



APPROVED
by the Board
based on the protocol No. 3
of March 16, 2012

Narrative Report
on activities of
“Pro-Business Nord” NGO
during 2009-2011

Balti, 2012

This report was written in 2012 with the aim to present the array of activities implemented during 2009-2011 by the NGO "Pro-Business Nord" in Balti, Moldova.

Pro-Business Nord (PBN) was registered in the Republic of Moldova (registration #1249) in January 2000 as a non-governmental, non-profit organization, which is authorized to implement activities on the local and national level.

PBN Mission

To encourage the growth and development of the private and non-governmental sectors in Moldova by offering training, consulting, support services, and social programs in accordance with international best practices and customized to local needs.

PBN offers its services to small and medium businesses, non-governmental organizations (NGOs), and individuals in the city of Balti and the rural areas across the northern part of Moldova.

All of PBN's activities have been recognized as being useful for society through 3 Certificates of Useful to Society issued consecutively by the Ministry of Justice of the Republic of Moldova.

WOMEN'S CAREER DEVELOPMENT PROGRAM (WCDP)

Project with financial assistance from the United States Agency for International Development (USAID)

Cooperative Agreement # 121-A-00-09-00703-00



Goal:

Development of a new Social Enterprise model for a sustainable Women Career Development Program in the northern part of Moldova.

Objectives:

- 1) To **empower 700 vulnerable women** with the capabilities to make independent strategic life choices and improve their economic welfare
- 2) To **ensure a self-sustaining income generating source** for the community-benefiting activities of "Pro-Business Nord" (PBN) by the creation of a new Social Enterprise (SE).

Region: Northern Moldova – the city of Balti and regions Singerei, Falesti, Glodeni, Drochia, Riscani, Edinet, Soroca.

Duration: July 2009 – December 2013

Grant Amount: \$397,330.00

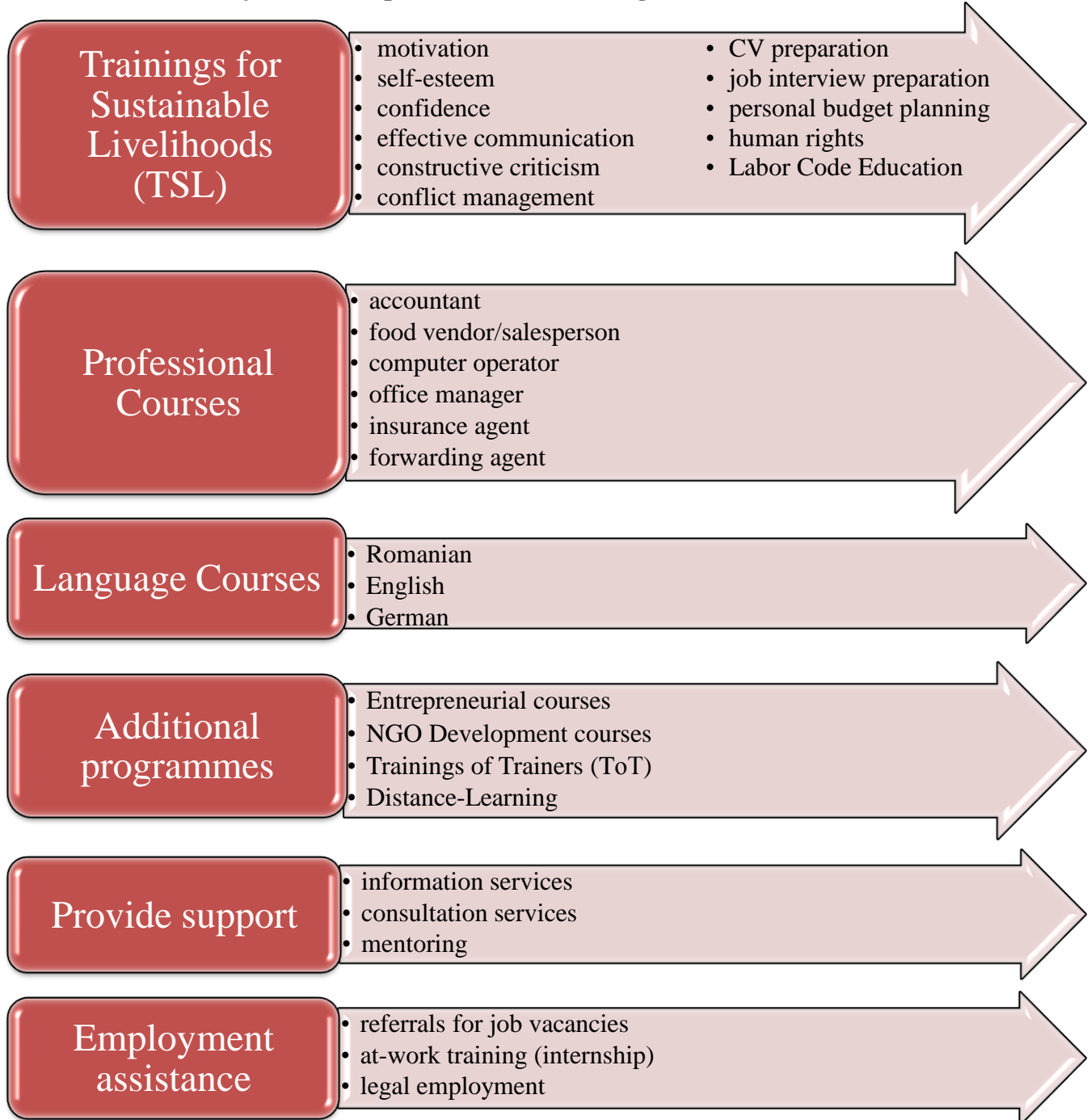
WCDP Target Group

Socially and economically vulnerable and disadvantaged girls and women aged 18+ with an increased risk of becoming victims of human trafficking:

- Unemployed women / housewives / single mothers;
- Students and university graduates ≈ 18-24 years old, potential jobless persons and emigrants;
- Orphans or semi-orphans;
- Former emigrants returned from working abroad.



Within the WCDP Project, PBN implemented the following activities:



During 2009-2011, due to the attractive opportunities offered for free under the “Women’s Career Development Program” (WCDP), PBN achieved the following:

- **820** women have benefitted from information and consultation services
- **332** women took vocational training courses
- **189** completed personal development trainings - TSL
- **320** beneficiaries of them have received assistance in employment placement
- **36** beneficiaries successfully completed the course in creating and developing their own NGO

There were organized and conducted **15** trainings in personal development (TSL), **49** professional training courses for various professions (accountant, accountant-operator, computer operator, food vendor/ salesperson of non-food items), **3** intensive courses of English and German languages.

The PBN's training activities are carried out under the License series A MMII № 033165 from 25.11.2009), and according to the training programmes, recognized and approved by the Ministry of Education of the Republic of Moldova.

Training courses for accountants:



Professional training in sales:



English and German Courses:



WORKS PUBLISHED AND EDITED

Within the project, WCDP, PBN trainers developed the following manuals:

1. Training Manual: **Основы профессиональной подготовки бухгалтеров** (*Basics of Training Accountants*), 2009;
2. Training Manual: **Бухгалтерский учет в системе "1С: Предприятие"** верс. 7, (*Accounting System „1C: Enterprise”, vers.7*), 2009;
3. **"English Language Competences"** English Language Manual, 2010;

4. “Sprachtraining Deutsch Fremdsprache” (*Language Training in German*), (Arbeitsheft), German Language Manual, 2010;
5. Training Manual: “Curs inițial de pregătire informațională” (*Basic Computer Skills Training*), 2010;
6. Training Manual: “Базовые основы информатики” (*Basic Computer Skills Training*), 2010;
7. Training Manual: Личностное Развитие (*Personal Development*), 2010-2011;
8. Training Manual: Основы профессиональной подготовки продавцов продовольственных/ непродовольственных товаров (*Basics of Training Salespersons of Food / Nonfood Products*), 2011;
9. Methodic Manual “Dezvoltarea personalității pentru o Carieră de Succes” (*Personality Development for a Successful Career*), 2011;
10. Methodic Manual “Эффективные Методики и Навыки Ведения Тренингов” (*Effective Methods and Skills Training*), 2011;
11. Training Manual: Бухгалтерский учет в системе “1С: Предприятие” верс. 8, (*Accounting System „1C: Enterprise”, vers.8*), 2011.



The National Campaign “16 Days of Activism Against Violence”

PBN participated in the National Campaign “16 Days of Activism against Violence”, which took place from November 25 to December 10, 2011.

For this campaign, PBN carefully prepared activities designed to empower project beneficiaries to become more self-confident in order to face violence in any situation. These activities were first introduced in the National Matrix of Activities, and thus PBN has joined other organizations at the national level in these activities.

The activities are listed below:

Rezina, November 29, 2011:

- Training: “Effective methods of communicating with women survivors of domestic violence” –the training was conducted at the District Council of Rezina for a group of 14 social workers from Rezina and surrounding villages.

Balti, December 1-8, 2011:

- Training: “Effective methods of managing conflict situations to prevent violence” – for a group of 14 beneficiaries of “Women’s Career Development Program”.
- Training: “Labor Legislation and Wage Issues” – for a group of 12 beneficiaries of “Women’s Career Development Program”.
- Training: “Women’s Rights Protection” – for a group of 10 beneficiaries of “Women’s Career Development Program”.

Village Cenusă, Raion Florești, November 28 and December 5 2011:

- Training: “Effective Communication for Preventing Violence Situations” – for a group of 20 socially-disadvantaged women from rural areas.

These trainings fit very well within the range of project activities for the WCDP.

The Training Program: “Training of Trainers”

During November and December 2011, within the Project WCDP, PBN implemented the training program “Training of Trainers” (FDF) in two sessions:

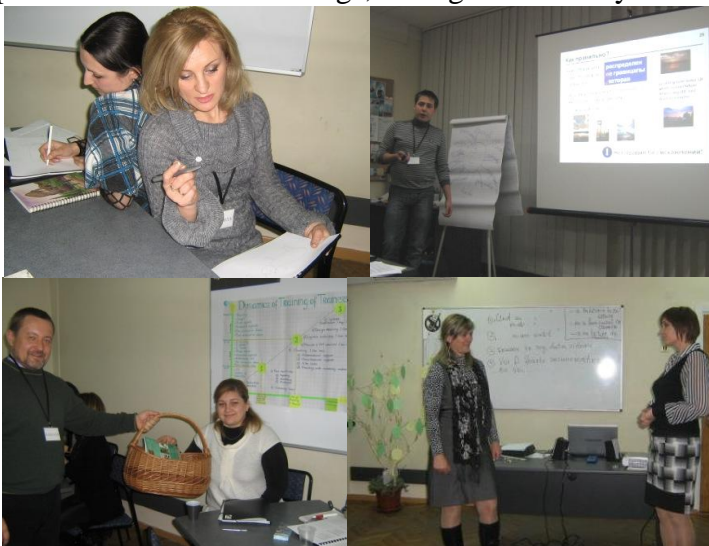
The first session, November 23-25, 2011 – “Personality Development for Career Success”, held in Romanian, was to train trainers in the TSL (Training for Sustainable Livelihoods - Capacity Building for Professional Development). After every session, during practice, trainers passed a total of **13** trainings, through which they are entitled



192 indirect beneficiaries in regions Balti, Drochia, Edinet, Soroca, Florești, Soldanesti, and Glodeni.

The second session, December 21-23, 2011 – “Effective methods and skills in conducting trainings” held in Russian, was aimed at trainers in organizing capacity-building trainings. The period of practice after this session was planned for January - May 2012.

Trainers who will meet the requirements for the practice period will be invited to join the PBN Trainer Network.



PARTNERS

Within the WCDP Project during 2009-2011, the PBN partnership network has been strengthened and further developed through the signing of **127** Partnership Agreements (PA), including:

- **90** – Local and regional economic agents;
- Agency for Regional Development (ADR NORD);
- Organization for Small and Medium Enterprises Sector Development (ODIMM);
- **5** – Local Public Authorities
- **22** – local and regional NGOs;
- **6** – Employment Agencies;
- **2** – Vocational Schools.

It is also worth mentioning that due to close collaboration with its partners, especially businesses, PBN is always aware of job vacancies. Thus, project beneficiaries have obtained employment in such companies as: JSC “Banca de economii”, Ltd. “Draexlmaier Automotive”, Ltd. “Nica-R”, JSC “Incomlac”, Ltd. “Cuptorul Fermecat”, Ltd. “Asevia” and other small and medium-sized local and regional enterprises.

COMMENTS FROM WCDP BENEFICIARIES

“This offer was very welcome for me. Due to the trainings and the practice, I learned a lot of things that I couldn’t even think of before. Staying home, I was losing many useful things. Now I have become more patient, I no longer feel overwhelmed, I hold enough information for the future and I want to learn more. I like communicating to more competent people, with higher degrees. Thank you for everything you offered to us: knowledge, behaviour and understanding.” (Ludmila, 38 years)

“During this courses I found understanding and warmth. Due to you, I became more independent, self-confident, and now I know that I can do a lot if I want to. Thank you for all.” (Ecaterina, 30 years)

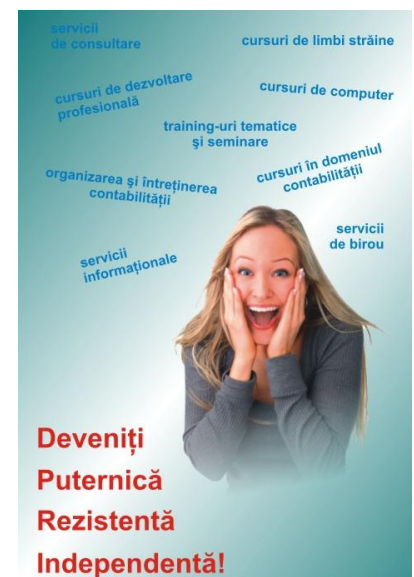
“The business courses opened many possibilities for me. Having no high education, it is extremely difficult to find a well-paid job, even if having leadership skills and wide life experience. These courses made me more disciplined, gave me knowledge in accounting, marketing, and management, and helped me to see the reality of my possibilities. The qualified personnel and the pleasant atmosphere helped me gain knowledge and gave me the drive to continue my activities. I felt support from PBN, which gave me confidence.” (Olga, 30 de ani)

“Thanks to these courses, I found new friends (all my friends remained in Tiraspol); I learned to work at the cash-machines and I am not afraid of figures; I learned many new things, beginning with the assertiveness and finishing with the interesting aspects of communication (which will be useful most of all); thank you a lot for teaching us to become better people.” (Marina, 25 years)

“I learned to be more patient with the customers. Sales grew. I absolutely liked all the lessons. I wish my children also took these courses. That would be a real help for them.” (Tatiana, 41 years)

“After leaving school I did not have the possibility for employment because of a lack of experience. After these courses, I had a real chance to find legal employment. Also, I met many new interesting people and gained new knowledge. After the psychology course, I became more self-confident. I know my rights and obligations. I made new friends, and the most important – I received a job that I like very much.” (Oxana, 33 years)

“Because of this project, a new world was opened for me. I became more independent. I understood that I can get much in life, and this is for me the first step.” (Natalia, 22 years)



“Now, after completing the courses, I feel that I found the job that I like, where I can realize myself as a personality and a specialist. Communication with the work team and with customers is very interesting, especially after completing the psychology course. I often remember these lessons, and I even try to practice some of the studied themes. I try to be calmer with customers and better and more understanding with colleagues” (Aliona, 45 years)

PBN'S ACTIVITY REFERENCES

Related to the current Project:

1. PBN is one of the first NGOs in Moldova to be awarded a grant directly from the U.S. Agency for International Development (USAID), in order to implement the “Women’s Career Development Program” (2009-2013) <http://moldova.usaid.gov/content/our-partners-en>
<http://moldova.usaid.gov/programs/economic-growth-en/women%E2%80%99s-career-en>
2. The “Women’s Career Development Program” included in the “Opportunities for developing entrepreneurship in Moldova” (SME projects) developed by the Organization for Small and Medium Enterprises Development (ODIMM) Ministry of Economy of Moldova.
http://www.odimm.md/ro/alte_proiecte/default.htm#37
3. PBN participated in evaluation study “Gender Assessment for USAID / Moldova” which was conducted in 2010, in English, by Catherine Cozzarelli, Advisor on Gender. (Pages 13 and 34-35)
http://www.usaid.gov/our_work/cross-cutting_programs/wid/pubs/2011_Gender_Assessment_for_USAID_Moldova_Final.pdf

Related to PBN’s activities reflected on official sites, informational portals, social networks and media:

1. PBN is a Development Grants Program (DGP) grantee.
<http://www.dgpconnect.net/moldova/probusiness>
2. PBN Facebook page created in 2011: www.facebook.com/ProBusinessNord
3. PBN was recorded in the database of NGOs in Moldova www.civic.md, in April 2011:
<http://www.civic.md/lista/ong/pro-business-nord.html>
4. PBN has organized a conference call using Skype with Non-Profit Organization “Moldova Aid” from the United States of America:
<http://www.facebook.com/media/set/?set=a.174975302582310.45071.101543249925516&type=3>
5. Article in the newspaper “Demand and Supply” in Balti: «Телемост объединил Молдову и США» (*Teleconference unites Moldova and the USA*), pg. 4.
http://issuu.com/andreo/docs/nr_40_886_2011/5
6. Article in the newspaper “Demand and Supply” in Balti «На пути к развитию карьеры» (*On the Way to Career Development*), pg. 3. http://issuu.com/andreo/docs/nr_25_820_2010/2
7. Article in the newspaper “Demand and Supply” in Balti: Валентина Булига: «Бюджетные деньги – это наши с вами деньги» (*Valentina Buliga: “Budget money - our money”*), pg. 13.
http://issuu.com/andreo/docs/nr_10_805_2010/13
8. Article in the newspaper “Demand and Supply” in Balti «Шанс получить профессию» (*A Chance to Learn a Profession*), pg. 4. http://issuu.com/andreo/docs/nr_49_793_2009/5