



DEPARTMENT OF AGRICULTURE,  
IRRIGATION, FOOD, LIVESTOCK AND FISHERIES  
COUNTY GOVERNMENT OF SIAYA

# SIAYA COUNTY YOUTH AGRIBUSINESS STRATEGY

## 2022 - 2027



*"Empowered Youth Gainfully Engaged  
in the Agri food Sector"*

March 2022





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**“Empowered Youth Gainfully Engaged in the Agri food Sector”**

**March 2022**

**IN PARTNERSHIP WITH**



**Food and Agriculture  
Organization of the  
United Nations**



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DEUTSCHE ZUSAMMENARBEIT

**AGRI-JOBS  
4 YOUTH!**

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AGRICULTURAL SECTOR DEVELOPMENT SUPPORT PROGRAMME



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## FOREWORD

The Department of Agriculture is pleased to roll out The Siaya County Youth Agribusiness strategy (SYAS, 2020). This strategy is a demonstration of the Department's commitment to spearhead a multi-stakeholder approach to address the challenge of youth unemployment and income generation, by offering opportunities for youth in a vibrant commercial oriented Agri –food sector in Siaya County.

Although the Agriculture sector in Siaya County offers 61% of employment opportunities, it still operates at a subsistence, low technology adoption and low investment level leading to low productivity. The average annual per capita earning from the sector is Kenya Shillings 19,835. This is way below the Country's poverty line of Kenya Shillings 39,024 to 71,940. This is even much lower than the global poverty index tipping line indicated at an annual per capita income of Kenya Shillings 78,445.(UNDP,2020) Low agricultural productivity hampers economic growth for a rural agriculture dependent county like Siaya. The youth are therefore not able to find decent jobs within the sector and if they do, they earn low income as casual labourers or no income at all as family labourers. Lack of employment opportunities in the sector is further compounded by low knowledge & skills and poor aptitude and practice attributes among the youth engaged in agribusiness making them unemployable. The critical skill and knowledge gaps are in the technical areas of Good Agricultural Practices, Climate Smart Agriculture and Business development. Gaps also exist on intrinsic soft skills, aptitude and practices in the areas of entrepreneurship, community of purpose and leadership. These factors, if addressed could create a youthful generation positioned to reimagine and reorient the County agriculture into a commercial viable, job creating and income earning sector.

This Strategy recognizes the fact that the County's biophysical environment is suitable for increased production and output with a potential to contribute Kenya Shillings 1.5 Trillion to the County GDP from the current 20 billion. This can be done through harnessing potentials in the land and water resources to nurture high value agricultural enterprises like cage fish farming, promotion of tomato value chain, indigenous chicken, fruit tree nurseries among others. The actions should employ a mix of value chain development and rural development approach in order to create opportunities for enterprise development, income growth and creation of decent employment for the youth.

The high population of young people who have affinity for technology and innovations can contribute towards making Agriculture in the County a vibrant, modern and commercially oriented sector. It is for this reason that this strategy has been made in order to harness this youth bulge, and manage the obstacles that hinder their engagement by enhancing **knowledge & skills, positive aptitude and practices** in agriculture, **increasing investment levels and opportunities**, and **positioning the youth organizations** to participate both politically and economically towards increased productivity and improved income for the youth.



Dr. Elizabeth A. Odhiambo

**County Executive Committee Member,**

**Agriculture, Livestock, Food Security, Fisheries and Irrigation.**

## PREFACE

Siaya County is a rural County with agriculture being its largest economic pillar, with huge potential to provide employment opportunities to youth in Siaya County. Of the 340935 youth, 153760 are males and 173898 females between 15-35 years of age. These are persons born between the years 1986 and 2003 falling between what is dubbed as the Y and the Z generation with unique characteristics that position them to strategically explore and harness opportunities in the agriculture sector better than their older counterparts. They are the most entrepreneurial generation, putting their own spin in entrepreneurship. The youth are faced with the challenge of finding employment opportunities in search a rural based set up and often migrate to urban centers in of white-collar jobs.

Siaya County is endowed with permanent rivers, lakes and bimodal rainfall patterns, good soils that can support various value chains. These if harnessed well can create employment to the youth and foster micro enterprises that generate incomes of over Kenya Shillings 600,000.00 in a year to business owners. Some of these potential value chains include but are not limited to indigenous chicken, fish cage farming, tomato, Mango, Banana, apiculture, dairy among many others. The strategy has been developed with proposed interventions to help unlock this potential by nurturing entrepreneurs who earn good incomes from their enterprises while creating decent employment for the majority of youth in Siaya County. These actions when fostered will make Siaya an income centered food and nutrition secure county.

In this strategy Chapter 1; The Introduction, gives background information about the county. This entails the County population according to the 2019 census report and segregation of the data on youth population characterizing all age groups and their potential. It then gives the vision, mission and strategic objective to address the income earning demands of the youth through enterprise development, creation of decent job opportunities and nurturing their employability.

Chapter 2 gives the situation analysis covering the potential value chains in relation to the county's climatic suitability, economic value and potential for enterprise development along the value chain. It explores youth entrepreneurship and employability against the backdrop of their ability to start and grow income generating and job creating enterprises while also examining their knowledge and skill sets that make them employable in agriculture. The entrepreneurial and employability capacities are considered while highlighting the status of existing incubators, training institutions and opportunities both in TVET Centers and through innovative models like Youth farmer Business schools. The Chapter also expounds on the status of youth organizations in agriculture and their ability to participate both politically to shape decisions that affect them in the sector, and economically through access to factors of production, capital to invest and marketing of youth enterprises generated products. Finally the chapter discusses the challenges and constraints faced by youth in agribusiness, and the potentiality and opportunities presented in the agrifood sector highlighting challenges unique to the female youth.

Chapter 3 picks up 4 key strategic issues on youth employability, entrepreneurship, MSMEs, youth organizations and framework conditions and proposes an actionable strategic model with objectives and interventions to mitigate the issues. Chapter 4 dwells on the implementation framework, giving the cost of the strategy from both economic value, the cost benefit analysis and how resources will be mobilized for its implementation using a multi stakeholder approach. The final chapter, 5, points to the M&E framework, highlighting the risks and assumptions.

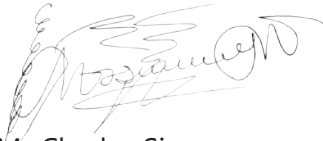


## ACKNOWLEDGEMENT

I wish to thank all stakeholders herein mentioned who have made the unique decision to own and foresee a joint resource mobilization and implementation of this strategy for the benefit of our young Agripreneurs in the County. I wish to acknowledge the technical experts whose tireless efforts have made the development of this strategy a reality. Much appreciation goes to our Government programmes and partners, especially ASDSP, KCDMS/RTI, GIZ and FAO, for facilitating the formulation process. Special thanks go to stakeholders who have committed to support the implementation of the strategy both morally and financially.

I also appreciate the Youth of Siaya County who gave their valuable input during the drafting sessions and public participation processes. We thank the consultants who professionally mentored the technical task force through the processes of drafting the strategy. My gratitude is extended to the senior staff in various directorates that provided valuable experiential information. To you all that may not have been mentioned here, kindly take this acknowledgement as an expression of sincere gratitude.

Finally, The Department reaffirms its commitment to creating a conducive and enabling environment for the realization of youth engagement in the sector. The Department is also focused on ensuring the female youth is adequately included in the implementation of this strategy considering that they are more inclined towards farming businesses but face more challenges than their male counterparts. We as a department are committed to the successful implementation of the Siaya County Youth in Agribusiness Strategy.



Mr Charles Siso

**Chief Officer**

**Department of Agriculture, Irrigation, Food, Livestock and Fisheries**

## EXECUTIVE SUMMARY

Siaya County Youth Agribusiness strategy aims at providing a framework for the youth to gainfully earn livelihood sustaining incomes from agribusinesses. The strategy recognizes organized youths driving agri-enterprise development as the pivotal anchor to income generation and job creation for both the Agripreneur and the employable youth in the county. The Suitable climatic condition in the County makes Agriculture an ideal sector with potential for better performance. This can be realized by putting measures in place to increase output and productivity. The state of the youth unemployment in the County is such that out of a population of 340000 youth, about 124,000 are unemployed. However they are not able to take advantage of the vast opportunities in agriculture due to inadequate levels of investment in the sector that relegates it to subsistence status, inadequate agricultural skills, knowledge, practice and aptitude among the youth together with poor framework conditions that hinder youth access to factors of production and participation both politically and economically.

The strategy aims at increasing agricultural productivity of select high value enterprises through promoting a value chain development approach which will provide opportunity for employability or entrepreneurship among the youth. The objectives of the strategy are; to increase employability of 7500 youth at least 40% being women in the agrifood sector through skills enhancement programmes; to improve the entrepreneurship capacity of the youth to identify, start grow and establish agri enterprises; to provide supportive framework conditions to improve the agri food sector business environment and to strengthen agri based youth organizations at both County and local level to improve their political and economic potential. The strategy requires an investment of 4.2 billion with a cost benefit ratio of 1:3. Resources for the strategy will be mobilized through partnership of County Government of Siaya and relevant partners both in the public, non-governmental and private players, and will be implemented through an agribusiness coordinating unit within the department of Agriculture. When fully implemented the strategy will be expected to have economic returns in Siaya County which will increase the county's per capita income.

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## LIST OF ABBREVIATIONS AND ACRONYMS

ABDP	—	Aquaculture Business Development program
ASDSP	—	Agriculture sector development strategy program
ATC	—	Agriculture Training Centre
ATVET	—	Agriculture Technical and Vocational Education and Training
ESPs	—	Extension Service providers
FBS	—	Farmer Business School
IIC	—	Improved Indigenous Chicken
JOOUST	—	Jaramogi Oginga Odinga University of Science and Technology
KCSAP	—	Kenya Climate Smart Agriculture program
PSPs	—	Private Sector Partners
TTIs	—	Technical Training Institutions
VCTs	—	Vocational Training Centres
YPTs	—	Youth peer trainers
CIDP	—	County Integrated Development Plan
KM	—	Kilometer
FAO	—	Food and Agriculture Organization
KNBS	—	Kenya National Bureau of Statistics
GDP	—	Gross Domestic Product
ASTGS	—	Agriculture Sector Transformation and Growth Strategy
MT	—	Metric Tones
KES	—	Kenya Shillings
SME	—	Small Micro Enterprise

## DEFINITION OF TERMS

### **Agricultural Technical and Vocational Education and Training (ATVET) / Institutions**

Academic programmes in agricultural, horticultural, soil, and animal science and production and related courses leading to degree, diploma and, in some cases, certificate qualifications

### **Agribusiness**

It is a part of a modern economy devoted to the production, processing and distribution of food, fibre products and by-products including the financial institutions that fund these activities. It encompasses i) the producers of inputs intended for agricultural production (seed, fertilizer, etc.); ii) commercial farms; iii) the agro-industry, which includes the Food, Beverage and Tobacco (FBT) sub sector as well as textile, leather or wood, etc.; iv) providers of equipment and machinery for processing agricultural raw materials; v) and lastly, supporting services.

### **Agri-Food Sector**

Agro-food sector is a subset of the manufacturing sector that processes raw materials and intermediate products derived from agriculture, fisheries and forestry

### **Agripreneur**

Agripreneurs are risk-takers who deliberately allocate resources to an agribusiness venture to exploit opportunities in return for profit. They are the primary decision-makers, responsible for the businesses' success or failure. They grow their businesses to achieve impact at scale in terms of sales, profits and employment, and enter the formal economy at least at some stage.

### **Business Incubation Hubs (BIHs)**

Business incubation is a public and/or private, entrepreneurial, economic and social development process designed to nurture businesses from idea generation to start-up companies and, through a comprehensive business support program, help them establish and accelerate their growth and success. The business incubator is a physical space or facility that accommodates a business incubation process.

### **Business Opportunity**

This is a proven concept that generates on-going income. It's a business idea that has been **researched upon, refined and packaged into a promising venture** that is ready to launch. While multiple business ideas may strike you on a daily basis, only few of them will be profitable in the long run based on market research and feasibility study conducted. These few are the real business opportunities(GIZ, 2020[1]).

### **Decent Work/ ILO Decent Work Indicators[1]**

The framework covers ten substantive elements corresponding to the four strategic pillars of the Decent Work Agenda (full and productive employment, rights at work, social protection and the promotion of social dialogue): employment opportunities; adequate earnings and productive work; decent working



time; combining work, family and personal life; work that should be abolished; stability and security of work; equal opportunity and treatment in employment; safe work environment; social security; and, social dialogue, employers' and workers' representation. ®Decent work Guide- ILO

### **Employability**

Employability refers to the individual's capacity to make use of the education and ®training opportunities available in order to secure obtain informal or formal ,employment or succeed in self-employment and to cope with changing technology and labour market conditions.

### **Entrepreneurs**

Entrepreneurship can be defined as the process of using private initiative to transform a business concept into a new venture or to grow and ®diversify an existing venture or enterprise with high growth potential. Entrepreneurs identify an innovation to seize an opportunity, mobilize money and management skills, and take calculated risks to open ®markets for new products, processes and services.

### **Framework Conditions**

Approaches, policies, tools and techniques, legal and institutional framework for the promotion, development and regulation of something (political, economic, social, physical or environmental and Legal (PESTEL).

### **Good Agricultural Practices (GAPs)**

Complete set of official extension and technical recommendations for agricultural ®production of a commodity that can be used for ®extension, ®training, regulation and as reference for certification purposes.

### **Mentoring**

Mentoring refers to the developmental partnership between someone with a specific skill set or is a subject matter expertise (the mentor) and someone who desires to learn skills or knowledge in that area (the mentee).

### **Micro-, small- and medium-sized enterprises (MSMEs)\***

Kenya definition: Kenya's official definition where MSMEs are defined according to employment size/ or by annual turnover[1]; and includes licensed and unlicensed businesses engaged in production of goods or provision of services; (defined in the Micro-and-Small-Enterprises-No-55-of-2012 MSME Act\_2012)

### **Factor Productivity**

Productivity refers to how efficiently resources are used; it can be measured in terms of factor productivity or of labour productivity. Factor productivity refers to the output or value added divided by the factor input, e.g. for the factor land it can be indicated as the output in tons per hectare

## **Youth Organisation**

Youth organisations are generally understood to be youth-led, non-profit, voluntary non-governmental associations, and under some circumstances, can instead be part of the state apparatus or be youth worker-led. They are mostly established to further the political, social, cultural, or economic goals of their members.

## **Value Chain (agricultural)-VCs**

Value chains refers to a set of actors and activities that bring a basic agricultural product from production in the field to final consumption, where at each stage value is added to the product.

## **Value Chain Analysis (VCA)**

In-depth value chain analysis describes both the market system and social context around the core commodity and how they interweave

## **GOAL, VISION AND MISSION**

### **Goal**

To increase gainful youth engagement in county agricultural transformation and growth

### **Vision**

A middle income livelihood status for youth gainfully engaged in agribusinesses in the county

### **Mission**

To develop the agripreneurship and employability capacity of the youth in the county in order to foster establishment and growth of enterprises as an anchor to earning incomes and gaining decent employment

### **Values**

Core values to guide transformation, growth, increased incomes and employment are

- i. Community of purpose
- ii. Knowledge and Innovation
- iii. Integrity
- iv. Cooperation

# Introduction

## 1.1 Sector Background

Agriculture is the mainstay of Kenya's Economy currently contributing 26% of its GDP directly and another 27% indirectly. It accounts for 65% of Kenya's total export and provides employment for more than 40% of the total population and more than 70% of the rural population (FAO,2020).In Siaya County, Agriculture contributes 37.7% to the GDP and 58.5 % to the Gross County product (KNBS,2019). 61% of employment opportunities are domiciled in Agriculture (CIDP 2018-2022). Siaya County is endowed with favourable climate, suitable soils and available water resources which when adequately harnessed , ensuring adaptation, and mitigation measures towards climate change, has potential to increase agricultural output, employment creation and increased income for the people and youth of the county as envisaged by the Department's Mission statement.

Agriculture in the County is majorly raw material based. Engaging modern technology will lead to increased productivity informed by higher outputs and positive economic growth. The sector still has unexploited potential in industrial, manufacturing, food, processing and value addition. These are sectors that have been identified to increase economic growth and subsequently create employment for the youth.

## 1.2 The Youth demography in Siaya County

Youth in Siaya County account for 33% of the 993,183.total population (2019). Of the 340,935 youth, 153760 are males and 173898 females between 15-35 years of age. These are persons born between the years 1986 and 2003, falling between what is dubbed as the Y and the Z generation. The Y-generation youth (1982-1994) are children of "Independence generation". They are less keen on getting married and tend to have fewer children. They are identified by usage of and familiarity with the internet, mobile devices and social media. This generation adapts more easily to a work environment, they are optimistic, they are impatient for upward mobility. They have an entrepreneurial mind-set; a few in this generation start their business before they get to the age of 30 and they are more purpose driven.

Similarly, the Z -generation) 1995-2010) are educated for skills development. They are exponentially hardworking, rebellious, impatient, lack initiative, self-drive and choosy. As the first social generation to have grown up with access to the internet and portable digital technology from a young age they are called digital natives. They are not necessarily digitally literate. They build on collaboration, they do not like routine, very adaptive to new tools and technology, they are investment oriented, and they

make spot decisions (risk takers). They are the most entrepreneurial generation, putting their own spin in entrepreneurship. The key attributes that define their choices are their entrepreneurial orientation and desire to make quick money. This strategy takes cognizance of this and provides the framework for positioning the youth to be gainfully engaged in the agricultural sector. (RybackMD, 2016; Ghawi 2018; psychology today)

### **1.3 Youth employment and entrepreneurship in the agri-food sector**

According to the 2019 census, 38% of the county population (377,409) is economically inactive and unemployed of which 33% (124,500) fall within the youth cohort. Among the economically inactive, 20% are female and 18% is male. (KNBS, 2019). An estimated 906,000(173,000 males and 172,755 females) of the county population are currently enrolled in primary and secondary schools.(Ministry of education , Siaya, 2020). This population segment is expected to join the labour force in the next 5 to 10 years, a percentage of whom will add up to the unemployed youth in the County. The County needs to leverage on this population dividend, by building their capacity to spot and reign on existing opportunities in the Agriculture sector. The empowered youth from a generation that is known for their entrepreneurial inclination and innovativeness would lead to development of enterprises that would create job opportunities and reduce the youth unemployment rate in the County.

According to the national adolescence and youth survey report (2017) the main economic activities that young people in Siaya County are engaged in as viewed by both the young people aged below 34 years and those aged between 35-60 years are, business or trade, Boda Boda and farming. The survey further identifies the potential areas to increase employment and income opportunities for youth in the County as; Agriculture, trade and industry, fishing, education and business. The great level of unemployment and limited enterprise development may be explained by low access to affordable credit, limited access to land, lack of collateral and more often over reliance on white collar jobs (Siaya, CIDP 2018-2011). Other than limited access to resources, the youth also lack the right entrepreneurial and employable skills, knowledge, aptitude and practices to start and grow income and job generating enterprises in the sector. On the other hand, where such enterprises emerge, the job opportunities they offer do not receive employable youth with the right skill, knowledge and aptitude to foster high productivity within the enterprises (Brewer, 2004) An emerging concern among business owners is the lack of a growth value stream among the youthful generation. They lack the energy, patience and focused purpose to productively contribute to the growth and expansion of the enterprises they serve in. The few youth businesses that are emerging in the county are also not organized to influence the political space and market place to their advantage. Strong youth organisations with a focus on influencing the county policy, planning and budgetary processes and having a voice on the marketing systems and structures would create supportive systems to advance the start-up and growth of youth led enterprises.

### **1.4 Justification and Rationale of the Strategy**

Agriculture is a major employer in Siaya County given that it is a rural County with no major mineral resource base. Siaya County has a potential for agricultural growth that can generate Kenya Shillings 1.5 Trillion annually if the water, land and human resources are well harnessed and allocated. An

empowered youth with the requisite knowledge, skill, aptitude and practice set to start and grow businesses and be gainfully employed and that contribute effectively in the growth of the businesses flagged, is the stimulant for unlocking this potential. Development of the right suite of knowledge, skills, aptitude and practices for the youthful entrepreneurs and possible employees require an actionable strategy that addresses the most limiting constraints and challenges and builds on existing potentialities and opportunities. There are many agricultural enterprises suited for the climatic and biophysical conditions of the county which require empowered youth to unlock to drive the sector transformation. A transformed and growing sector will offer opportunities to the youth to start and grow enterprises, generating incomes to business owners and the employable youth in the county. Some of the value chains with high potentialities for gainful income generation include fish, indigenous chicken, apiculture, mango, avocado, tomato, water melon, tree nursery and dairy. This strategy advocates for flagging off of opportunities in the high potential agri value chains and positioning the youth to drive their transformation.

Majority of youth who currently find employment in the underdeveloped agriculture sector are either casual workers or provide family labor, and therefore do not earn decent incomes from the sector. They also lack both technical and entrepreneurial skills. They however have basic education qualifications that can be tapped into to support actions in the sector that would increase agricultural productivity. Increasing agricultural productivity requires skilled and knowledgeable youth with access to finances to invest in technologies and access to resources (water and land) to spur growth in output, value add and marketing. Growth in productivity will spur economic growth which is the basis for growth of house hold incomes derived from businesses and gainful employment.

Although Siaya County has domesticated the Agriculture, dairy, soil policies and roots and tuber strategy which are in draft forms, they policies have not addressed youth demand for earning gainful income derived from either enterprise development or decent employment in the agriculture sector. This Youth in Agribusiness Strategy addresses this gap by providing the framework to position youth with the requisite knowledge, skills, aptitude, practices and resources to start and grow enterprises and be employable in the enterprises as the basis for earning the income they desire. The strategy also forms the basis for supporting youth organizations that champion meaningful advocacy to influence budgeting and planning in the sector and rally the efforts of youth aligned enterprises to penetrate and gain on the market space. It provides direction for youth engagement by improving their participation in value chain platforms and associations, and structuring their organizations for positive advocacy, policy and budget engagements. Overall, considering their tendency to adopt new tools and technologies, drive for quick results and hunger for generating livelihood supporting incomes, structured and enabled youth participation in the agribusiness arena will spur increased productivity in the sector, as a result of implementing the YAS.

### **1.5 Overview of constitutional and policy context**

This strategy aligns itself to both international and regional policies on youth engagement. It speaks to The sustainable development goal 13: decent work and economic growth that seeks to “promote sustained, inclusive sustainable economic growth, full and productive employment and decent work

for all” with all the other 16 goals actionable within the strategy. The Commonwealth plan of Action for youth empowerment (2006) provides tools and strategies for mainstreaming youth issues with an aim to empower young people to effectively participate in social economic political and cultural spheres. In the same breath the African union youth Charter (2006) and the East African Youth policy (2013) have comprehensive frameworks for addressing youth rights, obligations and responsibilities and gives guidance to partner states in planning, implementing monitoring and evaluating programmes for youth development and empowerment.

The most effective income oriented agriculture sector strategy in Kenya to date remains the Swynnerton plan, (1954). The plan envisaged growing farm family cash income from £10 to £100 (equivalent in purchasing power today as Kenyan Shilling 42,838.85 to Kenyan Shilling 428,306.88 respectively) per year through five strategic thrusts that included: land consolidation into 10 acre economic units, intensive training on good agricultural practices, linkages to finance and contract markets and development of supportive infrastructure to developed around tea, coffee and dairy value chains. This YAS borrows heavily from this framework by focusing actions to earn and grow incomes from targeted youth centric value chains with potential of increasing earnings from the current Kenya shillings 30,000 per year to at least Kenya shillings 600,000 per year. This will be earned from developed enterprises either as owner operators or as effective employees engaged in the enterprises. This aspiration is aligned to country’s development blue print, Vision 2030 that seeks a “newly industrializing, middle-income country providing a high quality of life to all its citizens by 2030 in a clean and secure environment.<sup>1</sup>” The sectors under the economic pillars targeted as platforms for growing household incomes under this framework are trade, agriculture and retail. These sectors can find footing within the targeted youth centric value chains allowing for enterprise development along all the value chain segments that include input supply, production, processing, trade and transportation. Knowledgeable and skilled youth positioned to drive enterprise development will lead to increased GDP and corresponding growth in employment<sup>2</sup> . Well managed agribusinesses will increase total factor productivity, increase agricultural output and spur trade, transportation and processing. The income drive of this strategy mirrors the first anchor of the country’s agriculture sector transformation and growth strategy (ASTGS). The ASTGS focuses on increasing small holder incomes albeit to lower level than that proposed by this strategy. The strategy also builds on the general framework articulated in the national Youth in Agribusiness Strategy. Other frameworks and how they informed this strategy are presented in Table 1. The Technical and Vocational Education and Training Act (2013), the Medium and Small Enterprise Act (2020 and the Draft Youth Economic Empowerment through Agripreneurship (YEETA, 2016) also provide supportive framework for youth engagement in agribusiness. The Kenya climate smart strategy (2017-2026) and climate change act (2016) informs this strategy to align all youth employment in agriculture initiatives to climate change.

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<sup>1</sup> <https://vision2030.go.ke/>

<sup>2</sup> 1% increase in GDP, leads to 0.03 % increase in Jobs

**Table 1: Summary of the Agriculture frameworks**

Policy	Provision	Contextualized to Siaya
Swynnerton plan 1954	Focused on 600,000 farming households targeted with actions to increase cash income from £10 to £100 per year through three high value enterprises ( coffee, tea and dairy)	Strategy is modelled around the framework developed in the Swynnerton Plan with special focus on increasing knowledge and skills coupled better modalities for accessing resources and finance as anchors to foster productivity, increased incomes and employment pegging income growth from KES 30,000 to KES 600,000 per year in earnings in five value chains
Vision 2030	Improve the living standards of Kenyan citizens through initiatives that increase income to middle income status. Middle income status ranges from KES 111,000 per capita to 1.3 Million per capita per year. The vision also targets increase of GDP by 10% through the economic pillar focusing on agriculture, trade, retail/ wholesale, ICT, manufacturing and processing	Increase agricultural productivity through employing a value chain approach that promotes enterprise development along the whole value chain, from input supply, production, trade transport, processing. Increasing output will lead to provision of raw materials for industrialization which will drive economic growth and job creation. The CYAS takes both a rural development approach and value chain development approach with enterprises aligned to agricultural production, trade, processing and use of ICT in management and marketing.
Strategic plan for agriculture 2018-2022	The plan targets youth involvement in modern agriculture, cooperatives and the blue economy. It proposes modalities for financial and agribusiness mentorship for youth	CYAS is anchored on this provision by targeting development of strong youth organizations to rally youth involvement in planning and budgetary processes and to advance youth economic interests through platforms that influence market and trade actions by youth enterprises. CYAS is also anchored on the provision that provide for formation of SMEs along the agricultural value chains by providing framework for supporting start-up and growth of youth led enterprises
ASTGS	Raise annual average small – scale farmer income by 40% from KES 465 /day to KES 625 / day. Increase agricultural output and value addition Expand agriculture GDP from 2.9 trillion to 3.9 trillion Grow contribution of GDP from agro processing by 50%	CYAS is anchored on these provisions as it spells the level of income to be earned by a household (from current KES 82/day to KES 1,643/day through enterprise development targeting production, processing, trade and transport increasing agriculture contribution to county GDP from KES 18 billion to KES 22 billion

Policy	Provision	Contextualized to Siaya
ASTGS	1 million farmers served by 1000 farmer facing SMEs that provide inputs, equipment, processing and post-harvest aggregation	Secondly, this CYAS is aligned to the provision that targets positioning of SMEs to provide inputs, equipment, processing and post-harvest aggregation by providing a framework for development of 150 enterprises (5 per ward) generating incomes and creating employment to 7500-15,000 youth in the county.
Kenya Youth Agribusiness Strategy-2018-2020	Positioning youth at the forefront of agriculture growth and transformation through 11 multidimensional objectives	The SCYAS builds on this strategy by focusing five key strategic objectives to meet the youth demand for gaining a livelihood supporting income. Interventions that target start up and growth of enterprises are proposed making them income generators to the youth engaged as entrepreneurs or employees. CYAS focuses on Youth empowerment through appropriate training to champion knowledge driven enterprises
Medium and Small Enterprise Act 2012	Promotion , development and regulation of micro and small enterprises by promoting an enabling business environment, facilitate access to BDSs, formalising and upgrading MSEs, promote entrepreneurial culture and promote representative associations	The SCYAS seeks to promote entrepreneurship culture among Youth agribusinesses, promote start-ups and expansion of youth led agribusinesses, facilitate conducive business environment and promote business oriented youth organisations
Technical Vocational education and training Act	Access and equity in training to ensure standards, quality and relevance of training programmes	Strategy advocates for improved employability of youth in the sector through a skills training programmes in competence based agricultural short courses by capacity building and equipping the existing TVET institutions in the county
Youth Economic Empowerment through agripreneurship (YEETA) 2016	Advance youth in agripreneurship agenda through creating decent employment by promoting innovation, incentivising agriculture as an attractive career or business of choice, supporting linkages to markets, land and financing	The SCYAS proposes a value chain upgrading approach so youth can find opportunity along agriculture value chains and also promote access to factors of production like land, finance and organised and structured markets
United nations Framework Convention on Climate Change UNFCCC-1992	A treaty governing actions to combat climate change through adaptation and mitigation efforts directed at control of emissions of green House Gases that cause global warming	This strategy appreciates the role youth have played in environmental conservation activities and intends to promote capacity building support to youth directly involved in environmental conservation and promote youth led climate sensitive and climate resilient technologies



## Situation Analysis

### 2.1 Agriculture sector analysis

Agriculture in Siaya County is the main source of livelihood contributing to about 60% of household income and providing almost 61% of all employment opportunities (CIAT, 2017). The mission of the sector is to transform Agriculture, Livestock and Fisheries industry for sustainable food security, income generation and employment creation.

#### 2.1.1. Biophysical conditions

Siaya County's main agro-ecological zones (AEZ) fall under lower midland zones (LM) ranging from LM1 to LM5 with pockets of upper midland zones which have a high agricultural potential. The County is endowed with rainfall ranging from 890mm - 1900mm annually with mean temperature of between 20.9 degree Celsius and 22.7 degrees Celsius and lies at an altitude between 1400m and 1700m above sea level. The soil types are mainly sandy, loam, clay and clay loam. The soil fertility ranges from moderate to low with poor moisture holding capacity in clay and sandy soils. The soils have low organic matter content with pH ranges of 4.5 to 7.5.

The arable land is 2496.10 km<sup>2</sup> with 30% of it made of low-quality pastures used for grazing. The average farm size for small-scale farmers ranges from 1.02 to 3 ha and varies between sub-Counties. The average farm size for large-scale farms is approximately 7 ha. About 35% of the farmers own title deeds in the County (GoK, 2013). The most common land tenure is ownership without a formal title (59.8%) followed by ownership with formal titles (30.7%).

Water Bodies Include but not limited to Lake Victoria, Lake Kanyaboli, Lake Sare, River Yala and River Nzoia Which Forms 28.4% of the surface area.

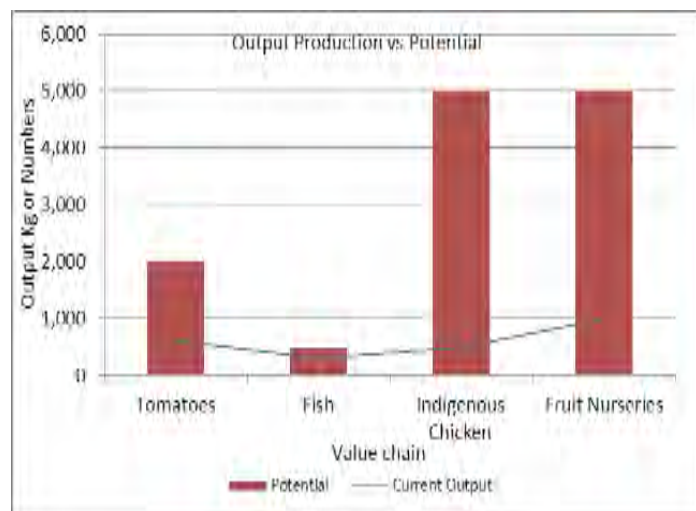
These biophysical conditions favour production of a wide range of youth centric value chains such as avocados, mangoes, tomatoes, water melons, dairy, beef, poultry, beekeeping and aquaculture. However in the recent past the sector has experience high variability and unreliability of the climatic factors due to the impact of climate change.. some of the impacts experienced in the county that has led to losses in farmers and youth agribusiness include flooding, raising water levels (around the lake, prolonged dry seasons, and emerging pests like fall army worm.. Coupled with low soil fertility in some areas and dependence on subsistence and traditional techniques of production and trade result in low outputs, low productivity and poor incomes,the sector lags in applying the knowledge economy principles to spur good agricultural practices and technological innovations to address this constraints and challenges.

#### 2.1.2 Production and Productivity

The sector records low output and productivity with yields currently standing at 50% of the potential. The commonly grown maize records the lowest gross margin at KES 14,000/ acre compared to tomato

and cage fish farming that generate moderate gross margins of KES 150,000-250,000 per acre. These two value chains have untapped potential that could yield KES 600,000/acre per year if output is doubled. (Figure1). Among the food crops, sorghum and beans are sold by 87.6 and 35.5% of the households respectively (GoK, 2014).

**Figure 1:** Current vs Potential Output



In order to increase agricultural productivity, various value chains have been prioritized for development interventions by different government organizations and programs. These include ASDSP, KCSAP, ABDP, the Kenya Agricultural and Livestock Research Organization (KALRO), University of Nairobi (UoN) survey, and the Kenya Agricultural Productivity Program (KAPP).

**Table 2:** Major value chain commodities (VCCs)

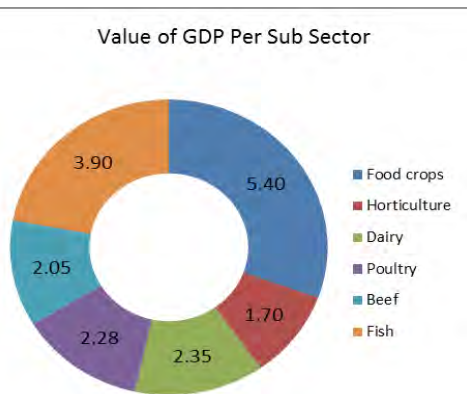
S/No	Value Chain	Market Demand Value (Ksh) per Year	Market Supply Value (Ksh) per Year	Business Deficit Value (Ksh) per Year
	<b>Poultry</b>	2.38 Billion	1.02 Billion	1.366 Billion
	<b>Fish</b>	4.9 Billion	33.61 Million	4.61 Billion
	<b>Vegetables</b>			
	i. Tomato	313 Million	294 Million	19 Million
	ii. Local Vegetables	9 Million	5.5 Million	3.5 Million
	iii. Kales	20 Million	15 Million	5 Million

**Source:** ASDSP II SIVCAP report 2019 and National Farmers Service report 2019

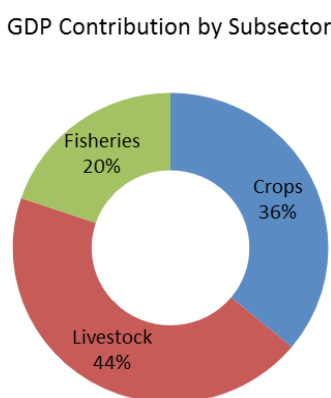
### 2.1.3 Agriculture contribution to GDP

Agriculture sector contributes 19.7 Billion to the county GDP with sub sectoral shares as illustrated in Figure 4 and Figure 5. The crop sub sector contributes KES 7.1 billion annually earned from 150,300 Ha giving a turnover of 57,931/Ha that is too low to support livelihoods. The per capita earning from agriculture is KES 19,835/year or KES 54/day making agriculture secondary source of income for most households.

**Figure 2: GDP Contribution by Value in Billions**

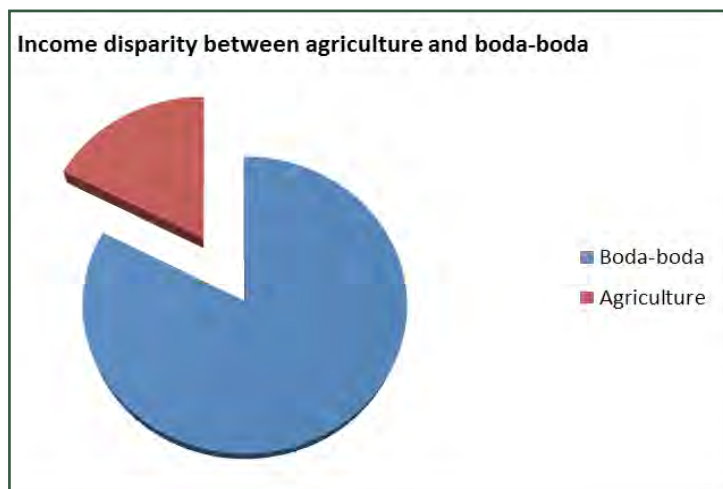


**Figure 3: Sub sector contribution to County GDP**

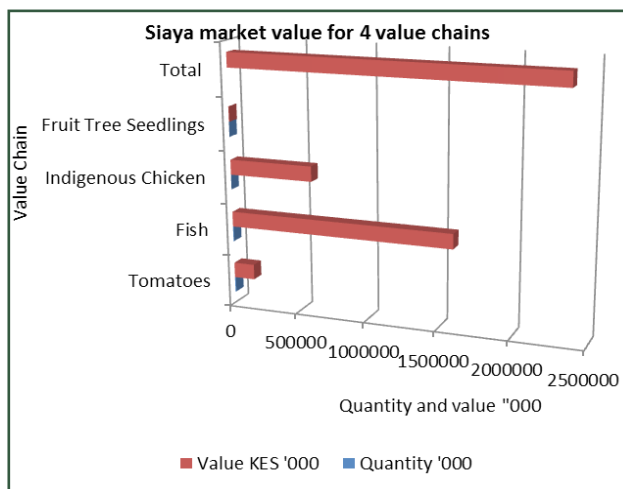


**Source:** generated from departmental data.

This is below the national and global poverty line of KES 36,000 and KES 78,000 respectively. Agriculture as practiced in the country is low paying and is therefore not attractive to the youth. Consequently, the earnings of households from agriculture compares poorly to that generated from the youth centric Boda Boda enterprise that ranges from KES 300 to KES 1200 daily totalling to an average annual net income of KES 153,000 (Figure 2).



**Figure 4: Income disparity Boda-boda vs Agriculture**



**Figure 5: Market demand value of 4 value chains**

This can be reversed through application of smart agricultural practices and growth of value chain enterprises that generate higher incomes.

## 2.1.4 Youth centric value chains

Analyses of the four youth centric value chains with potential of generating incomes and creating employment is presented in Table.

**Table 3:** Value chain analysis

Value Chain	Baseline			Commercial scale				Area
	Scale	Income (GM)	Jobs	Scale/ enterprise	Incomes per enterprise	Jobs based on County Demand		Sub County
						Micro	SMEs	
Fish	2 cages	100,000	2,000	5-100 cages	600,000-12 Mio	1,200	2,000	Bondo, Rarieda
Indigenous Chicken	50-100 birds	5000-10,000	344	4000 birds	600,000	4,000	6,000	All
Tomatoes	0.25 acre	57,000	50	3 acres/.year	690,000-2 Mio	1500	2500	All
Fruit Seedlings	Nursery	1,000	20	Nursery	4 Million	40	100	All

The analysis provides the current baseline conditions and the desired scales of operation to achieve the desired livelihood sustaining incomes.

## 2.2. Youth Dynamics

### 2.2.1 Youth population trends

Currently there are 327,658 young people aged 15-35 in Siaya county, of which around 53% are female and 47% are male (KNBS, 2019). 179,750 youth are gainfully employed leaving 161,185 in the NEET status. The age cohort 15-34 constitutes about 33% of the total population in Siaya County corresponding to 327,658 people while the age cohort 18-34 constitute 25% corresponding to 250,795 people (KNBS, 2019). Furthermore, around 41% of the population in Siaya is below 14. Over the next 10 years, most of them will reach the working age and a large part of these young people (88%) will be living in rural areas, where most of them will seek their first job. There is need to put in place strategies to ensure absorption of the youth into the sector where over 61% of the employment opportunities stand.

### 2.2.2 Generational attributes

The youth cohort 18-22 years belong to the Z-Gen generation known for desiring quick results and good living. A study by Eastman Consulting(2020) characterised youth persona and reviewed the readiness of youth in Siaya to take up opportunities in the agriculture sector. The youth persona (18-23) was characterized as seeking quick gains/immediate profits over long-term gain confirming their conformity to the global Z-Gen character. The Siaya Z-Gens are inclined to seek and join formal employment rather than venturing into agriculture/agribusiness, a factor reigned on them by their schooling and environment.

Their parents, who are mainly the X-Gens and the Independence generation, were programmed into schooling for work force, attributes that they have passed over to the current generation. The Siaya Z Gens were also found to be easily swayed by role models & trends. In addition, they are highly attracted by new technology.

The positive elements of the Siaya Z-Gens are that they easily adapt when trained and guided with inclinations that illustrate higher dependence tendencies and subdued self-reliance. In the short term, these are desirable qualities that could be built on to position them for employment in emerging enterprises

The absence of technology driven agricultural practices in the sector and enterprising role models to emulate in the county contributed heavily to the demonstrated low interest in agriculture by the youth.

The youth cohort aged 28-35 was described as (The Siaya Millennial or Y-Gens) people that are able to mentor, employ and educate family members and the community. They also demonstrated understanding of opportunities, challenges and gaps existing in agribusiness and were willing to challenge the status quo with innovation & creativity. The Siaya millennial have soft skills on negotiation and demonstrated research and problems solving capabilities, they have risk management skills, adequate knowledge and expertise on the running agribusiness ventures. They form a formidable cohort that would develop high value enterprises in the county.

The Independence and X Gens of Siaya own the production resources that include infrastructure (buildings, facilities), finances and land. This segment form the biggest group of beneficiaries from government and private sponsored programmes with an established resource base that constitute processing facilities, trading shades, marketing systems, production units and networks. Majority of this cohort are rooted in subsistence practices employing traditional techniques with low investment in technology and knowledge. They are the reason for the low productivity in the sector (Figure 6).

**Figure 6:** Siaya generational attributes and potentialities



## **Youth female cohort**

The female youth are a special cohort with special attributes challenges and opportunities. According to Technona Consulting study in the county (2021) there are more females who have primary education as their highest academic achievement than their male counterparts. Although they have access to land through leasing like their male counterparts, the lease cost is higher for females and most times they have to lease land through proxys. Females accessed 1.2 acres of land on average. While most youth are employed in the sector as casuals, the female youth earn less because they can only give few hours towards casual work due to their commitment to other reproductive roles. According to Eastman consultant (2020), the female youth 18-27 years in the region is most likely a high school or recent graduate, unemployed or with a business start –up. She is not fully independent in decision making and is influenced by parents, guardians, media or successful business persons. The young female appreciates agriculture as a source of additional income, but have limited access to information on agriculture and resources like land, equipment and finance. Females in sectors like grains, horticulture are mainly engaged in the sales, and value addition sections.

The agricultural practices as formulated currently in the county are at variance with the generational orientation of the youth cohort. The youth demand gainful incomes that support decent livelihoods, conditions that are not met by the practices of the current subsistence based agricultural system. The sector lags in adopting modern practices and technologies that improve labour productivity, reduce drudgery, add value, improve market penetration and increase turnaround. The youth are more adapted to systems that deploy IT, Internet of Things, Mobile Applications, mechanised operations, technology driven value addition and transportation and that gainfully generate decent livelihood sustaining incomes attributes that are generally absent in the sector. Mechanized land preparation came into play in the county within the last 4 years and the impact on growth on agricultural output shows how improving technology can change the scenario for youth participation. Adopting technology models and flagging opportunities that reduce drudgery, are time saving yet give full opportunity to earn income will also provide inclusive opportunities for the female youth in agribusiness.

### **2.2.3 Youth agricultural skills development**

The Ministry of Education data shows that at the onset of devolution, 282,984 pupils from primary school did not transit to high schools. Statistics show that the transition rate for the female gender are lower than their male counterparts. Currently their ages range between 18-22 years. The level of their education inhibits their access to direct entry into ATVET institutions for training and skills development. By Strengthening and targeting level 1-3 skill-based training through model farms, farmer field schools and Agricultural Training Centres managed processes are required to equip this segment of the population with prior learning employable competencies. A major drawback to this process is the lack of curricula and system to initiate and sustain it. This can be enhanced through a review and positioning of an appropriate extension and ATC/youth resource centre system. Innovative training schedules and facilities including special arrangements will be implemented in order to encourage participation of pregnant mothers, lactating mothers and those with young children”

### **a) Training and educational institutions**

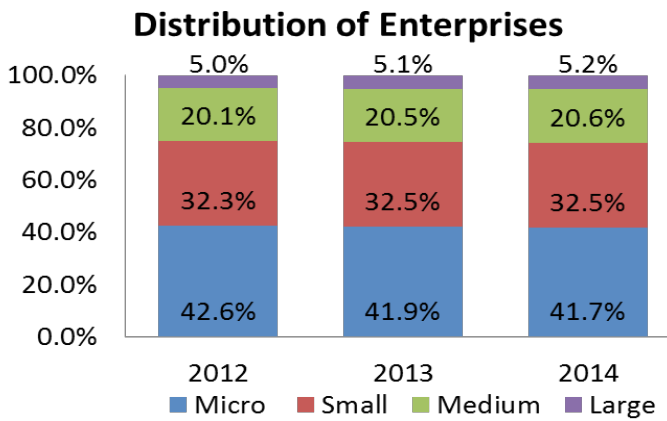
The County government has youth polytechnics that are well distributed throughout the county that can be used to train youths on both technical and soft skills and knowledge in agriculture. There are 27 colleges with an active enrolment of 3264 students in Siaya of which 4 are National TVET Centres while 18 are public and private Vocational Training Centres (VCT). Only 4 training institutions, namely; Ndere VTC, Siaya Institute of Technology, Rarieda Resource Training Centre and Ugenya TVTC offer agricultural related courses mainly focused on entrepreneurship. Only one centre offers an agribusiness related course. Most of the students are enrolled in non-agriculture related courses. The low enrolment is due to lack of employment opportunities and demand for skilled workforce in the subsistence-based agriculture sector. The Jaramogi Oginga Odinga University of Science and Technology (JOOUST) is located in the county with an active enrolment of 13265 students of whom 814 are focusing on agriculture related courses. Through partnerships with KCB bank and other public and private institutions, the university is positioning itself to host the Siaya Silicon Lakeland. The silicon lake land will nurture innovations and new business ideas as a means of creating youth enterprises and employment in the sector.

### **b). Agricultural Extension**

The county has a professional but lean extension system supported by extension service providers supported by development partners, NGOs and CBOs running various GAPs programmes in select value chains. There are also private sector model farm systems developed by partner programmes like AVEPO SMART FARMS that are modelled to deliver routine competencies on good agricultural practices at the households. They are not structured to deliver core competencies on workplace performance nor technical skills to manage and operate emerging technologies that drive productivity. There also lacks a central youth friendly resource centre where e.g an ATC where youth can interact with modern skill based innovations, information in agriculture.

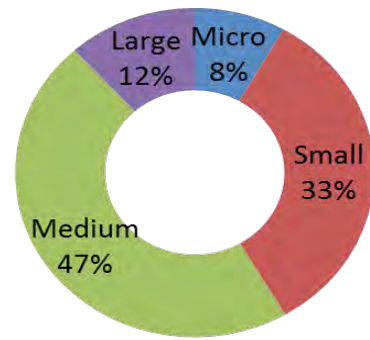
### **2.2.4. Enterprise development and technology incubation**

The Micro Small and Medium Enterprises constitute over 90% of total enterprises in most of the economies and are credited with generating the highest rates of employment growth. They also account for a major share of industrial production and exports. Formation of new firms in a Country indicates entrepreneurial activity and economic development (Katua N, S, 2014). SMEs contribute to economic development by virtue of their sheer numbers and increasing share in employment (Figures 9 & 10) and Gross Domestic Product (GDP). In Kenya 90% of all enterprises are SMEs providing employment to over 60% of the total employed population. In Siaya County, few firms are formed with the agricultural sector having the least numbers. Further, most of the new firms do not grow to maturity since they collapse before the fifth year. The high unemployment rate in the county is therefore an indicator of low formation and sustenance of MSMEs.



**Figure 7:** Distribution of Enterprises in Kenya

**Employees by Enterprise Size**



**Figure 8:** Employees by enterprise size

### 2.3 Youth established enterprises

Several micro, small and medium scale industries cut across the various agriculture value chains. Some of them are dormant while others are operating below their designated capacity. This mainly applies to the sub-sectors of fruits and fresh produce, poultry, cattle, dairy, fish, and agro-processing industries among others. Other agribusiness support enterprises such as equipment and machinery fabricators, agricultural and livestock management services, financial and insurance services, transporters and logistics firms, ATVET centers, government sponsored incubators and business development support services. Majority of these industries that deal with agro-based value though are privately owned are a source of employment to members of the community and residents of Siaya County as well as playing a vital role in the provision of goods and services

#### Incubation facilities

Siaya county has three incubation facilities, two are national government driven with one formed at the county level. They are; Agricultural technology Development Centre (ATDC) the Kenya Industrial Estates (KIE and Siaya Agri-Incubation Centre (SAVIC). ATDC is a county based national station established for capacity building, promotion and adoption of appropriate tested and validated agricultural technologies. It focuses on technology development. The KIE plays a major role of promoting indigenous entrepreneurship by financing and developing small scale and micro enterprises. It was established to facilitate development and incubation of micro, small and medium enterprises (MSMEs) countrywide by establishing industrial parks, providing credit and business development services (BDS) in a sustainable manner. The Siaya Agri-Incubation Centre (SAVIC) was established with support of the Agricultural Sector Development Support Programme (ASDSP) to spot and nurture budding agripreneurs in the county. It focuses on business and organisational development.

The county does not have a robust mentorship/ apprenticeship programme to structure this action. Incubation processes at Kenya Industrial Estates, The Agricultural Technology Development Centre and The Siaya Agri-Value chain Incubation Centre need to be strengthened to foster the Siaya Lakeland Silicon system to incubate and accelerate agriculture sector enterprises.



## 2.4 Youth Led Organizations

### 2.4.1 The nature and structure of youth organisations

Siaya County has 2560 youth organisations registered with the Ministry of Social services. Gender disaggregated data for membership of youth groups is scantily available and can be an opportunity of entry to know how interventions will affect the different genders among youth in agribusiness. Youth groups in Siaya are actively engaged in environmental issues like tree planting, environmental conservation and intergrated soil fertility management initiatives like tree planting, riparian conservation, vermiculture etc. there are 55 active environmental groups in the county and a number of schools with environmental clubs that can champion sustainability activities for youth, with green jobs opportunities.

The organisations have an average membership of 20, and are registered mainly as welfare or political groups. However, the number of youth groups that participate in value chain development is not known. Youth also participate in other general groups or cooperatives with most of them having an average youth membership of 5%.

### 2.4.2 Capacity needs assessment of youth organisations

With the emerging support by government and development partners, umbrella youth based organisations and leadership outfits are beginning to emerge in the county key among them are the Siaya County Youth Network, The Siaya Sub County Youth Agribusiness platforms and Tembea Youth Kenya for Sustainable development. The first two are youth advocacy outfits while The Sub County Agribusiness Platforms have been initiated by the department to champion agribusiness issues affecting the youth. The organisations lack capacity for effective advocacy and lobbying both on economic and political fronts.

At the economic front, the voice of youth organisations is low within value chain platforms and producer organisations in the county. Consequently, youth led enterprises have weak market networks and linkages; neither do they aggregate their products nor services to improve their competitiveness.

On the political front, they are neither active in advocating nor lobbying for equitable allocation and disbursement of resources to support development of youth programmes or youth lead enterprises. Their voices are not strong in advancing youth issues in policies and county government frameworks. The constraints that hinder their participation include; inadequate advocacy and lobbying capacity, weak organisational frameworks, lack of skills and knowledge on networking, group coherence, accountability, group business management and other professional skills relevant for the overall group management. They are weak advancing cooperation and organizing trade and show inadequacies in policy domestication, planning and budgeting and a marked low financial literacy.

In spite of all these, the youth are strongly organised in informal loosely fitting social media groups with high potential for information exchange and organisation. Such groups include Siaya poultry forum, Siaya agriculture graduates, Siaya female agripreneurs and youth for agric-siaya. Where there is evidence of high cash flows, the youth form formidable protection and advancement groups as witnessed in the boda-boda transport sector. There is no specific youth organisation that is female led or organized to advocate for young females in agribusiness.

**Table 4:** Siaya youth led organisations

Name of Organization	Activity
Siaya County Agribusiness Platform (SCAP)	An Umbrella body to help the Youth share in networking, in market provision, training farmers on agricultural activities and bringing input closer to farmers
Siaya County Youth Network	fodder production, incubation services, advocacy and resource mobilisation
Tembea Youth Kenya for Sustainable Development	soil protection and rehabilitation project, soil health research project, led in the formulation of Siaya County Costed Youth Integrated Action Plan facilitated by UKAID/ World Vision
Ugunja Community Resource Centre	Cassava value chain, NGO with predominantly youth full management.
Voluntary Services Overseas Jitegemee	Advocacy platform for young people who engage in agriculture.
Action Network for Disabled Youth	Advocacy network for disabled youth to engage in agriculture.
Young women leaders connect	an advocacy platform for young women that has presence in Siaya.
West Gem savings and loaning	tree nursery setup, ground nuts value chain, sustainable agriculture development
Siaya Muungano Network	Advocacy for women and youth issues in the socio-economic sphere in Siaya County.(women rights & youth development organisation)

## 2.5. Stakeholder Analysis

Goal 17 of the SDGs, aims at enhancing the Global Partnership for Sustainable Development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the Sustainable Development Goals in all countries. This demand allows for building of partnerships to achieve the development goals.

The stakeholders enlisted were assessed on the basis of their influence, power and interest on issues affecting the youth as they engage in agribusiness (Table 5). The power and influence considerations were anchored on capacity to offer funding, influence market access and creation of market systems and fostering power to establish legislation and structures that foster an enabling environment. These include the national and county governments, development partners, bilateral programmes, funding and capacity building agencies and programmes and private sector organisations.

**Table 5:** Youth Mediating Stakeholders

Intervention area	Influence and Power	Interest
Youth skill development, youth support on training & education	Partners (GIZ, FAO, UNIDO, SIDA, WORLD BANK, IFAD), ATVET, SCG, National Govt. Youth	Youth organisations value chain platforms,
Capacity development of education and training institutions	ATVET, ASDSP CGS, National Government, Partners	Banks, KIE, SAVIC
Youth empowerment, resource endowment (funds, land etc.)	KIE, SAVIC, CGS, Bilateral programmes, YEDF, KCSAP, RTI, WORLD VISION	Equity, KCB, Youth organisations
Establish an enabling environment	National Government, CGS	Partners, Youths organisations,
Support growth of youths led enterprises	KIE, Partners, County government, Partners	
Support establishment and operation of youth led and youth mediating organisations	Programmes, partners, youth, CGS	National government, youth organisations, <sup>1</sup>

## 2.6 Challenges that Hinder Effective Youth Participation in Agricultural Sector

The following analyses present the major challenges to and causes of youth unemployment in Agriculture sector.

### 2.6.1 Inefficient/Ineffective Linkages among Value Chain Actors

A major reason for the invisibility of potential employment opportunities within other stages of the value chains, beyond the production stage, is that value chain actors have not been effectively linked to the prior/next-level actors. In other words, forward and backward linkages have not yet been well established. This in turn hampers the value chain actors from expanding their businesses and increasing employment opportunities

### 2.6.2 Low Returns agribusiness

Most young people consider agriculture unattractive due to the limited access to land, low returns and unstructured markets in the agricultural sector. Most rural youth are typically employed on a casual and seasonal basis or as unskilled workers. Young people tend to have negative images about agriculture due to the physical drudgery nature of agricultural practices in rural area and the low, unstable and seasonal income. Inadequate information on the available opportunities along the value

chain, both farm and non-farm, exacerbate this negative perception among youths

### **2.6.3 Limited skills, knowledge and practice**

A large proportion of the youth have limited access to agricultural training, information and cutting-edge technologies; where 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 learners and teachers. Low exposure to practical skills and limited opportunities in internships and mentorships also contribute to lack of skills.

### **2.6.4 Weak “Cottage Industry” and Limited Value Addition**

To reduce post-harvest loss, farmers and rural organizations are engaged in food processing, one of the forms of value addition. In reality, however, small-scale processing businesses, the so-called “cottage industry,” tend to remain stagnant without generating sufficient profits to cover the operating cost. Until the majority of local small-scale processing groups/enterprises prove that food processing can be a lucrative business, most of them will remain “invisible” for youth.

Besides food processing, there are other kinds of small agribusinesses in rural areas. Even though some of the agribusinesses are profitable enough to attract young people, the majority of rural youth are not equipped with appropriate knowledge and skills required for these jobs. Further, most agricultural produce is 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 in denying the industry jobs and revenue that could be generated from further processing.

### **2.6.5 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

### **2.6.6 Weak governance and value system**

Weak Governance, poor organizational skills and inadequate financial management skills amongst the youth remain a challenge to youth agri-entrepreneurship. Weak value systems make youth prone to management malpractices including corruption. The desire for quick returns often leads to poor decision making and inability to grow and nurture agricultural enterprises.

Youth are also affected by poor governance issues in their framework environment that can affect how they access services especially from the government, inclusivity, cost of business operations and issues of taxes and levies.

## 2.6.7 Effects of climate change

Climate change issues have affected the way agriculture is practiced in the county, the choice of value chains and the technologies to be used. Continued reliance on rain fed agriculture for example may not lead to increased productivity as envisaged in this strategy. While promoting technologies that are geared towards improved productivity in the sector, there is need to promote youth led climate sensitive and climate resilient technologies in order to ensure sustainable agriculture businesses. Youth have immense opportunity to drive a resilient sector through climate smart technologies and innovations .

## 2.7 Potentialities, Opportunities, Challenges and Constraints

POTENTIALITY	CHALLENGES
<ul style="list-style-type: none"> <li>✓ Untapped potential worth 1.5 Trillion annually if land and water resources are harnessed effectively</li> <li>✓ The high numbers of the youthful Y-Z GENS population grants a population</li> <li>✓ Existing County Vocational technical Training Centres, national TTIs and the University for</li> <li>✓ Existence of KIE and SAVIC for incubation and mentorship</li> <li>✓ Affinity of the Y and Z GENS to self-employment &amp; business ownership, are techno savvy, and risk takers, there is potential for increased technology use, and production of value added products leading to industrialization.</li> <li>✓ Processing and value addition</li> </ul>	<ul style="list-style-type: none"> <li>✓ High youth population</li> <li>✓ Inadequate skill levels &amp; knowledge in Good agricultural practices and climate smart agriculture</li> <li>✓ Low investment</li> <li>✓ Unfavourable framework conditions and structures</li> <li>✓ Low aptitude and poor practices</li> <li>✓ Concentration by youth on the Boda-boda sector</li> <li>✓ Non-youth centric extension and business/incubation markets, information and other services limiting growth of youth businesses in the sector</li> <li>✓ Youth registered organisations are not adequately ordered to take advantage of collective action in terms of participation in both the political environment through planning, budgeting and advocacy processes and the economic environment through organising and engaging in collective production and marketing activities</li> <li>✓ Unfavourable agripreneurship environment for female agripreneurs</li> </ul>

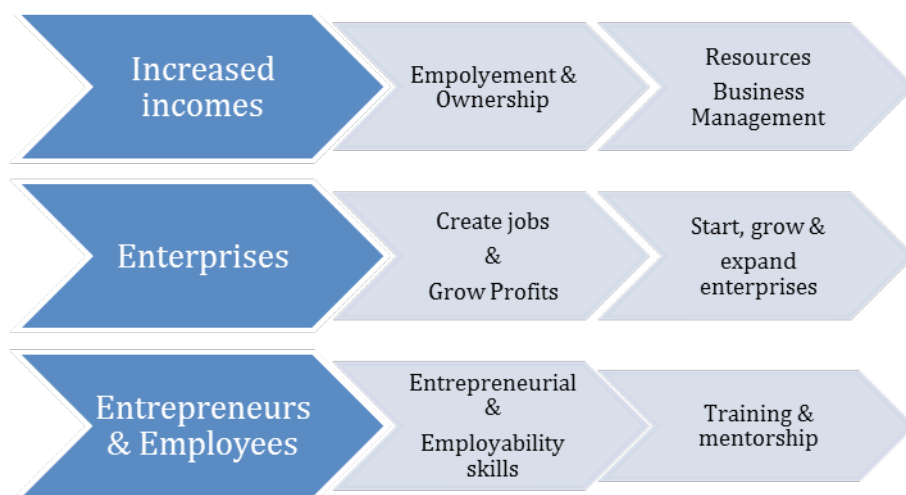
OPPORTUNITY	CONSTRAINTS
<ul style="list-style-type: none"> <li>✓ high youth population</li> <li>✓ low output and productivity</li> <li>✓ agriculture sector that offers 61% of job opportunities</li> <li>✓ large numbers of registered youth organisations with potential to federate and form organisations</li> <li>✓ a high number of graduates collaborating with the existing extension system using approved models,</li> <li>✓ Existing institutions that have potential to spearhead ideas generation, product development, business incubation, market entrance and growth , financial linkages</li> <li>✓ Positive political will</li> <li>✓ Existence of youth mediating institutions and programmes</li> <li>✓ Promotion of youth centric value chains</li> <li>✓ Promotion of female friendly engagements and technologies along value chains</li> </ul>	<ul style="list-style-type: none"> <li>✓ lack of entrepreneurial skills that can help spot opportunities, start, grow and expand businesses in agriculture</li> <li>✓ laws, regulations, taxation, levies that may be unfriendly to youth businesses</li> <li>✓ Competition from established enterprises</li> <li>✓ lack of role models in the sector, agribusiness mentors and coaches and limited opportunities for franchising</li> <li>✓ low output, productivity and profitability</li> <li>✓ Agrarian system that is highly subsistence, less commercialized and affected by climate change</li> <li>✓ Mismatch between training and work force skill demands makes youth unemployable</li> <li>✓ Poor organisation hence youth voice not active in planning, marketing, budgeting and pricing</li> <li>✓ Inaccessible factors of production like land, labour, finances and other capital, contribute to the low number of SMEs in the sector</li> <li>✓ Access to factors of production unique to the female gender</li> </ul>

## Theory of Change and Strategic Model

### 3.1 Theory of Change

The major issue that the strategy endeavours to address is the high level of youth employment in Siaya County. The main causes of unemployment are increased population, low agricultural productivity that has slowed economic growth and unemployable education and skills set. The current generation of the youthful population consist of the Millennial and the Z-Gens a group with a high affinity to the use of technology and high income returns for their labour, factors that are missing in the county's agrarian system.

**Figure 9:** Siaya Youth in Agribusiness Strategic Theory of Change



**Framework Conditions**      **Finances & resources (Land)**      **Skills & knowledge**

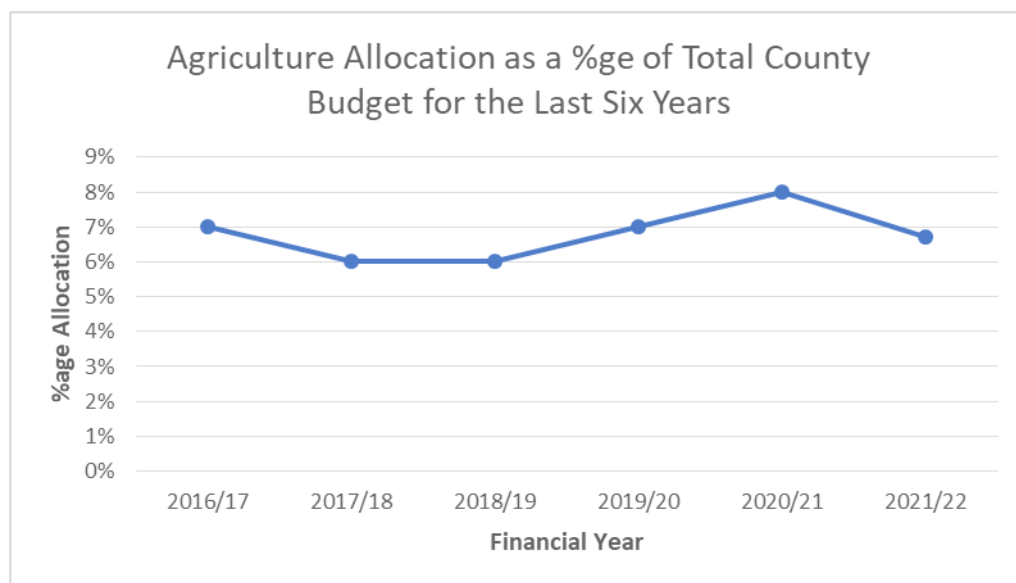
The main change that the strategy will realise is increased productivity of the agricultural sector achieved through knowledge and technology based system. Increased agricultural productivity in gross margin terms will generate incomes and create employment. Well managed and profitable value chain enterprises are formed as the key anchor to increased productivity. These enterprises require high technical and entrepreneurial skills, targeted capital investment and supportive framework conditions ease and facilitate youth access, finances and resources (land, infrastructure) and skilled labour force. All these done under the umbrella of promoting climate sensitive and resilient technologies to ensure sustainability in the agri food sector.

### 3.2 Strategic Model

**Overarching Strategic issue;** low total output in agriculture that cannot support value addition caused by inadequate skills, knowledge and aptitude and inadequate investment in the sector

**Problem statement:** low productivity of labour, land and investment is contributing to low output at farm level that does not support employment along the nodes of the value chain. The returns on

investment from agricultural value chains are low due to its subsistence nature. The low gross margins neither support livelihoods nor create employment for the youth. Other nodes of the value chains are not adequately developed. The level of investment in agriculture is also low both at individual enterprise and also at budget levels contributing to low productivity in the sector



**Objective:** to improve the productivity of youth centric agricultural enterprises through a value chain development approach

**Strategic Interventions**

- Support establishment of effective youth organisations.
- Support start-up, growth and expansion of youth led enterprises.
- Improve the employability and entrepreneurial of the youth.
- Improve the framework conditions to support growth and expansion of youth led enterprises.

**Figure 10:** Strategic Interventions

- i) Value chain analysis of proposed youth centric value chains
- ii) Institute youth focused grants/ subsidies for enhanced value chain engagement
- iii) Undertake market surveys for youth centric value chain products



- iv) Improve framework conditions to mitigate challenges along value chains of youth centric value chains
- v) Institute appropriate technology for female agripreneurs to participate equitably
- vii) Promote youth led climate sensitive and climate resilient technologies in the sector

### **3.2.1 Strategic issue 1: youth employability**

There is Unemployment among youth occasioned by a high youthful population against a backdrop of unexploited opportunities in agriculture and inadequate skills by youth.

#### **Problem Statement**

Youth already in the job searching space, or those in learning institutions have inadequate skill set, knowledge, information, aptitude and financial capacity to take up opportunities in the agricultural sector. The learning institutions are not aligned to skill based training in agriculture, are ill equipped in terms of personnel and equipment. There is inadequate knowledge, skills and aptitude for employability in the agricultural value chains among youth coupled with low investment in the value chain. There is disparity in the number of females seeking skill based training in Agriculture as compared to their male counterparts

#### **Objective**

To increase employability of 7500 youth in agribusiness, at least 30% of whom must be female through skills enhancement programmes

#### **Interventions:**

- i. Facilitate training institutions by having qualified personnel in agriculture and equip the institutions to offer skill based training in agriculture
- ii. provide youth centric capacity building on good agricultural practices, climate smart agriculture and financial literacy, good governance and gender inclusivity

### **3.2.2 Strategic issue 2: micro small and medium enterprises**

There is low level of business development along agricultural value chains resulting in limited jobs for youth.

#### **Problem statement**

There is an inadequate framework for starting and supporting growth of agri- based enterprises that would provide a supportive business environment and investment that is youth centric.

**Objective;** provide supportive framework conditions for starting, growing and establishing youth owned agribusiness

#### **Interventions**

- i. Improve ease of doing business by improving business environment processes e.g levies, taxation, licencing and registration to ease SME development in the agribusiness sector.

- ii. Develop a framework for providing access to investment to support growth of business
- iii. Develop regulations and procedures to enable youth owned businesses to access factors of production. (water resources, land, capital, labour, air, and knowledge.)
- iv. Strengthen the businesses through organisation development (governance, management, business policies and management and sustainability of green jobs)
- v. Promote ease of business operations for female agripreneurs
- vi. Formulate regulations and standards for youth led green jobs

### **3.2.3 Strategic issue 3: entrepreneurship**

There is Low level of entrepreneurship among youth and the general community to exploit existing opportunities in the agriculture sector.

#### **Problem statement**

Opportunities exist in agriculture, but the number of youths who can identify the opportunities and build businesses out of them are few. There are also limited business incubation, coaching, mentoring services available to interested youths. the existing business incubation facilities are inadequately equipped to provide incubation services for youth. Regulations for access to incubation centres are not known to beneficiaries

**Objective;** Improve entrepreneurship capacities (knowledge, aptitude, practices and skills, (KAPS)) of the youth to start, grow and establish youth businesses. 150 youth agribusiness at least 50 being female led agribusinesses and 20 being jobs that employ climate resilience/sensitive technologies.

#### **Interventions**

- i. Identify, set up and equip incubation centres to harness business ideas and grow them into enterprises
- ii. Identify and incubate potential youth agripreneurs.
- iii. Incubate female gender specific businesses

### **3.2.4 Strategic issue 4: Youth organisations-**

Youth lacking in capacity, strength and structure to participate in both political (resource mobilization and allocation at policy level) and economic arenas .(organise to participate in production and marketing activities

#### **Problem statement**

Poor organization leading to inadequate participation in planning, policy and budgeting process leaving youth in vulnerable positions in terms of resource allocation. Access to information on markets, technologies, government programmes is also a hindrance making youth not to participate in organized production and marketing. The few youth organisations in place have not benefited from knowledge, skills and aptitude training on organisation development, advocacy and lobbying

and governance hence weak structures. ) female youth inadequate participation and involvement in leadership.

### **Objective**

Strengthen agriculture based youth organizations at both county and local level to improve their political and economic participation

### **Interventions**

1. Capacity building on organisation development of existing and new youth agri based organisations
2. Enhance skills on advocacy
3. Organise youth producer and marketing platforms along high value agriculture enterprises
4. Promote gender and marginalized groups inclusivity activities among youth organisations
5. Build capacity of groups to enhance engagement in environmental conservation activities

Chapter

# 4

## Implementation of the Strategy

### 4.1 Implementation matrix

**SEE TABLES NEXT.**

Strategic Issue 1. Youth Employability										
Objective	Strategic interventions	Outcomes	Outcome indicators	Strategic activities	Outputs	Output indicators	Means of verification	Responsibility	Budget	Time frame
To increase employability of 7500 youth in agribusiness (at least 30% of whom must be female) through skills enhancement programmes	Facilitate training institutions (With) qualified personnel in agriculture and equip the institutions to offer skill based training in agriculture	youth preferring skill based trainings from training institutions	increased capacity of training institutions to offer skill based training to youth	Capacity needs assessment of agriculture based education and training institutions	7 ATVET institutions capacity built to offer youth centric skills training	Number of equipped ATVET facilities	reports, procurement equipment, MOUs, observations	CGS (DOALF, ICT, Education)	100M	By 2027
		presence of competence based curricula on youth centric agricultural value chains in ATVET institutions	improved access to competence based training by youth in agriculture	Competence based Curriculum development in agriculture based institutions	5 curricula of youth centric value chains developed and digitized	No. of TVET institutions using developed curriculum	curriculum Reports	GIZ, FAO	20M	
		ATVET institutions with sufficient agriculture personnel	increased number of agriculture personnel in TVET institutions	Support employment and capacity building of qualified personnel in 7 ATVET institutions	21 ATVET trainers employed and capacity built	no of ATVET trainers employed and capacity built	employment data, training reports and certificates	World Vision Media	40M	
		access to youth centric agriculture skill based training at grassroots level, for youth who may not qualify into TVET institutions	Percentage increase in number of youth accessing practical agri skills training at grassroots level.	Create youth centric Model farms to act as knowledge exchange centres for youth on GAPs and Business	1 ATC, 6 Smart farms and 30 youth farmer business schools established to offer skills training	no of model farms established and operational	field observations, beneficiary interviews,	ACE AFRICA	100M	

Objective	Strategic interventions	Outcomes	Outcome indicators	Strategic activities	Outputs	Output indicators	Means of verification	Responsibility	Budget	Time frame
		ATVET institutions with sufficient agriculture personnel	increased number of agriculture personnel in TVET institutions	Support employment and capacity building of qualified personnel in 7 ATVET institutions	21 ATVET trainers employed and capacity built	no of ATVET trainers employed and capacity built	employment data, training reports and certificates	World Vision Media	<b>40M</b>	
		access to youth centric agriculture skill based training at grassroots level, for youth who may not qualify into TVET institutions	Percentage increase in number of youth accessing practical agri skills training at grassroots level.	Create youth centric Model farms to act as knowledge exchange centres for youth on GAPs and Business	1 ATC, 6 Smart farms and 30 youth farmer business schools established to offer skills training	no of model farms established and operational	field observations, beneficiary interviews,	ACE AFRICA	<b>100M</b>	
		a youth inclusive extension service	enhanced capacity of extension service providers to offer youth centric extension services	capacity building of extension workers on youth centric approaches to Extension Service Provision (ESP)	40 extension workers capacity built	no. of extension workers offering youth inclusive extension services	training reports, beneficiary survey reports	CARE KENYA,	<b>50M</b>	

Objective	Strategic interventions	Outcomes	Outcome indicators	Strategic activities	Outputs	Output indicators	Means of verification	Responsibility	Budget	Time frame
	<p><b>provide youth centric capacity building on good agricultural practices, climate resilient and climate sensitive agriculture and financial literacy</b></p>	<p>youth with hands on skills, knowledge, information and practice on GAPS</p>	<p>enhanced employable skills in agriculture among youth</p>	<p>Youth Centric capacity building on GAPS, CSA, through ATC/ FBS approach</p>	<p>4500 youth capacity built on GAPS, CSA, Financial literacy and management and marketing skills through ATC,FBS,SF</p>	<p>number of youth trained through ATCs, FBS, SF, no. of youth employed after skills training</p>	<p>Training Reports, survey reports, field visits</p>	<p>CGS (DOALF, ICT, Educ), FAO, GIZ,CARE KENYA</p>	<p><b>50M</b></p>	<p>By 2027</p>
		<p>youth with competence based employable skills in agriculture</p>	<p>Increased number of skilled youths churned in to the agri-jobs</p>	<p>Youth skill based training through TVET centres</p>	<p>3000 youth capacity built through TVET Centers</p>	<p>number of youth trained through TVET centres</p>	<p>Field Visits, institution records and reports</p>	<p>DEPT. OF EDUCATION, CGS, ICT, DPs</p>	<p><b>50M</b></p>	
		<p>youth attitude towards agriculture influenced from a young age</p>	<p>increased number of youth nurtured from a young school going age to embrace agriculture</p>	<p>attitude change programmes in schools and institutions</p>	<p>2000 pupils engaged in 4K club activities</p>	<p>number of registered 4k clubs, 4k club membership</p>	<p>registration certificates, activity reports</p>	<p>dept. of education, sports and culture CGS, ICT, DPs</p>	<p><b>20M</b></p>	
	<p><b>promote activities towards improving youth and community attitude towards agriculture</b></p>									

Objective	Strategic interventions	Outcomes	Outcome indicators	Strategic activities	Outputs	Output indicators	Means of verification	Responsibility	Budget	Time frame
		youth attitude towards agriculture influenced from a young age	increased number of youth nurtured from a young school going age to embrace agriculture	attitude change programmes in schools and institutions	2000 pupils engaged in 4K club activities	number of registered 4k clubs, 4k club membership	registration certificates, activity reports	dept. of education, sports and culture CGS, ICT, DPs	20M	
		community and youth considering agriculture as a career of choice	enhanced community attitude towards agriculture	community sensitization through promotional activities	50,000 youth and community members sensitized on Youth engagement in agriculture	no. of youth sensitized, number of promotional and sensitization activities/exhibitions, trade fairs, caravans etc	pictures, attendance lists, reports	DEPT. OF EDUCATION, CGS, ICT, DPs	20M	
		efforts of young role models in agriculture recognized	increased number of role youth role models in Agriculture	institute a county award scheme for 4k clubs, young farmer clubs and youth out of school	an award scheme for several categories of competition	award scheme established and operational	reports, records, pictures, events	CGS(DOALF, EDUCATION, ENVT,YOUTH) DPs, CBOs, NGOs	20M	



Strategic issue 2: Micro small and medium enterprises										
Objective	Strategic interventions	Outcome	outcome indicators	Strategic activities	Outputs	output indicators	Means of verification	Responsibility	Budget	Time frame
provide supportive framework conditions for starting, growing and establishing youth owned agribusiness	Improve ease of doing business by improving the business environment	youth led agribusinesses operating in an environment of friendly levies	reviewed youth friendly levies	Review and consolidation of various levies, taxation, licensing and registration of youth agribusiness SMEs	levies, taxes and licenses consolidated	no of levies, taxes and licenses consolidated	enacted finance bills	CGS, finance and trade departments	15M	2027
		reduced rates for youth led agribusinesses	percentage reduction in business rates for youth led agribusinesses	institute Single business permit special rate for youth	150 youth agribusiness with single business permits	no. of youth with single business permits	enacted finance bills	CGS, finance and trade departments	15M	
Develop a framework to provide access to investment and support growth of business	improved investment in agri business enterprises	percentage increase in funds invested in agribusiness	percentage increase in funds invested in agribusiness	Institute youth focused grants/subsidies for enhanced value chain engagement	5000 youth benefiting from grants and subsidies	number of youth benefitting from grants and subsidies	data on number of youth beneficiaries of grants and subsidies	Fls, Affirmative funds, DOALF, Cooperative Development and dev. partners	10M	2027
		de risk credit systems to youth agribusinesses	reduced risk towards lending to young people in agribusiness	Develop Loan guarantee scheme	establish a loan guarantee scheme as collateral for credit by youth	established and operational loan guarantee scheme	records on youth receiving credit supported by the guarantee scheme	Fls, Affirmative funds, DOALF, Cooperative Development and dev. partners	50M	

Objective	Strategic interventions	Outcome	Outcome indicators	Strategic activities	Outputs	Output indicators	Means of verification	Responsibility	Budget	Time frame
	<b>of Production. (Water resources, land, capital, labour, air, and knowledge.)</b>	relaxed requirements and procedures of accessing financial services by youth	increased number of youth meeting minimum requirements of financial institutions	Develop and Implement youth friendly financial products and financial models	financial product/service developed to benefit youth led agri businesses	number of youth friendly financial models/products developed for agribusiness access	report on financial models and products, number of youth accessing	FIs, Affirmative funds, DOALF, Cooperative Development and dev. partners	<b>10M</b>	
youth in agribusiness with business and personal financial knowledge and discipline		improved financial literacy skills among youth in agribusiness	Capacity building on financial literacy	7500 youth capacity built of financial literacy	number of youth capacity built on financial literacy	training reports and attendance records	FIs, Affirmative funds, DOALF, Cooperative Development and dev. partners	<b>3M</b>		
enhanced access by youth to land for production		percentage increase in number of youth accessing land for production	Develop guidelines on land leasing by youth	1 land lease guideline developed	developed land lease guideline, number of youth leasing land using new regulations	land lease document, youth land lease records	CGs, development partner support	<b>5M</b>		
youth using innovative sustainable technologies that optimize land use		increased productivity per unit land for youth agribusinesses	Promote innovative and greener farming practices ) that optimize land use	1500 youth practicing innovative green farming -(CA, Agro-forestry, irrigation, cage fishing,	number of youth practicing innovative green farming agriculture	field visits and field reports	CGs, development partner support	<b>2M</b>		

Strategic issue 3: entrepreneurship										
Objective	Strategic interventions	Outcome	outcome indicators	Strategic activities	outputs	output indicators	Means of verification	Responsibility	Budget	Time frame
To improve entrepreneurship capacities (knowledge, aptitude, practices, skills, (KAPS)) of the youth to start, grow and establish youth businesses. 150 youth agribusiness	identify , set up and equip incubation centers to harness business ideas and grow them into enterprises	youth leverage on existing experiences in agribusiness	increased youth mentorship and coaching programmes	Spearhead implementation of youth agribusiness internships and mentorship programs;	mentorship programmes established in 30 wards and 8 incubation centres	no of mentorship and internship programmes	mentorship reports	DOALF, DPs, Equity, SAVIC, JOOUST, MASENO UNIVERSITY, ATVET CENTRES,	50M	By 2027
		increased opportunities and capacity for incubation of agribusiness ideas	increase in number of equipped agribusiness incubation facilities	Equipping of Incubation centres (SAVIC, KIE, TVET centres)	8 incubation centres equipped with agribusiness relevant equipment	number of incubation centres establishes	field observation, procurement documents	ATDC, FINANCIAL INSTITUTIONS	200M	
		youth benefiting from digital connectivity	digitization of agribusiness incubation services	Support digital infrastructure development in mentorship centers	digital infrastructure developed in 8 incubation centres	number of digital infrastructure established	procurement documents, field observation		10	
		decrease in raw material based products in agriculture sector	percentage increase in value of agricultural products through processing	establish youth led cottage industries	at least 20 youth led processing cottage industries	number of youth led cottage industries	field observation, youth business records		10M	
		agriculture sector driven by youth led innovations and technologies	percentage increase in number of youth led innovations in the sector	Established Tech-lab and ICT Centre for development of innovation and technologies	1 tech / ICT lab established	established, equipped and operating tech lab	field observations, procurement records		10M	

Objective	Strategic interventions	Outcome	outcome indicators	Strategic activities	outputs	output indicators	Means of verification	Responsibility	Budget	Time frame
	<b>placing youth with business ideas for startups, growth and expansion through mentorship in incubation facilities</b>	entrepreneurship skills and practice in the agriculture sector	percentage increase in no of youth with an agripreneur mindset	train agripreneurs on entrepreneurship	200 agripreneurs trained on entrepreneurship	number of agripreneurs trained	training reports	DOALF, DPs, Equity, SAVIC, JOOUST, MASENO UNIVERSIT, ATVET	<b>5M</b>	By 2027
innovative ,value added youth led agri enterprises		increased number of youth led startups, growing and expanded enterprises	incubate and grow business ideas in the agribusiness incubation facilities	150 businesses incubated (50 females and 20 climate resilient/ sensitive oriented jobs)	number of youth agribusinesses incubated	incubation centre reports, youth business records	CENTRES, ATDC, FINANCIAL INSTITUTIONS	<b>100M</b>		
enhanced value chain development in youth centric agri enterprises		improved linkages and support to business development services	link agribusiness to business development services	150 agripreneurs linked to BDS	number of agripreneurs accessing business development services	youth business records, minutes and proceedings of meetings		<b>10M</b>		
		access to funds for agribusiness expansion	percentage increase in funds for agribusiness expansion	link businesses to financial support for expansion	150 businesses access financial services	number of agripreneurs accessing financial services	business records, Financial institutions records		<b>3B</b>	

Strategic issue 4: youth organizations										
Objective	Strategic interventions	outcomes	outcome indicators	Strategic activities	Outputs	output indicators	Means of verification	Responsibility	Budget	Time frame
To Strengthen agriculture based youth organizations in the county to improve their political and economic participation	<b>Strengthen existing youth in agribusiness organizations and networks</b>	youth organized for better political and economic participation	increased capacity of youth organizations to participate in political and economic activities	organization development and institutionalization of Youth Agribusiness platform	registered and organized county youth in agribusiness platform	1 agribusiness youth platform institutionalized	registration certificate, constitution, bank accounts, minutes of the organizations	DOALF, MINISTRY OF SOCIAL SERVICES,DPs, Yos	20M	by 2027
		well managed youth institutions with positive group dynamic	improved leadership management of youth organizations	capacity build youth organization leaders on leadership,management and good governance skills	capacity built 100 youth leaders	number of youth leaders capacity built	training reports, survey reports	DOALF, MINISTRY OF SOCIAL SERVICES,DPs, YO's	10M	
		youth issues addressed in political, planning and economic forums	improved redress of youth in agribusiness issues	Capacity building of youth on advocacy	capacity built of 120 youth on agribusiness advocacy	number of youth capacity built on advocacy and governance and climate sensitive and resilience issues	training reports, minutes, advocacy documents	DOALF, MINISTRY OF SOCIAL SERVICES, DP's, Yos	10M	
		youth participation in county planning processes	increased participation of youth in county planning processes	Sensitize youth on county planning processes and opportunities(CIDP,ADPs,BUDGETs, AGPO,etc)	sensitize 1000 youth on planning processes	number of youth sensitized	training reports, minutes, documents, attendance lists of public participation activities, youth inclusive activities in county plans,	DOALF, MINISTRY OF SOCIAL SERVICES,DPs, Yos, governance, planning, finance depts	5M	

Objective	Strategic interventions	Outcomes	Outcome indicators	Strategic activities	Outputs	Output indicators	Means of verification	Responsibility	Budget	Time frame
	<b>To organize youth producer and marketing platforms along high value agriculture enterprises in order to benefit from economies of scale</b>	a vibrant information and knowledge sharing system on markets and processes in youth centric value enterprises	increased level of production and market level information sharing among youth agripreneurs	create youth in agribusiness county website to promote communication, networking and information exchange	1 website created	created and operational website	active website	DOALF, Consultancies, ASDSP, KCSAP, DPs, market players, dept. of trade, Kie	<b>5M</b>	
		youth organized in value chain specific production and marketing platform	increased level of joint production and marketing by youth agripreneurs	organize youth along youth centric production and marketing value chains	5 value chain specific youth organizations	number of youth agri value chain platforms	youth organization production and marketing records	DOALF, Consultancies, ASDSP, KCSAP, DPs, market players, dept. of trade, Kie	<b>5M</b>	
		youth finding business opportunities along youth centric value chain	strengthened value chain linkages for improved production and marketing by youth PMOs	undertake value chain analysis of youth centric value chains	5 value chain analysis studies of youth centric agri value chains	number of value chain studies undertaken	reports on recommendations for value chain upgrading	DOALF, Consultancies, ASDSP, KCSAP, DPs, market players, dept. of trade, Kie	<b>10M</b>	
		presence of physical structures for marketing of youth products and services	improved physical infrastructure for marketing youth products and services	Youth centric industrial parks to link players along the value chain	1 agribusiness industrial park developed	agribusiness industrial park developed	constructed, occupied and operational youth agri industrial park	DOALF, Consultancies, ASDSP, KCSAP, DPs, market players, dept. of trade, Kie	<b>100M</b>	

Objective	Strategic interventions	Outcomes	Outcome indicators	Strategic activities	Outputs	Output indicators	Means of verification	Responsibility	Budget	Time frame
		youth accessing high value niche markets for innovative products	increased returns from youth products through access to niche markets	Develop linkages/networks for youth to access niche markets	linkages for at least 5 niche markets for youth agribusiness products	number of youth(including female and green jobs businesses) linked to niche markets	youth business sales records	DOALF, Consultancies, ASDSP, KCSAP, DPs, market players, dept. of trade, Kie	5M	
		Establish and strengthening of structured market platform	improved market structures within youth centric value chains	promote contract farming activities for youth in agricultural production	5 contract farming models developed	number of contract farming activities in place	signed contracts (copies) between youth business owners and off-takers	DOALF, Consultancies, ASDSP, KCSAP, DPs, market players, dept. of trade, Kie	5M	
		youth positioned to offer services along agricultural value chains	increased number of Youth offering specialized agricultural marketing services	promote both digital and physical youth businesses that enhance marketing of agricultural products	20 marketing businesses created	number of digital or physical marketing agribusinesses developed	market business reports and records, physical visits to business sites, log books for transport, cold storage facilities,	DOALF, Consultancies, ASDSP, KCSAP, DPs, market players, dept. of trade, Kie	15M	
<b>GRAND TOTAL</b>										<b>4.2 B</b>

## 4.2 Resource Mobilization and Governance

### Resource mobilization

The youth strategy will require an investment of 4.2 Billion ksh and has capacity to generate 15 B in terms of investment giving a cost benefit ratio of 1:3. Resources for the strategy will be mobilized through a stakeholder partnership of County Government of Siaya, projects within the agriculture and other relevant departments, development partners, non-governmental organisations and the private sector who will be mobilized to make commitments as per their areas of interventions and individual resource mobilization.

The county Government will be expected to fund 20% of the budget through its annual allocation to the various departments. This translates to 168M annually for the next 5 years. This is 2.07 % of the current annual budget estimate of 8.1 Billion ksh and 24.5% of the current agriculture department budget estimate of about 684.7 million.(which includes the KCSAP,ASDSP programmes under the department)

Current Departmental allocations and support for youth engagement

Department	Allocation	Percentage	Contribution towards youth agenda in agribusiness
Agriculture	684,673,645	6.7	
Water environment & natural resources	520,512,116	5.1	Youth led climate change interventions
Land, physical planning, housing and urban development	263,636,549	2.6	Development of land lease instruments for public, community and private land, allocation of land for resource centres and industrial parks
Enterprise and industrial development	393,299,627	3.9	Business enabling environment, enterprise development, business levies and taxes, funding agri SMEs and agri cooperatives through enterprise development fund, establishing agri industrial parks
Roads, public works, energy and transport	1,801,513,831	17.7	Enabling infrastructure for youth businesses, industrial parks development
Tourism, culture, sports ,ICT	94,882,462	0.9	Awareness creation activities, ICT based innovations for agri based enterprises
Education, youth affairs, gender and social services	959,475,416	9.4	Skilling and equipping TVET centres, capacity building of agri youth organisations



The county should endeavour to include programmes in their planning processes that will mandate resource allocation to programmes that support youth engagement in Agribusiness. The remaining 3.8 billion will be mobilized through development partners and other stakeholders in the private and public sector.

## Governance

It is imperative that resources provided for the implementation of this strategy be utilized effectively and efficiently in order to ensure that its goals and aims are met. Mechanisms that will be put in place entail;

**Effectiveness** - competence and soundness in policy and decision making processes and ensure professionalism during the implementation process of the programme.

**Efficiency** - adherence to financial and procurement guidelines as outlined in the Public Finance Management Act (2012), and the Public procurement and Asset Disposal Act (2015)

**Accountability** - principles of integrity; engage trained integrity assurance officers in the department to conduct corruption risk assessment, and implement corruption prevention strategies; set up complaints management structures and undertake integrity sensitization activities to partners and beneficiaries.

**Inclusivity** - uphold the 30% gender rule provision in the Kenyan constitution while ensuring no one is left behind, promote participation at all levels, and ensure lack of discriminatory practices. Also ensure inclusivity of persons with disability and other vulnerable and marginalised groups as identified during the implementation process.

## 4.3 Communication Plan

Category	Messages	Form of communication	Frequency of communication	Cost of communication
Employable trainees	available skill based courses available institutions offering courses course dates and timelines contribution and responsibilities of trainees available internship and employment enterprises	fliers email whatsapp text message phone calls through group leaders	2 weeks before planned activity	75,000

Category	Messages	Form of communication	Frequency of communication	Cost of communication
Trainers	refresher courses programmes planning meeting sessions resource allocation training dates and	emails text messages phone calls letters	2weeks before planned activity	25,000
Model farm owners	selection process sensitization on roles in training process handling of demonstration material	letters text messages emails through ward officers	2 weeks before planned activity	40,000
SMES	Potential businesses per value chain node and potential income	Pop up advertisement in websites Email targeted groups posters and burners in public places	Continuously done until the required number is attained	2,500,000
Incubate Entrepreneurs	value chains and value chain nodes of Incubation Potential returns per value chain and employable youths	Pop up advertisement in websites email targeted groups posters and burners in public places	One month advertisement before launching incubation	2,500,000
Youth organization	planning meetings, allocation of capacity building dates, identification of training modules	whatsApp, emails, text messages	2 weeks before the activity	20,000
Stakeholders and partners	dates of training no. of youth to be trained total cost trance disbursement	email whatsapp text message phone calls	Before planned activity	20,000
<b>Total</b>				<b>5,180,000</b>

#### 4.4 Coordination, Management and Partnership

The country shall develop programmes for the strategy and ensure it is entrenched into the departments and counties plan (strategic plans, ADP, CIDP). There shall be a Youth Agribusiness coordinating unit domiciled in the in the department of Agriculture Livestock and Fisheries appointed by CECM responsible for Agriculture. The unit shall incorporate Representatives from directorates within the department, other relevant departments within the county and 2 representatives from youth organizations. The Youth Unit shall be responsible for administrative

The YACU shall have adequate mandate to make decisions on behalf of the CECM responsible for agriculture in the following areas;

- Coordinate activities of youth engagement in agribusiness in the county by the Department, Departmental programmes, CBOs, non- governmental organisations and development partners. The unit shall report to the CECM at department level and provide reports for CASCOM at sector coordination level
- Successful implementation of the strategy taking charge of knowledge management, participatory monitoring, evaluation and documentation of lessons learnt.
- Promote youth centric value chains in collaboration with the department and stakeholders
- Mobilize resources for implementation of the strategy through participation in county planning processes, development of resource mobilisation tools and forge partnership with other relevant organizations both from public sector, private and non-governmental organization in resource mobilization
- Coordinate a youth in agribusiness periodic stakeholder process( engagement, joint planning and joint implementation of youth in agribusiness activities)
- Uphold the principles of good governance during implementation of the strategy. These include efficiency, effectiveness, accountability and inclusivity.

# Monitoring, Evaluation And Control

## 5.1 Youth Agribusiness Strategy Logical Framework

	Intervention logic	Key Performance indicators	Means of verification	Important assumptions
<b>Goal</b>	To increase agriculture productivity in Siaya County for job creation and increased youth incomes	Increase income and food security within the household	Capacity to purchase household incomes etc	County Government policies will continue to be favorable for the development of the youth in agribusiness sub-sector,  There will be sufficient mitigation measures against climate change and other risks.
<b>Outcomes</b> <b>1. Youth employability</b>	To increase employability of 7500 youth in agribusiness through skills enhancement programmes	No. employed in agribusiness sector and formal employment	Employment letters, agribusiness licenses issued,	Both micro and macro-economic environment will be conducive

	<b>Intervention logic</b>	<b>Key Performance indicators</b>	<b>Means of verification</b>	<b>Important assumptions</b>
<b>Outcomes</b> <b>2. Development of SMEs</b>	provide supportive framework conditions for starting, growing and establishing youth owned agribusiness	Increased number of youth led agri-based small micro enterprises.  Ease of obtaining agri-business licenses	Business registration certificates, business permits,	Enabling policy and business environment,
<b>Outcomes</b> <b>3. Entrepreneurship</b>	Low level of entrepreneurship among youth and the general community to exploit existing opportunities in the agriculture sector.	No. of business created along the agriculture value chains	Increased number of employed youth doing or participating in agribusiness enterprises	Conducive environment for operations,  There will be Economic, Social and political stability
<b>Outcomes</b> <b>4. Youth organization</b>	Youth lacking in capacity, strength and structure to participate in both political (resource mobilization and allocation at policy level) and economic arenas and advocacy	Ability of youth groups to articulate and bargain for their interest in the resource allocation.	Increased budgetary allocations targeting youth interventions	Conducive environment for operations,  There will be Economic, Social and political stability
		Ability of youth group to increase their bargaining threshold in economic and marketing arena	Increased market access for youth agri-products	Conducive environment for operations,  There will be Economic, Social and political stability

	<b>Intervention logic</b>	<b>Key Performance indicators</b>	<b>Means of verification</b>	<b>Important assumptions</b>
<b>Output</b> <b>1. Youth employability</b>	4500 Skilled labour form ATVET  3000 youth skilled in FFBS	No. of youth utilizing skills in various agribusiness enterprises	No. of businesses created  Skills proficiency test  No. of FFBS established and operation	Environment will be favorable and conducive for training  Trained personnel in ATVETS will not disengage
<b>Output</b> <b>2. Development of SMEs</b>	Training of 406 youths on agri-based Small Micro Enterprises	No of youth youths equipped/ trained on agri-business skills	Attendance list  Training curriculum  Certificates issued  Photos of participants	Legal framework for start-ups will be conducive
<b>Output</b> <b>3. Entrepreneurship</b>	150 businesses developed and operational	No of youth trained and incubated on business skills	Attendance list  Training curriculum  Certificates issued  Photos of participants	There will be a Conducive environment for business development

	<b>Intervention logic</b>	<b>Key Performance indicators</b>	<b>Means of verification</b>	<b>Important assumptions</b>
<b>Output</b> <b>4. Youth organization</b>	66 youth groups trained and capacity build on agri-business skills	No of youth groups trained and capacity build GAP, CSA and financial literacy	Attendance list Training curriculum Certificates issued Photos of participants	Supportive legal frameworks Adequate resources available Favourable standards for processing Availability of processing equipment and machinery
<b>Activities</b> <b>1. Youth employability</b>	Training of facilitators Improving institutions training capacity	Availability of resources for training facilitators	Budgetary allocation Increased number of admission letters	Availability of funds guaranteed Pests and disease outbreaks will be at manageable levels.
	Equipping the institutions	Availability of financial to capacity build institutions	Impress application Procurement procedures and delivery notes for equipment.	
	Train youth in GAP, CSA and financial literacy	No. of institutions equipped Availability of training materials		

	<b>Intervention logic</b>	<b>Key Performance indicators</b>	<b>Means of verification</b>	<b>Important assumptions</b>
<b>Activities</b> <b>2. Development of SMEs</b>	Training curriculum development Youth selection criteria development Identification of trainers	Training guide youth identified trainers identified	Presence of a training curriculum/guide. List of youth and trainers identified	strategy to be embedded in CIDP and sector plan. Then legislated by the county assembly and progressed to be considered as an act of county assembly There will be commercialization and competitiveness of select value chains
<b>Activities</b> <b>3. Entrepreneurship</b>	development training curriculum Youth selection criteria development Identification of trainers and incubation centres	Training guide youth identified trainers identified	Presence of a training curriculum/guide. List of youth and trainers identified	Strategy will be embedded in CIDP and sector plan. Then legislated by the county assembly and progressed to be considered as an act of county assembly
<b>Activities</b> <b>4. Youth organization</b>	Training curriculum development Youth selection criteria development Identification of Trainers	Training guide youth identified trainers identified	Presence of a training curriculum/guide. List of youth and trainers identified	



# ANNEXES

## ANNEX 1: STAKEHOLDER ANALYSIS

PROGRAMME	YOUTH FOCUS	VALUE CHAIN TARGETED	AREA OF FOCUS AND INTERVENTION	WHERE TO ANCHOR THE STRATEGY
USIU GAME CENTRE	AGRIPRENEURSHIP DEVELOPMENT	HOTICULTURE, FISH, POULTRY AND PIGS	training, business coaching, mentorship and research	transform mind-set and perceptions, equip with appropriate agribusiness skills, knowledge and information, enhance access to youth friendly financial services
EQUITY BANK	ENTREPRENEURSHIP AND FINANCIAL LITERACY	supports what the individual entrepreneur is engaged in	entrepreneurship and financial literacy training, offers financial solutions	equip youth with business skills and offer youth friendly financial services
KCSAP	youth considered among the vulnerable and marginal groups	TOMATO, BEE KEEPING, FISH, SORGHUM AND INDIGENOUS CHICKEN	capacity building on value chains, access to markets through organization, provision of grants for purchase of equipment and other hardware, promotion of youth centric value chains	skilling in agribusiness, affordable finance (grants) market linkages, access to technology and innovations (TIMPS), climate smart technologies, environmental awareness
YEDF	access to affordable credit,	supports what the individual entrepreneur is engaged in	financial literacy, financial products	equip youth with business skills and offer youth friendly financial services
FAIRM INPUTS PROMOTIONS AFRICA(FIPS)	ENTERPRISE DEVELOPMENT	DAIRY	enterprise development along the dairy value chain	equip with agribusiness skills and knowledge, business development services

PROGRAMME	YOUTH FOCUS	VALUE CHAIN TARGETED	AREA OF FOCUS AND INTERVENTION	WHERE TO ANCHOR THE STRATEGY
MICROENTERPRISE SUPPORT PROGRAM TRUST(MESPT)	actors to access markets, infrastructure, certificates, collection centres)	exotic vegetables, indigenous poultry and aquaculture	address gaps in the whole market system	green employment opportunities- youth and environmental safety issues
FAO -INTERGRADED COUNTY APPROACH (ICA)	employment creation in agri food sector through a value system approach	avocado, aquaculture, poultry , mango	skills training, matching grants, value addition and market linkages	policy development, affordable suitable output markets for youth, increased value addition,
GIZ-Agri jobs 4 youth	employment creation through skills development	beekeeping, passion fruit, ALVs, IIC,	capacity building initiatives for youth organisations, policy development, TVET institutions, Business incubation and labour matching initiatives	Skills development, entrepreneurship, incubation, strengthening apex youth organizations and supporting policy development and other framework conditions.
FAO -Opportunities for youth in Africa (OYA)	employment creation in agrifood sector	fish and groundnuts	Capacity building, organization development of youth, agribusiness platforms at lower level	skills development and youth organizations.
AVEPO SMART FARMS	skilling for self employment	Horticulture, Dairy, input supplies, veterinary services	offers student internships, hands on skilling for youth,exhibitions	skills and employment creation, from boda boda to the farm
MARK UP -UNIDO	Skilling and enterprise development	ground nuts ,chillies	production and marketing organisations and linkage to export markets	capacity building and market for production of high value ,youth centriv value chains

PROGRAMME	YOUTH FOCUS	VALUE CHAIN TARGETED	AREA OF FOCUS AND INTERVENTION	WHERE TO ANCHOR THE STRATEGY
AGRI CYCLE	market linkages and agripreneurship	fruits,(mango, banana, Jack fruit) sweet potatoes	technology development, networks and markets	promote value addition and market linkages for youth products
ASDSP	entrepreneurship, capacity building,	mango, local poultry,acquaculture	Capacity building	Skills training and incubation
WORLD VISION	capacity building, grants,advocacy	beekeeping, dairy,IIC,advocacy, crops	support to capacity building, vulnerable youth	youth capacity building, processing
SIAYA COUNTY YOUTH NETWORK	youth mobilization	Not specific	organization and advocacy	Youth organisation, marketing,
YEDF	funds for enterprise development	Not specific	Credit and financial literacy training	MOUs for youth financial access
WEP	funds for enterprise development	Not specific	financial access to women	MOUs for youth financial access
KCB	tujiajiri program, credit, FL	Not specific	Financial access to youth	facilitate incubation programmes and other youth related activities
AFC	access to credit	All value chains	Value chain financing	guarantee schemes, working capital, seasonal loans
KALRO	research and innovations	All agriculture value chain	Research , innovations and product development	Research and innovation, product development
KIRDI	incubation and product development	Value chains important for processing	Incubation, agro-processing, equipment development	Incubation, product development, entrepreneurship

PROGRAMME	YOUTH FOCUS	VALUE CHAIN TARGETED	AREA OF FOCUS AND INTERVENTION	WHERE TO ANCHOR THE STRATEGY
KIRDI	incubation and product development	Value chains important for processing	Incubation, agro-processing, equipment development	Incubation, product development, entrepreneurship
JOOUST	research innovation, outreach centre	All value chains	Capacity building, innovations	Innovation, product development, skills development
MASENO UNIVERSITY	research and innovations	All value chains	Capacity building, technical skills training, incubation centre	Incubation, innovation, product development
KIE	incubation and financing	All relevant	Financing and incubation of businesses	Access to youth friendly finance, incubation services, industrial parks.
DEPT OF TRADE	Business skills training	Not specific	youth centric regulations, business processes support	Training on business skills and entrepreneurship, ensuring a youth centric business environment
DEPT. OF EDUCATION YOUTH	YOUTH ORGANISATIONS, resource mobilisation	Not specific	Organising and training of youth, resource mobilisation, youth centred policies	Organisation of youth platforms, training, and policy development
DEPT OF PLANNING	policy,laws, regulations	Not specific	Support youth inclusive planning	Ensuring Youth inclusive county plans
AGRIC. COMMITTEE	Oversight, policies and laws	Not specific	Oversight role in the county	Facilitate resource allocation for the youth, enact youth friendly laws and policies

PROGRAMME	YOUTH FOCUS	VALUE CHAIN TARGETED	AREA OF FOCUS AND INTERVENTION	WHERE TO ANCHOR THE STRATEGY
TEMBEA YOUTH NGO	extension service provision, Gaps training	All relevant	Advocacy for youth based issues	Mobilizing youth and advocacy training and resource mobilisation
REFSO	extension service provision, Gaps training	All relevant	Community mobilization for action	Mobilising youth at grassroots, innovative skills training, mobilizing for markets
NORTH GEM CBO	community mobilisation	All relevant	Community mobilization for action	Mobilising youth at grassroots, innovative skills training, mobilizing for markets
RAFIKI TRUST	TVET centre, resource mobilisation	All relevant	resource mobilisation for youth training	Agriculture Skill based training
ACE AFRICA	livelihoods	Fruit trees and indigenous vegetables, soya beans	school going children aptitude skills	Model and revamped school clubs
ATDC	product development and incubation	Not specific	Technology development, training, mentorship, facilitating KEBs registration, agro-processing	Product development, processing,
TOYOTA KENYA FOUNDATION	mechanisation access, and training	Not specific	Mechanisation training and access to mechanized equipment	Training on mechanization and enhancing access to youth friendly equipment at affordable prices

## ANNEX II: BIBLIOGRAPHY

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**PICTORIAL**



**Poultry**



**Eggs for sale**



**Siaya institute poultry unit**



**Poultry vc**



**Packed eggs in trays for sale**



**chicken CROPED**



**water melon crop in rarieda sub county**



**Muffins**



**Mokimo**



**Raw Fish**



**Ready made Fish**



**Tomato on sale**



**PICTORIAL**



**Demonstration on fodder balling youth network**



**Cabbage seedlings enterprise youth centric enterprise seedling production for sale**



**Cottage industry doris**



**Public participation**



**Documenting spray service providers opportunities along the value chain**



**women and value addition package**



**Horticulture model farms**



**Tomato (value chain)**



**increased productivity**



**epic gender inclusion 2**



**Avepo smart farm graduating youth on internship**



Fish cage fabricators



Youth in a financial literacy training session by equity bank



Seedlings







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