



ENGAGING EMPLOYERS TO PROVIDE TRAINING AND JOBS FOR YOUTH

Each year during November and December, the Honduran department store DIUNSA hires around 80 additional staff to help them meet the holiday rush. In 2018, 43 of those 80 new hires in Tegucigalpa and San Pedro Sula were beneficiaries of the United States Agency for International Development (USAID)-funded Empleando Futuros (Employing Futures) project.

One of those beneficiaries is 22-year-old Lideny Baca. Lideny, who goes by “Betza” at work, came to the program with no experience as a cashier. In fact, she had never held a formal job; instead, she made and sold tortillas to families and local businesses in her community, as well as worked informally as a hair stylist. These jobs made Lideny susceptible to threats of extortion, but she needed to keep working in order to provide for her five-year-old daughter.

Meanwhile, leaders from DIUNSA and Empleando Futuros worked together over several weeks at the end of 2018 to review and revise a job training and employment plan based on the company’s needs. The plan called for DIUNSA to participate in the selection of Empleando Futuros participants who would be trained as cashiers to work at DIUNSA, lend staff to lead some classroom sessions for youth, and provide paid on-the-job training and individual evaluations of each youth participant. In November 2018, DIUNSA and Empleando Futuros signed a memorandum of understanding to formalize a three-year agreement.

"I never could have imagined working in a place like this. What I have learned thanks to Empleando Futuros and DIUNSA has helped me to have confidence in my potential."

– *Lideny Baca*



Lideny at work.



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Lideny is now a commercial cashier and employed at DIUNSA!

Lideny approached Empleando Futuros because she wanted a formal job to support her family. Through the program, Lideny learned life skills and improved her reading, math and analytical skills. With the training she received in the classroom and the practical experience she received from DIUNSA, Lideny quickly developed the skills needed to manage a check-out line under the pressures of the holiday season.

Now, Lideny – a young woman full of dreams, enthusiasm and a great desire to work – is employed as a cashier at DIUNSA. She has learned to overcome her fears, speak confidently in public, and confront the challenges she faces both on and off the job. In addition, Lideny has found a stable way to support her young daughter. At the same time, DIUNSA has found an effective way to hire great new staff members, meet their seasonal needs, and contribute to Honduras' development. Empleando Futuros is proud to work with partners like DIUNSA to employ more youth in Honduras.

“Not every young person today is willing to put in the effort to triumph in life and achieve their dreams, but everything always depends upon each one of us. I fought for my dreams and now have what I had dreamed of: a formal job.” – Lideny Baca

“We are committed to these youth, who motivate us to contribute to the sustainable development of the country, providing dignified employment. And we are sure that we have a great ally in the Empleando Futuros project, with the support of USAID.” – Mario Faraj, DIUNSA President



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