



Identifying Viable Economic Opportunities For Rural Youth: Understanding Rural Youth Perspectives And Rural Development Strategies

Moderator:

Hillary Proctor, Senior Specialist with Making Cents International, USA

Speakers:

Dr. Nana Akua Anyidoho, Senior Research Fellow at the University of Ghana, Ghana

Paul Spark, Program Manager of the Research and Evaluation Unit, BRAC - Uganda



Our Objective

Your goal is to support thousands of young people in a particular rural context achieve sustainable livelihoods.

- What are the different approaches that can increase young people's financial capabilities and employment prospects in this context?
- What do you need to know about rural youth vs. youth in general?
- How do you find out where jobs and business opportunities exist for rural youth?
- What are good practices in rural workforce and enterprise development, and how can you learn about them?



Key Points

Key themes from our presenters:

- Matching the needs and differences of rural youth.
- Opportunities to make agriculture more appealing to youth.



Snap Shot of Making Cents' Experiences

- USAID Liberia LAUNCH Project
 - Youth Engaged in Agriculture Value Chain
 - Youth must learn business by doing business
- Plan International Partnership
 - Building Enterprising Life Skills
 - Building Transferable Skills
- Pop Council Zambia
 - Youth-led Market Research



<http://www.youtheconomicopportunities.org/>

<http://makingcents.com/>

chelsea@makingcents.com

hillary@makingcents.com