



Research on Marketable Vocations in Herat Province Year 2015

This research is carried out by Help INGO in cooperation and coordination with Herat Department of Labor and Social Affairs (DoLSA), a supporting Professor from Faculty of Economy of Herat University and the Organization for Sustainable Aid in Afghanistan (OSAA).

Funded by:



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Preface

Technical and Vocational skills are among professions that Herat people have long used to make a living. In recent years, industrialization and technological progress has caused fundamental changes in the vocational field.

The result is that demand for some vocations has decreased, some vocations have shown flexibility and are adapted to the changing market situation, while a number of new vocations have been introduced to the labor market. Keeping pace with such changes requires regular research on vocations. This research tries to identify new vocations and also assess the marketability of existing vocations.

Our research analyses the marketability of vocations in Herat city. The research is conducted with financial and technical support of Help, in cooperation with the Department of Labor and Social Affairs (DoLSA) and with a Professor from Faculty of Economics of Herat University and the Organization of Sustainable Aid in Afghanistan (OSAA). Findings of the research will be used as a reference to select marketable vocations to be offered in Vocational Training Centers of DoLSA, Help and other partner organizations.

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Help TVET Program Director

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Research Plan

1. Research Objective:

The research aims at collecting reliable information and related data on marketable vocations in Herat city. The main focus is to understand the level of vocational saturation as compared with Herat's population, in order to identify the level of demand for offering new vocations in Vocational Training Centers.

2. Research Methodology

The research is based on descriptive (fact-finding) and analytic (description of how and why) methods. The data are collected through field research using questionnaires, interviews and observation. The method of collecting data is qualitative and quantitative. The research was conducted between 15. November and 30. December 2015.

The research was conducted in two phases:

1. Interview and distribution of questionnaires to relevant officials involved in vocational training;
2. Distribution of questionnaire to vocational experts and craftsmen.

2.1. Research team

The research is conducted in close cooperation and coordination with DoLSA, Department of Education (DoE), AISA, (Artisans Union and Industrial Union), Faculty of Economy of Herat University, OSAA - with financial and technical support of Help INGO. Research team consisted of two working teams and one supervising team. Details on the research teams are attached.

2.2. Targeted Groups:

Four categories of people were interviewed in this research:

1. Industrial and manufacturing companies:
 - Heads of industrial companies. (10 individuals - interview and questionnaire);
 - Managers of industrial companies. (50 questionnaires).
2. Craftsmen and persons involved in vocational professions:
 - Persons leading vocational classes. (20 individuals - interview and questionnaires);
 - Persons practically involved in vocations. (200 Questionnaires).
3. Governmental and non-governmental organizations:
 - Officials in govt. and non-govt. organizations functioning in vocational trainings. (21 individuals - interview and Questionnaires).
4. Graduates of vocational training centers
 - Individuals graduated from vocational training centers. (50 Individuals – questionnaires).

In total, 350 individuals were assessed through questionnaires and interviews.

A. Method of analyzing the collected data

Analyzing the collected data was done in two ways:

I - Analysis through level of demand over supply

The level of demand of each vocation as compared with its supply is obtained through three-option questions; low, medium and high¹. These questions are answered by officials involved in tech., vocational and industrial sectors.

II - Analysis based on interviewees (in demanded vocations)

Professionals' opinion on the marketability of their vocations is obtained through 10 questions in a questionnaire. With each question max.10 points can be obtained; in total max.100 points.

Research findings are presented in 4 categories:

1. Marketable vocations: rate of demand is higher than supply and its questionnaire score is between 75 to 100.
2. Semi-marketable vocations: rate of demand is equal to supply and its questionnaire score is between 60 to 74.
3. Vocations with high potential for growth: rate of demand is equal to supply and its questionnaire score between 50 to 60.
4. Saturated vocations: rate of demand is lower than supply and its questionnaire score is below 50.

3. Research findings:

a. First part: marketable vocations

i. Hotel management

Based on this research, there are 7 hotels in Herat city which have the potential for providing standard hotel services. Based on the statistics, it can be deduced that the demand-level of this vocation as compared to its supply is 50%. The result is that if people received training in this vocation, they would be completely absorbed by the market. None of the 7 mentioned hotels actually have professional hotel managers.

Individuals who work as manager in these hotels did not receive professional training in hotel management. They function based on their experience solely. Hotel management is a new vocation with a high demand rate. People working in this profession shall be equipped with skills such as team-management, proper behavior with guests, interior decoration, fluency in foreign languages, familiarity with monuments and touristic attractions to guide foreign and domestic tourists and guests.

¹ Low=1-33%; Medium=34-66%; High=67-100%

ii. Weaving (knitting)

Weaving is one of the old and traditional handicrafts which has received little attention in recent years. According to the obtained statistics, 1.200 individuals are working in this vocation, of whom 65% are working in advanced level and the rest are working in medium and basic levels¹. The demand level of this vocation - in advanced level - is 5% more than its supply level.

Reasons include inability of individuals to increase production and lack of funds. According to the data, organizing advanced weaving training will meet market demand properly. This vocation can include beads-weaving, meshwork, embroidery, rope- weaving and other related sections. A remarkable number of women involved in related jobs in Herat are working in this vocation. Nonetheless, weaving as a marketable vocation has the capacity to provide jobs for women in the market.

iii. Industrial electronics

Although Herat is an industrial centre in Afghanistan, only 27 individuals work in the field of industrial electronics. Out of these, 7 individuals work as professionals, the rest as semi-professionals. 90 companies are active in the industrial city of Herat Province. Apart from 3 large industrial companies, all other companies depend on the expertise of the few remaining professionals to solve their technical problems. The demand-ratio for this vocation is 30% more than its supply. The reasons are lack of advanced training and few experts in this field. Collected data show that experts in industrial electronics can easily be absorbed in the labor market. People, who want to work in industrial electronics profession, should be fully acquainted with basics and medium level power, so that they can be trained in the power circuit, control circuit, PLC and HMI.

iv. Female Tailoring

Around 1,000 individuals are registered in female tailoring under the Herat Craftsman Union². However, only 20 registered individuals are able to work professionally and meet the demands of customers. This means, that 2% of the registered tailoring women are professional tailors, while all others function at semi-professional or elementary level. Demand level in this vocation is 7% more than its supply level. Reasons include lack of qualified individuals and financial resources. From the above results, it is concluded that training at basic and medium level has been saturated, however, there are good chances of employment for advanced graduates of this vocation.

Usually, in Herat, male tailors work professionally and sew women's clothes. A person willing to work in this profession must primarily be acquainted with design skills, international fashion, new initiatives, scissoring and professional sewing.

¹ Herat National Craftsmen Union

² Herat National Craftsmen Union

v. Carpet Weaving

Afghanistan Carpets and Rugs occupy a top rank in the world. There are no exact statistics of the individuals working in carpet weaving. Approximately 1,000 carpet and rug weavers sell their products to 50 carpet selling centers in Herat Province.¹ Of these, 200 weave carpets so professionally that their products are sellable in world markets. The demand for carpet weaving in advanced level is 2% higher than its supply. The reason is shortage of professional carpet weavers in this field.

The data show that this vocation in primary and secondary level is almost saturated. There should be more investment and attention on professional carpet and silk weaving. Individuals involved in this vocation must have full knowledge of yarn, design, maps and the carpet node. Carpet industry could be divided into several independent branches such as textile, paintings, scissoring work, lint removing, carpet design and carpet polishing.

There are 2 formal and around 8 to 10 informal carpet-weaving shops in Herat; other carpet weavers work individually or operate in small groups, selling their products to retailers and dealers. Despite problems such as lack of government's support, low quality of raw materials and lack of capital, there is a need to train more professionals in this vocation.

vi. Home Appliances Repair

According to figures obtained from this survey, there are 220 appliance repair shops in Herat market. Of this figure, 13% are expert repairmen and the rest work at basic and medium levels². Demand level is 15% more than its supply at the advanced level. Factors for demand include rapid development of technology, lack of spareparts and repair tools.

Statistics show that if individuals receive training at advanced level, they can easily be absorbed in the local labor market. The person who is willing to be trained in this vocation must have some knowledge of house-wiring, gas, heating-systems, plumbing, and gas-fired tools.

vii. Bag Making

20 bag-making shops are functioning in Herat city. Of these, only 4 shops implement customers' orders professionally. This means that 20% of bag makers are working in a professional way. The demand level is 20% more than its supply in this vocation. Reasons are lack of raw materials and industrial machinery to make high quality bags. The figures show that setting up advanced level bag-making training class can create jobs for the graduates of this vocation.

viii. Mobile repair

Given the statistics obtained during this research, there are 500 mobile repairmen in Herat Market. Only 3.5% of them are professional; the rest work at primary and secondary level.

¹ Head of Carpet Weavers Class in Herat

² Herat National Craftsmen Union

This shows that there is a need for professionals in this vocation.¹ Based on the statistics received from service providers active in this vocation, demand level is 15% higher than supply. The reason is lack of financial and training resources. After advanced training, graduates can easily be absorbed in the labor market.

Individuals who want to work in this profession should be familiar with computer and English, so that they can adapt to continuous changes of mobile systems. Acquaintance with both hardware and software is also required.

ix. Beauty parlor

The research statistics shows that 1,860 beauty parlor licenses have been issued by the Herat Craftsmen Union. Only 2% of licensed shops are competent to provide standard services expected by customers and at advanced level. Others function at primary and secondary levels. The demand level in this vocation is 5% more than its supply at the advanced level. The reason is lack of modern equipment and expert human resources. Statistics show that there are chances of training and employment in this vocation at professional- and expert- level.

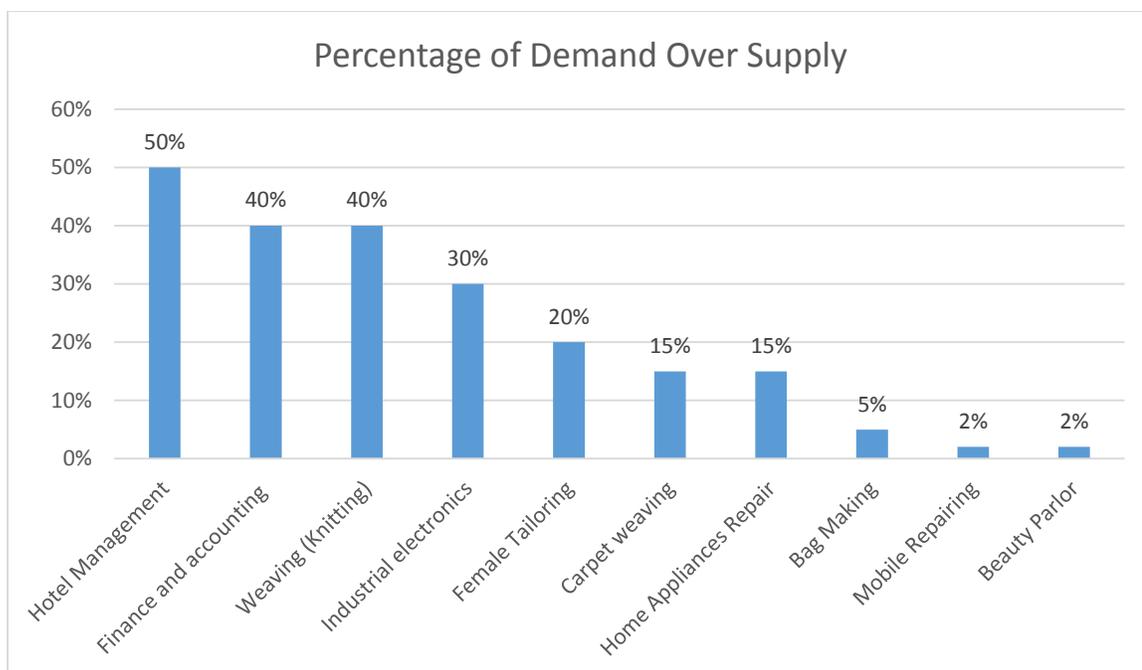
x. Finance and accounting training

Around 5,000 individuals have graduated from the Faculty of Economics of Herat University since its establishment in 1990. However, only a limited number of graduates – around 150 - can set up and operate an accounting system. The result is that around 3% of professionals and experts are engaged in this profession, while others can only serve as clerks and book keepers.

The demand level in this vocation is 40% more than its supply. This means that if individuals are trained in advanced systems of accounting, there are high chances of employment in the labor market in Herat.

Individuals who want to be expert in this field should know single and double-entry accounting systems, advanced computer-based accounting software programs such as Quick Book, Excel and Access and other accounting programs.

¹ Herat National Craftsmen Union



b. Second part: Semi-marketable Vocations

Research conducted on the vocations in Herat market, shows that demand and supply level of the following vocations are equal. The reason for equal demand and supply is explained below.

1. Male Tailoring: existence of too many male tailoring shops and imported clothes from foreign countries makes this profession relatively saturated.
2. Dairy Processing: existence of industrial dairy companies, imported dairy products and small dairy producers has decreased the need to train more individuals in this vocation.
3. Shoe-making: lack of quality raw materials, inexpensive imported goods and lack of industrial facilities and equipment has made this vocation stagnant.
4. Industrial Carpentry (MDF – Medium-Density-Fiberboard): decrease in demand for MDF products and work with advanced and heavy equipment and machinery has saturated this vocation.
5. Car repair (mechanic): The existence of too many car repairmen, decrease of income and control policies of the government in importing old vehicles are the reasons which discouraged individuals from joining this vocation.
6. Furniture-making: decrease of purchasing power and luxury nature of products of this vocation has caused stagnancy.
7. Watch-fixing: development of technology and introduction of alternative products are main factors that prevent more individuals to join this vocation.
8. Plumbing: decline in construction of buildings and increase of professional individuals in this vocation has saturated training at elementary level at least.
9. Computer Repair: the development of alternative products such as mobile phones and lower price of technological devices are the reasons for stagnancy in this vocation.
10. Confectionery: existence of too many shops and professional individuals, in addition to expensive equipment required in this profession, decreased the need for professionals in this vocation.

c. Third part: Vocations with potential for growth

Based on the findings of the research, transformer-repair and production, turbines-production, installation of renewable energy systems, leather-sewing and several vocational branches in the Tourism industry have a good potential for growth. Due to increasing need for electricity in different aspects of life, transformer-repair and production, turbine-production and the installation of renewable energy-systems have a good prospect for growth.

Existence of raw materials to process leather, low costs and increasing need to leather products like shoes, bags, coats, furniture and home appliances has created good chances for investment and growth in this industry.

Herat's attractions for domestic and foreign tourists, the province's rich and diverse culture, many interesting historical and cultural sites, development of contemporary arts, the geographical location and a wide range of available facilities in Herat have created the need for investment in Tour Guide-trainings. So Tour Guide as a vocation has high potential for growth and a good prospect.

d. Fourth Part: Saturated Vocations

Following vocations produce more products and services than needed in the market. In other words, the supply-level is higher than the demand-level.

According to the research, the reasons include the large number of individuals employed in these vocations, increase of imported goods and progress of technology. These vocations include house-wiring, tin-making, hairdressing, metal-work and welding, curtain-sewing, copper-smith, stone-carving, engraving, motor-cycle repair, fur-making.

e. List of researched vocations:

Following vocations are classified based on the criteria of marketability, saturation and questionnaire distributed amongst the individuals employed.

No.	Marketable Vocations	Average score of Questionnaire	Proposed gender to be trained in the vocation
1	Hotel Management	93.6	Male and Female
2	Knitting	93	Female
3	Industrial electronic	92.2	Male
4	Tailoring for female	92	Male and Female
5	Carpet Weaving	92	Female
6	Repair of home appliances	90	Male
7	Bag making	90	Male and Female
8	Mobile Repair	89.2	Male
9	Beauty Parlor	82	Female

10	Finance and Accounting training	78.2	Male and female
Total average of the above vocations' success rate		89.12 %	

No.	Semi-Marketable Vocations	Average score of the Questionnaire	Proposed gender to be trained in the vocation
1	Industrial Carpentry	75	Male
2	Tailoring for Male	72	Male
3	Car Repair / mechanic	70	Male
4	Dairy Process	69	Male and Female
5	Furniture Making	68.7	Male
6	Food process	64	Male and Female
7	Shoe Making	60	Male and Female
8	Watch fixing (Horology)	60	Male
9	Computer repair	58	Male
10	Plumbing	54	Male and Female
Total average of above vocations' success rate		65.07 %	

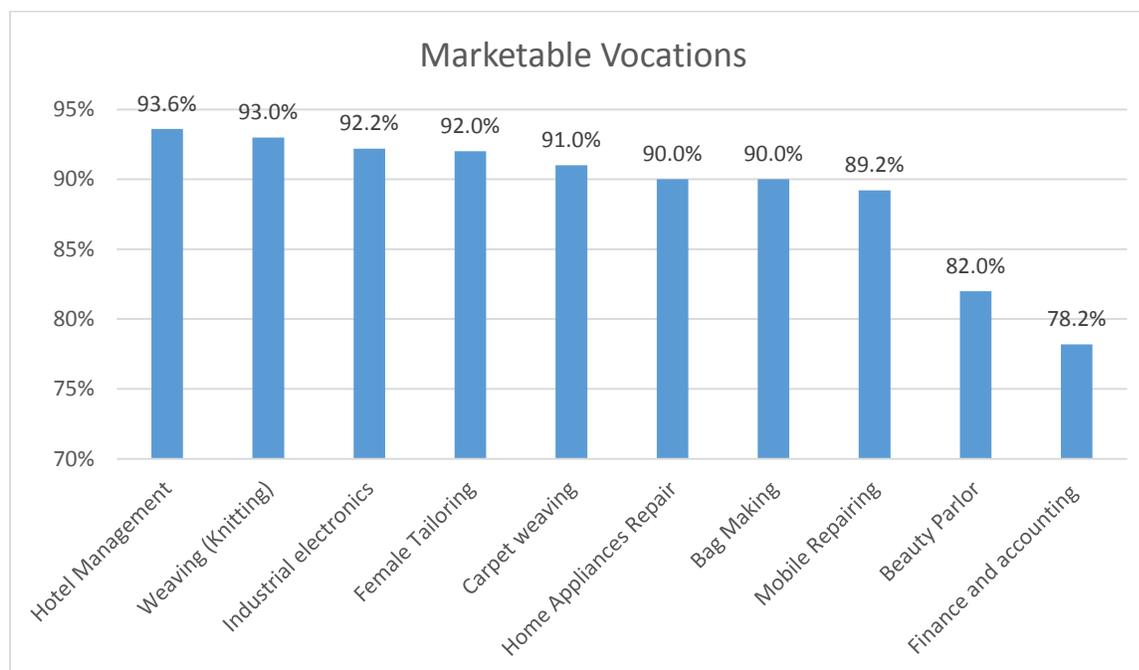
No.	Vocations with potential for growth	Average score of Questionnaire	Proposed gender to be trained in the vocation
1	Transformer making and repair	56	Male
2	Turbine making and repair	54	Male
3	Renewable energy	53	Male
4	Tourism industry	52	Male and Female
5	Leather sewing	50	Male and Female
Total average of above vocations' success rate		53 %	

No.	Saturated Vocations	Average score of Questionnaire	Proposed gender to be trained in the vocation
1	locksmith	43	Male
2	House-wiring	40	Male

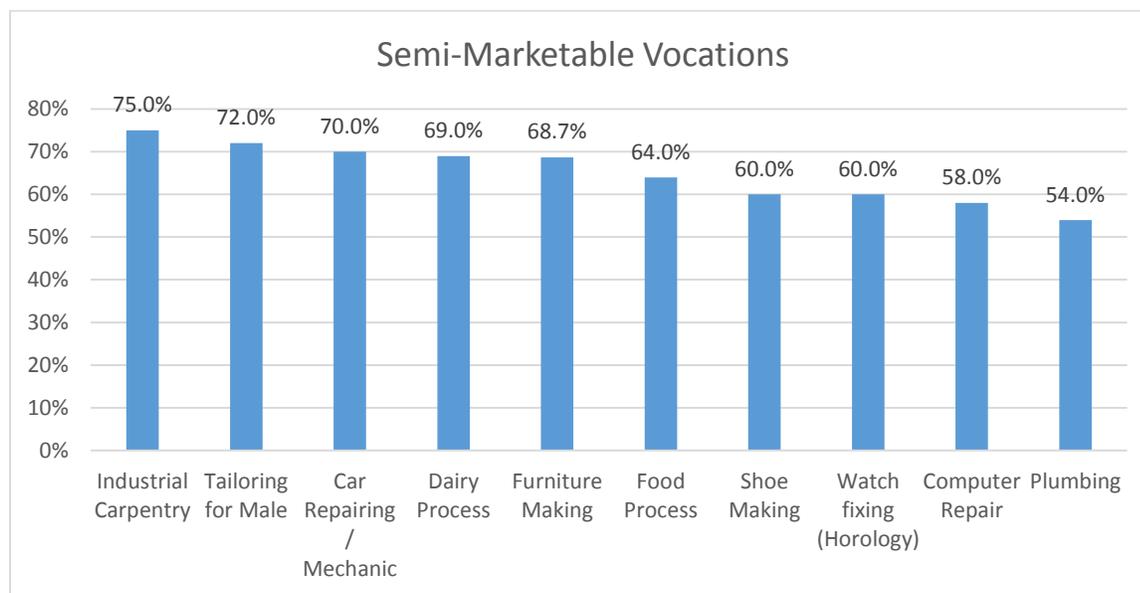
3	Tinsmith	39.4	Male
4	Metal work	38	Male
5	Curtain sewing	32.8	Male and Female
6	Stone carving	31	Male
7	Engraving	31	Male
8	Motor cycle repair	30	Male
9	Coppersmith	29	Male
10	Hairdressing	24	Male
11	Fur making	20	Male
Total average of above vocations' success rate		32.56 %	

4. Conclusion

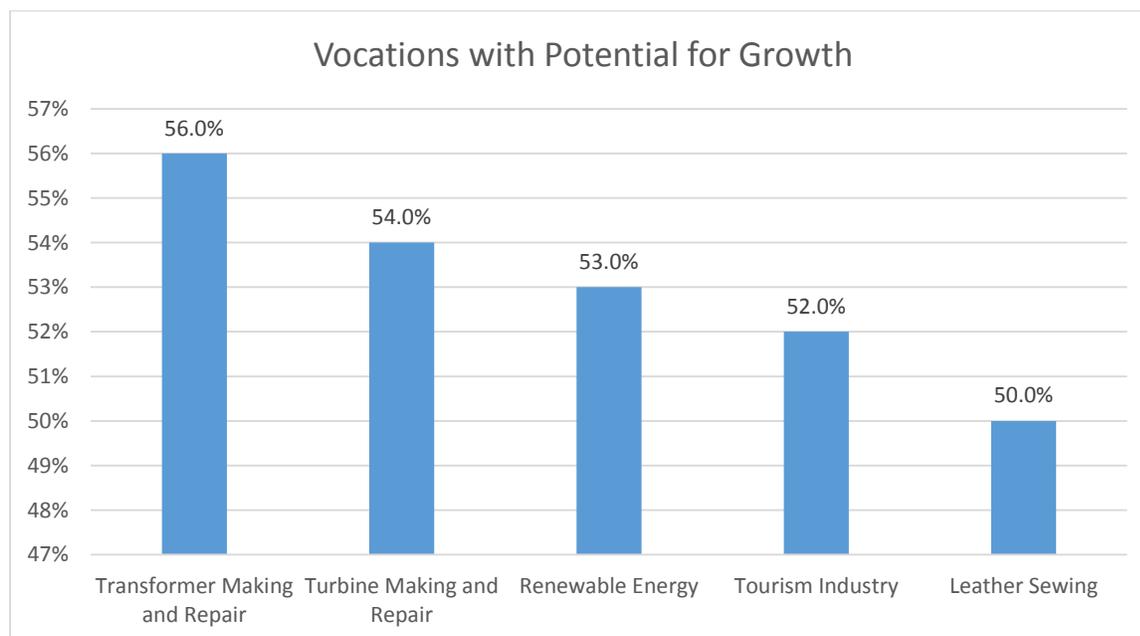
This research covers 36 out of 66 available vocations in Herat market. The findings of the research show that 10 vocations (27.7%) scored between 78.2-93%. These vocations are top in terms of marketability due to the actual lack of expert individuals, higher demand for products than their supply and increasing number of consumers. It can be concluded that more graduates of these vocations (with an average success rate of 89.12%) will be absorbed in the labor market easily.



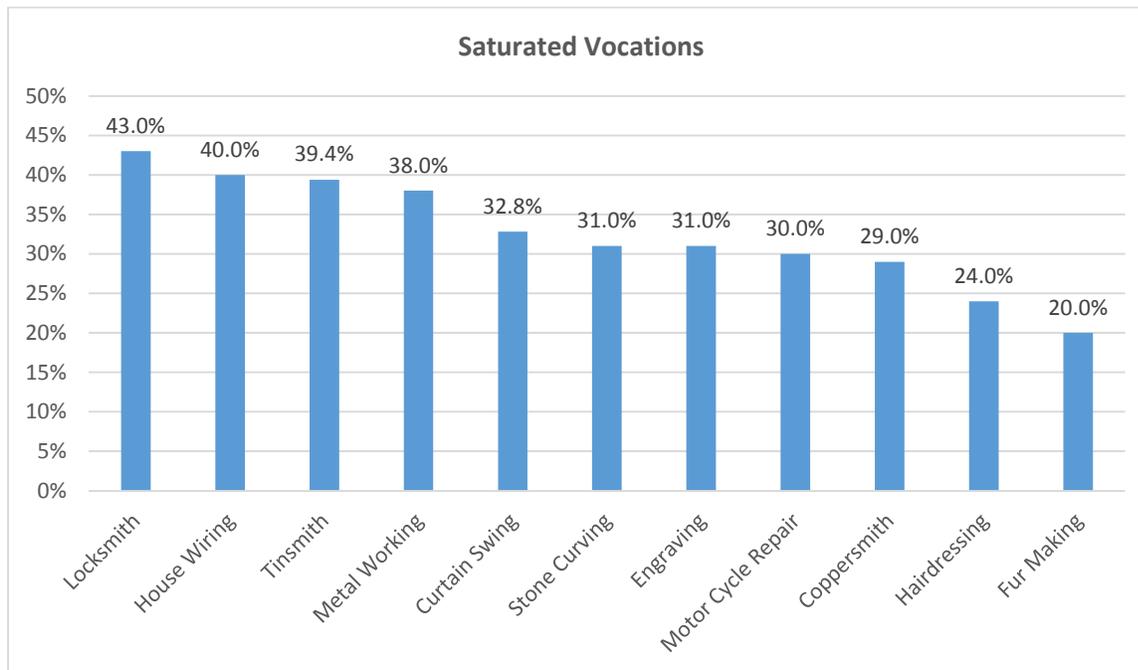
10 vocations (27.7%) scored between 54-75%, and due to relative equality of demand and supply are graded in the second rank in terms of marketability as semi-marketable vocations. There seems to be no need to train more individuals in these vocations.



In the third group, the vocations with potential for growth, 5 vocations (13.85%) scored between 50-56%. This means that these vocations have not been fully integrated in Herat's market and there is little need for these vocations. However, these vocations might in the future be placed among the vocations with medium and high demand.



Finally, 11 vocations (30.5%) scored between 20-43% with higher supply than demand. These vocations are saturated and incapable to absorb more work force. They are graded in 4th rank.



5. Recommendations:

1. Pressing need to organize training classes for marketable vocations;
2. Recruit experienced and professional trainers;
3. Selection of eligible and motivated trainees;
4. Focus on advanced and professional levels of vocations;
5. Empower craftsmen union and vocational cooperatives to accurately register and provide information on the actual vocations and job-chances in Herat.
6. Conduct annual research on vocations;
7. Awareness campaigns to draw support from government and foreign institutions for emerging industries and vocations;
8. Adopt supportive policies by government to strengthen domestic industries and vocations;
9. Establish Vocational Institutes and certification - in accordance with international standards.

6. Annexes

a. Research Team

No.	Name/last name	Duty	Role in research
1	Wakil Ahmad Sohail	Head of Labor Affairs Unit, Dep. Of Labor and Social Affairs	Consultant and Supervisor
2	Barakatolla Hossaini	Manager of Market Study Unit (DoLSA)	Consultant and Supervisor
3	Aziz Ahmad Faizi	Manager of Skills Development (DoLSA)	Consultant and Supervisor
4	Zabihullah Monib Taheri	Program Director of TVET, Help INGO	Consultant and supervisor
5	Sayd Ab.Tawab Hossaini	Manager of Employment Services Center, Help INGO	Researcher
6	Eng. Amin Ziaie	Manager of Ansari VTC, Help INGO	Researcher
7	FaraidoonMarvi	Employee of Employment Services Center, Help INGO	Researcher
8	Zahra Arbabzada	Employee of Employment Services Center, Help INGO	Researcher
9	Abdulsabor Ahmadi	Employee of Ansari VTC, Help INGO	Researcher
10	Somaia Hossaini	Employee of Ansari VTC, Help INGO	Researcher
11	Ahmad Tariq Momeni	Manager of Capacity Building Training Center, Help INGO	Consultant of the research
12	Prof. Osman Aadel	Prof. of Economy Faculty of Herat University	General consultant of the research
13	Elaha Banaey	Director of OSAA NGO	Researcher

**b. Annex 2: The key questions of the questionnaire
(Translation from the original in Dari!)**

First part: Descriptive

1. What is the actual number of providers of this vocation?
2. What is the actual number of the basic, medium, and advanced providers of this vocation?
3. What is the number of the beneficiaries?

Second part: multiple choices

1. What is the level of demand for the vocation?
A. (0-25%) B. (26-50%)
C. (51-75%) D. (76-100%)
2. What is the rate of products' supply?
A. (0-25%) B. (26-50%)
C. (51-75%) D. (76-100%)
3. What are the problems of this vocation?
a. lack of working equipment and tools
b. shortage of raw material
c. the rapid advance of technology and the disability to adapt
d. lack of support from government
e. existence of cheaper alternative products
f. lack of Human Resources
4. To what extent more people are needed in this vocation?
a. very little b. little
c. medium d. high
e. very high
5. To what extent is it possible to upgrade the vocation to a higher level?
a. very little b. little
c. medium d. high
e. very high
6. Does this vocation need special trainings during work?
a. vocational and professional trainings related to the vocation
b. small business trainings
c. training in work ethics and behavior with customers