

PRESENTED BY

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Replicable Lessons from the STRYDE Self-Employment Program in Rural East Africa



2019 Global Youth Economic Opportunities Summit

#GYEO

Youth Think Tank

RESTLESS
DEVELOPMENT



A 7-country youth-led research initiative where young people conduct research on the livelihoods issues that matter to them.

YTT uses this research to inform sector stakeholders on key issues and influence how decision-makers respond to these issues

<https://mastercardfdn.org/theyouth-think-tank/>

DESIGN > GATHER > ANALYZE > VALIDATE > SHARE





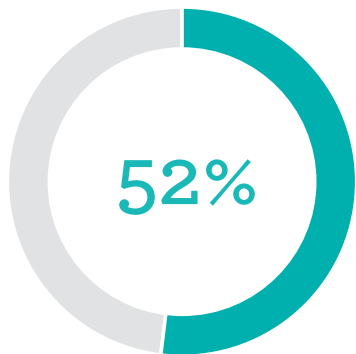
BACKGROUND

Strengthening Rural Youth Development Through Enterprise

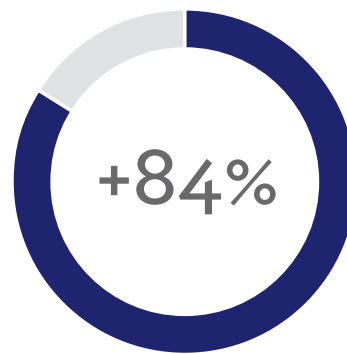
- Youth business & life skills training to promote employment and self-employment
- Opportunity identification
- Linkages to markets, finance, & jobs
- Building capacity & aligning incentives of long-term training providers



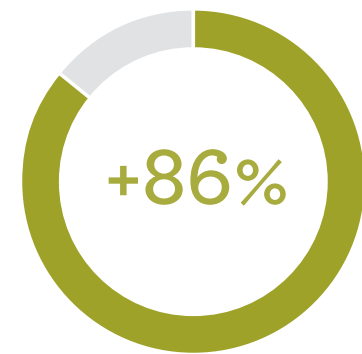
STRYDE's Impact



of STRYDE
graduates were
women



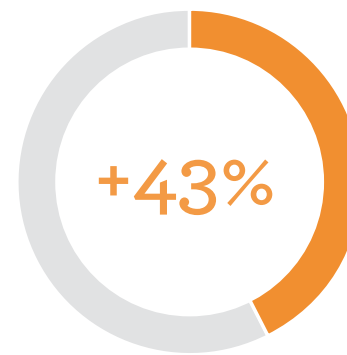
overall average increase
in Income (from \$58 to
\$107 per month)



overall average
increase in Savings
(from \$97 to \$181)



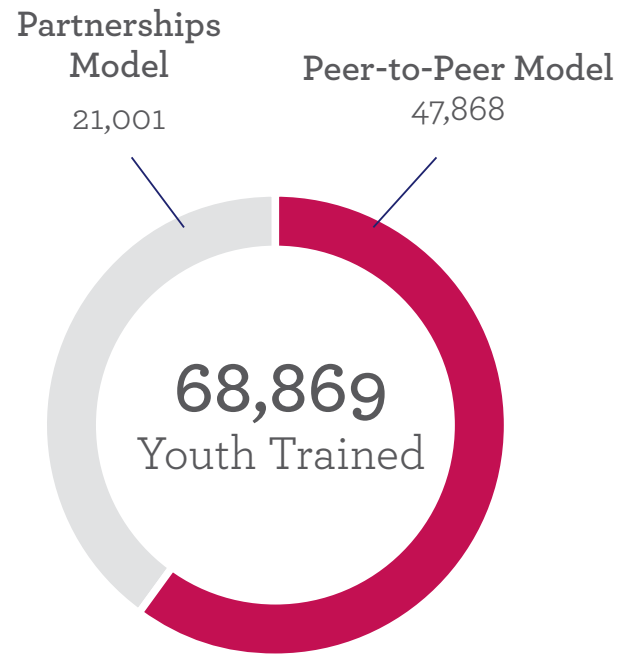
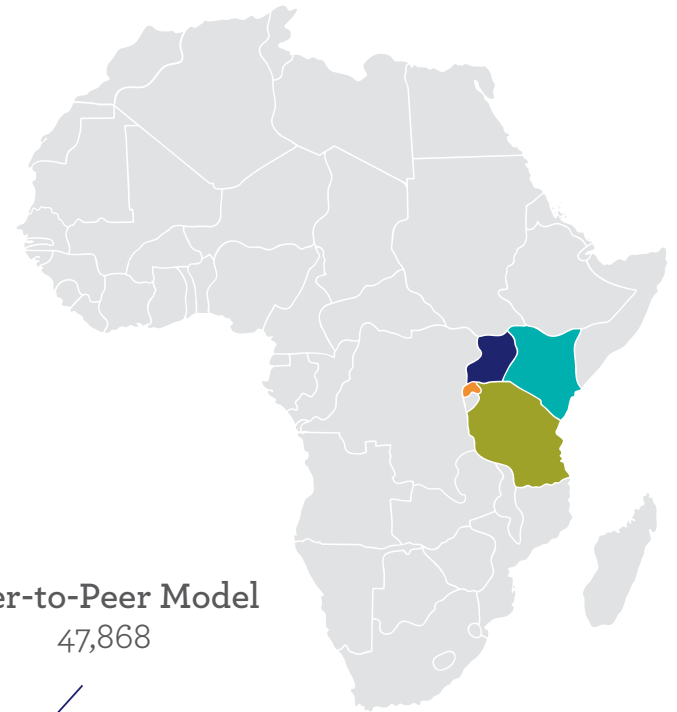
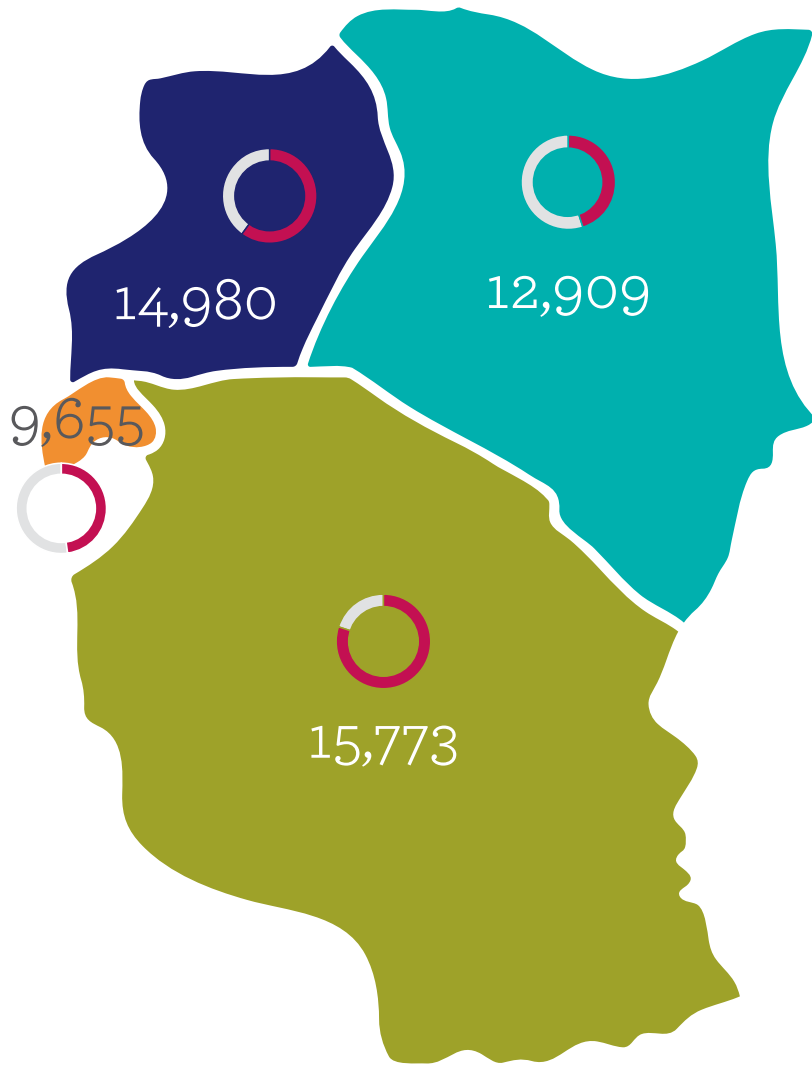
overall average
increase in Assets
(from \$702 to \$1,408)



overall average
increase in Loans
(from \$115 to \$164)



STRYDE's Reach



Question #1:

What is the most pressing barrier to youth adopting agricultural technology?



Skills & competencies



Information Access



Access to Finance

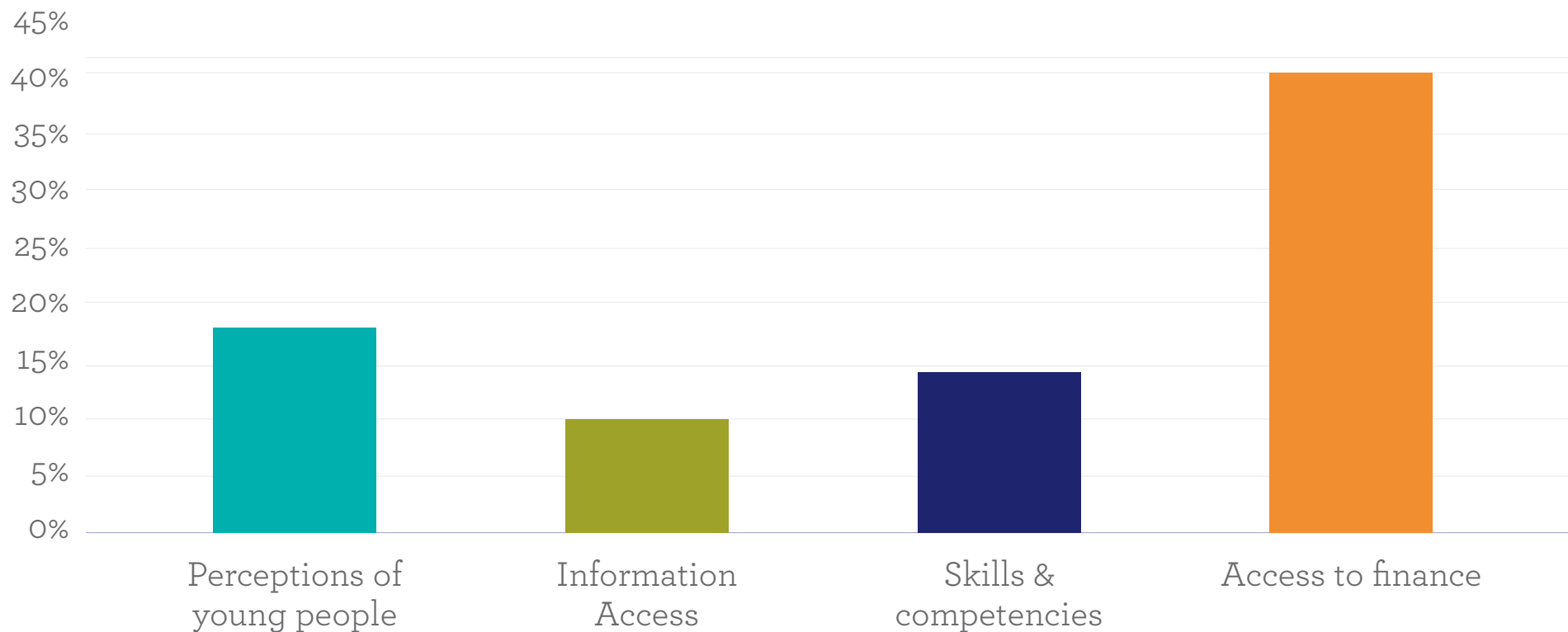


Young people's perceptions



Question #1:

What were the most pressing barriers to youth adopting agricultural technology?



Question #2: Is agriculture cool or not cool?



Agriculture
involvement
increased



Agriculture
involvement
decreased



Agriculture is cool!

*28% added
agriculture*



Before

After



total percentage of
people involved in
agriculture at the end
of the program



Question #3:

How do most young people learn about agricultural technologies?



Family Members



Peers



Social media, radio, TV, newspapers

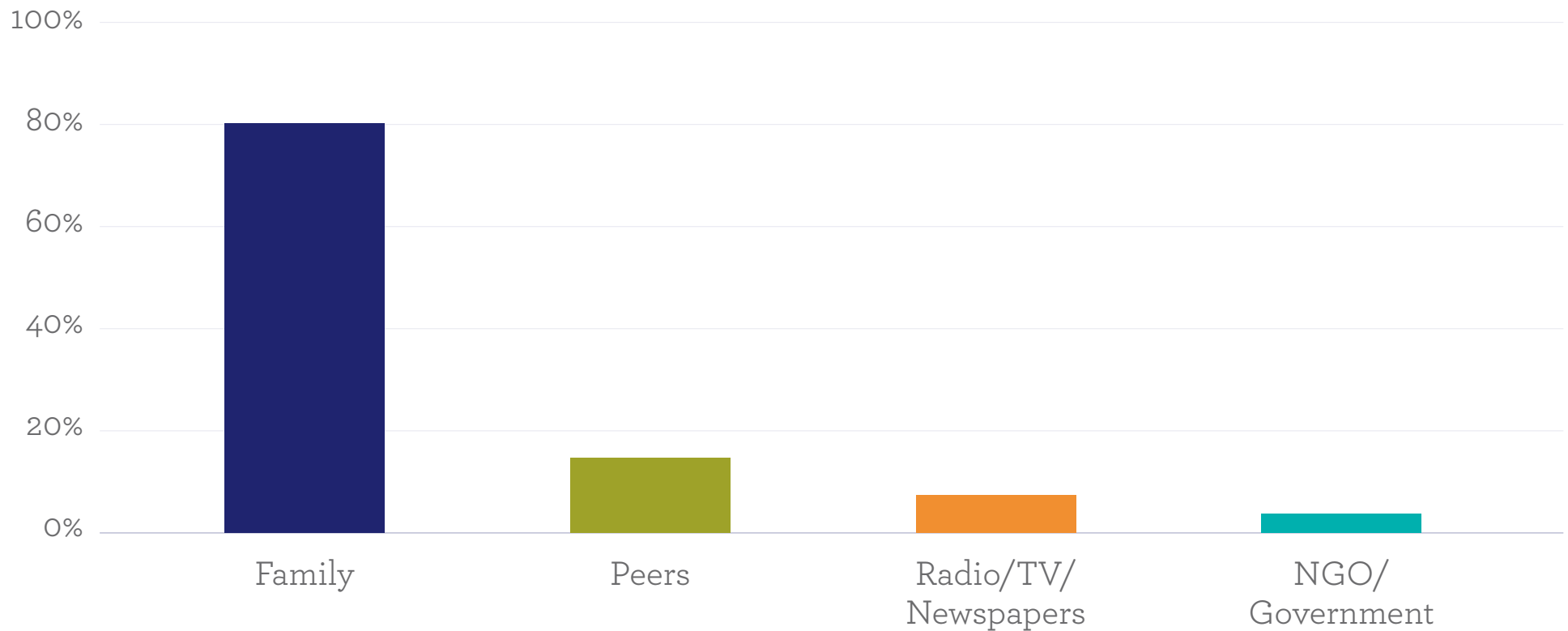


*Extension services from
government or NGOs*



Question #3:

How do most young people learn about agricultural technologies?



Question #4:

Which type of income earned youth the most money?



Agriculture

Cash Crops
Livestock
Vegetables
Beekeeping
Dairy
Poultry



Microenterprise

Retail shop
Hair & Nail Salon
Tailoring & Sewing
Juice Processing
Motorcycle taxi
Commodity trading

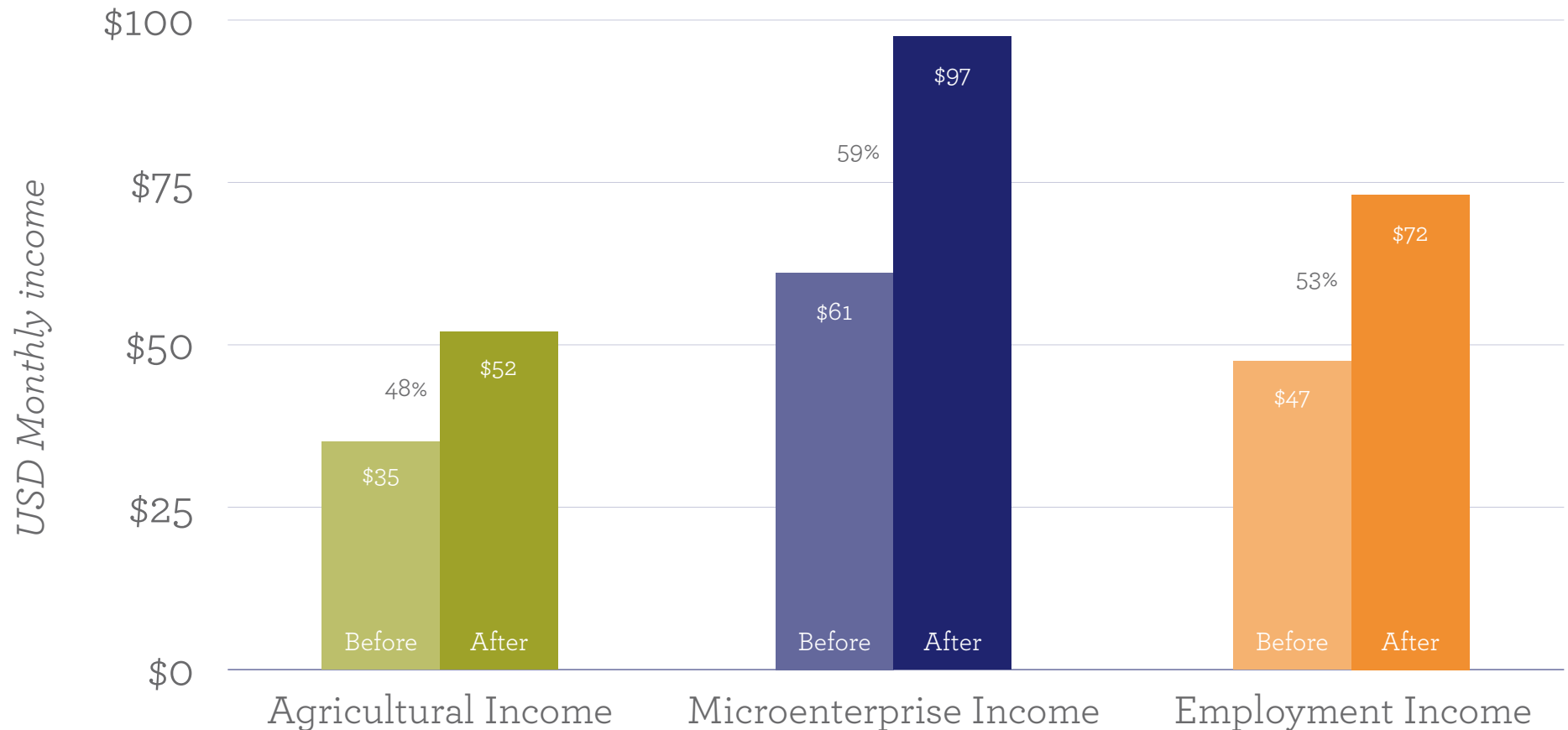


Employment

Rural Sales Agent
Childcare
Seasonal harvest labor
Cleaning services
Shopkeeping
School teacher



Microenterprises grew the fastest and earned the most





Gertrude has chickens



Question #5:

To earn the most money, should Gertrude Expand or Diversify?



EXPAND

By buying more chickens



Gertrude has chickens

DIVERSIFY

By growing vegetables





EXPAND

By buying
more chickens



EXPAND & DIVERSIFY
BOTH

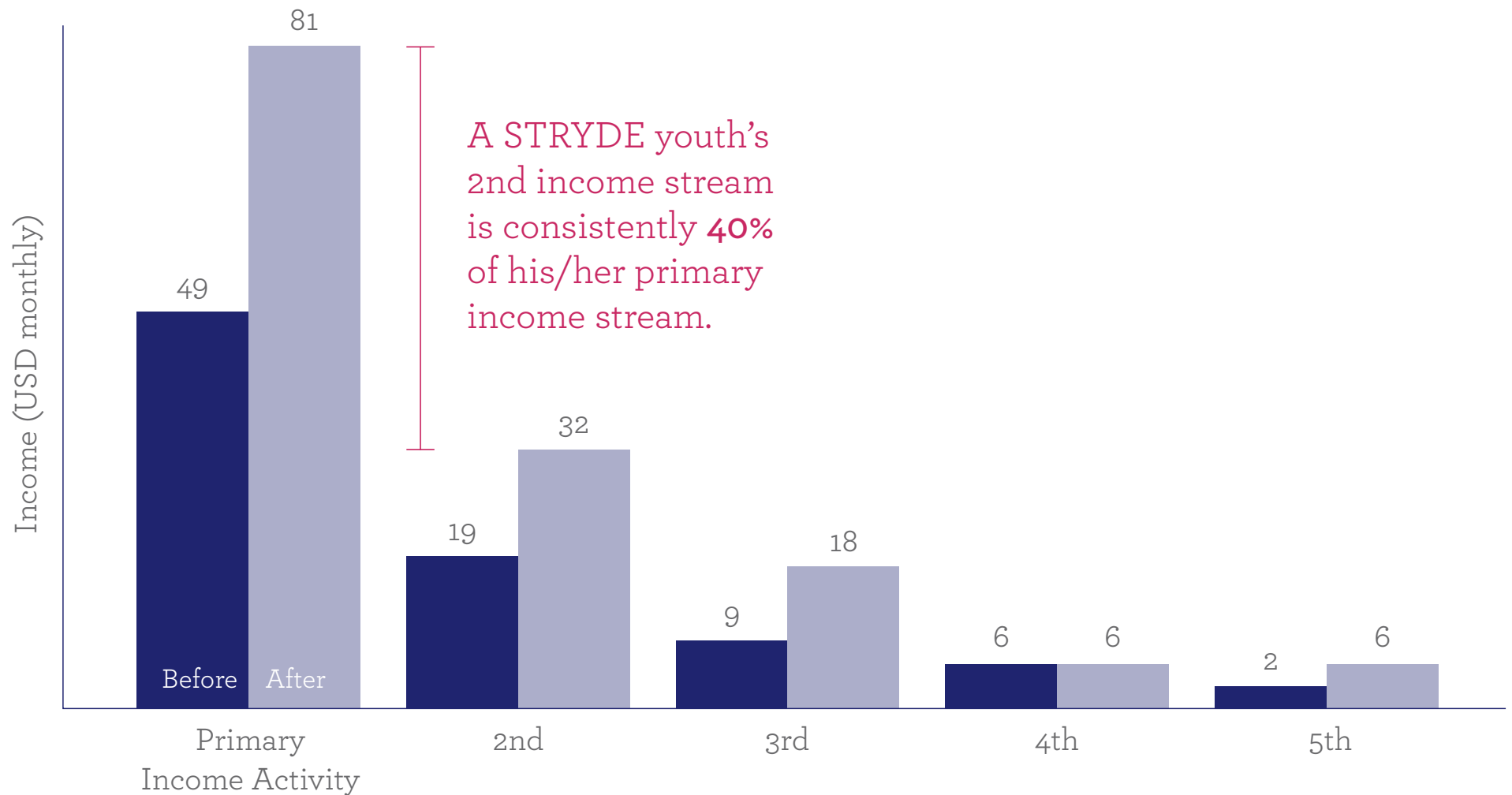


DIVERSIFY

By growing vegetables



While youth diversify, one business still contributes most of their income



Question #6: STRYDE recruited existing and would-be entrepreneurs, but who benefitted the most?



DAVID

Has no income



MUSSA

Has one income stream



LORDRICK

Has multiple incomes



“Diversifiers” earned more; “Startups” caught up



DAVID

Has no income



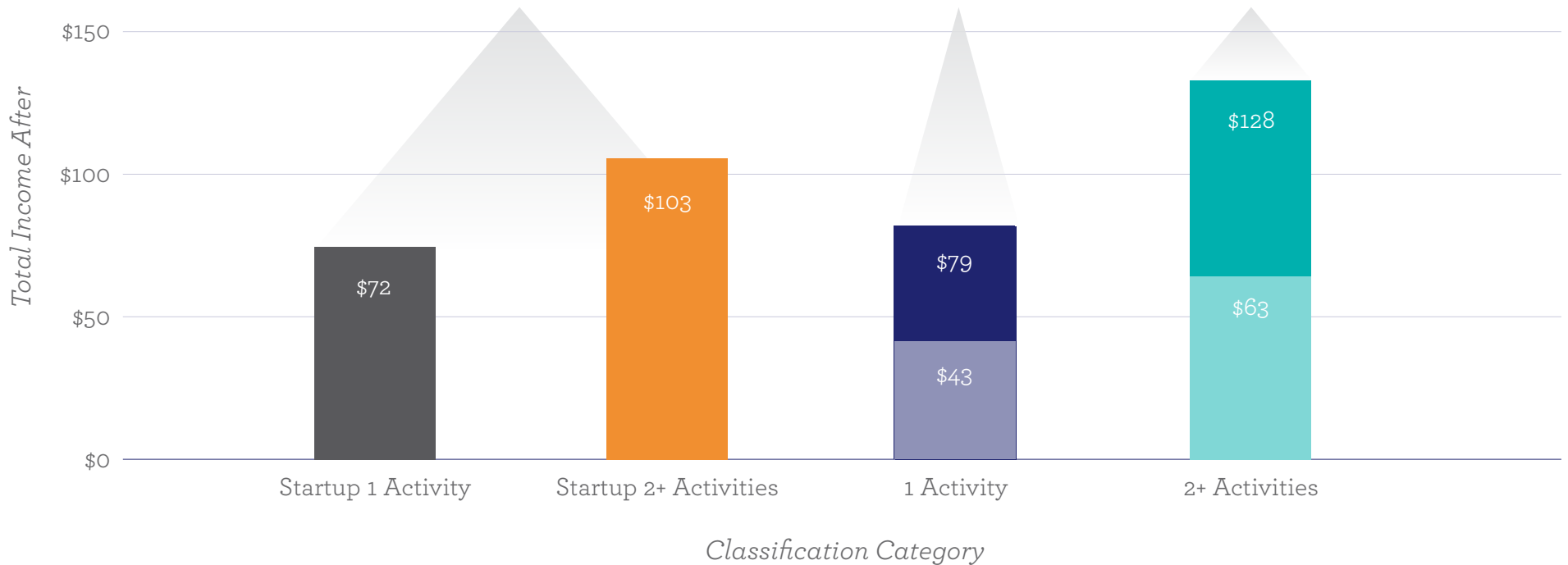
MUSSA

Has one income stream



LORDRICK

Has multiple incomes



STRYDE scaled impact through 124 partners



KENYA

- 78 Vocational Training Institutes (77 Public and 1 Private)
- 3 Prisons



UGANDA

- 13 Vocational Training Institutes & Agricultural Colleges
- 1 Local NGO



RWANDA

- 6 Government Partners (including 4 districts)
- 2 Local NGOs
- 1 University Student Organization (5 universities)



TANZANIA

- 8 Vocational Training Centers
- 6 Local CBOs; 1 Prison
- 4 Community Development Colleges
- 1 District Council (Mbarali)



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