

REPUBLIC OF KENYA



MINISTRY OF AGRICULTURE LIVESTOCK AND FISHERIES

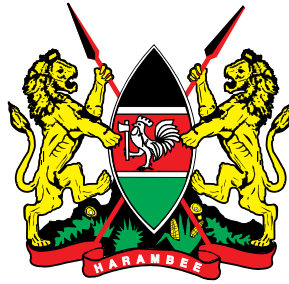
# **KENYA YOUTH AGRIBUSINESS STRATEGY 2017 -2021**

*Positioning the Youth at the Forefront of Agricultural Growth and Transformation*

**April, 2017**



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## FOREWORD

In Kenya youth unemployment is higher than the overall national unemployment rate. While the latter is around 10% it goes as high as 35% for youth, depending on the age group. According to the UNDP study, 80% of the currently 2.3 million unemployed are young people between 15 and 34 years (World Bank, 2014).

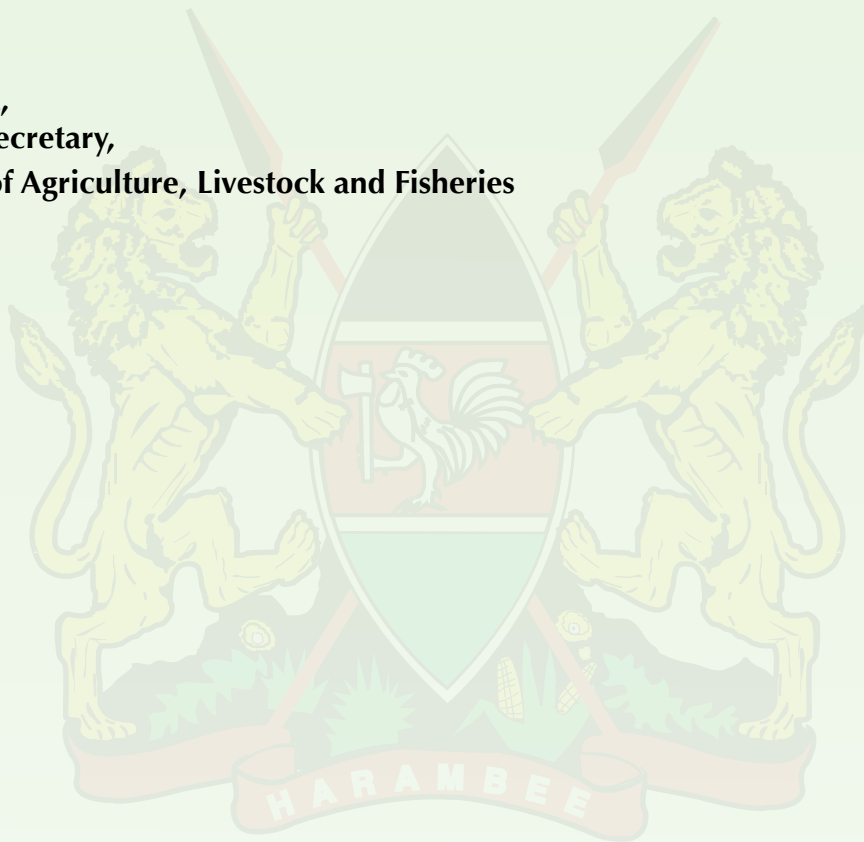
Youth unemployment is primarily a problem of labour demand. The Kenyan economy is not creating sufficient jobs to cater for the increasing number of young labour market entrants. In 2011, a total of 520,000 new jobs were created in Kenya, of which 74,000 (14.3%) were formal sector jobs. Considering the number of new labour market entrants some 300,000 young people are left behind every year. The youth unemployment challenge is therefore primarily a challenge of economic growth and job creation in Kenya. It requires bold and coordinated efforts to stimulate economic transformation and business sector development (World Bank, 2014).

Agriculture remains the backbone of Kenya's economy, directly contributing 24% of the annual GDP and another 27% indirect contribution (ASDS, 2010 – 2020). The sector is therefore critical in creating employment and uplifting the living standards of the Kenyan people. It's against this background that Agriculture has been identified as one of the key sectors to deliver the 10 per cent annual economic growth rate envisaged in the economic pillar of the Kenya Vision 2030. This growth will be achieved through transforming small-scale agriculture from subsistence to innovative, commercially oriented and modern agriculture. Considering high rate of youth unemployment and underemployment, the agricultural sector offers multiple livelihood and employment opportunities.

The Ministry has developed the Kenya Youth Agribusiness Strategy to address challenges that hinder youth from participating effectively in the sector. The Strategy is aimed at providing new opportunities for youth in agriculture and its value chains. The impact of youth engagement in agriculture will be evident in sustainable economic growth and in the reduction of poverty and malnutrition.

The Ministry of Agriculture Livestock and Fisheries (MoALF) reaffirms its commitment to creating a conducive environment for the realization of the youth engagement in Agricultural development initiatives. Their potential to contribute to the sector and indeed to the overall economic development is significant. I therefore, urge all stakeholders to play their respective roles in ensuring that this strategy is successfully implemented.

**Willy Bett,  
Cabinet Secretary,  
Ministry of Agriculture, Livestock and Fisheries**



## PREFACE

The MoALF in consultation with the County Governments and development partners have developed the Strategy with a view to increasing meaning and sustainable youth participation in the agricultural sector. This will ensure optimal utilization of their potential in contributing to the sector goals of achieving food and nutrition security, income generation, employment and wealth creation in the country.

The Ministry observes that youth matters in the agricultural sector development are not addressed in the National Youth Policy (NYP 2006), hence the need for the development of this strategy and recommendation of the review of the NYP. This gap was further recognized under the Agricultural Sector Development Strategy (ASDS, 2010 – 2020), which saw the need to establish Agricultural sector specific youth policy to address among others the drudgery nature of agricultural work, attitude change by youth towards agriculture and creation of relevant linkages. Furthermore, the strategy acknowledges that there are numerous opportunities for achieving meaningful and sustainable participation of youth in the agricultural sector by working closely with the County Governments given that most of them have County Integrated Development Plans that aims to address the same issues as this Strategy.

The strategy has identified strategic issues which include: Negative perception to agricultural activities; Large population of youth have inadequate skills, knowledge and information; Limited participation of youth in agricultural Innovations, Research, technology development and utilization; Limited access to land for agribusiness; Limited access to financial Services; Limited access to market information, inadequate market infrastructure and entrepreneurial skills; Inadequate policies to support youth in agri-preneurship; Negative impacts of climate change and weak environmental governance; Low levels of value addition; Limited access to market information, inadequate market infrastructure and entrepreneurial skills; Inadequate policies to support youth in agri-preneurship; Negative impacts of climate change and weak environmental governance; and Cross cutting challenges.

The strategy has also identified appropriate objectives and activities to address the strategic issues. Furthermore, the implementation framework which gives the cost, timelines, outputs, indicators and responsible institutions has been developed.

The Ministry therefore commits to support the implementation of this Strategy and call upon all the relevant stakeholders including but not limited to the Ministry of Public Service, Youth and Gender Affairs, County Governments, and other non-state agencies / organisations among others to engage in this process.

**Willy Bett,  
Cabinet Secretary,  
Ministry of Agriculture, Livestock  
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We are grateful to all that contributed in one way or another in the development of this strategy that may not have been mentioned here. Kindly take this acknowledgement as an expression of sincere gratitude.

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## EXECUTIVE SUMMARY

Youth account for 35.4% of Kenya's population (World Bank 2014), with 1,000,000 entering the labour market annually (Kenya Country Report on Youth Employment, 2014). They offer a dynamic work force that is innovative; have a high uptake of technological know-how and the ability to take on significant levels of risk. The Agriculture sector presents a huge opportunity for the creation of employment to absorb the youth and ensure achievement of food security for future generations.

However, the sector is yet to fully exploit the potential of the youth and it remains largely unattractive. The situation is exacerbated by perception of agriculture as a career of last resort, one of drudgery and low monetary benefits. Information on access to markets, factors of production including land and financing remain extremely limited hindering adequate engagement of the youth in agriculture.

Majority of those engaged in agricultural activities are aged between 50 and 65 years and still predominantly practise traditional and subsistence farming practices. The decreasing number of young people involved in farming as an occupation / business is a national signal of distress in the agricultural sector. This is already negatively impacting on the economy. The low interest in agriculture among the youth could partly be attributed to the public sector systems that have concentrated more on production with limited value addition, processing and marketing. This has been a concern that has informed the development of youth in agriculture Strategic Plan.

This Strategic Plan provides an overview of objectives and strategies to be pursued during the five-year period (2017-2022). The preparation of the Strategic Plan was guided by the Constitution of Kenya (CoK 2010), National Youth Policy, Vision 2030, Agriculture Sector Development Strategy (ASDS) 2010-2020 County Integrated Development Plans (CIDPs).

MTP II, Jubilee Manifesto (2013-2017), the Ministry's Strategic Plan, Other Regional and International Policy Interventions and the National Agriculture Policy. The plan captures national challenges that are facing the youth in the sector and the available opportunities for agri-preneurship.

The Strategic Plan is organized into four chapters; Chapter one gives the background information, justification and rationale, policies, strategies and other initiatives that address youth issues in the sector. Chapter two presents situational analysis of youth in agriculture and underlying challenges, Strengths, Weaknesses, Opportunities and Threats (SWOT), stakeholder's and risk analysis. Chapter three proposes the strategic model that includes strategic issues, strategic objectives and key activities that will be undertaken in the implementation period and chapter

four proposes targeting, resource mobilization, coordination and partnership, communication, capacity building and monitoring and evaluation.

Eleven (11) Strategic objectives have been developed to address the challenges that hamper meaning and sustainable youth participation in agribusiness. These are: To transform the mindset and perceptions of the youth towards agribusiness; To equip youth with appropriate agribusiness skills, knowledge and information; To enhance access to affordable and youth friendly financial services for agri-preneurship; Enhance access and sustainable use of land for the youth in agribusiness; To engage youth in research, development and utilization of innovative agricultural technologies; Enhance access to factors of production, utilisation of modern technologies and utilisation of Good Agricultural Practices (GAP) to increase efficiency; To increase utilisation of agricultural products through value addition; Improved access to affordable suitable output markets for the youth; Support implementation, reviews and development of policies that create an enabling environment for youth in agri-preneurship; Promote youth-inclusive climate smart agricultural technologies and create green jobs for environmental sustainability; Promote an integrated approach to address cross-cutting challenges including gender disparities, cultural barriers, alcohol and substance abuse, HIV & AIDS, weak governance and value systems amongst others.

The implementation of the Strategic plan will depend on availability of human and financial resources from the National and County Governments and development partners,. The estimated cost of implementation of this strategy will be KES. 22 Billion for the five years period.

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## ACRONYMS AND ABBREVIATIONS



ADA	Alcohol and Drug Abuse
ASDS	Agriculture Sector Development Strategy
ASDSP	Agriculture Sector Development Support Programme
CBOs	Community Based Organisations
CoG	Council of Governors
CoK	Constitution of Kenya
CIDP	County Integrated Development Plan
CSR	Corporate Social Responsibility
CTA	The Technical Centre for Agricultural and Rural Cooperation
DPs	Development Partners
EAAPP	East African Agricultural Productivity Programme
FAO	Food and Agriculture Organisation
FBOs	Faith Based Organisations
GAP	Good Agricultural Practices
GDP	Gross Domestic Product
ICT	Information communication Technology
IFAD	International Fund for Agricultural Development
JFFLS	Junior Farmer Field and Life Schools
KYEPP	Kilifi Youth Economic Empowerment Project
MoAL&F	Ministry of Agriculture, Livestock and Fisheries
MoPSG&YA	Ministry of Public Service, Gender and Youth Affairs
Mol&ED	Ministry of Industrialization and Enterprise Development
NAYS	National Agribusiness Youth Strategy
NITA	National Industrial Training Authority
NEET	Not Educated, Employed & Trained



NGOs,	Non-Governmental Organisations
NYC	National Youth Council
NYS	National Youth Service
NBS	National Bureau of Statistics
SRA	Strategy to Revitalize Agriculture
SDA	State Department of Agriculture
SDL	State Department of Livestock
SDF&B	State Department of Fisheries and Blue Economy
SDG	Sustainable Development Goals
TCP	Technical Corporation Project
TNT	The National Treasury
T-VET	Technical Vocational Education and Training
UNDP	United Nations Development Programme
UPAP	Urban and Peri-urban Agriculture Project
YEDF	Youth Enterprise Development Fund
Y-MAP	Youth in Modern Agriculture Programme
YPARD	Young Professionals for Agricultural Development
4-K	Kuungana, Kufanya, Kusaidia, Kenya
4H	Head, Heart, Hands and Health





# CHAPTER ONE

## 1.1 BACKGROUND

Global population is expected to increase from 7 billion to 9 billion by 2050, with youth (aged 15-24) accounting for about 14% of this total (ILO, 2014). With the rapidly rising population, there is an equal increase in demand for food hence worsening the global food insecurity especially in developing countries. As a result, food insecurity has been anchored within the Post-2015 Sustainable Development Goals, that is, Goal 1 - Ending poverty in all its forms and Goal 2 - Ending hunger to achieve food and nutrition security and promote sustainable agriculture (SDG, 2030). Globally, agriculture accounts for 32% of total employment, (ILO, 2014). It is important to focus on the young people as the future of addressing food insecurity even as global youth population increases.

The global youth population growth does not seem to be commensurate with the available employment and entrepreneurial opportunities for youth, particularly those living in developing countries. The employment opportunities remain limited, poorly remunerated and of poor quality (Youth and Agriculture: Key challenges and concrete solutions, FAO, CTA, & IFAD 2014). The Youth Division of the Africa Union Commission indicates that about 65% of the total population of Africa is below the age of 35. About 10 million youth enter the labour market annually. Youth unemployment rate in Sub-Saharan Africa's was 11.8% in 2012 and was projected to drop to 11.7% in the years to come. While agriculture plays a vital role in Africa's economic growth and social improvement contributing the highest percentage of the workforce population (about 65%, and about 30% of GDP in most African Countries), the current trend of youth participation in the sector is on the decline (Africa Agriculture Status Report, 2015). This is largely contributed to strength of various push and pull factors based on the global economic trends that has favoured non-agricultural sector than the agricultural sector hence labour shift out of agriculture.

Kenya has about 13.7 million youth which accounts for 35.4% of the total population and constitutes 60% of the total labour force of which 10% are directly participating in Agricultural sector (World Bank 2014). It is estimated that

64% of the unemployed Kenyans are youth with majority moving away from the agricultural sector to fast growing non-agricultural sectors in urban areas. This results in rural-to-urban migration consequently reducing the labour force in rural areas to work in the agricultural sector. The disaggregation of unemployment rates by gender reveals a higher rate for female than male. The overall unemployment rate for female in 2005/06 was 14.3% compared to 11.2% among males (Kenya Institute of Economic Affairs, 2010 and Kenya National Bureau of Statistics 2008).

Over the years the Government has committed to address youth issues including unemployment but has remained a key challenge to date. While acknowledging the efforts made to address unemployment among the youth, the third National Development Plan of 1974-78, warned that the problem would in future loom large. Efforts to initiate youth development programmes have been made in other subsequent policy documents, such as Sessional Paper No. 2 of 1992 on Small Scale and Cottage Industry, the 1997-2001 Development Plan and the National Poverty Eradication Plan 1999-2015 among others. Despite these efforts, as well as an increase in the number of agencies dealing with the youth, challenges affecting young people have persisted.

In view of the foregoing, the Government developed a National Youth Policy of 2006 to address the following youth issues: pressure from the high youth population growth; lack of appropriate skills; unclear and uncoordinated youth policies and programmes; resource Constraints; and low status given to youth as indicated in the existing structures and prevailing attitudes which do not provide an enabling environment for youth participation in decision making, planning and implementation processes. The National Youth Policy (NYP) which spells out strategic areas that must be addressed in order for Kenyan youth to effectively play their role in nation building has not included the agricultural sector as one of the key sector for youth engagement towards addressing their fundamental issues and contributes to economic development. Furthermore, the legislative framework supporting the implementation of the NYP worsens the situation by not including the agricultural sector into the mechanisms for supporting youth participation.

According to Economic Survey (2016), agriculture still remains the backbone of Kenya's economy, directly contributing 30% of the annual GDP and another 27% indirectly. The Agriculture Sector Development Strategy (2010-2020) recognises the potential of the youth in developing agriculture and has a special focus on the youth. Towards this end, ministry has carried out various initiatives to address youth involvement in agriculture including; youth mobilisation in all counties to form farming groups, technical support and provision of start-up farming equipment's, promotion of 4-K and Young farmers clubs. However, over the years very few of these young people see a future for themselves in agricultural sector leading to withdrawal from the sector despite its ample potential to provide livelihood, income-generating and wealth creation opportunities.

Despite the interventions, the agricultural sector is yet to fully exploit the potential of the youth and remains largely unattractive for them. The major underlying issues affecting youth participation in agriculture include but not limited to; Access to Land, Agricultural finance and insurance, Knowledge, skills and extension services; and use of innovative technologies and; Markets.

Based on the foregoing, the Strategy has developed youth oriented mechanisms and approaches to increase their engagement in agribusiness and related value chains.

## 1.2 JUSTIFICATION AND RATIONALE OF THE STRATEGY

The 2009 census shows that out of a population of approximately 38 million people, youth (15-35 years) and children (0-14 years) together represent 78% of the Kenyan population. The Kenyan unemployment rate stands at approximately 40%. An estimated 64% of the country's unemployed are the youth. It acknowledges that the average age of farmers in the country is above 60 years, yet the country has a youthful population. There is therefore an urgent need to realign the country back on the right trajectory of growth in the agricultural sector and the youth needs to play a critical role in attaining this goal. This will be achieved by having the young people in the forefront since they are the future of agricultural development.

With a rapidly urbanizing country, there is an increasing gap between food consumption and food production. Urban sustainability is dependent on ensuring sustainable food security and food production. A high rural-urban migration coupled with limited employment opportunities in urban areas is resulting into immigrants remaining poor in their informal urban settlements, and face even higher food prices and greater difficulties in accessing nutritious food. Furthermore, unemployment and food insecurity among poor urban inhabitants is leading to increases in crime and unrest.

The principal challenge in the Agricultural sector is ensuring optimal utilization of youth potential in contributing to the sector goals of achieving food and nutrition security, income generation, decent employment and wealth creation. This strategy has identified the primary causes leading to withdrawal of youth participation in agricultural sector. It acknowledges that the current set-up of the agricultural sector both on the demand and supply side has played a major role leading into this predicament making it none-attractive to the youth. Therefore, it lays down multiple youth oriented strategies that will reverse the current trend of youths withdrawing their participation in the agricultural sector by making it more attractive as a career choice and livelihood option. It aims to achieve this by tapping into the dynamic youth workforce that is innovative; high-tech and have the ability to take on significant levels of risk.

The strategy therefore aims at developing new opportunities for youth in agriculture and its value chains which is vital to the growth of the agricultural economy of the country through the value chain. The impact of youth involvement and participation in agriculture and food systems will be evident in sustainable economic growth and in the reduction of poverty and malnutrition across the country.

The realization of this strategy is further anchored in the Constitution of Kenya 2010 (CoK), the Economic Blueprint of the country, the (Vision 2030) and other policy frameworks. The CoK provide for youth empowerment as stated in Article 55 which requires the Government to take measures, including affirmative action programmes, to ensure that the youth access relevant education and training; have opportunities to associate, be represented and participate in political, social, economic and other spheres of life; access employment; and are protected from harmful cultural practices and exploitation.

The economic pillar of Kenya's Vision 2030 further identifies agriculture as one of the key sectors to deliver 10% annual economic growth rate. Part of this growth will be achieved through transforming small-scale agriculture from subsistence to innovative, commercially oriented and modern. Considering the high rate of youth unemployment and underemployment, with about 1 million youth entering the labour market annually, the agricultural sector offers multiple livelihood and employment opportunities.



### 1.3 OVERVIEW OF CONSTITUTIONAL AND POLICY CONTEXTS

Policy		Provisions
1	The Constitution of Kenya (CoK 2010)	<p>The 4<sup>th</sup> Chapter of the Constitution of Kenya on the Bill of Rights gives the citizens the right to be free from hunger, and to have adequate food of acceptable quality. The 5<sup>th</sup> Chapter on Land and Environment emphasizes on the need to manage existing land resources efficiently, productively and sustainably while protecting and conserving ecologically sensitive areas.</p> <p>The Fourth schedule of the constitution underscores the distribution of functions between the National and County Governments. Article 55 of the Constitution of Kenya, 2010 (CoK); requires the Government to take measures, including affirmative action programmes, to ensure that the youth have access relevant education and training; have opportunities to associate, be represented and participate in political, social, economic and other spheres of life; access employment; and are protected from harmful cultural practices and exploitation.</p>
2	National Youth Policy (2006) & The NYC Act (2009)	<p>To address the many challenges that face the youth, the Government responded by developing the National Youth Policy (NYP) of 2006 that provides a framework through which youth matters are handled. The NYP sought to address pressure from the high youth population growth, inadequate and appropriate skills, unclear and uncoordinated youth policies and programmes, resource constraints and low status given to youth. The NYC Act of 2009 was instituted and set the youth age to be between 18 and 35 years. However, the policy and legal framework does not address youth in agriculture issues.</p> <p>According to the National Youth Policy (2006), the youths in the age 15-35 years have been largely excluded from designing, planning, and implementing programmes and policies</p>
3	Vision 2030	<p>Vision 2030 is a national long term growth plan that identifies agriculture as the key mover of the economic pillar with the objective of maintaining a sustainable economic growth of 10 percent annually over a period of 20 years from 2010. The vision recommends 'devolved funds' targeting the youth, women and all vulnerable groups and communities with high incidence of poverty particularly those living in the arid and semi-arid areas of the country.</p>

Policy		Provisions
4	Agriculture Sector Development Strategy (ASDS) 2010-2020	The Youth will be sensitised on lucrative ventures in the agricultural sector and processing plants for value addition which will be established in rural areas to provide employment opportunities for the youth and to allow them to produce agricultural raw materials. Linkages between the, the Ministry of Public Service Youth and Gender Affairs and the agricultural sector will be established to offer incentives to the youth in farming either through the YEDF, CDF, Innovation Fund for Agriculture and Agribusiness.
5	County Integrated Development Plans (CIDPs)	Agricultural sector and youth empowerment issues have been prioritized in the County Integrated Development Plans (CIDPs). The CIDPs emphasize on employment creation, capacity building and promotion of agribusiness for the youth.
6	MTP II	The Ministry made strides in implementation of key flagship projects identified for implementation in the first medium term plan 2008 to 2012 and will continue to build and sustain the gains made. During the plan period (2013-2017) the Ministry is focussing on 6 key strategic areas. These are: Creating an enabling environment for agricultural development; increasing productivity and outputs in the agriculture sector; enhancing national food and nutrition security; improving market access and trade for agricultural products; strengthening institutional capacity and increasing youth involvement in agriculture.
7	Jubilee Manifesto (2013-2017)	The current Government recognizes the agricultural sector as crucial in contributing to food and nutrition security. It proposes critical interventions suitable for the youth and women involvement including irrigation, lease of agricultural land and mechanization. The manifesto further recommends value addition for young Kenyans to find employment and investment opportunities, encourage school to have a model agricultural and fish farm. It provides for 30% youth involvement in the public sector procurement which creates capital that could be invested in agriculture. The Government also provides internship/attachment and apprenticeship programmes.

Policy	Provisions
<p>8 The Ministry's Strategic Plan (2013-2017)</p>	<p>To address the challenge of low youth involvement in agriculture, the Ministry continues to encourage youth to take up agriculture as a business and a form of gainful employment. Specific measures have been taken to empower youth through: Capacity building under technical and vocational training and farming including Agriculture Technical Vocational Education and Training Programme (AVET) aims at integrating agriculture education and training in vocational and tertiary intuitions; introduction of new farming technologies (Green houses, drip kits, fish ponds and water harvesting facilities) that reduce drudgery; increase productivity and returns to labour; and facilitating access to modern technology information through demonstration sites, print media, periodicals and electronic media targeting the youth.</p>
<p>9 National Agriculture Policy</p>	<p>The youth aged between 15-30 years number about 9.1 million and account for about 32% of the population of which 52% are female. The youth form 60% of the total labour force but many of them have not been absorbed in the job market owing to the country's' low economic growth rates. Many of the youth who are productive and energetic remain unemployed and underutilized and consequently engage in deviant behaviours.</p> <p>The youth are largely excluded from designing, planning, and implementing programmes in the agriculture sector in spite of the aging labour force. They have limited opportunities in the agricultural value chains thus posing a challenge to succession in the sector. The youth are limited in term of access to factors of production including land, credit, insurance and skills. Poor production technologies have also not attracted the youth to agriculture and this has affected production and productivity. The perception of the youth towards agriculture is negative and therefore un-attractive hence the need to put in place mitigating measures.</p> <p>The National Agriculture Policy proposes that the two levels of Government will:</p> <ul style="list-style-type: none"> <li>• Support development and dissemination of transformative agricultural technologies and intervention</li> <li>• Ensure youth access to factors of production such as land, credit, insurance and skills in agriculture</li> </ul>



Policy		Provisions
9	National Agriculture Policy <i>cont'd</i>	<ul style="list-style-type: none"> <li>• Provide for mechanism of reintroduce agriculture in Kenyan primary school curriculum</li> <li>• Ensure support for youth to access markets and marketing infrastructure</li> <li>• Mainstream and institute mitigation measures to address medical conditions and diseases that affect youth participation in agriculture</li> <li>• Lobby for strengthening of existing capacity on guidance and counselling</li> <li>• Will support development of institutional and legal framework for youth in agriculture</li> </ul>
10	Other Regional and International Policy Frameworks	Sustainable Development Goals 2030 (SDGs), Comprehensive Africa Agriculture Development Programme (CAADP) Results Framework 2015 – 2025, East African common Market Protocol

## CHAPTER TWO

### 2.1 SITUATION ANALYSIS

Currently, over 1 million young people enter into the labour market annually having either dropped out of school or completed high school and are not enrolled in any institution of higher learning. A further 155,000 join the labour market annually after completing training in Technical Vocational Education and Training (TVET) or at the University out of which 12,000 are from agricultural institutions. A total of over 1.3 million new employment places have to be created annually to meet this demand. It is also noted that, the skills acquired by the college and university graduates often do not meet the expectations of employers.

Despite few opportunities in the job market, agriculture is not viewed by the youth as a viable business largely because majority of farmers practise traditional farming methods, poorly, remunerated enterprises and does not lead to decent livelihoods. As a result the youth perceive agriculture as dirty and a career or business of last resort.

The negative perception towards agriculture has further progressed over the years with technical institutions and universities seeing a decline in direct enrolment of students due to a paradigm shift towards other courses that have a higher demand in the job market. The elementary school curriculum being the foundation for agriculture has since dropped agriculture from the subjects taught and examined. As a result, the current graduates have little knowledge and skills in agriculture and shun it as inferior.

The decline of major agricultural industries including textiles, pyrethrum, coffee, sugar, cashew-nut coupled with the limited employment opportunities offered by the Government for several years as major employers of agricultural graduates rendered the sector unattractive to the youth as a career of choice. Young people have the potential to contribute and benefit from the higher levels of the agricultural value chain. However, low capacity and resources makes it difficult for them to fully realise their potential and to access the opportunities available especially the commodity value chain which is dominated by older farmers.

Increasing gap between production and consumption resulting into food import impacting negatively on the national food and nutrition security.

The youth engaged in agriculture are often, frustrated by the high cost of investment and low resilience to external shocks. The youth are mostly interested in quick turnaround business ventures or secure and constant incomes.

Despite all the above challenges, there is consensus amongst the agriculture sector stakeholders led by Government to reposition youth at the forefront of agricultural development for current and future posterity of the sector. This strategy identifies and forms a basis for addressing the challenges that hinder adequate youth engagement in agriculture.

## **2.2 CHALLENGES THAT HINDER EFFECTIVE YOUTH PARTICIPATION IN AGRICULTURAL SECTOR**

### **2.2.1 Negative perception and attitude to agribusiness**

Most young people consider agriculture to be unattractive due to the limited access, low returns and lack of a market-led approach in the agricultural sector. In addition, many jobs in the agricultural sector have a strong seasonal component or are categorised as vulnerable. Other challenges include:

- Low visibility of youth success initiatives
- Inadequate information on the available opportunities in other value chains
- Limited exposure of youth through role models and mentors in agriculture
- The negative image created around agricultural pursuits as a means of livelihood
- Agricultural production is dominated by elderly people who still engage in traditional agricultural practices with little success and this makes the youth shy away from the sector
- The drudgery nature of agriculture and low rate and long duration of returns

- Parents and Teachers play a role in creating a negative attitude in agriculture using it as a source of punishment and a career for non-performing students

### **2.2.2 Inadequate skills, knowledge and information**

A large proportion of the youth have limited access to agricultural training, information and cutting edge technologies. Where the innovation opportunities are available, affordability remains a constraint. Further, agriculture is not an examinable subject in primary school therefore creating a lack of interest amongst students and teachers. Low exposure to practical skills and limited opportunities in internships and mentorships also contribute to lack of skills.

### **2.2.3 Limited access to financial services**

Viable agribusiness initiatives require capital investment and insurance as a necessity. Agriculture is considered risky by financiers due to its high vulnerability to external shocks including extreme weather events, pest, and diseases and nature of seasonality. Insurance in agriculture is not well developed, yet insurance and credit usually go hand-in-hand to reduce possible lending risks for financial institutions.

However, the available products don't target youth appropriately and are not easily accessible. In addition, formal financial service providers perceive lending to youth as risky because of their weak financial capacity, lack of collateral, poor saving culture, minimal financial track records, and education systems that do not equip them with financial literacy. Majority of the youth often do not possess experience in agriculture making it difficult for them to engage in contract farming, which would normally be a valuable strategy for securing credit. Other challenges include; limited access to credit as a result of, lack of collateral, high cost of credit, risky nature of agriculture, limited access to banking institutions in some areas reluctance to exploit the available credit facilities due to uncertainties and low level of awareness as well as limited insurance to mitigate against risks in agricultural enterprises.

#### **2.2.4 Limited Access to Land for Agribusiness**

Majority of youth do not access and own land which is the principal resource in agricultural production. The major constraints affecting the youth with regards to land for agribusiness include:

- Lack of ownership and access to land by majority of youth
- Underutilization of land in some regions of the country that could be exploited by the youth
- Inadequate policies that facilitate land ownership to youth.
- Land sub-division beyond economically productive units
- Change of land use from agriculture to other uses including real estate development.
- Land tenure issues that limit investment on land

#### **2.2.5 Limited agricultural Innovation, Research and Technology Development, Adoption and Utilization**

Youth find agriculture unattractive due to inefficient traditional farming techniques. There is limited support for development and uptake of appropriate technologies to modernize agriculture. Some of the issues that inhibit technology uptake include:

- Low demand driven research and technology development
- Low visibility of existing technologies hence limited absorption of existing technologies
- Insufficient funds for development and up-scaling of technologies
- Limitations of the conventional extension techniques
- Lack of a centralised repository on new and existing technologies
- Limited integration of Public and Private sector Research and Development
- The existing technologies are not responsive to the persons with disabilities

### **2.3.1 Low Productivity**

The sector is characterized by low productivity due to limited access to the relevant inputs and services, poor management and inadequate skills. Large areas of agricultural land in ASALs remain under-utilized due to over-reliance on rainfed agriculture and limited use of modern technologies that would unlock the potential. The subsistence approach to agriculture rather than commercialization coupled with limited capital investment in the sector further exacerbates the problem. All the issues above further makes it a challenge for meaningful and sustainable participation of the youth in the agricultural sector.

### **2.3.2 Limited Value Addition**

The limited value addition and domestic processing of agricultural commodities in the sector has a specific constrain for the youth making it less profitable. Most of agricultural produce are either sold in its raw form in the local markets without further processing and/or without any form of value addition like packaging which results into denying the industry jobs and revenue that could be generated from further processing.

The constraints hindering value addition include:

- Limited knowledge and skills on how to add value to agricultural products
- Limited information on value addition technologies
- Inadequate capacity to meet greater demand and expectations of customers in terms of quality, standards, quantity and consistency
- High capital investment requirement at the higher levels of the value chain e.g. refrigeration and cold storage.

### **2.3.3 Limited Access to markets**

Youth face a bigger challenge of access to markets due to the following constraints:

- Limited access to marketing information
- Non-conformity to agricultural produce and products standards
- Inadequate markets and marketing infrastructure
- Poor post-harvest management



- Insufficient marketing and related entrepreneurial skills.
- Inconsistent quality and high costs of inputs and low prices for produce and products
- Inefficiencies and high transaction costs along the value chains
- Weak farmer organization
- Limited incentives for quality agricultural products

### **2.3.4 Inadequate policies to support youth in agri-preneurship**

The policies that are in place do not adequately address the issues of youth in agriculture. The youth do not adequately participate in policy dialogue making the developed strategies less responsive to the unique needs of the youth. In situations where policies exist, there are some cultural barriers that hinder productive participation of youth in agribusiness.

### **2.3.5 Climate Change and Environmental Management**

Climate change is a global reality that poses multiple constraints in the agricultural sector. It disproportionately impacts on the youth vulnerability by making agricultural engagement more risky posing a challenge to break from the poverty cycles.

There is limitation in the use of technologies and innovations that enhance youth resilience to the adverse effects of climate change. There is also low level of awareness of green jobs and opportunities. Furthermore, there is limited development and upgrading of skills and knowledge to match with the dynamics of climate change.

### **2.3.6 Cross cutting challenges - Alcohol and Drug Abuse (ADA), HIV & AIDs, Gender disparities, Cultural barriers, Disability, Governance and value systems**

#### **2.3.6.1 Alcohol and Drug Abuse and HIV and AIDS**

In the agricultural sector, it is acknowledged that good human health is an important factor of production as it affects productivity of labour force in the different economic enterprises. Alcohol and Drug abuse and other health challenges prevent adequate engagement of youth in agricultural development.

Mitigation measures stipulated in the ADA Policy have not been effectively implemented.

Currently HIV and AIDS is more prevalent among the youth (KAIS, 2014).

Alcohol and Drug Abuse, HIV& AIDs and other health challenges significantly affect youth engagement in the sector due to:

- Loss of labour, knowledge and skills
- Wastage, loss and diversion of productive capital
- Low production and productivity
- Delinquent behaviour that may lead to crime and accidents
- Stigma and trauma of infected and affected
- Early pregnancies
- Poor access to youth friendly health services
- Diversion of household resources to treatment and care

#### **2.3.6.2 Gender inequalities and Cultural barriers**

Gender inequality holds back economic and agricultural development. It is therefore critical to address social-cultural constraints, gender norms and relations in order to promote equitable participation and create an enabling environment for engagement in agriculture.



The main constraints inhibiting gender equality in agriculture include:

- Disparities in accessing, controlling and utilizing factors of production
- Disparities in roles and gender norms that inhibit equal participation in agricultural activities and family incomes
- Low empowerment of young women to take up decision making roles
- Gender blind planning

### **2.3.6.3 Disability**

Youth with disability often face marginalization and severe social, economic and civic disparities as compared to those without disabilities due to many factors ranging from stigma to inaccessible environments. It is essential to ensure all youth have equal opportunities to become productive and contributing members of their societies and enjoy rights and privileges of citizenship. The following constraints limit the participation of youth with disabilities in the sector:

- Insufficient appropriate technologies targeting youth with disabilities
- Limited visibility and uptake of agricultural technologies for persons with disabilities
- Limited resources for acquisition of technologies and low capacity for their use

### **2.3.6.4 Weak governance and value system**

Weak Governance, poor organizational skills and inadequate financial management skills amongst the youth remains a challenge to youth agri-entrepreneurship.

Weak value systems make youth prone to management malpractices including corruption. The desire for quick returns and impatience often leads to poor decision making and inability to grow and nurture agricultural enterprises.

## **2.4 OPPORTUNITIES THAT PROMOTE YOUTH PARTICIPATION IN THE AGRICULTURAL SECTOR**

### **2.4.1 ICT Infrastructure, Innovations and technologies platforms**

The availability of ICT infrastructure, innovations have permeated all sectors of the economy and the agricultural sector is not exceptional. The rates of uptake of the youth for these technologies are higher in the youthful age bracket compared to other demographic segments. The ICT sector provides solutions and products that would make the agriculture sector more efficient. The challenges still exist in terms of insufficient capacity in e-agriculture entrepreneurship, weak linkage with investors and weak support from the public and private sector.

### **2.4.2 Existence of strong research institutions in Agriculture**

The country has a network of research institutions spread in all regions. Most the research priorities are guided by the ecological context of where they are located and hence are expected to address researchable issues that affect the entire agriculture value chain of the hosting ecology. Some of the value chains are more appropriate to the youth compared to other demographic sectors due inherent characteristics of the youth which include: flexibility, are risk takers and faster adopters. The potential for research which resonates with the youth is still unexploited due to new emerging approaches in agriculture including: Aquaponics, aquaculture and blue growth.

### **2.4.3 Youthful Population - Educated young people Literacy Levels (Demographic dividends) entrepreneurial youths**

The youth come with certain characteristic which are unique and exclusive. These include plenty of energy, open mindedness and risk takers. Some of the commodities and agriculture value chains demand these specific characteristics only to be found in the youth. For instance blue growth economy is a niche for the youth and supply chain management amongst others.

The literacy levels among the youth are higher compared to other demographic segments in all counties. This has the potential of ensuring an increase in the exposure to new Knowledge and information which is available on both hard and soft copy and in different platform including the social media, internet and

knowledge hubs. The literacy levels provides avenues for easy and faster sharing of knowledge including commodity prices, demand and supply gaps that exist in diverse geographical contexts.

#### **2.4.4 Increasing demand for food and Market Opportunities- domestic, regional and international**

The population growth rates in Kenya are among the highest in the world and this growth need to be matched with the availability of food. The youth are presented with an opportunity to meet this demand using innovative approaches and technologies which the other demographic segments may be averse to.

#### **2.4.5 Policy environment and Government Commitment on youth development**

A number of policies in the agricultural sector were developed during the centralised system of Governance but since devolution the need to review the policies to align to the new dispensation to ensure inclusion of youth issues. However, the challenge is to develop a model to ensure effective participation of the youth in the review of the existing and development of new policies.

#### **2.4.6 High potential for Agro-processing and value addition**

Agricultural sector is largely subsistence with minimal agro-processing activities in most of the counties. Agro-processing activities would add value to the agricultural commodities in terms of price and shelf life and aesthetic appearance. This will apply for both crop and livestock based commodities. Due to the youth risk taking characteristic, they would be willing to take risks in value addition compared to other demographic segments who are more satisfied with subsistence production.

#### **2.4.7 Diverse agro-ecological zones & Natural Resources**

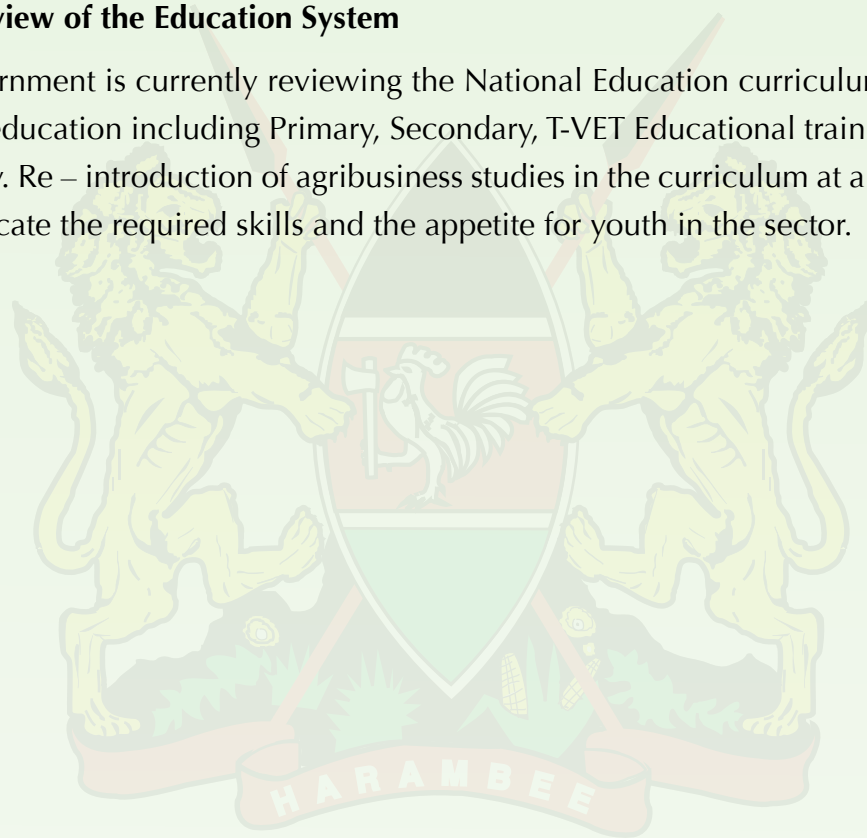
The country is blessed with diverse natural resources and agro-ecological zones ranging from coastal, highland, Arid and Semi-Arid ecologies. Different agricultural products are suitable for this diverse ecological zones and this potential has not been fully exploited. There is need to create platforms sharing the existing potentials with the majority of the youth which would increase possibility of generation of viable agribusiness.

#### **2.4.8 Improvement of the physical infrastructures and logistics**

Transformation of the agricultural sector requires robust infrastructure such as transport systems, ICT connectivity, cold storage & processing facilities, electricity and water. The Government is currently investing in these areas synergised by the devolved system of Governance. The participation of the youth in designing such infrastructural networks with sensitivity to innovative agribusiness would be appropriate.

#### **2.4.9 Review of the Education System**

The Government is currently reviewing the National Education curriculum in all levels of education including Primary, Secondary, T-VET Educational training and University. Re – introduction of agribusiness studies in the curriculum at all levels will inculcate the required skills and the appetite for youth in the sector.



## CHAPTER THREE

### 3.1 STRATEGIC MODEL

This strategy has identified 14 key strategic issues with corresponding objectives and strategies designed to address the challenges that hinder youth from effectively participating in the sector and its associated value chains. The framework here below is an implementation tool for the strategy. For each strategic objective and respective strategies activities to be undertaken to realize each strategy have been identified. Necessary resources required to carry out the actives are captured in the indicative budgets in this framework. In order to facilitate effective monitoring and evaluation of the strategy targets, outputs and performance indicator have been included in the Implementation framework.

### 3.2 STRATEGIC ISSUES, STRATEGIC OBJECTIVES AND STRATEGIC INTERVENTIONS

#### **Strategic Issue 1:**

**Negative perceptions to agricultural activities due to perceived low returns which are not immediate, drudgery nature, and risks associated with it**

#### **Strategic Objective 1:**

To transform the mindset and perceptions of the youth towards Agribusiness

#### **Strategic Interventions:**

1. Establish an innovative information and knowledge sharing networks/ platform on agribusiness
2. Lobby for integration of agribusiness as a subject in the education curriculum
3. Revive and rebrand agricultural clubs in schools
4. Establish a feedback mechanism for the sector players to give feedback to learning institutions on the performance and demand based training needs
5. Establish national campaign platforms to sensitize the general public on Youth in agribusiness
6. Establish an award system recognizing youth champions/ ambassadors/ agri-journalism/ celebrities in agribusiness

### **Strategic Issue 2:**

**Large population of youth have inadequate skills, knowledge and information**

### **Strategic Objective 2:**

To equip youth with appropriate agribusiness skills, knowledge and information

#### **Strategic Interventions:**

1. Spearhead implementation of youth agribusiness internships and mentorship programmes.
2. Build the capacity of youth on existing technical and innovative agribusiness skills.
3. Develop a central knowledge and information sharing hub/ agribusiness resource centres for Agricultural information. (How to?)
4. Develop and operationalize county agricultural information system hubs
5. Support training and research institutions to utilize cutting edge technologies and emerging trends in agricultural sector
6. Develop and support a modern youth-inclusive agricultural advisory services models
7. Equip youth with knowledge, skills and information on Good Agricultural Practices (GAP)

### **Strategic Issue 3:**

**Limited access to financial Services**

### **Strategic Objective 3:**

To enhance access to affordable and youth friendly financial services for agri-preneurship

#### **Strategic Interventions:**

1. Develop youth specific PPP models that derisk agribusiness enterprises
2. Promote initiatives geared towards developing Youth friendly financial and insurance models to support youth agribusiness enterprises



3. Devise mechanisms for leveraging with existing affirmative funds such as youth fund, women enterprise development fund and Uwezo Fund to support agri-preneurship including research
4. Develop participatory framework for contract farming including formation of cooperatives and groups to access funds
5. Train young agri-preneurs on resource mobilization and financial literacy for Agribusiness

### **Strategic Issue 4:**

#### **Limited access to land for agribusiness**

### **Strategic Objective 4:**

Enhance access and sustainable use of land for the youth in agribusiness

### **Strategic Interventions:**

1. Co-create and implement in partnership with county governments and other stakeholders alternative unique land lease models
2. Promote innovative farming practices that optimise land use
3. Support the development and implementation of policy initiatives that review land use and encourage agricultural land consolidation

### **Strategic Issue 5:**

#### **Limited agricultural Innovations, Research, technology development, adoption and utilization**

### **Strategic Objective 5:**

To engage youth in research, development and utilization of innovative agricultural technologies

### **Strategic Interventions:**

1. Promote and disseminate cost effective adaptive appropriate agricultural technologies
2. Promote youth engagement in Fabricating, mass producing, research & innovations and technologies for uptake in agribusiness

3. Promote and provide sustainable incentives for Public Private Partnership (PPP) in agricultural Research and Development
4. Promote development, dissemination and utilization of agricultural technologies that are responsive to the needs of youth, women and persons with disabilities
5. Promote Tech-labs and ICT centres in the counties linked to the repositories and mobile Apps

### **Strategic Issue 6:**

#### **Low Productivity**

### **Strategic Objective 7:**

Enhance access to factors of production, utilisation of modern technologies and utilisation of Good Agricultural Practices to increase efficiency

#### **Strategic Interventions:**

1. Support access and utilization of modern agricultural technologies and mechanization so as to enhance efficiency along selected value chains
2. Support access to factors of production: labour, water, inputs and services
3. Promote Good Agricultural Practices (GAP) including irrigation systems, soil testing among others
4. Enhance pest & disease control and surveillance
5. Develop and implement sustainable subsidy programs for the youth in agri-preneurship



### **Strategic Issue 7:**

#### **Low levels of value addition**

### **Strategic Objective 7:**

To increase utilisation of agricultural products through value addition

#### **Strategic Interventions:**

1. Undertake agro value chain analysis to determine potential products and value addition processes that the youth can easily engage in
2. Build the capacity of the youth to carry out value addition
3. Establish agro-processing and pilot demonstration units
4. Develop and upscale appropriate technologies for value addition
5. Provide supporting services, incentives and infrastructure for value addition
6. Support the establishment of youth led PPP on value addition

### **Strategic Issue 8:**

#### **Limited access to market information, inadequate market infrastructure and entrepreneurial skills**

### **Strategic Objective 8:**

Improved access to affordable suitable output markets for the youth

#### **Strategic Interventions:**

1. Develop and implement sustainable incentive programs for the youth in agribusiness through PPPs
2. Develop linkages/ networks for youth to access niche markets
3. Support formation and strengthening of structured market platforms
4. Support group purchase of inputs and marketing of end products to leverage bargaining power and opportunities
5. Build capacities of youth on market driven agricultural enterprises
6. Support development and access to market infrastructure and information
7. Collaborative review and integration of agricultural outputs information platforms

### **Strategic Issue 9:**

#### **Inadequate policies to support youth in agri-preneurship**

### **Strategic Objective 9:**

Support implementation, reviews and development of policies that create an enabling environment for youth in agri-preneurship

#### **Strategic Interventions:**

1. Support inclusive youth participation in policy development, review and implementation processes
2. Initiate processes to review existing national policies to integrate youth in agribusiness

### **Strategic Issue 10:**

#### **Negative impacts of climate change and weak environmental governance**

### **Strategic Objective 10:**

Promote youth-inclusive climate smart agricultural technologies and create green jobs for environmental sustainability

#### **Strategic Interventions:**

1. Create Youth awareness on Climate Change and increase youth resilience by developing and linking youth to coping strategies that reduce risk and vulnerability to climate change
2. Promote climate smart technologies in the agricultural sector
3. Create opportunities to educate the youth on bio-enterprises, green jobs and payment for ecosystem services.
4. Build youth capacity on advocacy and environmental conservation
5. Promote real time information dissemination on weather related issues and their impacts on agribusiness

**Strategic Issue 11:**

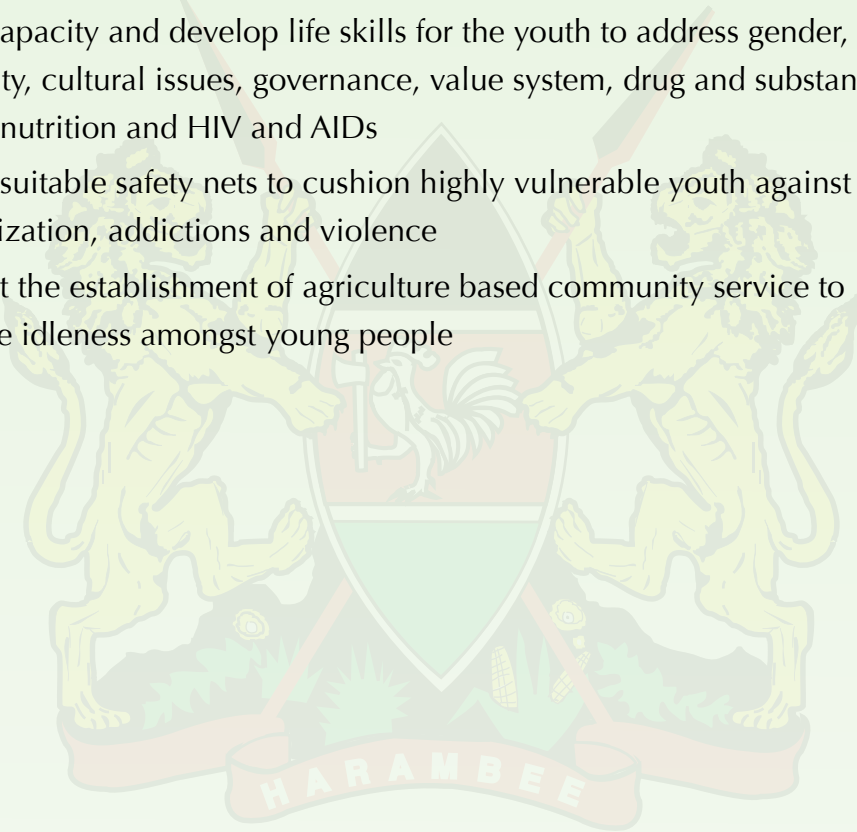
**Cross cutting challenges**

**Strategic Objective 11:**

Promote an integrated approach to address cross-cutting challenges including gender disparities, cultural barriers, alcohol and substance abuse, HIV & AIDS, weak governance and value systems amongst others

**Strategic Interventions:**

1. Build capacity and develop life skills for the youth to address gender, disability, cultural issues, governance, value system, drug and substance abuse, nutrition and HIV and AIDs
2. Create suitable safety nets to cushion highly vulnerable youth against radicalization, addictions and violence
3. Support the establishment of agriculture based community service to mitigate idleness amongst young people



## CHAPTER FOUR

### ACTION PLAN

#### 4.1 BENEFICIARY TARGETING

The unemployment rate remains high with 1.3 million youth entering the job market annually. The sector has potential to provide the much needed employment opportunities to absorb the high number of unemployed youth. The targeting criteria needs to be comprehensive and rigorous in order to ensure jobs are created and incomes generated. This strategy will employ a thorough screening and selection criteria for potential youth and youth groups to ensure equitable access to opportunities to engage in agribusiness. This will be led by the counties in collaboration with partners in cognizance of the local context and agro-ecological zones. The programmes and projects that will operationalize this strategy will ensure mainstreaming of gender and special needs into the activities to be undertaken. A preliminary baseline survey complimented with existing information will be carried out to identify youth groups, their location and spatial distribution. This will enable clustering of the groups according to their activity and design of appropriate interventions.

The **overall** number of **direct** beneficiaries targeted by the strategy is **384,450** youth equivalent to 30% of the total number of unemployed and a total of **1,153,350 indirect** beneficiaries. The targeted youth have been categorized as in the table below in order to inform the implementation.

Group	Interventions	Direct Beneficiaries Annually	Indirect Beneficiaries (Ratio of 1:3)	Investment	Return on Investment
<b>1. Out of School Youth</b>					
Educated, Underemployed or Unemployed Youth	Internships and mentorships, Service provision including training, financial services and market information	100,000	400,000	2,986,000,000	N/A
Agri-preunership Existing	Creation of a conducive business environment such as licenses, finance, technologies and extension to enable scale up and identification of ambassadors	500 (10 per county)	2,000	100,000,000 (by 200,000)	125,000,000
Agri-preunership New Entrants	Trainings, Financial services, Business development skills services, Savings scheme, Access to productive assets, technologies and markets	22,750 Youth (5% of DB)	91,000	2,275,000,000 (by 100,000)	1,137,500,000
NEET	Training on Service Provision, mechanization equipment, safety nets, training	50,000	200,000	5,000,000,000 (by 100,000)	1,250,000,000
Innovators and Researchers New Entrants	Incubation, Tech Labs	500	1,000 (by 2)	200,000,000 (by 400,000)	N/A

Group	Interventions	Direct Beneficiaries Annually	Indirect Beneficiaries (Ratio of 1:3)	Investment	Return on Investment
Innovators and Researchers Existing	Linkages to institutions for and services	100	400	1,000,000 (by 10,000)	N/A
<b>2. In School Youth</b>					
Universities and Tertiary Institutions	Demand driven Research, Information management, Innovation Hubs	100,000	400,000	2,800,000,000	N/A
TVETS	Fabrication, multiplication of technologies	10,000	40,000	200,000,000 (by 20,000)	N/A
High School and Primary	Attitude and mindset change (Curriculum Review, Agricultural Clubs, Debates, Sports, Music, Ambassadors, and Scholarships)	100,000	400,000	500,000,000 (by 50,000)	N/A
<b>3. Special Groups</b>					
<b>Special Groups</b> PWDs, HIV and AIDs , Addicts, Vulnerable groups rescued	Safety nets, Rehabilitation, Capacity Building	1,000	2,000	1,000,000 (by 1,000)	5 % of investment

## **4.2 RESOURCE MOBILIZATION**

The strategy anticipates leveraging on resources from available sources including the National Government, County Governments, Development Partners, Private Sector, Public Benefits Organizations (PBOs) amongst others. It focuses on forging resource partnerships built on trust and mutual accountability to ensure delivery of the objectives.

The Malabo Declaration of 2015 on Food and Agriculture where African Union- Heads of State and Government upheld commitment to allocate at least 10% of the budgetary resources to agriculture and rural development is yet to be achieved by most countries Kenya included. The government of Kenya in collaboration with other non-state actors have created various initiatives to support youth such as Youth Enterprise Fund, Uwezo Fund, Women Enterprise Fund, FAO Youth Technical Corporation Project (TCP), Kilifi Youth Economic Empowerment Project (KYEPP) by WFP, FAO & World Vision and other initiatives by the development partners and other stakeholders. However, such efforts have focused their support and investment in other sectors with minimal attention to agribusiness.

In view of this, this strategy seeks to innovatively mobilize resources for implementation from Government of Kenya, Development Partners, Private sector and other non-state actors as outlined in Annex 1: Implementation Matrix.

### **4.2.1 The Resource Mobilization Plan**

The National Strategy Steering Committee comprising of representatives of the partners to help direct resource mobilization efforts will be established. The committee will be supported by the National Strategy Implementation Unit. This committee will meet a couple of times a year with a set agenda. It will be charged with the responsibility of mobilizing resources, identification of funding priorities and coordination of fundraising efforts. The roles and responsibilities of all resource partners will be clearly articulated and responsibilities assigned for resource mobilization at various levels. The committee will be charged with the responsibility of tracking and monitoring of funding and reporting on funds utilization.



The Government will ensure that the processes of resource mobilization, dealings with sources of resources and internal structures for management of the mobilized resources are transparent and accountable, not only to the sources but also to the beneficiaries of the mobilized resources.

### ***National Government***

The National Government has already made provision for seed money towards the engagement of youth in agribusiness. It will continue to seek more resources within its reach to enable the delivery of the objectives identified for the five year period.

### ***County Governments***

The strategy will advocate for an incentive programme for counties that offer matching funds, enabling policies and legislations and assets to support youth engagement in agri-preneurship.

### ***Private Sector***

The private sector plays multiple roles in the implementation of the strategy such as service provision, cutting edge innovations and markets. It represents a growing and increasing funding opportunity through their CSR programmes and foundations. Impact financing, in-kind contributions such as internships, mentorships, are also other avenues of engagement with private sector players.

### ***Development Partners***

The Development Partners (DPs) will be key in delivering the strategy through the established Agriculture and Rural Development (ARD) mechanisms. The DPs offer opportunities for pooling of resources around thematic areas of interest for maximum impact. The fundraising committee will be charged with the responsibility of constantly scanning, networking and soliciting information from the development partners on areas of focus, financial years and profiles (policies, preferences, geographical focus). A distribution list and calendar of events will be developed to map all major DP events for inputs and participation. Quarterly development partner or round table meetings will be convened for technical updates on progress, funding gaps and topical areas for interventions.

#### **4.2.2. Funds Management**

The Government funds will be disbursed through the National Treasury and CoG developed and agreed on the financial management framework for projects which will be adopted for this Strategy. Other funds from Development Partners can be tapped to increase and allow for synergies in delivery.

### **4.3 COMMUNICATION PLAN**

This communication plan is anchored on the overall Government's communication strategy and will design a robust plan that will reach out to youth and all relevant stakeholders in the sector through different media platforms. The strategy will employ guiding principles including openness, quality, embrace a culture of knowledge sharing and learning, foster partnership to sustain productive relationships, partnerships and networks.

#### **4.3.1 Objectives**

The main objectives of the communication plan include:

- To raise awareness and understanding of the multiple opportunities for employment and business within the Agricultural Sector
- To mobilize support for the implementation of the strategy through awareness raising and education
- To support partnership development between the Government and key stakeholders to facilitate broad communication and information dissemination

#### **4.3.2 Targeted Audiences**

In order to achieve the goal of this communication strategy, the main targeted audience, both internal and external will include:

- i. National Government & County Governments
- ii. Development Partners: Bilateral & multilaterals; Non-State Actors
- iii. Private Sector
- iv. Learning & Research Institutions:
  - (a) Higher learning - Universities, TVETS
  - (b) Primary and Secondary Schools

- v. General Public
  - (a) Graduate Youth
  - (b) Unemployed Youth
  - (c) Agripreneurs
  - (d) Not Educated Employed Trained
  - (c) Special Groups
  - (d) Parents/Caregivers

The Communication Plan will adopt appropriate and different communication & social marketing techniques in order to ensure the messages intended for the various target audience have the desired impact. Some of the communication tools and activities this plan will employ, face-to-face, print-based, electronic and audio-visual, social media and digital platforms, standardize formats/style.

Communications will be monitored on an ongoing basis and evaluated annually.

Key performance indicators will include, but are not limited to:

- i. Increased program reach, awareness and recognition
- ii. Changes in target audiences knowledge, perceptions or attitudes
- iii. Extended reach through integration into partner's Communications Plans
- iv. Achievement of activities included in the communication plans (Program and Country)
- v. Meeting communication plan objectives

#### **4.4 COORDINATION, MANAGEMENT AND PARTNERSHIP**

The strategy will be implemented through existing InterGovernmental Coordination structures, to ensure full participation as per the constitutional requirement. The institutional structure to support implementation of the programme will be made at the national and county Governments.

##### **4.4.1 National Agribusiness Youth Strategy Coordination Committee (NAYSCC)**

The National Strategy Steering Committee will be established under the InterGovernmental Steering Committee (IGSC) (which reports to the Agriculture Sector InterGovernmental Forum) to oversee strategy implementation. The role of the NAYSCC will be to give advice, provide policy direction, resource mobilization, approve work plan and review strategy implementation. The NYSCC

will hold semi-annual meetings, during which the strategy implementation will be reviewed and policy guidance provided on the future implementation plans.

### **4.4.2 National Strategy Implementation Unit (NSIU)**

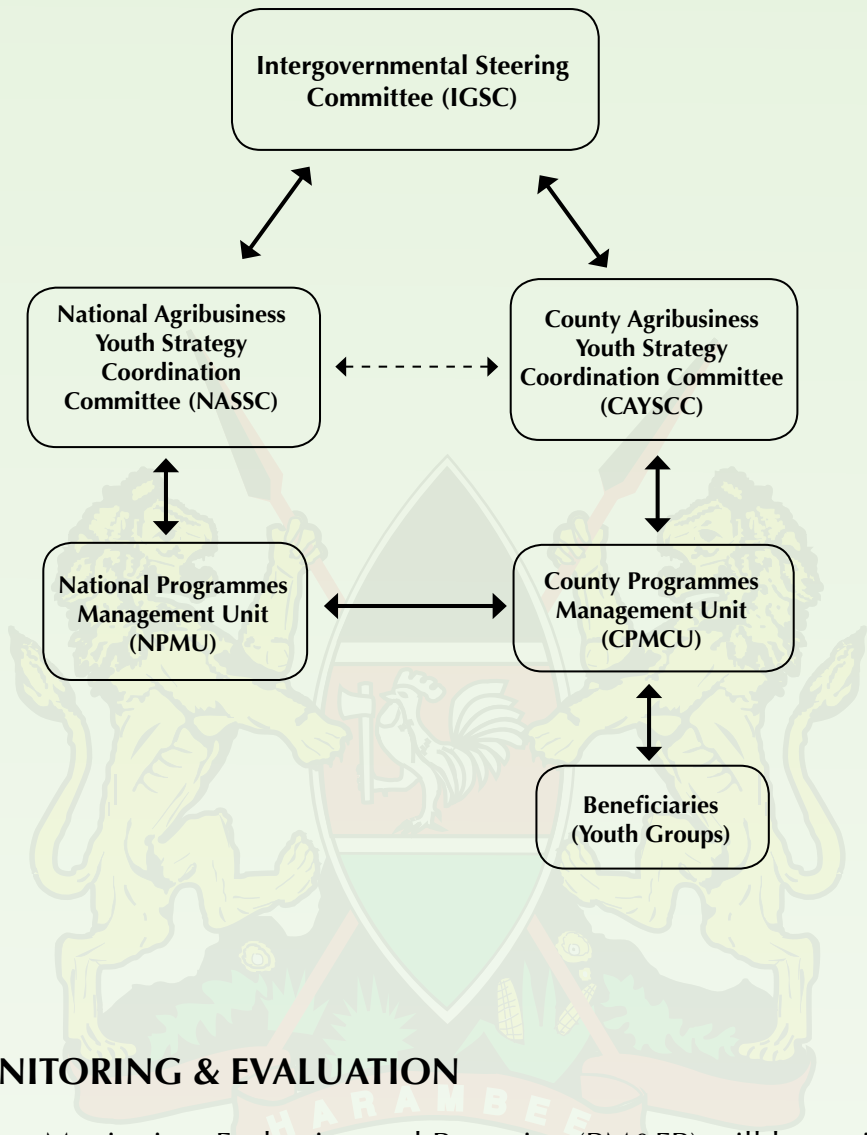
The mandate of the NSIU will include planning, budgeting, implementation and co-ordination. Specifically, it will be responsible for: linkage between the NAYSCC, CAYSCC and stakeholders; communication, and reporting on strategy activities; provide resources for management and coordination; procurement of equipment, goods and services, consultancies, training; preparation of audit, progress reports and studies; management of the M&E system for the strategy; contract management and; coordination between the county and national Government.

The NSIU staff will be internally recruited from within the Ministry of Agriculture, Livestock and Fisheries and seconded to the programme. Due to the scope and heavy workload expected of the strategy activities, the recruited team will be provided with an extraneous allowance as agreed upon between the Ministry and other Government agencies. In cases where there is need for additional specialization, the strategy can co-opt the officers.

### **4.4.3 County Agribusiness Youth Strategy Coordination Committee (CAYSCC)**

This committee will be responsible for reviewing and approving the county budget, coordinating, Monitoring and Evaluation and oversight to the NSIU. It will hold biannual meeting.

STRATEGY COORDINATION



4.5 MONITORING & EVALUATION

Participatory Monitoring, Evaluation and Reporting (PM&ER) will be an integral component of this strategy. Key indicators (process, output and outcome) will be developed and used in monitoring and evaluating the impact. The PM&ER will involve use of baseline data to monitor against indicators and prepare quarterly reports as required. Regular planned assessments of the PM&ER system are required in order to ensure that indicators are measuring what they are meant to, that data are generated according to standards, that data analysis and communication of results give the information needed by decision-makers, and that data management includes an assessment of overall data quality.

The PM&ER component of the strategy should identify national and county institutions and stakeholders that will be involved in M&E and in the reviews. Roles and responsibilities will be defined at both national and county levels and cover data collection, analysis, synthesis and use. Transparency – a prerequisite for effective planning and managing accountability – is essential in all steps. There is a need for a clear process for capacity building at both national and county level in all aspects of M&E, including collection, analysis, synthesis, quality assessment, dissemination and use of data for progress and performance reviews.



## 4.6 IMPLEMENTATION MATRIX

Strategic Issue 1 : Negative perceptions to agricultural activities due to perceived low returns which are not immediate, drudgery nature, and risks associated with it									
Strategic Objective 1	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget	Timeframe
To transform the mindset and perceptions of the youth towards agribusiness	Increased number of youth engaged in agribusiness	Number of Youth engaged in agribusiness	Progress Reports	Establish an innovative information and knowledge sharing networks/ platform on agribusiness	5 innovative information and knowledge sharing networks/ platform on agribusiness developed	Number of innovations and knowledge sharing platforms developed and utilised.	National Government, County Governments, Youth	100,000,000	Y1 - Y5
			Field Visits						
			Direct Observations						
			Interviews with beneficiaries	Lobby for integration of agribusiness as a subject in the education curriculum	Agribusiness studies as a stand alone subject/ course in the school curriculum in all levels of education	Learning institutions with Agribusiness integrated into the curriculum	MoE Primary and Secondary schools Universities and Tertiary Institutions, Youth Networks	90,000,000	Y1 - Y3
		Comparative evidence							
				Revive and rebrand agricultural clubs in schools	Agriculture clubs established in at least 2000 learning institutions countrywide.	Number of Agriculture Clubs established and operational.	MoE Primary and Secondary schools Universities and Tertiary Institutions, MoALF	500,000,000	Y1 - Y5



Strategic Issue 1 : Negative perceptions to agricultural activities due to perceived low returns which are not immediate, drudgery nature, and risks associated with it									
Strategic Objective 1 <i>cont'd</i>	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget	Timeframe
To transform the mindset and perceptions of the youth towards agribusiness	Increased number of youth engaged in agribusiness	Number of Youth engaged in agribusiness	Progress Reports	Establish a mechanism for the sector players to give feedback to learning institutions on market driven knowledge and skills	At least 3 Feedback mechanisms established	Number of feedback mechanism established	National and County govts. MoE, MoITC Private Sector, MoALF, Youth Networks	100,000,000	Y1 - Y5
			Field Visits						
			Direct Observations						
			Interviews with beneficiaries	Establish national campaign platforms to sensitize the general public on Youth in agribusiness	1 National and 47 county campaign platforms established. 100,000 youth to be reached in the agricultural platforms	Number of campaign platforms established	All youth categories and levels, Youth Networks	2,500,000,000	Y1 - Y5
			Comparative evidence			No of youth reached through agricultural platforms			

Strategic Issue 1 : Negative perceptions to agricultural activities due to perceived low returns which are not immediate, drudgery nature, and risks associated with it								
Strategic Objective 1 <i>cont'd</i>	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget
To transform the mindset and perceptions of the youth towards agribusiness	Increased number of youth engaged in agribusiness	Number of Youth engaged in agribusiness	Progress Reports	Establish an award system recognizing youth champions/ ambassadors/ agri-journalism/ celebrities in agribusiness	At least 500 champions Awarded	Number of award systems developed	Youth Agripreneurs Journalists and Media Houses, Youth Networks	100,000,000
			Field Visits					
			Direct Observations					
			Interviews with beneficiaries					
			Comparative evidence					
Sub-Total								3,390,000,000
								Y2 & Y4 (Biennial)

Strategic Issue 2 : Large population of youth have inadequate skills, knowledge and information									
Strategic Objective 2	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget	Timeframe
To equip youth with appropriate agribusiness skills, knowledge and information	Knowledgeable and skilled young agripreneurs	Number of skilled Young agripreneurs	Progress Reports Field Visits Direct Observations Interviews with beneficiaries Comparative evidence	Introduce and strengthen implementation of youth agribusiness and mentorship programmes.	Introduced, strengthened and utilized internships and mentorship programmes on Agribusiness in appropriate institutions to benefit 5,000 young agripreneurs	Number of young agripreneurs benefitted from the internship and mentorship programmes set in different levels of learning and institutions  Percentage increase in internship and mentorship programmes	Graduates from Tertiary institutions, TVETS and Universities, Private Sector, Government (Both levels), Development Partners, Youth Networks	1,200,000,000	Y1 - Y5
				Build the capacity of youth on existing technical and innovative agribusiness skills.	47,000 Young agripreneurs skilled with existing technical and innovative agribusiness skills	Number of skilled young agripreneurs engaging in agribusiness	Graduates from Tertiary institutions, TVETS and Universities, Private Sector, Government (Both levels), Development Partners, Youth Networks	235,000,000	Y1 - Y5
						41			

Strategic Issue 2 : Large population of youth have inadequate skills, knowledge and information									
Strategic Objective 2 <i>cont'd</i>	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget	Timeframe
To equip youth with appropriate agribusiness skills, knowledge and information	Knowledgeable and skilled young agripreneurs	Number of skilled Young agripreneurs	Progress Reports Field Visits Direct Observations Interviews with beneficiaries Comparative evidence	Develop a central knowledge and information sharing hub/agribusiness resource centres for Agricultural information	One central Information sharing hub/agribusiness resource centre established and utilized at the national level.	Number of youth utilizing the hubs and resource centres.	MoALF, Private Sector, Development Partners, Youth Networks	50,000,000	Y1 - Y5
				Develop and operationalise county agricultural information system hubs	county agricultural information system hubs established and utilized in all 47 counties	Number of county agricultural information system hubs established and utilized in the counties	County Governments, Private Sectors, Development Partners, Youth Networks	117,500,000	Y1 - Y5
				Support training and research institutions to utilize cutting edge technologies and emerging trends in agricultural sector	30 Training and Research Institutions up to date with at least 2 new technologies and emerging trends in the sector	Number of new technologies and emerging trends adopted by Training and Research Institutions countrywide.	MoALF, Private Sector, Development Partners, Youth Networks	300,000,000	Y1 - Y5

Strategic Issue 2 : Large population of youth have inadequate skills, knowledge and information									
Strategic Objective 2 <i>cont'd</i>	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget	Timeframe
To equip youth with appropriate agribusiness skills, knowledge and information	Know/ledgable and skilled young agripreneurs	Number of skilled Young agripreneurs	Progress Reports Field Visits Direct Observations	Develop and support a modern youth-inclusive agricultural advisory services models	3 Youth inclusive agricultural advisory services models developed and supported	Number of models developed and supported	MoALF, County Governments, Private sector, Development Partners, Youth Networks	15,000,000	Y1 - Y5
			Interviews with beneficiaries Comparative evidence	Equip youth with knowledge, skills and information on Good Agricultural Practices (GAP)	47000 Youth equipped and utilizing GAP	Number of youth utilizing GAP	MoALF, County Governments, Agricultural training and research institutions in the counties, private sector, DPs, Youth Networks	1,551,000,000	Y1 - Y5
					<b>Sub-Total</b>			<b>3,468,500,000</b>	

Strategic Issue 3 : Limited access to financial Services									
Strategic Objective 3	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget	Timeframe
To enhance access to affordable and youth friendly financial services for agri-preneurship	Increased Number of Youth Investing in agribusiness	%age increase in Youth investing in Agribusiness  %age increase in Youth investments in Agribusiness	Progress Reports Field Visits Direct Observations Interviews with beneficiaries Comparative evidence	Develop youth specific PPP models that finance and derisks agribusiness enterprises.	20% increase in partnerships between youth agripreneurs, private sector and public sector on agricultural financing and insurance provision.  PPP Models developed	Percentage increase in partnerships established by youth and other players in the sector  Youth in Agribusiness Fund Established and operational in Kenya	National and County govts., Private Sector, DPs,	2,050,000,000	Y1 - Y3

Strategic Issue 3 : Limited access to financial Services									
Strategic Objective 3 <i>cont'd</i>	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget	Timeframe
To enhance access to affordable and youth friendly financial services for agri-preneurship	Increased Number of Youth Investing in agribusiness	%age increase in Youth investing in Agribusiness	Progress Reports Field Visits	Promote initiatives geared towards increasing access to Youth friendly financial and insurance services to support youth agribusiness enterprises.	50% increase in number of youth uptake of tailor made financial and insurance services for agri-business	Number of young agripreneurs accessing finance and insurance services through the partnerships	National and County govts., Financial Institutions, DPs,	610,000,000	Y1 - Y5
		%age increase in Youth investments in Agribusiness	Direct Observations Interviews with beneficiaries Comparative evidence		50% increase in youth investments in agribusiness	Percentage Increase in financial lending and insurance provision to youth specific agribusiness ventures			



Strategic Issue 3 : Limited access to financial Services									
Strategic Objective 3 <i>cont'd</i>	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget	Timeframe
To enhance access to affordable and youth friendly financial services for agri-preneurship	Increased Number of Youth Investing in agribusiness	%age increase in Youth investing in Agribusiness	Progress Reports Field Visits Direct Observations Interviews with beneficiaries Comparative evidence	Develop participatory framework for contract farming including formation of cooperatives and groups to access funds.	3 youth friendly models for contract farming formalized and actualised  30% increase in contracts awarded to young agribusiness ventures	Number of models developed  Percentage of formal farming contracts awarded to young agripreneurs.	National and County gvts., Financial Institutions, DPs, Private Sectors	10,000,000	Y1 - Y5
								<b>2,670,000,000</b>	

Strategic Issue 4 : Limited access to land for agribusiness									
Strategic Objective 4	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget	Timeframe
Enhance access and sustainable use of land for the youth in agribusiness	Increased youth access and its sustainable utilization of land.	Number of youth accessing for sustainable productivity	Progress Reports Field Visits Direct Observations Interviews with beneficiaries Comparative evidence	Co-create and implement in partnership with county governments and other stakeholders alternative unique land lease models	At least 3 youth friendly land lease models for purposes of agribusiness established.	Number of youth friendly land lease models	National and County gvts., NLC, Private Land Owners, Community Elders,	100,000,000	Y1 - Y3
				Promote innovative farming practices that optimise land use	20% increase in agricultural productivity	Percentage increase in productivity.	National and County gvts., Private Sectors, Community Elders, DPs	200,000,000	Y1 - Y5
				Lobby for the development and implementation of policy initiatives that review land use and encourage agricultural land consolidation	Adoption of efficient landuse policy for agribusiness enterprises	Landuse policy established and implemented	National and County gvts., NLC, Private Land Owners, Community Elders,	40,000,000	Y1 - Y5
Sub-Total								340,000,000	

**Strategic Issue 5 : Insufficient dissemination and uptake of agricultural Innovations, Research, Technology**

<b>Strategic Objective 5</b>	<b>Outcome</b>	<b>Indicator</b>	<b>Means of Verification</b>	<b>Strategic Interventions</b>	<b>Output and Targets</b>	<b>Indicators</b>	<b>Responsible</b>	<b>Budget</b>	<b>Timeframe</b>
To engage youth in research, development and utilization of innovative agricultural technologies	Increased number of youth involved in development and utilization of new technologies, innovations, and research linked to agribusiness.	%age of youth involved in development and utilization of new innovations, technologies and research linked to agribusiness.	Progress Reports Field Visits Direct Observations Interviews with beneficiaries	Development of agricultural technologies that are responsive to the needs of youth, women and persons with disabilities	At least 5 innovations and technologies developed for youth, women and persons with disabilities	Number of responsive innovations and technologies developed for youth, women and persons with disabilities	MoALF, County govt., DPs, Private Sector, Media	15,000,000	Y1 - Y5
		Number of new innovations, technologies and research linked to agribusiness.	Comparative evidence	Promote and disseminate cost effective adaptive appropriate agricultural technologies	60% increase in youth uptake of new technologies and innovations	Number of youth adopting at least 1 of the new innovations and technologies	MoALF, County govt., DPs, Private Sector, Research and Training Institutions	300,000,000	Y1 - Y5
				Promote youth engagement in Fabricating and mass production of innovations and technologies for uptake in agribusiness.	5 innovations and technologies fabricated  5 innovations and technologies mass produced	Number of fabricated agricultural technologies  Number of mass produced innovations and technologies	National and County govt.s., Private Sectors, Research and training Institutions	200,000,000	Y1 - Y5

Strategic Issue 5 : Insufficient dissemination and uptake of agricultural Innovations, Research, Technology									
Strategic Objective 5 <i>cont'd</i>	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget	Timeframe
To engage youth in research, development and utilization of innovative agricultural technologies	Increased number of youth involved in development and utilization of new innovations, technologies and research linked to agribusiness	%age of youth involved in development and utilization of new innovations, technologies and research linked to agribusiness.	Progress Reports Field Visits Direct Observations Interviews with beneficiaries Comparative evidence	Promote and provide sustainable incentives for Youth and Public Private Partnership (PPP) in agricultural Research and Development	500 youth engaged in agricultural research 100 partnerships established between Youth and other stakeholders in conducting agricultural research.	Number of established and issued incentives Number of partnerships established	National and County govts., Private Sectors, Research and training Institutions	201,000,000	Y1 - Y5
		Number of new innovations, technologies and research linked to agribusiness.		Promote Tech-labs and ICT centres in the counties linked to the repositories and mobile Apps	8 Tech-labs and ICT centres established and utilized in counties in clusters.	Number of Tech-Labs and ICT centres.	MoALF, County govt., DPs, Private Sector, Media	160,000,000	Y1 - Y5
								<b>861,000,000</b>	
<b>Sub-Total</b>									

Strategic Issue 6: Low Agricultural Productivity									
Strategic Objective 6	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget	Timeframe
To enhance access to factors of production, utilisation of modern technologies to increase productivity	Increased productivity by young agripreneurs	Improved productivity	Progress Reports	Support access and utilization of modern agricultural technologies and mechanization so as to enhance efficiency along selected value chains	At least 5 modern agricultural technologies and mechanization developed and utilized	Number of technologies and mechanisations developed and adopted	National and County govt., DPs, Private Sector, MOALF,	2,000,000,000	Y1 - Y5
		Number of youth adopting modern agricultural technologies.	Field Visits		40% of young agripreneurs adopting modern agricultural technologies and mechanization	Number of Youth adopting and utilizing modern agricultural technologies			
			Direct Observations						
			Interviews with beneficiaries						
			Comparative evidence						
				Support to access factors of production: labour, water, inputs and services	40% Young agripreneurs supported to access factors of production of production by young agripreneurs	Percentage increase in access to factors of production by young agripreneurs	MoE, MoWI, MoALF, County Governments, Private Sector	5,000,000,000	Y1 - Y5
				Enhance pest & disease control and surveillance	Percentage reduction in pests and diseases.	Percentage increase in productivity	MoALF, DPs, Private Sector, County govt., MoDP, NDMA	500,000,000	Y1 - Y5
Sub-Total								7,500,000,000	

Strategic Issue 7: Low levels of value addition										
Strategic Objective 7	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget	Timeframe	
To enhance youth engagement in value addition	Increased engagement of youth in value addition	Number of youth engaged in value addition	Progress Reports	Identify agro value chains to determine potential products and value addition processes that the youth can easily engage in	At least 3 sustainable and profitable value additions adopted by youth in each county	Number of Youth engaging in the value additions	Research institutions, DPs, MoALF, County govt., Private Sector,	10,000,000	Y1 - Y2	
			Field Visits							
			Direct Observations							
			Interviews with beneficiaries	Build the capacity of the youth to carry out value addition	60000 Youth capacity built in value addition	Number of youth trained in Value Addition.	Research institutions, DPs, MoALF, County govt., Private Sector,	600,000,000	Y1 - Y5	
			Comparative evidence	Establish agro-processing and pilot demonstration units	47 agroprocessing pilot demonstration units established	Number of pilot agroprocessing demonstration units developed countrywide	Research institutions, DPs, MoALF, County govt., Private Sector,	1,000,000,000	Y1 - Y5	
				Provide youth with supporting services, incentives and infrastructure for value addition.	10,000 youth supported to engage in value addition.	Number of youth supported to engage in value addition	National and County govt., DPs, Private Sector, Youth group/ Networks,	500,000,000	Y1 - Y5	
					51					

Strategic Issue 7: Low levels of value addition								
Strategic Objective 7 <i>cont'd</i>	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget
To enhance youth engagement in value addition	Increased engagement of youth in value addition	Number of youth engaged in value addition	Progress Reports Field Visits Direct Observations Interviews with beneficiaries Comparative evidence	Support the establishment of youth led PPP on value addition.	30,000 Youth involved in youth-led PPP establishments in Value addition	Number of Youth in youth-led PPP establishments.	National and County gvt.,DPs, Private Sector, Youth group/ Networks,	500,000,000
Sub-Total								
								Y1 - Y5



Strategic Issue 8: Limited access to market information, inadequate market infrastructure and entrepreneurial skills									
Strategic Objective 8	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget	Timeframe
To improve access to markets for the youth	Increased youth participation in agricultural marketing	Number of Youth engaged in agricultural marketing	Progress Reports Field Visits Direct Observations Interviews with beneficiaries Comparative evidence	Develop and implement sustainable incentive for the youth in marketing through PPPs	50,000 youth accessing sustainable incentives in marketing through PPPs	Number of Youth accessing and participating in agricultural markets  Number of incentives created through PPP	MOALF, County govt., DPs, Private Sector, The National Treasury	100,000,000	Y1 - Y5
				Develop linkages/networks for youth to access niche markets	5 youth groups/saccos accessing niche markets	Number of youth groups accessing niche markets	MOALF, County govt., DPs, Private Sector, MoITC,	10,000,000	Y1 - Y5
				Support and strengthen access to structured market platforms	50% of beneficiaries using the structured marketing platforms	Number of beneficiaries	MOALF, County govt., DPs, Private Sector, MoICT	50,000,000	Y1 - Y5

Strategic Issue 8: Limited access to market information, inadequate market infrastructure and entrepreneurial skills									
Strategic Objective 8 <i>cont'd</i>	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget	Timeframe
To improve access to markets for the youth	Increased youth participation in agricultural marketing	Number of Youth engaged in agricultural marketing	Progress Reports Field Visits Direct Observations Interviews with beneficiaries Comparative evidence	Support consolidated marketing of end products to leverage bargaining power and opportunities	At least one youth marketing group per value chain	Number of youth marketing groups/ associations	MOALF, County govt., DPs, Private Sector,	30,000,000	Y1 - Y5
				5. Build capacities of youth to offer specialised agricultural services.	10000 youth offering specialised agricultural services.	Number of youth offering specialised agricultural services.	MOALF, County govt., DPs, Private Sector, training institutions	60,000,000	Y1 - Y5
				Sub-Total		250,000,000			

Strategic Issue 9: Inadequate policy frameworks to support youth in agribusiness								
Strategic Objective 9	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget
To support creation of conducive policy environment for youth in agribusiness	An enabling environment for youth engagement in agri-preneurship	Increase in number of youth engaging in agribusiness	Progress Reports	Support inclusive youth participation in policy development, review and implementation processes.	Increase by 20% youth participation in agricultural policy environment.	Percentage of youth engaged in the agricultural policy environment	YPARD, MoALF, County Govt. DPs, Private Sector, MoPYGA	50,000,000
			Field Visits					
			Direct Observations					
			Interviews with beneficiaries					
			Comparative evidence					
Sub-Total								50,000,000
								Y1 - Y2

Strategic Issue 10: Inadequate policy frameworks to support youth in agribusiness									
Strategic Objective 10	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget	Timeframe
To promote youth-inclusive climate Change Adaptation technologies and create green jobs for environmental sustainability	Youth Agribusiness enterprises resilient to climate change	Increased resilience of youth agribusiness ventures	Progress Reports Field Visits Direct Observations Interviews with beneficiaries	Create awareness on Climate Change and building resilience	80% of beneficiaries informed of climate change and adaptation.	Number of youth informed and adapting to climate change	MoALF, DPs, Private Sector, County govt., Ministry of Public Service Youth and Gender Affairs, NDMA, MoEnv., Financial Institutions	150,000,000	Y1 - Y5
			Comparative evidence	Promote climate smart technologies in the agricultural sector	20% percentage of youth adopting climate smart agricultural technologies	Number of youth adopting climate smart agricultural technologies	MoALF, DPs, Private Sector, County govt., Ministry of Public Service Youth and Gender Affairs, NDMA, MoEnv.,	100,000,000	Y1 - Y5
				Create opportunities to educate the youth on bio-enterprises, green jobs and payment for ecosystem services.	5% increase of youth employed by green jobs	Number of youth employed by green jobs	MoALF, DPs, Private Sector, County govt., Ministry of Public Service Youth and Gender Affairs, MoEnv., Financial Institutions	80,000,000	Y1 - Y5

Strategic Issue 10: Inadequate policy frameworks to support youth in agribusiness							
Strategic Objective 10 <i>cont'd</i>	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible
To promote youth-inclusive climate Change Adaptation technologies and create green jobs for environmental sustainability	Youth Agribusiness enterprises resilient to climate change	Increased resilience of youth agribusiness ventures	Progress Reports	Promote real time information dissemination on agro-weather.	80% of beneficiaries receiving Early Warning and Agro-weather information.	Number of beneficiaries accessing agro-weather information.	Youth, MoALE, DPs, Private Sector, County govt., Ministry of Public Service Youth and Gender Affairs, NDMA, MoEnv., Financial Institutions
			Field Visits				
			Direct Observations				
			Interviews with beneficiaries				
			Comparative evidence				
Sub-Total							430,000,000
							Y1 - Y5

## KENYA YOUTH AGRIBUSINESS STRATEGY 2017 -2021

Strategic Issue 11: Cross cutting challenges									
Strategic Objective 11	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget	Timeframe
Promote an integrated approach to address cross-cutting and emerging issues including gender disparities, people with disabilities, cultural barriers, alcohol and substance abuse, HIV and AIDS, weak governance and value systems, radicalization, betting amongst others.	Increased awareness on crosscutting and emerging issues.	Number of youth aware of crosscutting and emerging issues	Progress Reports Field Visits Direct Observations Interviews with beneficiaries Comparative evidence	Build capacity and develop life skills for the youth to address gender, disability, cultural issues, governance, value system, drug and substance abuse, betting, radicalization, nutrition and HIV and AIDs.	80% of beneficiaries aware of crosscutting and emerging social issues.	Number of beneficiaries	MoALF, County gvt., DPs, Private Sectors, MoPYGA, DP, MoSCA	50,000,000	Y1 - Y5
					5 Policies and strategies mainstreaming crosscutting and emerging social issues	Number of Policies and strategies mainstreaming crosscutting and emerging social issues			
				Partner with appropriate stakeholders to create suitable safety nets to cushion highly vulnerable youth on crosscutting and emerging issues	1000 vulnerable youth accessing established safety nets	Number of vulnerable youth accessing established safety nets	MoALF, County gvt., DPs, Private Sectors, MoLEAs (Social Security & Services)	1,000,000	
				Sub-Total					51,000,000
TOTAL BUDGET								21,620,500,000	





