



TECHNOSERVE
BUSINESS SOLUTIONS TO POVERTY

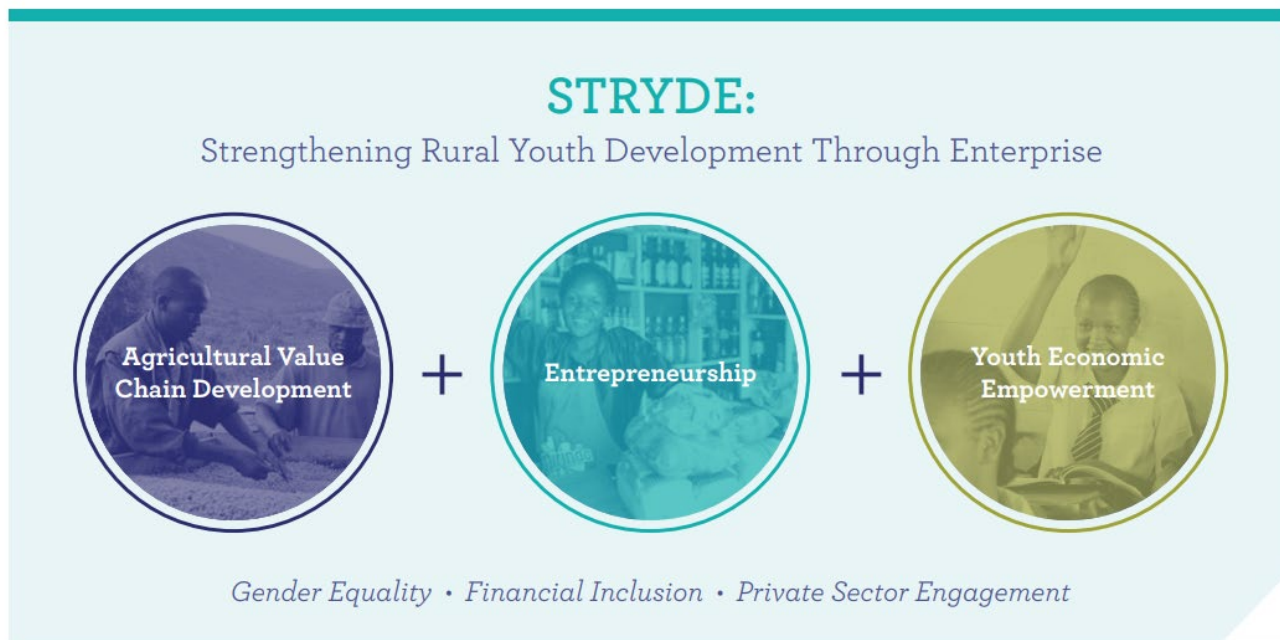
Power of Youth Engagement and Horticulture

Youth Empowerment and Employability in Rural Developing Economies

March 26, 2019

The results, assumptions, and conclusions provided in this presentation are not final.

TechnoServe partnered with the Mastercard Foundation to help rural youth (18 to 30) in East Africa transition to economic independence

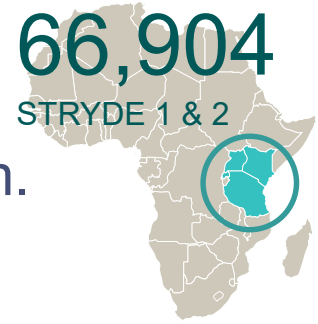


- Youth business & life skills training to promote employment and self-employment
- Opportunity identification
- Linkages to markets, finance, & jobs
- Building capacity & aligning incentives of long-term training providers





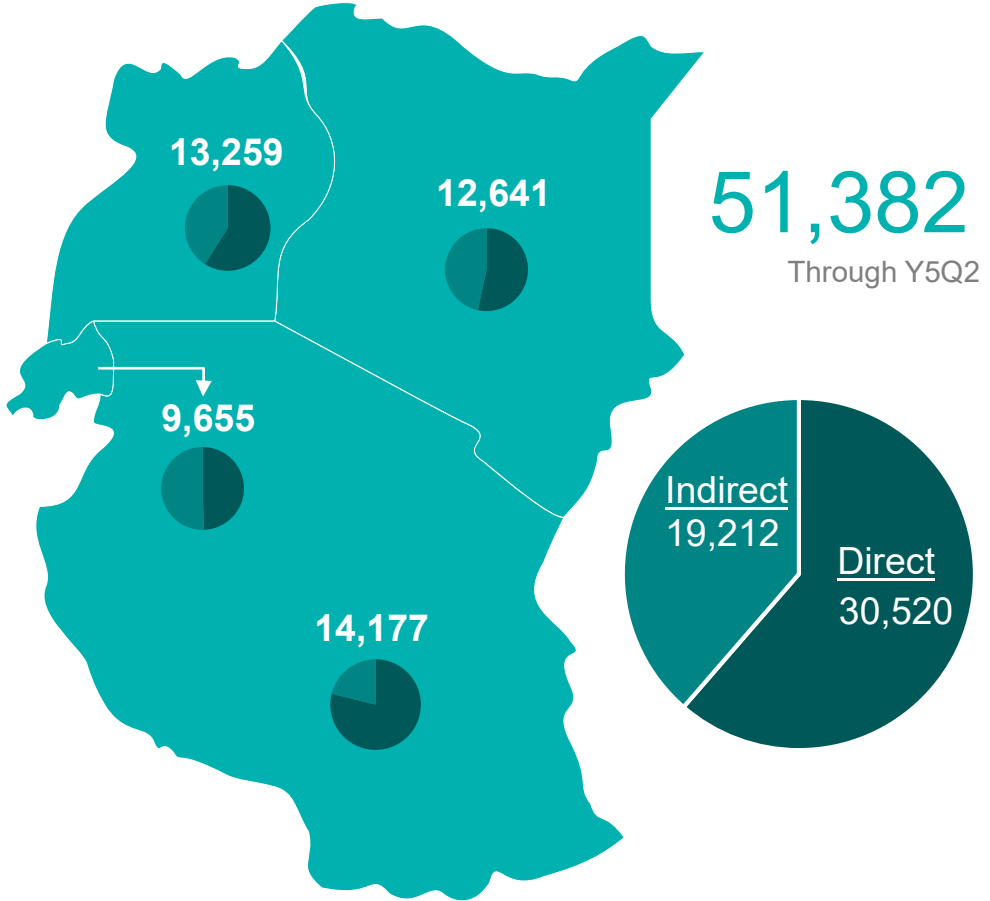
STRYDE has reached almost 67,000 youth across East Africa, with 124 partners implementing the program.



STRYDE 2
Partnerships

<p>Kenya</p> <ul style="list-style-type: none"> • 78 Vocational Training Institutes (77 Public and 1 Private) • 3 Prisons 	81
<p>Rwanda</p> <ul style="list-style-type: none"> • 6 Government Partners (including 4 districts) • 2 Local NGOs • 1 University Student Organization (5 universities) 	9
<p>Uganda</p> <ul style="list-style-type: none"> • 13 Vocational Training Institutes and Agricultural Colleges • 1 Local NGO 	14
<p>Tanzania</p> <ul style="list-style-type: none"> • 8 Vocational Training Centers • 6 Local CBOs; 1 Prison • 4 Community Development Colleges • 1 District Council (Mbarali) 	20

STRYDE 2
Participants



The STRYDE Training Model

The STRYDE model increases youth engagement in 4 key areas through a program which allows community leaders to support youth training and aftercare activities tailored to each locality.

TRAINING

The STRYDE curriculum is adapted for specific regions and youth participants aged 18 – 30 years old are identified and trained by leaders from their local community.

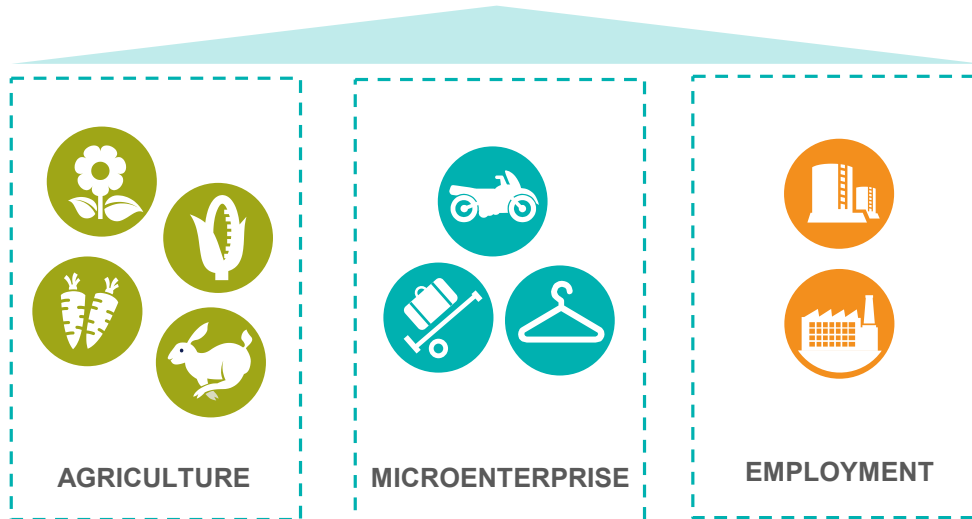
AFTERCARE

Graduates are supported after training through aftercare learning activities which allow them to begin new engagement activities.



Youth have complex portfolios of income activities

Youth maintain a complex and fluid portfolio of income activities that vary by season, introducing a level of complexity that has only recently been highlighted across the industry.



Common themes:

- Youth maintain diverse income portfolios in an effort to hedge risks and make ends meet
- Agricultural production remains central to income portfolios
- Formal and informal wage employment is often rare or non-existent in many rural areas
- Entrepreneurship is a desired income earning activity but requires youth to navigate more risk

New research by TNS and MCF showed that youth diversify their income and prefer entrepreneurship through microenterprise.





Youth engaged in horticulture show unique characteristics and results



Profile of Youth Engaged in Agriculture

- **Age:** Average age of 25
- **Gender:** Equal ratio of men and women
- **Income diversification:** Roughly half (46%) had 2-3 income-earning activities, and another 28% had 4-6 activities.
- **Income overall:** Income increased 190% compared to the income increase of those never involved in horticultural activities (130%)
- **Savings:** In Rwanda, savings rates increased over 300%, significantly higher than rate increase of those not engaged in horticulture (at a 155% increase)
- **Borrowing:** More likely to have taken a loan (36%) vs. those never engaged in horticulture (29%)

Note: Results are from snapshot survey. Final evaluation to be completed by end of 2019



Profile: Samson Mwaikenda



- Samson was earning less than \$40 per month from his tomato harvest
- Poor quality of his tomatoes and a lack of market linkages held him back
- Personal effectiveness training, market linkages and business training led him to build a green-house over the course of 1 year
- Samson predicted that his greenhouse harvest would multiply his previous year's revenue, earning him roughly \$300 a month for over five months.

Profile: Clementia Jairo



In her own words:

“I had never envisioned myself working on the farm to earn a living after completing high school. I saw myself working in [urban] Dar-es-Salaam but STRYDE changed that.”

“I sell the vegetables in the local market and also save some money in my bank account. I am now self-employed and will soon start contracting more labor on the farm.”

Partner framework for sustainability and success is comprehensive

Through the STRYDE program, we've identified key factors which affect the level of learning effectiveness and program sustainability of a partner; ultimately determining the long-term success of the training program.

