



Jeunes
Agriculteurs
Project

WELCOME





Why?

DEVELOPMENT CHALLENGES

- Low productivity in agriculture, thus rendering the sector unprofitable and unattractive as a significant source of income.
- Fragmented initiatives mostly without a holistic approach, thus resulting in isolated, unsustainable and insignificant impacts.
- High postharvest wastage due to limited scope for processing and preservation.
- Insufficient number of successful agri-entrepreneurs in local communities to serve as role models/mentors for inspiring youths to consider farming as a viable commercial/business venture.
- Inadequate institutional support to transform agriculture into a modern business oriented sector

YOUTH PERCEPTIONS ABOUT AG

- Senegal like many African countries has the world youngest population with up to 68% aged between 15–35
- High unemployment especially among youth
- Ill prepared agricultural graduates with little or no-practical knowledge of agribusiness within regional and national market environments.
- The majority of youth seem to have a negative attitude towards agric.
- Rural-urban areas on negative youth perceptions a result of lack of enabling environment and incentivized support as more important factor,
- Urban-based youth see it as alienating from youth popular culture, old-fashioned and of low status, offering little opportunity for making money & only reserved for the elderly and the poor in rural areas.

THE OPPORTUNITY

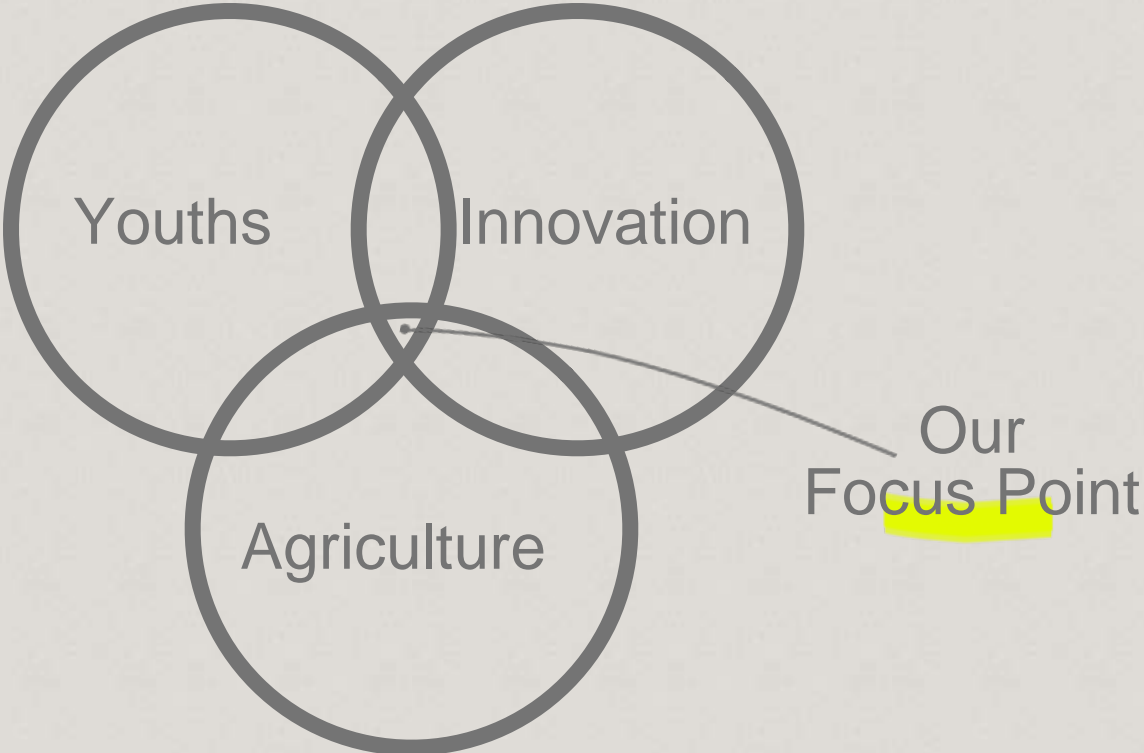
Youth as critical agricultural players can lead to potential positive results::

- Increase in the employment rate
- Increase in food security and income for rural families
- Propagation of post-harvest value addition (storage, processing)
- Creation of new markets
- Innovation in labor saving technologies (Young people are more keen and active in using any kind of new technologies)
- More stability



What?

OUR FOCUS



GOAL & OBJECTIVES



GOAL

The overall goal of the program is to improve livelihoods, increase incomes and provide decent employment opportunities for youths:



OBJECTIVES

- To foster the development of new business models led by youth
- To help youth owned and managed farms/enterprises to become more efficient, sustainable and profitable
- To equip youth with the tools, skills, resources and linkages needed to improve their job readiness and incomes
- To create platforms to facilitate effective linkages between agri-businesses to credit, market and business support service providers



Who?

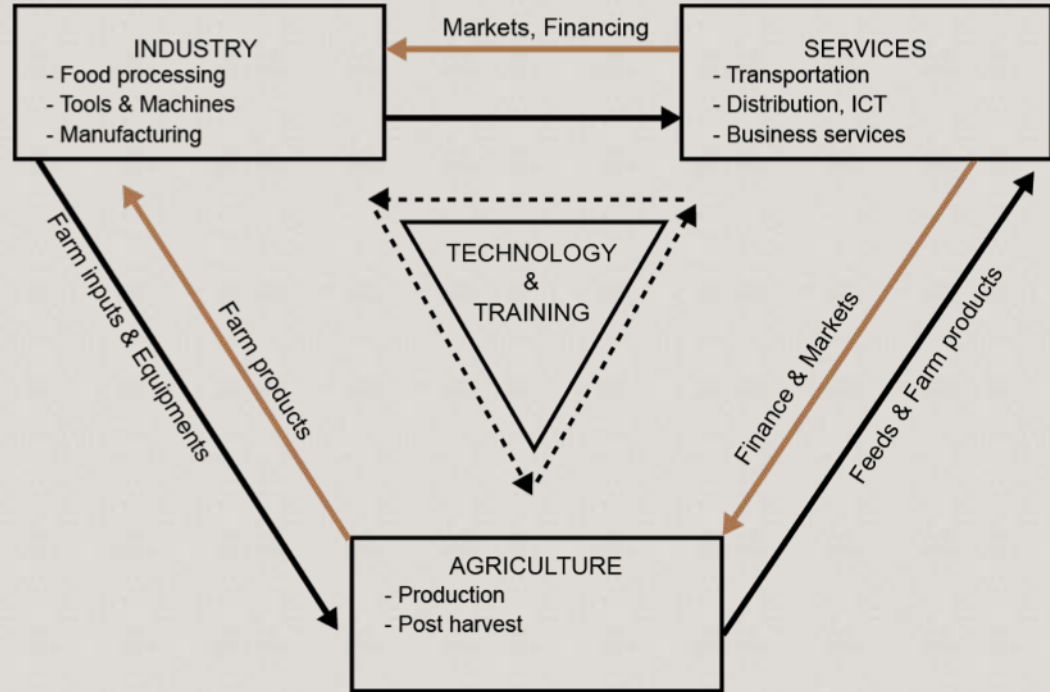
THE STAKEHOLDERS



THE VALUE CHAIN MODEL

The model is based in the interrelationships between environmental resources, agriculture, technology, services and industry.

It also, explicitly, incorporates a human capacity development component presented as an integrated package of technical, managerial, value based leadership and entrepreneurial skills development.





Where?

THIES

120 beneficiaries
6 cohorts

Youth

Partners

GOVERNMENT
•Youth, Ag & Commerce

LOCAL GOV.
•ARD & Chérif LO

TECHNICAL PARTNERS
•ANIDA, ANCAR, SDDR

ANCHOR PARTNERS
•ENSA, Chamber of
Commerce, CNAFPT & EPT

FINANCE
•CMS & RESOP

HORTICULTURE &
CEREALS
•Production
•Processing
•Commercialization

Value
Chains

Results

30 business created
60 jobs created



SAINT—LOUIS

120 beneficiaries
6 cohorts



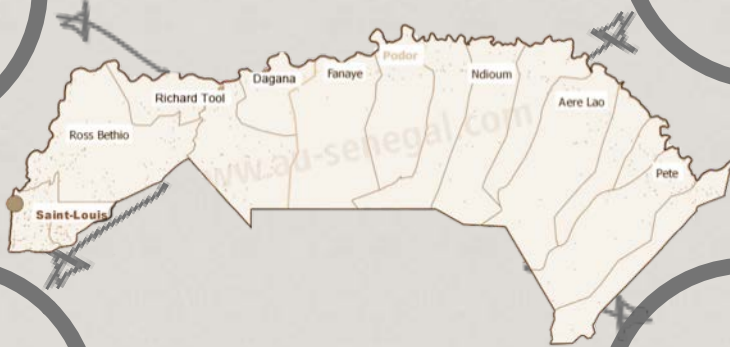
GOVERNMENT
•Youth, Ag & Commerce

LOCAL GOV.
•ARD & ADC

TECHNICAL PARTNERS
•SAED, ISRA, ITA, ANCAR, DRDR

FINANCE
•CMS & CNCAS

SCHOOLS & NGO
CIH, UGB, ASESCAW



HORTICULTURE & CEREALS
•Production
•Processing
•Commercialization



50 business created
90 jobs created

DAKAR

80 beneficiaries
4 cohorts

Youth

Partners

GOVERNMENT
• Youth, Ag & Commerce

LOCAL GOV.
• ARD
• City of Guédiawaye

TECHNICAL PARTNERS
• ISRA, ITA, ANCAR, ANIDA,
PDMAS, Sahel Agro Service,
Mamelle Jaboot, NMA, Africa
Rice

FINANCE
• CMS & PAMECAS

HORTICULTURE
• Production
• Processing
• Commercialization

Value
Chains

Results

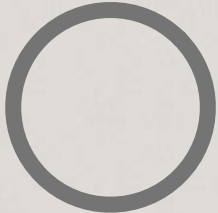
30 business created
60 jobs created





How?

PROCESS ELEMENTS



Initial Point



Learning expeditions



Innovation retreat



Capacity building



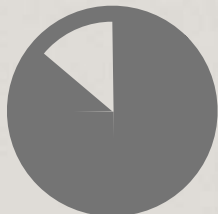
Coaching sessions



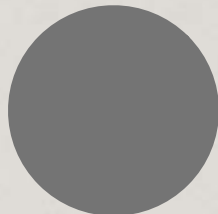
Innovation Lab & IBP



Exchanging platforms



Mentoring

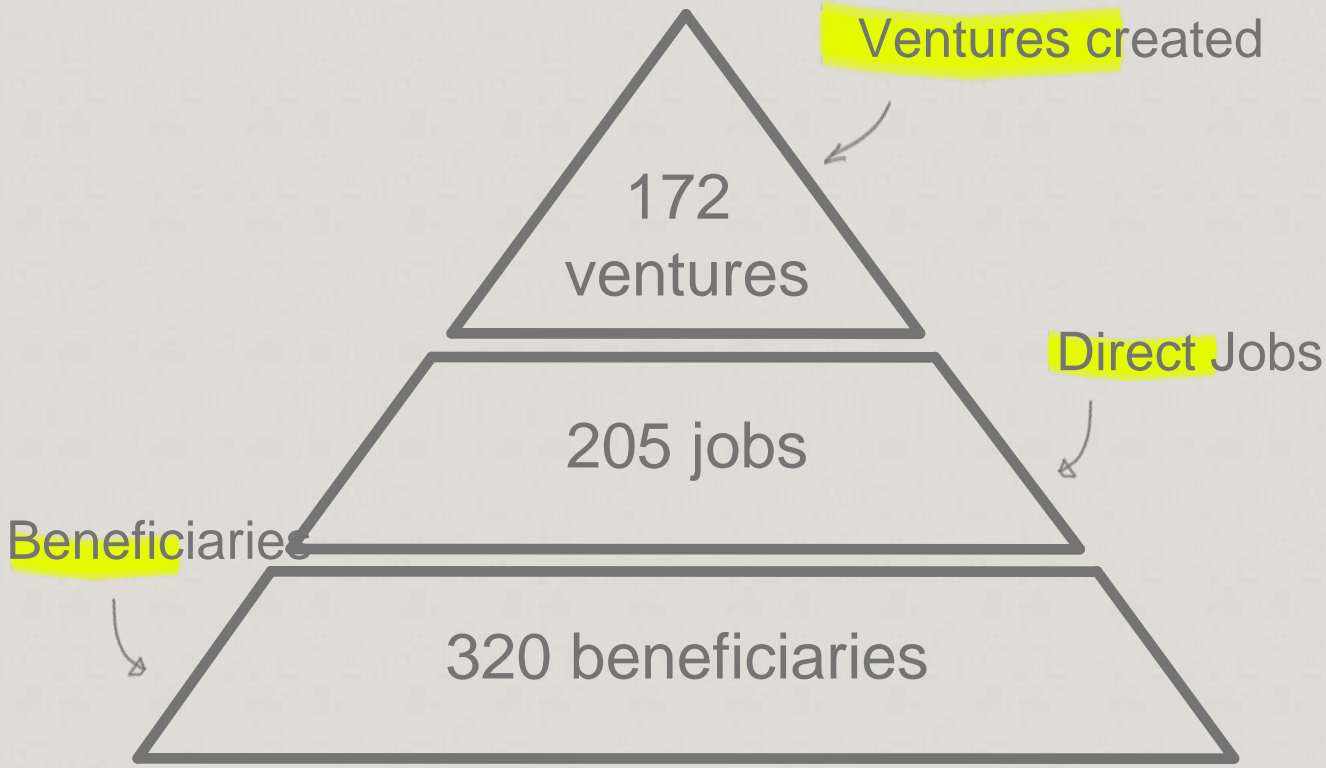


Financing



So what?

RESULTS SO FAR



BDS Results

42

entrepreneurs get
access to land

36

entrepreneurs
received funding

51

entrepreneurs
accessed the
market

CHALLENGES & LESSONS LEARNED

- Access to land
- Access to finance
- Access to markets
- Lack of incentives and opportunities
- Strikes in Universities
- Some partners lack of engagement

THANK YOU!

