessions were held per month. Over the period of nine months, about 1,800 beer serving girls attended the educational sessions. Two legal volunteers were responsible for organizing educational sessions. They all graduated from law school and have been experienced in legal and human rights education for a long time. Legal documents, educational materials, posters, leaflets and banners were used and distributed to participants. These activities were monitored and evaluated by the established evaluation team. Executive director was responsible for preparing the reports.

The training duration was 5 days per week (Monday – Friday) and 8 hours per day in the morning from 7:30 – 11:30AM and in the afternoon from 1:00 – 5:00PM. Normally, the trainees had lunch at the training center and then proceeded with their work until 5:00 or 5:30PM. The problem was that the course attendance for some of trainees was not regular. The trainees were always late because they worked very late at nights so that they always overslept or were very tired the next morning. However, they tried to attend the courses every day. The problems the trainees faced were that they worked very hard and reaped a monthly low salary used for spending on house rental, water, electricity, clothes, cosmetics, daily food and travel to sewing class. Another problem was that some trainees were illiterate and poorly-educated, so they had a problem with writing and reading the theory on white board or copied into their note book and with reading the number for measure etc. However, they tried very hard to work with ultimate attention and good obedience because they wanted to change their life. They were very happy to be trained by KAD free of charge and also thanked the donor (Pro-Victims Foundation) that has funded this project.

9. Self-evaluation of the project up to the reporting time:

Current achievements and effects of the project on the beneficiaries and the communities; degree of attainment of the original project goal; difficulties you are encountering in carrying out the project, etc.

9.1 Current achievement

- Two sewing training courses have been opened in Ta Khmao town, Kandal province.
- 40 girls and women working for karaok parlors including 168 karaok, Mohanokor karaok, Prasak karaok, 777 karaok, and Tracheak chet karaok and for beer restaurants in Ta Khmao town and Phnom Penh city including Kor Dot Kuy Eng, Molop Svay Thom, Metapheap, Srey Touch, Molop Kokhop, Monorom, Chom Nortakhmao, Reatrey Reakreay, Soriya Garden, Beng Trabek, etc. were allowed to attend the sewing training class.
- 20 of 40 trainees who have already left the training center, have had skills in making clothing, opened their own clothing shops and earned daily incomes.
- Up to now, the trainees have learned 64 patterns of shirts, 28 patterns of trousers and 27 patterns of skirts. The trainees have made 189 trousers, 165 skirts and 211 shirts by using KAD's fabric and made many other trousers, skirts and shirts by using their own fabric for themselves and other relatives.
- 85 poorest people and girls received donations of clothes from Khmer Association for Development.
- Two sessions were taught per week that focused on (1) small business awareness, (2) marketing strategies, (3) small business starting, (4) creation of new venture, (5) public relation, and (6) business management.
- 40 trainees and 1,800 other beer promotion girls were educated on women's rights, women related laws, domestic violence, trafficking in women for exploitation, marriage and family and international convention on elimination of the forms of discrimination against women.

9.2 Effects of the project on the beneficiaries and communities

- The trainees have abandoned their old work as beer promotion girls and started a new self-employment at their villages where they live and at the markets in their provinces.
- They have earned enough income used for several purposes including for feeding their family members, health care, supporting their siblings' and children's study and for future savings.
- They have been back to their home village living together with their family members and community people with pleasure and harmony and without hiding the status of their present self-employment; they have been loved by many friends and neighbors.
- Some of them have constructed a new family and new happiness by being married according to Khmer tradition and custom to a good husband.
- They have avoided various violence such as beating, shooting or verbally threatening to beat or kill, throwing beer on body, dashing beer glasses on the floor, cursing, sexual harassment (touching breast, sexual organs and raping in group) and avoided having sex with guests for additional incomes that would face HIV/AIDS and discrimination against them.
- They have made monetary and labor contributions as a part of involvement in community development with the local government.
- They have understood about women's rights, women related laws, domestic violence, trafficking in women for exploitation, marriage and family and international convention on elimination of the forms of discrimination against women.
- They had knowledge of how to start up their own business.

9.3 Degree of attainment of the original project goal

The original project goal is to restore the beer promotion girls' honor and dignity and life improvement through provision of vocational training courses. As described 9.2 above, 50% of the project goal has been attained already because 20 of 40 girls and women graduated have started up their new business by opening the clothes-making shops themselves and given up their old job as beer promotion girls working in the beer restaurants, beer garden, karaok and night clubs. And 20 others haven't completed the 2nd six-month training course yet; they would complete it at the end of June 2010.

9.4 Difficulties in carrying out the project

- Trainees attended the training class late
- Enrolment for training didn't happen at the same time.
- Some trainees could only come to class in the morning while some of them could make time for training class in the afternoon.

10. Prospects and implementation schedule of the project until the end of the grant period after this report

- KAD will implement the project as planned in the project proposal and the implementation schedule will be prepared by an instructor on daily basis.
- KAD will help create a new business for those who would leave the training center and do follow up activities with them on business situation and income.
- Every three-month meeting will be held with the graduates in order to find out about the problems they would encounter during operation of new business, to provide more ideas to them and to allow them to share experiences to the new trainees.
- KAD will expand the project to other beer promotion girls.

Kandal province, Cambodia, March 29, 2010

Khmer Association for Development

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Sewing Training Activities







Miss. Chheang Chenda was interviewed by KAD staff 3 months after the end of the first sewing training course at her own clothing shop at new Ta Khmao market.

Miss. Chheang Chenda completed the first six-month sewing training course successfully with very good results. Currently, she has opened her own clothing shop at new Ta Khmao market, Kandal province. She is very happy with a new self-employment that provides her with daily income that has made her change a new face for the rest of her life. She thanked Khmer Association for Development that has arranged the sewing training class for vulnerable girls out of misery and thanked a donor (Pro-Victim Foundation) for supporting this project and requested for ongoing assistance for years in helping the beer promotion girls.



Miss. Hou Reaksmeay was interviewed by KAD staff 3 months after the end of the first sewing training course at her own clothing shop at old Ta Khmao market.

Miss. Hou Reaksmeay completed the first six-month sewing training course successfully with fairly good results. Currently, she has opened her own clothing shop at her own house near an old Ta Khmao market, Kandal province. She is very happy with a new self-employment that provides her with daily income that has made her change a new face for the rest of her life. She charges a reasonable price from her clients. She mostly makes simple clothes and clients were happy with products she produced for them. She thanked Khmer Association for Development that has arranged the sewing training class for vulnerable girls out of misery and thanked a donor (Pro-Victim Foundation) for supporting this project and requested for ongoing assistance for years in helping the beer promotion girls.



Miss. Pao Someng was interviewed by KAD staff 3 months after the end of the first sewing training course at her own clothing shop at Sangkat Tuol Sangke, Khan Russey Keo, Phnom Penh.

Miss. Pao Someng completed the first six-month sewing training course successfully with fair results. Currently, she has opened her own clothing shop with her sister at her own house at Sangkat Tuol Sangke, Khan Russey Keo, Phnom Penh. She is very happy with a new self-employment that provides her with daily income that has made her change a new face for the rest of her life. Due to her limited skill, still continues learning from her sister, however, her clients were happy with her work. She thanked Khmer Association for Development that has arranged the sewing training class for vulnerable girls out of misery and thanked a donor (Pro-Victim Foundation) for supporting this project and requested for ongoing assistance for years in helping the beer promotion girls.



Mrs. Sim Dany was interviewed by KAD staff 3 months after the end of the first sewing training course at her own clothing shop at Sangkat Tuol Sangke, Khan Russey Keo, Phnom Penh.

Mrs. Sim Dany completed the first six-month sewing training course successfully with good results. Currently, she has opened her own clothing shop her own house at Sangkat Chak Angre Leu, Phnom Penh. She is very happy with a new self-employment that provides her with daily income that has made her change a new face for the rest of her life. She made suitable clothes for her clients and they were happy with her work. Her neighbors admired her for having capacity in starting up her own clothing shop while she was trained for short period.

She thanked Khmer Association for Development that has arranged the sewing training class for vulnerable girls out of misery and thanked a donor (Pro-Victim Foundation) for supporting this project and requested for ongoing assistance for years in helping the beer promotion girls.



Mrs. Phy Srey Pao was interviewed by KAD staff 3 months after the end of the first sewing training course at her own clothing shop at Sangkat Tuol Sangke, Khan Russey Keo, Phnom Penh.

Mrs. Phy Srey Pao completed the first six-month sewing training course successfully with good results. Currently, she has opened her own clothing shop her own house at Ta Khmao town, Kandal province. She is very happy with a new self-employment that provides her with daily income that has made her change a new face for the rest of her life. She made suitable clothes for her clients and they were happy with her work. Her neighbors admired her for having capacity in starting up her own clothing shop while she was trained for short period.

She thanked Khmer Association for Development that has arranged the sewing training class for vulnerable girls out of misery and thanked a donor (Pro-Victim Foundation) for supporting this project and requested for ongoing assistance for years in helping the beer promotion girls.



Miss. Ty Srey Noch was interviewed by KAD staff 3 months after the end of the first sewing training course at her own clothing shop at Sangkat Tuol Sangke, Khan Russey Keo, Phnom Penh.

Miss. Ty Srey Noch completed the first six-month sewing training course successfully with good results. Currently, she has opened her own clothing shop at the New Thmei market with her two other sisters in Phnom Penh. She is very happy with a new self-employment that provides her with daily income that has made her change a new face for the rest of her life. However, she still learned new experiences from her elder sisters. She made suitable clothes for her clients and they were happy with her work. She thanked Khmer Association for Development that has arranged the sewing training class for vulnerable girls out of misery and thanked a donor (Pro-Victim Foundation) for supporting this project and requested for ongoing assistance for years in helping the beer promotion girls.