DEVELOPMENT CHALLENGES

- Low productivity in agriculture, thus rending 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.
COUNTY 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

Youths

Innovation

Agriculture

Our Focus Point
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

National council
Regional councils
Markets
Strategic partners
Mentors
Coaches
Trainers
Anchor partners
Youths
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?
YouthMap

THIES

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

120 beneficiaries
6 cohorts

120 beneficiaries
6 cohorts

Youth

Value Chains

HORTICULTURE & CEREALS
• Production
• Processing
• Commercialization

30 business created
60 jobs created

Results

Partners
SAINT—LOUIS

**Youth**
- 120 beneficiaries
- 6 cohorts

**Value Chains**
- HORTICULTURE & CEREALS
  - Production
  - Processing
  - Commercialization

**Partners**
- GOVERNMENT
  - Youth, Ag & Commerce
- LOCAL GOV.
  - ARD & ADC
- TECHNICAL PARTNERS
  - SAED, ISRA, ITA, ANCAR, DRDR
- FINANCE
  - CMS & CNCAS
- SCHOOLS & NGO
  - CIH, UGB, ASESCAW

**Results**
- 50 business created
- 90 jobs created

**YouthMap**
DAKAR

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

Youth

80 beneficiaries
4 cohorts

Value Chains

• Production
• Processing
• Commercialization

Partners

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

- 320 beneficiaries
- 205 jobs
- 172 ventures

- Direct Jobs
- Ventures created

Beneficiaries

YouthMap
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!