



MAAIF
Ministry of Agriculture
Animal Industry and Fisheries

Youth Engagement in Private Sector Extension and Advisory Services: Lessons from Rwanda and Uganda

By

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Enabling poor rural people
to overcome poverty



BACKGROUND

- 12 million new jobs per year are needed to absorb young entrants
- Agriculture has a high potential for reducing poverty levels especially for the youth.
- Engaging youth in extension and advisory services (EAS), both as providers and recipients of the services, can help address the employment challenge and contribute to economic development.



BACKGROUND AND KNOWLEDGE GAP

- Farmers and extension staff are aging Farmers' average about 60 years in age (FAO, 2014) and extension staff, often over 50 years (Ragasa et al., 2013).
- Despite the viability of engaging youth in extension and advisory services, little is known about how to engage them, and in particular,
- How the private sector EAS engages youth and what potential exists for greater engagement.



STUDY OBJECTIVES

1. Describe models of youth engagement used in Uganda and Rwanda
2. Assess model performance and the factors affecting performance
3. Come up with recommendations



METHODOLOGY

- This study centered on Rwanda and Uganda
- 37 initiatives including private companies, donor-financed projects, government agencies, universities and producer organizations.
- Twenty initiatives were in Uganda and 17 in Rwanda.
- Using individual interviews





MODELS FOR YOUTH ENGAGEMENT IN PRIVATE SECTOR EXTENSION

I. SERVICES OFFERED TO TRAINEES BY THOSE TRAINING YOUTH TO BECOME ENTREPRENEURS

Name	Services					
	Needs assessment	Foundational training	Technical training	Business training	Financial services	Coaching
Uganda						
Africa Institute for Strategic Services and Development (AFRISA)	√		√	√	√	√
Agribusiness Incubation Hub, Bishop Stuart University	√			√	√	√
Enterprise Uganda	√		√	√	√	√
Hanns Neumann Foundation (HRNS) Youth Development Project	√	√	√	√	√	√
Marinas & Aviators			√			√
SNV, The Inclusive Dairy Enterprise Project	√		√		√	



SERVICES OFFERED TO TRAINEES BY THOSE TRAINING YOUTH TO BECOME ENTREPRENEURS

Name and year started	Services					
	Needs assessment	Foundational training	Technical training	Business training	Financial services	Coaching
Rwanda						
Deyi Ltd.			√			√
Education Development Center, Get Trained and Lets Work project,		√	√			√
SNV, Hortinvest Project			√		√	



2. THE VILLAGE AGENT MODEL

- Village agents link farmers to input suppliers, produce buyers and other service providers
 - Worked directly for these service providers as agents and
 - As employed by NGOs, development projects or private companies specializing in linking farmers to service providers.
 - Advised farmers on a range of agricultural topics
 - Assisted farmers to make calculations of their farm input needs using smart phones.



2. THE VILLAGE AGENT MODEL

- They were usually recognized more as persons who link farmers to services (including extension providers) than as extension providers.
- Most village agents were paid by commission for sales of inputs or for brokering or aggregating products. Others received salaries



3. YOUTH-LED FEE-BASED EXTENSION PROVIDERS

- In Rwanda and Uganda, young agriculturalists have started several private extension services that are performing very well.



YOUTH-LED EXTENSION-PROVIDER MODELS: SERVICES OFFERED AND NUMBERS OF YOUTHS AND WOMEN INVOLVED

Name and year started	Type of implementer	Crop or livestock types	Services other than extension	Per cent youth in ext. staff	Per cent youth staff who are females	No. beneficiaries
Rwanda						
Agriwin, 2017	Private	Horticulture	Fruit tree seedlings; irrigation	100	45	12*
Expanders, 2018	Private	Fruit trees, small livestock	Fruit tree seedlings	75	0	3,000*
HoReco, 2016	Private	Horticulture, cereals, tubers,	Irrigation; horticulture seeds	85	40	40,000*
Youth Engagement in Agriculture Network, 2014	Net work	Cereals, legumes, horticulture, poultry, pigs	Network of 12,000 farmers for sharing info	100	23	12,000
Uganda						
Marula, 2018	Private	Coffee	Training and mentoring students, video and media messaging	100	35	405

4. INTERNSHIPS



5. YOUNG PARAPROFESSIONALS

- Two cases are presented:
 - The Uganda National Apiary Development Organization (TUNADO) using its Beekeeping extension workers known as “Drones” in Uganda and
 - The Community Animal Health Workers in Rwanda.



PARAPROFESSIONAL YOUTH EXTENSION-PROVIDER MODELS

Name and year started	Enterprise type	Duties	No. para-professionals	Percent youth	Percent female youth	No. beneficiaries
TUNADO, 2014	Beekeeping	Advise beekeepers on management and marketing	150	100	NA	100s
Community Animal Health Worker, Rwanda, 2004	Dairy cows	Artificial insemination; diagnose livestock diseases/pests and advise on treatments	1,152	27	18	62,000

6. CREDIT AND FINANCIAL SERVICES

- Two cases involving credit and financial services in Uganda are reviewed below, one involving:
 - a private bank partnering with an NGO and
 - another led and funded by a government agency -
 - The Youth Livelihood Program



7. YOUTH ENTREPRENEURSHIP AWARDS

- FAO and MAAIF started the Youth Champion program to reward young people who have made cutting edge innovations in agricultural value chains and to inspire other youth to work in agriculture.
- Awards were given once in 2017.
- The opportunity to win an award was widely advertised and was open to youth between the ages of 14 and 35.
- MAAIF and FAO chose 25 winners from more than 500 applicants.





PERFORMANCE OF MODELS, LESSONS AND RECOMMENDATIONS

PERFORMANCE OF MODELS ON SELECTED PERFORMANCE CRITERIA

Models	Sample size	Numbers of youth benefiting/ year	Benefits per beneficiary	Percent of beneficiaries who are women	Financial sustainability	Scalability
Village agents	9	Hundreds	M	33	H	H
Fee-based extension providers	7	Hundreds	H	33	H	H
Training youth to become entrepreneurs	14	Thousands/ tens of thousands	NA	45	-	-
Paraprofessionals	2	Hundreds to thousands	M	18	M	M
Internships	4	Hundreds	H	67	H	M
Credit and financial services	2	Thousands	H	42	L-M	M
Youth awards	1	25	H	NA	L	M
Total	39			40		

TYPES OF PRODUCTS DEALT WITH IN ENGAGEMENT MODELS

		Low-value products			High-value products		
Models	Sample size	Cereals	Legumes	Oilseeds, tubers	Horticulture	Coffee	Livestock, honey
Village agents	9	5	6	2	5	3	0
Youth-led fee-based extension providers	5	2	1	1	4	1	2
Other fee-based extension providers with solely youth extension workers	2	1	1	1	2	0	1
Paraprofessionals	2	0	0	0	0	0	2
Total	18	8	8	4	11	4	5

LESSONS AND RECOMMENDATIONS

- **Differentiating among youth.**
- Youth are heterogeneous and programs need to be tailored to specific vulnerable youth segments.
 - Poor rural youth without high school education need their aspirations, needs and contexts understood and suitable agricultural enterprises and service areas provided to them.
- Incentives for youth to start agriculture-related businesses and for private agribusiness companies to hire youth are recommended by offering corporate social responsibility awards or recognizing and celebrating high achievers.



LESSONS AND RECOMMENDATIONS

- **Helping young women.**
- Focus on gender so that the benefits do not go to only young males, the unique constraints that young women face need to be addressed.
- Incentives to implementers to set, monitor and meet gender targets are encouraged.
- Additionally, young women could be engaged in suggesting ways in which they wish to participate in AEAS.

LESSONS AND RECOMMENDATIONS

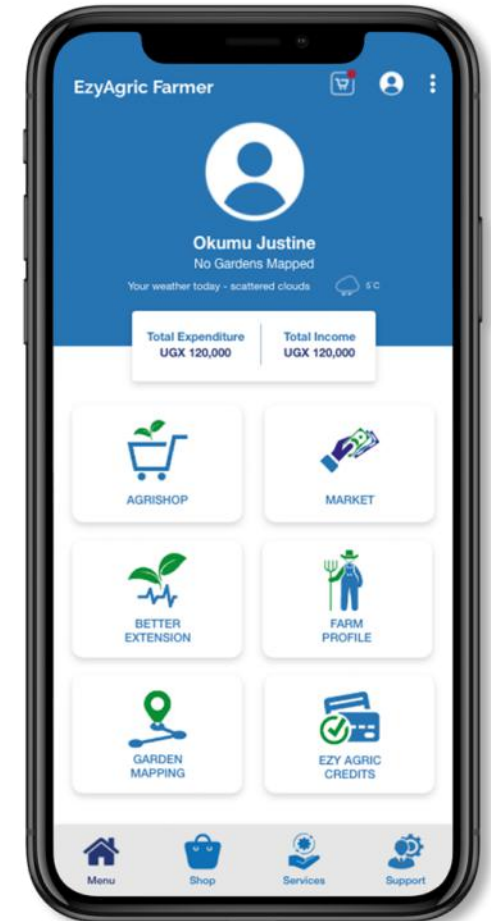
- Ensuring that youths also have incentives to engage is critical, such as short-term financial gains, and opportunities to become input suppliers provides a huge incentive for youths to become village agents.
- Non-financial incentives are often also important, such as improving one's social status and developing social networks.
- Village agents who are youths can be engaged to influence other young people through peer-to-peer exchange.

LESSONS AND RECOMMENDATIONS

- **Strengthening public-private partnerships.**
- Many successful initiatives involve collaboration among different types of development partners.
- Private companies, government, and development projects also partnered effectively in Uganda's village agent models.

LESSONS AND RECOMMENDATIONS

- **Evaluating digital tools.**
- Emphasis on digital tools needs to be sustained.
- More research on their performance and guide future use of these tools, particularly for ensuring that the economically poor and traditionally underserved is needed.





Thank you for listening to me

