

RURAL JOBS LANDSCAPE BRIEF

EXPLORING RURAL JOB OPPORTUNITIES FOR YOUTH IN AGRICULTURE

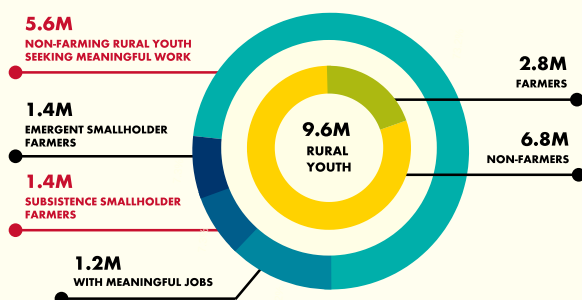
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CONTEXT

Mercy Corps AgriFin has always maintained a strong level of focus on supporting engagements that reach youth farmers, clearly identifying existing and potential opportunities for job creation in the agriculture and agri-finance sectors.

AgriFin has developed a landscaping study based on original research to understand the scale of the challenge and the opportunities for meaningful job creation that exist. The report looks right across the agricultural value chain from production to processing as well as the value-adding ag-services that cut across the value chain. This document summarizes the findings of that study.

CHALLENGE: BY 2024 THERE WILL BE 9.6M RURAL YOUTH IN KENYA



While agricultural value chains will not absorb all job-seeking youth, it can provide a large number of opportunities creating up to

870K NEW JOBS

in production, services across the value chain and agroprocessing. Additionally the transformation of existing activities into meaningful jobs will support the goal of reaching 1 million jobs for youth in agriculture.

YOUTH'S VALUE & BARRIERS



FLEXIBLE DISPOSITION



QUICK UPTAKE ON NEW PRODUCTS & MENTALITIES



MORE TECH-SAVVY



BEST EDUCATED GENERATION



LIMITED ASSET OWNERSHIP



LIMITED ACCESS TO AND CONTROL OVER RESOURCES



LIMITED ACCESS TO FINANCE



LIMITED CONNECTIONS

YOUTH PERSONAS

Youth are not a homogeneous group. Targeted and tailored support is required to help them attain a meaningful job which is why we mapped four different personas to reflect these needs.

DETERMINED BUILDERS



Achieved success by progressively and intentionally growing their agricultural business activities. They accumulate assets such as land, diversify agricultural activities, and experiment with new ideas and technologies.

OPPORTUNISTIC MOVERS



Risk takers with a strong belief in their own ability. They succeed through opportunistic wins and have occasional failed experiments. Their social safety net and technology usage help them continue to try new things, but do not guarantee results.

STATIC PLANNERS



Prioritize their home and families, seeing agriculture as a means of achieving stability for their dependents. They seek financial independence, which will offer greater freedom to determine their own path within agriculture.

ROOTLESS CLIMBERS



Ambitious for success in agribusiness and other businesses but struggle to make their aspirations real. They dabble in other value chain businesses, relying on their knowledge and work ethic to help them persevere.

STRATEGIC OPPORTUNITIES

HOW AGRIFIN CAN CREATE 1 MILLION JOBS FOR YOUTH OVER THE NEXT 5 YEARS



PROMOTING FARMING AS A BUSINESS BY PROVIDING END-TO-END SERVICES FOR YOUTH



BUILDING A DIGITAL PLATFORM TO PROMOTE YOUTH ACCESS TO LAND



MATCHING DEMAND AND SUPPLY THROUGH JOB MATCHING PLATFORMS



USING EDUTAINMENT AND EARNING PLATFORMS TO SHIFT YOUTH PERCEPTIONS TOWARDS AND UPSKILLING



MATCHING DEMAND AND SUPPLY THROUGH PUBLIC PRIVATE PARTNERSHIPS TO BUILD CONNECTIVITY HUBS SERVING AS CENTERS OF EXCELLENCE FOR RURAL YOUTH

To find out more about what AgriFin is doing in rural employment or to get involved in our work, reach out to us on any of the platforms listed below.



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