



Making Cents  
INTERNATIONAL



# **Apply It! Webinar**

Youth Engagement in Economic  
Opportunities within Rural Areas

Feb. 4<sup>th</sup>, 2014

Mary McVay, Facilitator

# Social Media



#YouthEO



@YouthEconOpps



@MakingCentsIntl



/YouthEconomicOpportunities



/MakingCentsIntl

# Agenda: 1 Hour

- Purpose: Practical Guidance on Engaging Youth
  - Speakers:
    - Mary McVay, Facilitator/Presenter (Making Cents)
    - Steve Cummings, The MasterCard Foundation
    - Simeon Oyando, Spring Break Kenya
  - Participation:
    - Post your name, organization, location to chat
    - Post questions/comments to chat; Tweet #YouthEO
    - Review Chapter 6, State of the Art in YEO 2014
- [http://youtheconomicopportunities.org/resource/1980/draft-technical-brief-increasing-economic-opportunities-rural-youth.](http://youtheconomicopportunities.org/resource/1980/draft-technical-brief-increasing-economic-opportunities-rural-youth)

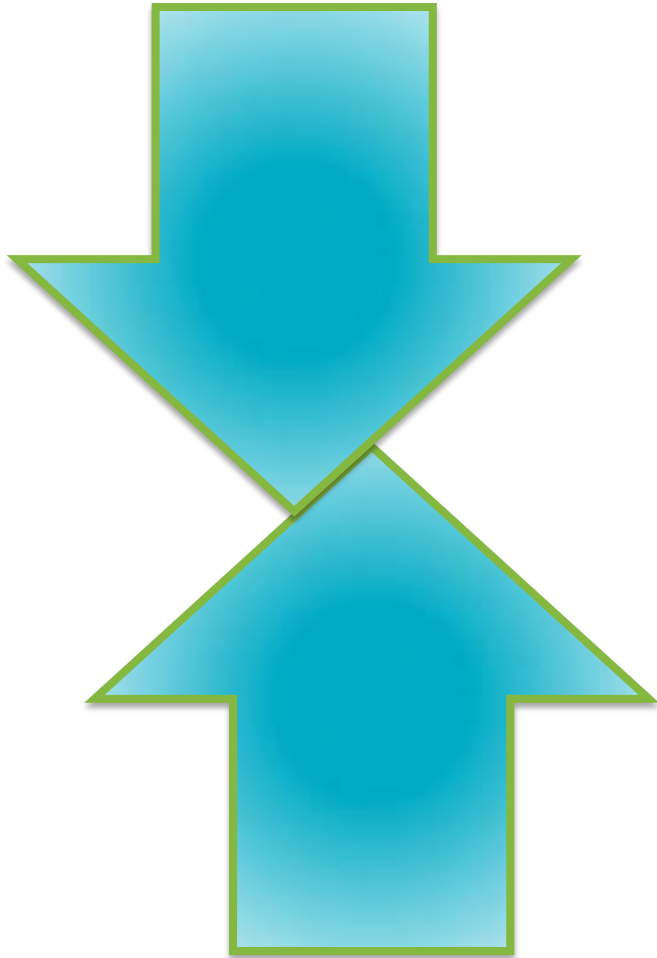
# McVay: Big Picture Issues

## *Making Cents International's*

### *Year-long "Deep Dive:" Rural Economic Opportunities for Youth*

1. Rural youth bulge - "Crisis" and "Opportunity"
2. Questions: How to engage youth?
3. Examples of synergy between food security and youth economic opportunity

# Rural Youth Bulge



## Crisis:

- Rural Poverty
- Urbanization
- Political volatility

## Opportunity:

- Large, low-cost labor force
- Young innovators, leaders
- With Ag skills

# “Synergy”



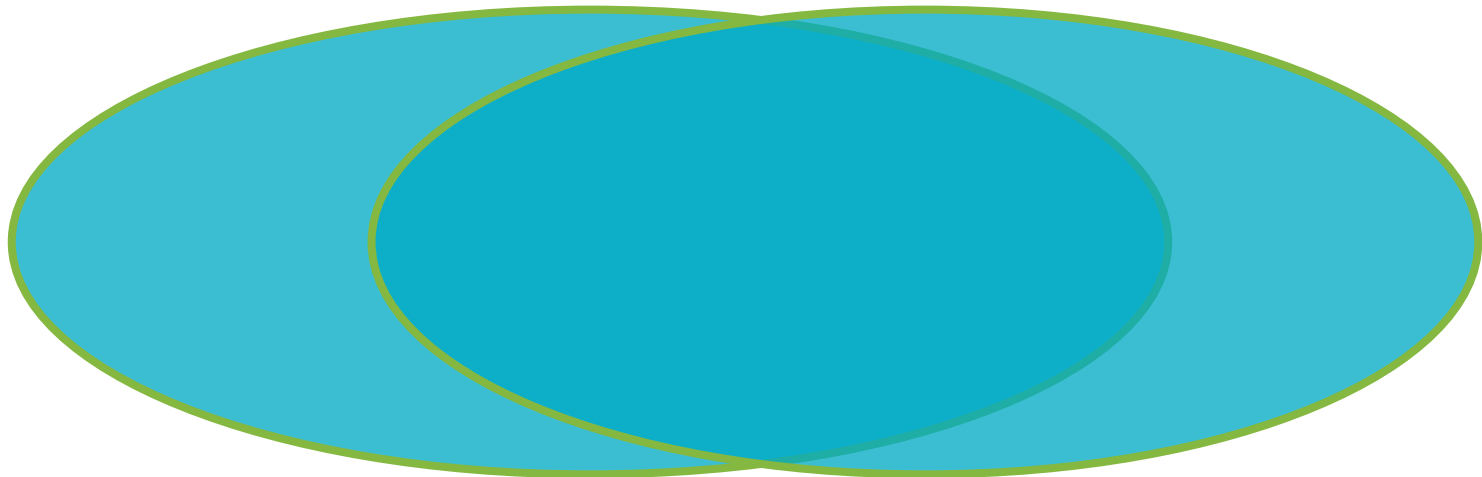
Youth  
Employment,  
Empowerment

Food Security,  
Agricultural  
Development

# Synergy Perspective

“The key to meeting the world’s future food needs – and to fighting the hunger and poverty that is concentrated in rural areas – is to create an environment that will encourage and enable young women and men to remain in their communities. They need opportunities to improve their own lives, obtain decent work and pursue prosperity.”

IFAD President Kanavos F. Nwanze in Kanayo, 2012.





# Risk of Synergy Perspective

“The challenges facing African smallholder agriculture cannot be laid at the feet of young people; nor should keeping ‘the youth’ on the land be a major objective of agricultural policy. The sooner that pundits, policymakers and development actors abandon the view that (valuable/vulnerable) young people and (threatened) society would both be better off if only the young people stayed on the farm – indeed, that they somehow ‘owe it to the nation’ to farm – the sooner we will see the emergence of more reasoned policy and more relevant programmes.”

Okali and Sumberg, **IDS Bulletin 2012**



**Must  
Read!**



Evidence

Gap!

# Diversity & Life Stage

## Diversity:

- Region
- Micro location
- Assets and vulnerabilities (human, natural, physical, financial social)
- Gender, ethnicity
- Role in agriculture: farming + **agribusiness!!**

## Life stage & farming:

- Basic livelihood
- Empowerment tool
- Business investment
- Quick-cash
- Social security
- Family legacy

# Questions: Engaging Youth

- **Synergy:** How can we engage young people in agricultural and/or rural development efforts in ways that present a viable future for them and contribute to food security?
- **Rural Opportunities:** Many young people want to leave the farm, but where will they go? What other rural development work can offer opportunities to young people, and benefit from their contribution?
- **Food Production:** Who will be tomorrow's farmers?
- **Youth Perspective:** What are young people themselves saying?

*What kinds of strategies create what kinds of economic opportunities for what kinds of young people in what rural settings?*

# Synergy - Adapt



## ***Kenya Maize Development Program (ACDI/VOCA & Partners)***

- Farming as Business ... Farming as a Family Business
- Addresses gender and inter-generational issues
- \$11.2 million - 2002 to 2010
- Tripled farmer output from 720 kg to 2,300 kg / acre
- \$ 208 million in news sales
- 370,000 smallholder farmers
- **105,000 trained in Farming as a Family Business**

# Synergy: Target & Tailor



# Synergy – Target, Tailor

## ***Education for Income Generation Program (Winrock International in Nepal)***

- Complimented mainstream value chain development – targeted marginalized youth
- Entrepreneurial Literacy: (33,200, 95 % women)
- Vocation training and employment (11,865 trained, 83 % employment rate)
- Agricultural production, enterprise training and market linkages (54,000, 81 % women)
- Surprise! Most young women were married.
- Secret? Reach out through mothers-in-law!

# Synergy: Decent Work





# Synergy: Decent Work

*Hathay Bunano, private firm, rural Bangladesh*

- Hand--knitted toys under a propriety brand, “Pebble” and for international private label clients.
- Founded in 2004, 64 rural production centers employing 6,500 women aged 18 to 30
- Jobs, training, careers, safe working conditions, benefits – health care, child care – in a safe, rural setting close to family, in communities
- Rural employment enhances food security
- Demonstrate to other garment companies

# Big Picture Issues

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Year-long "Deep Dive:" Rural Economic Opportunities for Youth***

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# Questions/Comments

Post questions/comments in CHAT

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