

REPUBLIC OF KENYA



MINISTRY OF AGRICULTURE, LIVESTOCK,
FISHERIES AND IRRIGATION

KENYA YOUTH AGRIBUSINESS STRATEGY 2018 -2022

Positioning the Youth at the Forefront of
Agricultural Growth and Transformation

“Vijana Tujjenge na Agribiz”

July 2018

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FOREWORD

In Kenya, youth unemployment is higher than the overall national unemployment rate. While the latter is around 10% it goes as high as 35% for youth, depending on the age group. According to the United Nations Development Programme (UNDP) study, 80% of the currently 2.3 million unemployed are young people aged between 15 - 34 years (World Bank, 2014).

Youth unemployment is primarily a challenge of economic growth and job creation in Kenya. The Kenyan economy is not creating sufficient jobs to cater for the increasing number of young labour market entrants. In 2011, a total of 520,000 new jobs were created in Kenya, out of which 74,000 (14.3%) were formal sector jobs. Considering the number of new labour market entrants, about 300,000 young people are left out every year. The youth unemployment challenge therefore requires bold and coordinated efforts to stimulate economic transformation and business sector development (World Bank, 2014).

Agriculture remains the backbone of Kenya's economy, directly contributing 30% of the annual Gross Domestic Product (GDP) and another 27% indirect contribution (Economic Survey, 2016). The sector is therefore critical in creating employment and uplifting the living standards of the Kenyan people. It's against this background that Agriculture has been identified as one of the key sectors to deliver the 10 per cent annual economic growth rate envisaged in the economic pillar of the Kenya Vision 2030. This growth will be achieved through transforming small-scale agriculture from subsistence to innovative, commercially oriented and modern agriculture. Considering high rate of youth unemployment and underemployment, the agricultural sector offers multiple livelihood and employment opportunities.

The Ministry has developed the Kenya Youth Agribusiness Strategy to address challenges that hinder youth from participating effectively in the sector. The Strategy is aimed at providing new opportunities for youth in agriculture and its value chains. The impact of youth engagement in agriculture will be evident in sustainable economic growth and in the reduction of poverty and malnutrition.

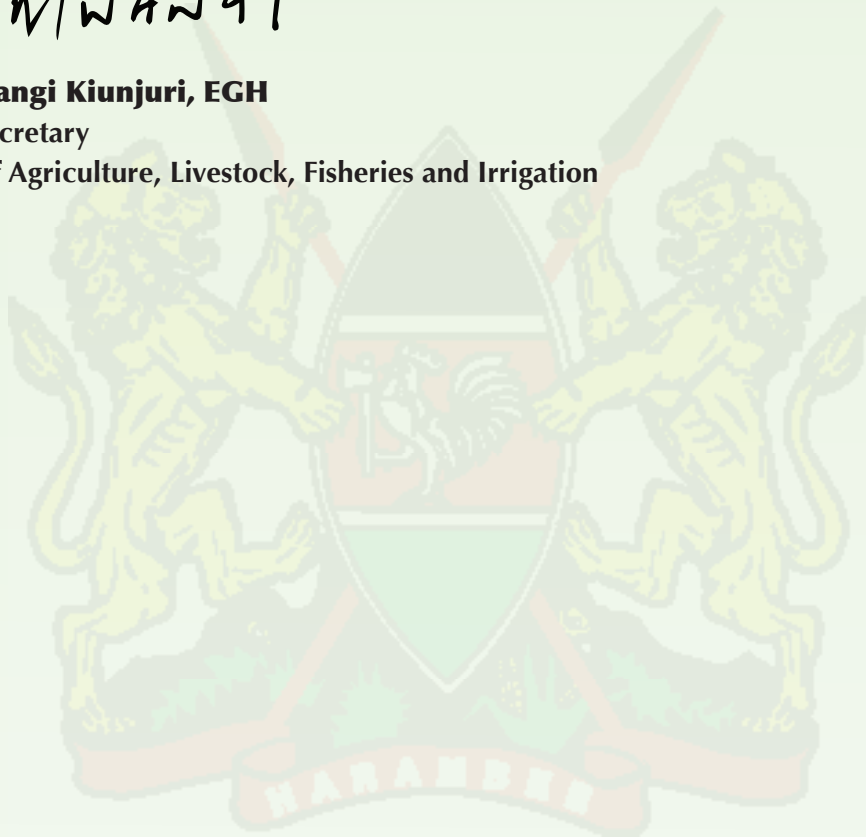
The Ministry of Agriculture Livestock and Fisheries (MoALF) reaffirms its commitment to creating a conducive environment for the realization of the youth engagement in Agricultural development initiatives. Their potential to contribute to the sector and indeed to the overall economic development is significant. I therefore, urge all stakeholders to play their respective roles in ensuring that this strategy is successfully implemented.

A handwritten signature in black ink, consisting of a stylized oval shape above the name 'MWANGI' written in capital letters.

Hon. Mwangi Kiunjuri, EGH

Cabinet Secretary

Ministry of Agriculture, Livestock, Fisheries and Irrigation



PREFACE

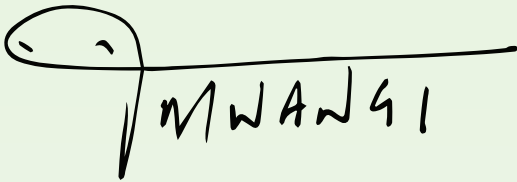
The MoALF in consultation with the County Governments and development partners have developed the Strategy with a view to increasing meaning and sustainable youth participation in the agricultural sector. This will ensure optimal utilization of their potential in contributing to the sector goals of achieving food and nutrition security, income generation, employment and wealth creation in the country.

The National and County Governments observe that youth matters in the agricultural sector development are not addressed in the National Youth Policy (NYP 2006), hence the need for the development of this strategy and recommendation of the review of the NYP. This gap was further recognized under the Agricultural Sector Development Strategy (ASDS, 2010 – 2020), which saw the need to establish Agricultural sector specific youth policy to address among others the drudgery nature of agricultural work, attitude change by youth towards agriculture and creation of relevant linkages. Furthermore, the strategy acknowledges that there are numerous opportunities for achieving meaningful and sustainable participation of youth in the agricultural sector by working closely with the County Governments given that most of them have County Integrated Development Plans that aims to address the same issues as this Strategy.

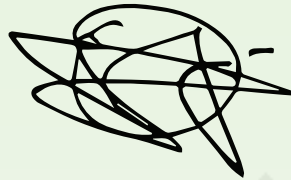
This document has identified key strategic issues which include: Negative perception to agricultural activities; large population of youth with inadequate skills, knowledge and information; limited participation of youth in agricultural innovations, research, technology development and utilization; access to land for agribusiness; inadequate access to financial services; unfavourable policies to support youth in agri-preneurship; low levels of value addition; and Negative impacts of climate change and weak environmental governance; and Cross cutting challenges.

The strategy has also identified appropriate objectives and activities to address the strategic issues. Furthermore, the implementation framework which gives the cost, timelines, outputs, indicators and responsible institutions has been developed.

The National and County Governments commit to support the implementation of this Strategy and call upon all the relevant stakeholders including but not limited to the Ministry of Public Service, Youth and Gender Affairs and other non-state agencies / organisations among others to engage in this process.



Hon. Mwangi Kiunjuri, EGH
Cabinet Secretary
Ministry of Agriculture, Livestock,
Fisheries and Irrigation



HE. Gov. Zachary Okoth Obado, MGH
Chairman
Agriculture Committee Council of
Governors



ACKNOWLEDGEMENT

The Ministry of Agriculture, Livestock and Fisheries and the Council of Governors wish to acknowledge the technical experts whose tireless efforts have made the development of this strategy a reality. Much appreciation goes to National Government for both financial, human resource, County Governments for their consistent, invaluable input and active participation, Agriculture Rural Development groups for their consistent, invaluable input, active participation and funding, Young Professionals for Agricultural Development (YPARD) for their critical scrutiny of the document.

We are grateful to all those who contributed in one way or another in the development of this strategy.



HE. Gov. Zachary Okoth Obado, MGH
Chairman
Agriculture Committee Council of Governors

EXECUTIVE SUMMARY

Youth account for 35.4% of Kenya's population (World Bank 2014), with 1,000,000 entering the labour market annually (Kenya Country Report on Youth Employment, 2014). They offer a dynamic work force that is innovative; have a high uptake of technological know-how and the ability to take on significant levels of risk. The Agriculture sector presents a huge opportunity for the creation of employment to absorb the youth and ensure achievement of food security for future generations.

However, the sector is yet to fully exploit the potential of the youth and it remains largely unattractive. The situation is exacerbated by perception of agriculture as a career of last resort, one of drudgery and low monetary benefits. Information on access to markets, factors of production including land and financing remain extremely limited hindering adequate engagement of the youth in agriculture.

Majority of those engaged in agricultural activities are aged between 50 and 65 years and still predominantly practise traditional and subsistence farming. The decreasing number of youth involved in farming as an occupation / business is a national signal of distress in the agricultural sector. This is already negatively impacting on the economy. The low interest in agriculture among the youth could partly be attributed to the public sector systems that have concentrated more on production with limited value addition, processing and marketing. These are the concerns that informed the development of this strategy.

This Strategy provides an overview of objectives and strategies to be pursued during the five-year period (2017-2022). The preparation of the Strategy was guided by the Constitution of Kenya (CoK 2010), Vision 2030, National Agriculture Policy, National Youth Policy, Agriculture Sector Development Strategy (ASDS) 2010-2020, The MoALF Strategic Plan (2013-2017), County Integrated Development Plans (CIDPs), Medium Term Plans (MTP) II, Jubilee Manifesto (2013-2017) and Regional and International Policy Interventions such as Sustainable Development Goals (SDGs) and Comprehensive Africa Agriculture Development Programme (CAADP). The plan captures national challenges that are facing the youth in the sector and the available opportunities for agri-preneurship.

The Strategy is organized into four chapters; Chapter one gives the background information, justification and rationale, policies, strategies and other initiatives that address youth issues in the sector. Chapter two presents situational analysis of youth in agriculture and underlying challenges, Strengths, Weaknesses, Opportunities and Threats (SWOT), stakeholder's and risk analysis. Chapter three proposes the strategic model that includes strategic issues, strategic objectives and key activities that will be undertaken in the implementation period and Chapter four proposes targeting, resource mobilization, coordination and partnership, communication, capacity building and monitoring and evaluation.

Eleven Strategic objectives have been developed to address the challenges that hamper meaningful and sustainable youth participation in agribusiness. These are: To transform the mindset and perceptions of the youth towards agribusiness; equip youth with appropriate agribusiness skills, knowledge and information; enhance access to affordable and youth friendly financial services for agri-preneurship; enhance access and sustainable use of land for the youth in agribusiness; engage youth in research, development and utilization of innovative agricultural technologies; enhance access to factors of production, utilisation of modern technologies and utilisation of Good Agricultural Practices (GAPs) to increase efficiency; increase utilisation of agricultural products through value addition; improved access to affordable suitable output markets for the youth; support implementation, reviews and development of policies that create an enabling environment for youth in agri-preneurship; promote youth-inclusive climate smart agricultural technologies and create green jobs for environmental sustainability; and promote an integrated approach to address cross-cutting challenges.

The implementation of the Strategy will depend on availability of human and financial resources from the National and County Governments and development partners. The estimated cost of implementing this strategy is KES. 22 Billion for the five year period.

TABLE OF CONTENTS

FOREWORD	i
PREFACE	iii
ACKNOWLEDGEMENT	v
EXECUTIVE SUMMARY	vi
ACRONYMS AND ABBREVIATIONS	x
DEFINITION OF TERMS	xii
GOAL, VISION & MISSION FOR THE YOUTH AGRIBUSINESS STRATEGY ...	xiv
CHAPTER ONE: BACKGROUND	1
1.1 INTRODUCTION	1
1.2 JUSTIFICATION AND RATIONALE OF THE STRATEGY	4
1.3 OVERVIEW OF CONSTITUTIONAL AND POLICY CONTEXTS	6
CHAPTER TWO: SITUATION ANALYSIS	10
2.1 INTRODUCTION	10
2.2 CHALLENGES THAT HINDER EFFECTIVE YOUTH PARTICIPATION IN AGRICULTURAL SECTOR	11
2.3 OPPORTUNITIES THAT PROMOTE YOUTH PARTICIPATION IN THE AGRICULTURAL SECTOR.....	17

CHAPTER THREE: STRATEGIC ISSUES, STRATEGIC OBJECTIVES AND STRATEGIC INTERVENTIONS.....	20
CHAPTER FOUR: IMPLEMENTATION FRAMEWORK	27
4.1 BENEFICIARY TARGETING	27
4.2 RESOURCE MOBILIZATION	28
4.3 COMMUNICATION PLAN	29
4.4 COORDINATION, MANAGEMENT AND PARTNERSHIP	31
CHAPTER FIVE: MONITORING, EVALUATION & CONTROL	35
5.1 INTRODUCTION.....	35
5.2 RISKS AND ASSUMPTIONS	57
BIBLIOGRAPHY	61
LIST OF TABLES	
Table 4.1 Beneficiary Targeting	33
Table 5.1: Implementation Matrix	37
Table 5.2: Summary of Potential Risks and their Mitigation	58
LIST OF FIGURES	
Figure 4.1: Strategy Coordination	31

ACRONYMS AND ABBREVIATIONS

ADA	Alcohol and Drug Abuse
AIDs	Acquired Immune Deficiency Syndrome
ARD	Agriculture and Rural Development
ASALs	Arid and Semi Arid Lands
ASDS	Agricultural Sector Development Strategy
AU	African Union
AVET	Agriculture Technical Vocational Education and Training Programme
CAADP	Comprehensive Africa Agriculture Development Programme
CASC	County Agriculture Steering Committee
CASC	County Agriculture Steering Committee
CAYPIU	County Agribusiness Youth Programme Implementation Unit
CIDPs	County Integrated Development Plans
COG	Council of Governors
CoK	Constitution of Kenya
CTA	Technical Centre for Agricultural and Rural Cooperation
DPs	Development Partners
FAO	Food and Agriculture Organisation
GAPs	Good Agricultural Practices
GDP	Gross Domestic Product
HIV	Human Immunodeficiency Virus
ICT	Information and Communications Technology
IGF	Inter Governmental Forum
IFAD	International Fund for Agricultural Development
ILO	International Labour Organisation
JAS-IGS	Joint Agriculture Secretariat-Inter Governmental Secretariat
JASSCOM	Joint Agriculture Sector Steering Committee

KES	Kenya Shillings
KYEPP	Kilifi Youth Economic Empowerment Project
MoALF	Ministry of Agriculture Livestock and Fisheries
MoALF	Ministry of Agriculture, Livestock and Fisheries
MoDP	Ministry of Devolution and National Planning
MoE	Ministry of Education
MoEnv.	Ministry of Environment
MoITC	Ministry of Industry, Trade and Cooperatives
MoPSYGA	Ministry of Public Service, Youth and Gender Affairs
MoSCA	Ministry of Sports, Culture and Arts
MoWI	Ministry of Water and Irrigation
MTP	Medium Term Plans
NGCDF	National Government Constituency Development Fund
NLC	National Land Commission
NPMU	National Programme Management Units
NYP	National Youth Policy
NYSCC	National Youth Strategy Coordinating Committee
PBOs	Public Benefits Organizations
PM&ER	Participatory Monitoring Evaluation and Reporting
PPPs	Public Private Partnerships
PWDs	People Living With Disabilities
R&D	Research and Development
SDGs	Sustainable Development Goals
SWOT	Strengths Weaknesses Opportunities and Threats
TCP	Technical Corporation Project
TVET	Technical Vocational Education and Training
UNDP	United Nations Development Programme
YEDF	Youth Enterprise Development Fund
YPARD	Young Professionals for Agricultural Development

DEFINITION OF TERMS

Aeroponics is a plant-cultivation technique in which the roots hang suspended in the air while nutrient solution is delivered to them in the form of a fine mist

Agripreneurship is the application of entrepreneurial principles to identify, develop, and manage viable agricultural enterprises/projects optimally and sustainably for profit and improved livelihoods

Aquaculture means the cultivation, propagation or farming of aquatic organisms, including fish, molluscs, crustaceans and aquatic plants whether from eggs, spawn, spat, seed or other means or by rearing fish lawfully taken from the wild or lawfully imported into Kenya, or by other similar process

Aquaponics is any system that combines conventional aquaculture with hydroponics in a symbiotic environment

Blue Economy is sustainable use of ocean resources for economic growth, improved livelihoods and jobs, while preserving the health of marine and coastal ecosystem

Blue Growth refers to initiatives directed towards harnessing the untapped potential of oceans and lakes

Climate smart agriculture is Agriculture that sustainably increases productivity, resilience (adaptation), reduces/removes greenhouse gases (mitigation), and enhances the achievement of national food security and development goals

Gender refers to the socially constructed characteristics of women and men, such as norms, roles and relationships of and between groups of women and men

Green jobs refer to work in agricultural, manufacturing, research and development (R&D), administrative, and service activities that contribute(s) substantially to preserving or restoring environmental quality

Hydroponics also known as aquaculture or tank farming, the process of growing plants in sand, gravel, or liquid, with added nutrients but without soil

Youth is a young female or male aged between 15 and 35 years



GOAL, VISION AND MISSION FOR THE YOUTH AGRIBUSINESS STRATEGY

Goal

Promote sustainable and gainful employment for the youth through participatory engagement in agriculture and associated value chains.

Vision

A youth driven agriculture sector for decent employment and wealth creation

Mission Statement

Promote innovative, attractive and sustainable employment to maximize the full potential of the youth through participatory engagement in agriculture as an employment opportunity in order to serve their needs and aspirations.



CHAPTER ONE: BACKGROUND

1.1 INTRODUCTION

Global population is expected to increase from 7 billion to 9 billion by 2050, with youth (aged 15-24 years) accounting for about 14% of this total (ILO, 2014). With the rapidly rising population, there is an equal increase in demand for food hence worsening the global food insecurity especially in developing countries. As a result, food insecurity has been anchored within the Post-2015 Sustainable Development Goals, that is, Goal 1 - Ending poverty in all its forms and Goal 2 - Ending hunger to achieve food and nutrition security and promote sustainable agriculture (SDG, 2030). Globally, agriculture accounts for 32% of total employment, (ILO, 2014). It is important to focus on the young people as the future of addressing food insecurity even as global youth population increases.

The global youth population growth does not seem to be commensurate with the available employment and entrepreneurial opportunities for youth, particularly those living in developing countries. The employment opportunities remain limited and poorly remunerated (Youth and Agriculture: Key challenges and concrete solutions, FAO, CTA, & IFAD 2014). The Youth Division of the Africa Union Commission indicates that about 65% of the total population of Africa is below the age of 35. About 10 million youth enter the labour market annually. Youth unemployment rate in Sub-Saharan Africa's was 11.8% in 2012 and was projected to drop to 11.7% in the years to come. While agriculture plays a vital role in Africa's economic growth and social improvement contributing the highest percentage of the workforce population (about 65%, and about 30% of GDP in most African Countries), the current trend of youth participation in the sector is on the decline (Africa Agriculture Status Report, 2015). This is largely attributed to strength of various push and pull factors based on the global economic trends that have favoured non-agricultural sector more than the agricultural sector hence labour shift from agriculture.

Kenya has about 13.7 million youth which accounts for 35.4% of the total population and constitutes 60% of the total labour force of which 10% are directly participating in Agricultural sector (World Bank 2014). It is estimated that

64% of the unemployed Kenyans are youth with majority moving away from the agricultural sector to fast growing non-agricultural sectors in urban areas. This results in rural-to-urban migration consequently reducing the labour force in rural areas to work in the agricultural sector. The disaggregation of unemployment rates by gender reveals a higher rate for females than males. The overall unemployment rate for females in 2005/06 was 14.3% compared to 11.2% among males (Kenya Institute of Economic Affairs, 2010 and Kenya National Bureau of Statistics 2008).

Over the years the Government has committed to address youth unemployment which has remained a key challenge to date. While acknowledging the efforts made to address unemployment among the youth, the third National Development Plan of 1974-78, warned that the problem would in future loom large. Efforts to initiate youth development programmes have been made in other subsequent policy documents, such as Sessional Paper No. 2 of 1992 on Small Scale and Cottage Industry, the 1997-2001 Development Plan and the National Poverty Eradication Plan 1999-2015 among others. Despite these efforts, as well as an increase in the number of agencies dealing with the youth, challenges affecting young people have persisted.

In view of the foregoing, the Government developed a National Youth Policy of 2006 to address the following youth issues: pressure from the high youth population growth; lack of appropriate skills; unclear and uncoordinated youth policies and programmes; resource Constraints; and low status given to youth as indicated in the existing structures and prevailing attitudes which do not provide an enabling environment for youth participation in decision making, planning and implementation processes. While the National Youth Policy (NYP) spells out strategic areas that must be addressed in order for Kenyan youth to effectively play their role in nation building, it has not included the agricultural sector as one of the key sectors for youth engagement towards addressing their fundamental issues.

Agriculture still remains the backbone of Kenya's economy, directly contributing 30% of the annual GDP and another 27% indirectly (Economic Survey, 2016). The Agriculture Sector Development Strategy (2010-2020) recognises the potential

of the youth in developing agriculture and has a special focus on the youth. Towards this end, the ministry has carried out various initiatives to address youth involvement in agriculture including; youth mobilisation in all counties to form farming groups, technical support and provision of start-up farming equipment, promotion of 4-K and Young farmers clubs. However, over the years very few of these young people see a future for themselves in agricultural sector leading to withdrawal from the sector despite its ample potential to provide livelihood, income-generating and wealth creation opportunities.

Despite the interventions, the agricultural sector is yet to fully exploit the potential of the youth and remains largely unattractive for them. The major underlying issues affecting youth participation in agriculture include but not limited to; Access to Land, Agricultural finance and insurance, Knowledge, skills and extension services; and use of innovative technologies and; Markets.

Consequently, this Strategy has developed youth oriented mechanisms and approaches to increase their engagement in agribusiness and related value chains.



1.2 JUSTIFICATION AND RATIONALE OF THE STRATEGY

The 2009 census shows that out of a population of approximately 38 million people, youth (15-35 years) and children (0-14 years) together represent 78% of the Kenyan population. The Kenyan unemployment rate stands at approximately 40%. An estimated 64% of the country's unemployed are the youth. It acknowledges that the average age of farmers in the country is above 60 years, yet the country has a youthful population. There is therefore an urgent need to realign the country back on the right trajectory of growth in the agricultural sector and the youth need to play a critical role in attaining this goal. This will be achieved by having the young people in the forefront since they are the future of agricultural development.

With a rapidly urbanizing country, there is an increasing gap between food consumption and food production. Urban livelihood is majorly dependent on sustainable food security and food production. A high rural-urban migration coupled with limited employment opportunities in urban areas is resulting into an increasing poor urban population who live in informal settlements and face higher food prices and difficulties in accessing nutritious food. Furthermore, high rates of unemployment and food insecurity among poor urban dwellers leads to more cases of crime and unrest.

The principal challenge in the Agricultural sector is ensuring optimal utilization of youth potential in contributing to the sector goals of achieving food and nutrition security, income generation, decent employment and wealth creation. This strategy has identified the primary causes leading to withdrawal of youth participation in agricultural sector. It acknowledges that the current set-up of the agricultural sector both on the demand and supply side has played a major role leading into this predicament making it none-attractive to the youth. Therefore, the Strategy lays down multiple youth oriented programmes that will reverse the current trend of youth withdrawing their participation in the agricultural sector by making it more attractive as a career choice and livelihood option. It aims to achieve this by tapping into the dynamic youth workforce that is innovative, high-tech and able to take on significant levels of risk.

This Strategy aims at developing new opportunities for youth participation in agricultural value chains which is vital to the growth of the agricultural economy of the country. This will result in sustainable economic growth and reduction of poverty and malnutrition across the country.

The realization of this strategy is further anchored in the Constitution of Kenya 2010 (CoK), the Economic Blueprint of the country (Vision 2030) and other policy frameworks. The CoK, 2010 provides for youth empowerment as stated in Article 55 which requires the Government to take measures, including affirmative action programmes, to ensure that the youth access relevant education and training; have opportunities to associate, be represented and participate in political, social, economic and other spheres of life; access employment; and are protected from harmful cultural practices and exploitation.

The economic pillar of Kenya's Vision 2030 further identifies agriculture as one of the key sectors to deliver 10% annual economic growth rate. Part of this growth will be achieved through transforming small-scale agriculture from subsistence to innovative, commercially oriented and modern. Considering the high rate of youth unemployment and underemployment, with about 1 million youth entering the labour market annually, the agricultural sector offers multiple livelihood and employment opportunities.

The country formulated the National Youth Policy (NYP) to address unemployment but did not highlight agriculture sector as one of the key sectors for youth engagement towards addressing employment issues.

1.3 OVERVIEW OF CONSTITUTIONAL AND POLICY CONTEXTS

Policy		Provisions
1	The Constitution of Kenya (CoK 2010)	<p>The 4th Chapter of the Constitution of Kenya on the Bill of Rights gives the citizens the right to be free from hunger, and to have adequate food of acceptable quality. The 5th Chapter on Land and Environment emphasizes on the need to manage existing land resources efficiently, productively and sustainably while protecting and conserving ecologically sensitive areas.</p> <p>The Fourth schedule of the constitution underscores the distribution of functions between the National and County Governments. Article 55 of the Constitution of Kenya, 2010 (CoK); requires the Government to take measures, including affirmative action programmes, to ensure that the youth have access relevant education and training; have opportunities to associate, be represented and participate in political, social, economic and other spheres of life; access employment; and are protected from harmful cultural practices and exploitation.</p>
2	National Youth Policy (2006) & The NYC Act (2009)	<p>To address the many challenges that face the youth, the Government responded by developing the National Youth Policy (NYP) of 2006 that provides a framework through which youth matters are handled. The NYP sought to address pressure from the high youth population growth, inadequate and appropriate skills, unclear and uncoordinated youth policies and programmes, resource constraints and low status given to youth. The NYC Act of 2009 was instituted and set the youth age to be between 18 and 35 years.</p> <p>However, the policy and legal framework does not address youth in agriculture issues.</p> <p>According to the National Youth Policy (2006), the youth in the age 15-35 years have been largely excluded from designing, planning, and implementing programmes and policies</p>
3	Vision 2030	<p>Vision 2030 is a national long term growth plan that identifies agriculture as the key mover of the economic pillar with the objective of maintaining a sustainable economic growth of 10 percent annually over a period of 20 years from 2010. The vision recommends 'devolved funds' targeting the youth, women and all vulnerable groups and communities with high incidence of poverty particularly those living in the arid and semi-arid areas of the country.</p>

Policy		Provisions
4	Agriculture Sector Development Strategy (ASDS) 2010-2020	The Youth will be sensitised on lucrative ventures in the agricultural sector and processing plants for value addition which will be established in rural areas to provide employment opportunities for the youth and to allow them to produce agricultural raw materials. Linkages between the Ministry of Public Service, Youth and Gender Affairs and the Agricultural sector will be established to offer incentives to the youth in farming either through the Youth Enterprise Development Fund (YEDF), National Government Constituency Development Fund (NGCDF) or Innovation Fund for Agriculture and Agribusiness.
5	County Integrated Development Plans (CIDPs)	Agribusiness issues have been prioritized in the County Integrated Development Plans (CIDPs). The CIDPs emphasize on employment creation, capacity building and promotion of agribusiness for the youth.
6	Medium Term Plans (MTP) II, 2013 - 2017	The Ministry made strides in implementation of key flagship projects identified for implementation in the first Medium Term Plan 2008 to 2012 and will continue to build and sustain the gains made. During the plan period (2013-2017) the Ministry is focussing on 6 key strategic areas. These are: Creating an enabling environment for agricultural development; increasing productivity and outputs in the agriculture sector; enhancing national food and nutrition security; improving market access and trade for agricultural products; strengthening institutional capacity and increasing youth involvement in agriculture.
7	Jubilee Manifesto (2013-2017)	The current Government recognizes the agricultural sector as crucial in contributing to food and nutrition security. It proposes critical interventions suitable for the youth and women involvement including irrigation, lease of agricultural land and mechanization. The manifesto further recommends value addition for young Kenyans to find employment and investment opportunities, encourage school to have a model agricultural and fish farm. It provides for 30% youth involvement in the public sector procurement which creates capital that could be invested in agriculture. The Government also provides internship/attachment and apprenticeship programmes.

Policy		Provisions
8	The MoALF Strategic Plan (2013-2017)	To address the challenge of low youth involvement in agriculture, the Ministry continues to encourage youth to take up agriculture as a business and a form of gainful employment. Specific measures have been taken to empower youth through: Capacity building under technical and vocational training and farming including Agriculture Technical Vocational Education and Training Programme (AVET) aims at integrating agriculture education and training in vocational and tertiary intuitions; introduction of new farming technologies (Green houses, drip kits, fish ponds and water harvesting facilities) that reduce drudgery; increase productivity and returns to labour; and facilitating access to modern technology information through demonstration sites, print media, periodicals and electronic media targeting the youth.
9	National Agriculture Policy, 2013-2017 (draft)	<p>The National Agriculture Policy proposes that the two levels of Government will:</p> <ul style="list-style-type: none"> • Support development and dissemination of transformative agricultural technologies and intervention • Ensure youth access to factors of production such as land, credit, insurance and skills in agriculture • Provide for mechanism of reintroduce agriculture in Kenyan primary school curriculum • Ensure support for youth to access markets and marketing infrastructure • Mainstream and institute mitigation measures to address medical conditions and diseases that affect youth participation in agriculture • Lobby for strengthening of existing capacity on guidance and counselling • Will support development of institutional and legal framework for youth in agriculture
10	Sustainable Development Goals 2030 (SDGs)	The SDGs cover a broad range of social and economic development issues. Sustainable Development Goal (SDG): Goal 2 advocates to ending hunger, achieving food security and improved nutrition and promotion of sustainable agriculture

Policy		Provisions
11	Comprehensive Africa Agriculture Development Programme (CAADP)	Regionally, the programme aligns to Malabo declaration of 2014 and Comprehensive Africa Agriculture Development Programme (CAADP). Overall the Malabo Declaration by African Union (AU) Heads of State and Governments placed emphasis on implementation, results and impact, building on the achievements of CAADP's first ten years and lessons learnt. The Declaration made seven specific commitments to achieve accelerated agricultural growth and transformation for shared prosperity and improved livelihoods as follows: recommitment to the principles and values of the CAADP process; recommitment to enhance investment finance in agriculture; commitment to ending hunger by 2025; commitment to halving poverty by 2025 through inclusive agricultural growth and transformation; commitment to boosting intra-African trade in agricultural commodities & services ;commitment to enhancing resilience in livelihoods and production systems to climate variability and other shocks and commitment to mutual accountability to actions and results.
12	Big 4 Agenda (2018-2022)	The Government under the Big 4 Agenda addresses 100% Food and Nutrition Security, expansion of Value Addition and manufacturing to contribute 15% of the GDP, universal health care and affordable housing. The youth involvement in agriculture will play a big role in the attainment of food and nutrition security and job creation.

CHAPTER TWO: SITUATION ANALYSIS

2.1 INTRODUCTION

Currently, over 1 million young people enter into the labour market annually having either dropped out of school or completed high school and are not enrolled in any institution of higher learning. About 155,000 join the labour market annually after completing training in Technical Vocational Education and Training (TVET) or at the University out of which 12,000 are from agricultural institutions (Kenya Country Report on Youth Employment, 2014). A total of over 1.3 million new employment places have to be created annually to meet this demand. It is also noted that, the skills acquired by the college and university graduates often do not meet the expectations of employers.

Despite few opportunities in the job market, agriculture is not viewed by the youth as a viable business largely because majority of farmers practise traditional farming methods or involved in enterprises with low returns which do not lead to decent livelihoods. As a result the youth perceive agriculture as dirty and a career or business of last resort.

The negative perception towards agriculture has further progressed over the years with technical institutions and universities recording a decline in direct enrolment of students due to a paradigm shift towards other courses that have a higher demand in the job market. Furthermore, the school curriculum has dropped agriculture from the subjects that are taught and examined. As a result, the current graduates have little knowledge and skills in agriculture and shun it as inferior.

The decline of major agricultural industries including textiles, pyrethrum, coffee, sugar, cashew-nut coupled with the limited employment opportunities offered by the Government for several years as major employers of agricultural graduates rendered the sector unattractive to the youth as a career of choice. Young people have the potential to contribute and benefit from the higher levels of the agricultural value chain. However, low capacity and resources makes it difficult for them to fully realise their potential and to access the opportunities available especially the commodity value chain which is dominated by older farmers.

The youth engaged in agriculture are often, frustrated by the high cost of investment and low resilience to external shocks. The youth are mostly interested in quick turnaround business ventures or secure and constant incomes.

Despite all the above challenges, there is consensus amongst the agriculture sector stakeholders led by Government to reposition youth at the forefront of agricultural development for current and future posterity of the sector. This strategy identifies and forms a basis for addressing the challenges that hinder adequate youth engagement in agriculture.

2.2 CHALLENGES THAT HINDER EFFECTIVE YOUTH PARTICIPATION IN AGRICULTURAL SECTOR

2.2.1 Negative perception and attitude to agribusiness

Most youth consider agriculture to be unattractive due to drudgery, low returns and lack of a market-led approach. In addition, many jobs in the agricultural sector have a strong seasonal component and are categorised as vulnerable. Other challenges include:

- Low visibility of youth success initiatives in agriculture
- Inadequate information on the available opportunities in agriculture value chains
- Limited exposure of youth to role models and mentors in agriculture
- The negative image created around agricultural pursuits as a means of livelihood
- Agricultural production is dominated by elderly people who still engage in traditional agricultural practices with little success which makes the youth shy away from the sector
- The drudgery nature of agriculture, low and long duration of returns
- Parents and teachers play a role in creating a negative attitude in agriculture by using it as a form of punishment and a career for non-performing students

2.2.2 Inadequate skills, knowledge and information

A large proportion of the youth have limited access to agricultural training, information and cutting edge technologies. Where the 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 students and teachers. Low exposure to practical skills and limited opportunities for internship and mentorship also contribute to lack of skills.

2.2.3 Limited access to affordable financial services

Viable agribusiness initiatives require capital investment and insurance as a necessity. Agriculture is considered risky by financiers due to its high vulnerability to external shocks including extreme weather events, pest and disease outbreaks and seasonality. Insurance in agriculture is not well developed, yet insurance and credit usually go hand-in-hand to reduce possible lending risks for financial institutions. In addition, the available financial products do not adequately target the youth and are not easily accessible.

Formal financial service providers also perceive lending to youth as risky because of their weak financial capacity, lack of collateral, poor saving culture, minimal financial track records, and education systems that do not equip them with financial literacy. Majority of the youth often do not have experience in agriculture making it difficult for them to engage in contract farming, which would normally be a valuable strategy for securing credit. Other challenges include; limited access to banking institutions in some areas, reluctance to exploit the available credit facilities due to uncertainties and low level of awareness, as well as limited insurance to mitigate against risks in agricultural enterprises.

2.2.4 Limited Access to Land for Agribusiness

Land is the principal resource in agricultural production but majority of the youth do not own or have access to land. The major constraints affecting the youth with regards to land for agribusiness include:

- Underutilization of land in some regions of the country that could be exploited by the youth

- Unfavourable policies that do not facilitate land use and ownership by youth
- Land sub-division to uneconomically viable units
- Rapid change of land use from agriculture to other uses including real estate development
- Land tenure issues that limit investment on land such as communal land ownership and joint ownership of title deeds
- Parents as land owners do not trust the youth to retain gifted/inherited land

2.2.5 Limited agricultural Innovation, Research and Technology Development, Adoption and Utilization

Youth find agriculture unattractive due to inefficient traditional farming techniques. There is limited support for development and uptake of appropriate technologies to modernize agriculture. Some of the issues that inhibit technology uptake include:

- Low demand driven research and technology development
- Inadequate awareness of existing & improved technologies
- Low funding for youth tailored research
- Poor research-extension linkage leading to low adoption of technologies
- High cost of some technologies beyond the reach of most youth
- Limitations of the conventional extension techniques
- Lack of a centralised repository on new and existing technologies
- Limited integration of Public and Private sector Research and Development
- Some technologies are not sensitive to persons with disabilities

2.2.6 Low Productivity

The sector is characterized by low productivity due to declining soil fertility, low adoption of modern technologies, inefficiencies in production due to low adoption of mechanization, high post harvest losses, pest and disease outbreaks, limited access to the relevant inputs and services, poor management and inadequate

skills. Large areas of agricultural land in Arid and Semi Arid Lands (ASALs) remain under-utilized due to over-reliance on rainfed agriculture and limited use of modern technologies that would unlock the potential. The subsistence farming approach to agriculture as opposed to commercialization approach coupled with limited capital investment in the sector further exacerbates the problem. All the issues above make it a challenge for meaningful and sustainable participation of the youth in the agricultural sector.

2.2.7 Limited Value Addition

Limited value addition and domestic processing reduces opportunity for youth to participate in an otherwise profitable venture. Most of agricultural produce are either sold in its raw form without further processing or any other form of value addition like packaging. This results into limited jobs and revenues for the youth.

The constraints hindering value addition include:

- Limited knowledge and skills on how to add value to agricultural products
- Limited information on value addition technologies
- Inadequate capacity to meet greater demand and expectations of customers in terms of quality, standards, quantity and consistency
- High capital investment requirement at the higher levels of the value chain e.g. refrigeration and cold storage

2.2.8 Limited Access to markets

Youth face a bigger challenge of access to markets due to the following constraints:

- Limited access to marketing information
- Non-conformity to agricultural produce and products standards
- Inadequate markets and marketing infrastructure
- Poor post-harvest management
- Insufficient skills in marketing and entrepreneurship

- Inconsistent quality and high costs of inputs and low prices for produce and products
- Inefficiencies and high transaction costs along the value chains
- Middlemen and unstructured markets
- Weak farmer organizations
- Limited incentives for quality agricultural products

2.2.9 Inadequate policies to support youth in agri-preneurship

The policies that are in place do not adequately address the issues of youth in agriculture e.g. the National Youth Policy. The youth do not adequately participate in policy dialogue making the developed strategies less responsive to the unique needs of the youth. In situations where policies exist, there are some cultural barriers that hinder productive participation of youth in agribusiness.

2.2.10 Climate Change and Environmental Management

Climate change is a global reality that poses multiple constraints in the agricultural sector. It disproportionately impacts on the youth vulnerability by making agricultural engagement more risky, posing a challenge to break away from the poverty cycle.

There is inadequate use of technologies and innovations that enhance youth resilience to the adverse effects of climate change. There is also low level of awareness of green jobs and opportunities for climate smart agriculture. Furthermore, there is limited development and upgrading of skills and knowledge to match with the dynamics of climate change for practitioners in agriculture.

2.2.11 Cross cutting challenges - Alcohol and Drug Abuse (ADA), HIV & AIDs, Gender disparities, Cultural barriers, Disability, Governance and value systems

2.2.11.1 Alcohol and Drug Abuse and HIV and AIDS

In the agricultural sector, it is acknowledged that good human health is an important factor of production as it affects productivity of labour.

Currently, alcohol and drug abuse and HIV and AIDS are more prevalent among the youth (KAIS, 2014). As a result, youth engagement in the sector has been significantly affected due to:

- Loss of labour, knowledge and skills
- Wastage, loss and diversion of productive capital
- Low production and productivity
- Delinquent behaviour that may lead to crime and accidents
- Stigma and trauma of infected and affected
- Early pregnancies
- Poor access to youth friendly health services
- Diversion of household resources to treatment and care

2.2.11.2 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 female youth to take up decision making roles
- Gender blind planning

2.2.11.3 Disability

Youth with disability often face marginalization and severe social, economic and civic disparities as compared to those without disabilities due to many factors ranging from stigma to inaccessible environments. It is essential to ensure all

youth have equal opportunities to become productive members of their societies and enjoy rights and privileges of citizenship. The following constraints limit the participation of youth with disabilities in the sector:

- Insufficient appropriate technologies targeting youth with disabilities
- Limited awareness and uptake of agricultural technologies for persons with disabilities
- Inadequate resources for investment in acquisition of customized technologies and low capacity for their use

2.2.11.4 Weak governance and value system

Weak adherence to established governance structures, poor organizational skills and inadequate financial management skills amongst the youth remain a challenge to youth in agri-preneurship.

Weak value systems make youth prone to management malpractices including corruption. The desire for quick returns and impatience often leads to poor decision making and inability to grow and nurture agricultural enterprises.

2.3 OPPORTUNITIES THAT PROMOTE YOUTH PARTICIPATION IN THE AGRICULTURAL SECTOR

2.3.1 ICT Infrastructure, Innovations and technologies platforms

The availability of ICT infrastructure, innovations have permeated all sectors of the economy and the agricultural sector is not exceptional. The rates of uptake of for these technologies are higher in the youthful age bracket compared to other demographic segments. The ICT sector provides solutions and products that would make the agriculture sector more efficient and dynamic. Opportunities exist in youth data capture, e-extension and e-agripreneurship, linkage with investors and support from the public and private sector.

2.3.2 Existence of strong research institutions in Agriculture

The country has a network of research institutions spread in all regions. Most of the research priorities are guided by the ecological context of their location and

hence are expected to address areas of research that affect the entire agriculture value chain of the hosting ecology.

Some of the technologies are more appropriate to the youth compared to other demographic sectors due to inherent characteristics of the youth which include: flexibility, risk taking and fast adoption of innovations. The potential for research which resonates with the youth is still unexploited due to new emerging approaches in agriculture including: Aquaponics, hydroponics, aeroponics, aquaculture and blue growth.

2.3.3 Youthful Population

Kenya should take advantage of its demographic dividends provided by a youthful population that is educated, literate and entrepreneurial. The youth have unique and diverse potential which includes energetic, open minded and risk taking ability. These can be harnessed for optimization of production of commodities and agribusiness. For example blue growth economy is a niche which can be exploited by youth.

The exposure to new Knowledge and information which is available in different platforms including social media, internet and knowledge hubs provides avenues for agribusiness.

2.3.4 Increasing demand for food and Market Opportunities - Domestic, Regional and international

The population growth rates in Kenya are among the highest in the world and this growth need to be matched with the availability of food. The youth are presented with an opportunity to meet this demand using innovative approaches and technologies which the other demographic segments may be averse to.

2.3.5 Policy environment and Government Commitment on youth development

A number of policies in the agricultural sector were developed during the centralised system of Governance. Devolution has necessitated review of policies to align to the new dispensation and ensure inclusion of youth issues. Some existing youth relevant policies such as the policy governing The Youth Enterprise Development Fund and National Agriculture Mechanization Policy are

being reviewed to become more inclusive and accessible to a larger number of youth. Devolution also provides an opportunity for enhanced youth participation in policy development at both at both levels of government.

2.3.6 High potential for Agro-processing and value addition

Agriculture is largely subsistence in nature with minimal agro-processing activities along the value chains. Agro-processing activities would add value to the agricultural commodities in terms of price, shelf life and aesthetic appearance. This applies for crop, livestock and fisheries based commodities. Due to the youth risk taking and explorative nature, they would be more willing to engage in value addition compared to other demographic segments.

2.3.7 Diverse agro-ecological zones & Natural Resources

The country is blessed with diverse natural resources and agro-ecological zones ranging from coastal, highland, Arid and Semi-Arid ecologies. Different agricultural products are suitable for this diverse ecological zone whose potential has not been fully exploited. There is need to create information sharing platforms to disseminate the existing potentials to the youth and increase possibility of generating viable agribusiness ventures.

2.3.8 Improvement of the physical infrastructures and logistics

Transformation of the agricultural sector requires robust infrastructure such as transport systems, ICT connectivity, cold storage & processing facilities, electricity and water. The National and County Governments in collaboration with private sector could invest more in these areas. The participation of the youth in designing such infrastructural networks with sensitivity to innovative agribusinesses would be appropriate.

2.3.9 Review of the Education System

The Government through the Ministry of Education is currently reviewing the National Education curriculum in all levels of education including Primary, Secondary, TVET Educational training and University. Re-introduction of agricultural studies especially at lower levels of schooling will inculcate interest and skills of the youth in agriculture.

CHAPTER THREE: STRATEGIC ISSUES, STRATEGIC OBJECTIVES AND STRATEGIC INTERVENTIONS

This strategy has identified 11 key strategic issues with corresponding objectives and strategies designed to address the challenges that hinder youth from effectively participating in the sector and its associated value chains. For each strategic issue, objectives and interventions have been developed.

Strategic Issue 1: Negative perception and attitude to agribusiness

Strategic Objective 1: To transform the mindset and perceptions of the youth towards Agribusiness

Strategic Interventions:

1. Establish innovative information and knowledge sharing networks and platforms on agribusiness
2. Lobby for integration of agriculture as a subject in the education curriculum
3. Revive and rebrand agricultural clubs in schools
4. Establish a mechanism for sector players to give feedback to learning institutions on the performance and demand based training
5. Establish campaign platforms to sensitize the general public on Youth in agribusiness
6. Establish an award scheme recognizing youth champions, ambassadors, agri-journalism celebrities in agribusiness

Strategic Issue 2: Inadequate skills, knowledge and information

Strategic Objective 2: To equip youth with appropriate agribusiness skills, knowledge and information

Strategic Interventions:

1. Implement youth agribusiness internships and mentorship programmes
2. Build the capacity of youth on existing and new technical and innovative agribusiness skills
3. Develop a national knowledge and information sharing hub/agribusiness resource centre for Agricultural information
4. Develop and operationalize county agricultural information sharing hubs
5. Support training and research institutions to utilize cutting edge technologies, innovations and emerging trends in agricultural sector
6. Develop and support a modern youth-inclusive agricultural advisory services model
7. Equip youth with knowledge, skills and information on Good Agricultural Practices (GAPs)
8. Support training of youths through sponsorships to agricultural programmes in institutions of higher learning

Strategic Issue 3: Limited access to affordable financial Services

Strategic Objective 3: To enhance access to affordable and youth friendly financial services for agri-preneurship

Strategic Interventions:

1. Develop youth specific financial PPP models that derisk agribusiness enterprises
2. Develop Youth friendly financial and insurance models to support youth agribusiness enterprises
3. Leveraging existing affirmative funds such as Youth Fund, Women Enterprise Development Fund and Uwezo Fund to support agri-preneurship
4. Develop participatory framework for contract farming including formation of cooperatives and groups to access funds
5. Build capacity of young agri-preneurs on resource mobilization and financial management skills for agribusiness

Strategic Issue 4: Limited access to land for agribusiness

Strategic Objective 4: Enhance access, ownership and sustainable use of land for the youth in agribusiness

Strategic Interventions:

1. Create and implement in partnership with county governments and other stakeholders alternative unique land lease models
2. Promote innovative farming practices that optimise land use
3. Support the development and implementation of policy initiatives that review land use and encourage agricultural land consolidation
4. Create awareness on land tenure issues and trust for youth to own agricultural land

Strategic Issue 5: Limited agricultural Innovations, Research, technology development, adoption and utilization

Strategic Objective 5: To engage youth in research, development and utilization of innovative agricultural technologies

Strategic Interventions:

1. Promote and disseminate cost effective and appropriate agricultural technologies
2. Promote youth engagement in fabrication and mass production of modern agricultural machinery for agribusiness
3. Promote and provide sustainable incentives for Public Private Partnership (PPP) in agricultural Research and Development
4. Involve youth in development of research agenda, dissemination and utilization of agricultural technologies that are responsive to the needs of youth, women and persons with disabilities
5. Promote Tech-labs and ICT centres in the counties linked to the repositories and mobile Apps

Strategic Issue 6: Low Productivity

Strategic Objective 6: Enhance access to factors of production, utilisation of modern technologies and Good Agricultural Practices (GAPs)

Strategic Interventions:

1. Support access and utilization of modern agricultural technologies and mechanization so as to enhance efficiency along selected value chains
2. Support access to water, agricultural inputs and services
3. Promote Good Agricultural Practices (GAPs) including irrigation systems, soil testing among others
4. Enhance pest and disease monitoring, surveillance and control
5. Develop and implement sustainable subsidy programs for the youth in agri-preneurship

Strategic Issue 7: Low levels of value addition

Strategic Objective 7: To empower the youth to participate effectively in value addition

Strategic Interventions:

1. Undertake agro value chain analysis to determine potential products and value addition processes that the youth can easily engage in
2. Build the capacity of the youth to carry out value addition
3. Establish agro-processing pilot demonstration units targeting youth
4. Develop and upscale appropriate technologies for value addition
5. Provide supporting services, incentives and infrastructure for value addition
6. Support the establishment of youth led Public Private Partnerships (PPPs) on value addition

Strategic Issue 8: Limited access to market information, inadequate market infrastructure and entrepreneurial skills

Strategic Objective 8: To improve access to markets and market information for the youth

Strategic Interventions:

1. Develop and implement sustainable market incentive programs for the youth in agribusiness through PPPs
2. Develop linkages/ networks for youth to access niche markets
3. Support formation and strengthening of structured market platforms
4. Support group purchase of inputs and marketing of end products to leverage bargaining power and opportunities
5. Build capacities of youth on market driven agricultural enterprises
6. Support development and access to market infrastructure and information
7. Collaborative review and integration of agricultural outputs information platforms
8. Facilitate registration, standardization and traceability of produce and products for improved markets

Strategic Issue 9: Inadequate policies to support youth in agri-preneurship

Strategic Objective 9: To support development and review of policies that create an enabling environment for youth in agri-preneurship

Strategic Interventions:

1. Support inclusive youth participation in policy development, review and implementation processes
2. Initiate processes to review existing national policies to integrate youth in agribusiness

Strategic Issue 10: Negative impacts of climate change and weak environmental governance

Strategic Objective 10: To promote youth-inclusive climate smart agricultural technologies and create green jobs for environmental sustainability.

Strategic Interventions:

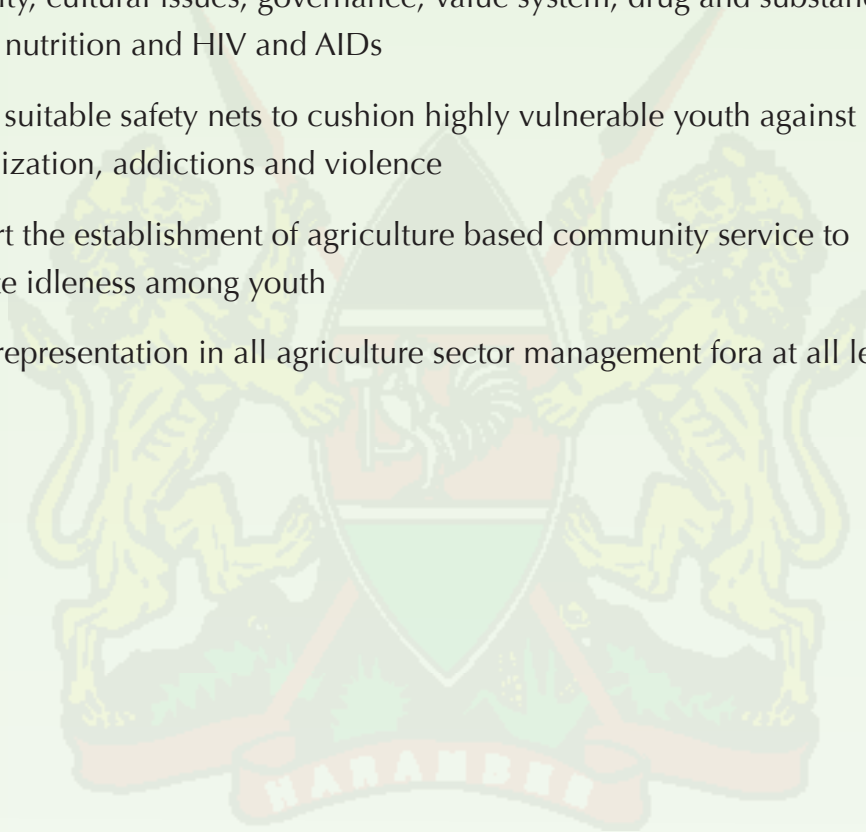
1. Create Youth awareness on climate change
2. Develop and link youth to climate change coping strategies
3. Promote climate smart technologies in the agricultural sector
4. Create opportunities to educate the youth on bio-enterprises, green jobs and payment for ecosystem services
5. Build youth capacity on advocacy and environmental conservation
6. Promote real time information dissemination on weather related issues and their impacts on agribusiness

Strategic Issue 11: Cross cutting challenges

Strategic Objective 11: To promote an integrated approach to address cross-cutting challenges

Strategic Interventions:

1. Build capacity and develop life skills for the youth to address gender, disability, cultural issues, governance, value system, drug and substance abuse, nutrition and HIV and AIDs
2. Create suitable safety nets to cushion highly vulnerable youth against radicalization, addictions and violence
3. Support the establishment of agriculture based community service to mitigate idleness among youth
4. Youth representation in all agriculture sector management fora at all levels



CHAPTER FOUR: IMPLEMENTATION FRAMEWORK

4.1 BENEFICIARY TARGETING

The unemployment rate remains high with 1.3 million youth entering the job market annually. The sector has potential to provide the much needed employment opportunities to absorb the high number of unemployed youth. The targeting criteria needs to be comprehensive and rigorous in order to ensure jobs are created and incomes generated.

This strategy will employ a thorough screening and selection criteria for potential youth and youth groups to ensure equitable access to opportunities to engage in agribusiness. This will be led by the counties in collaboration with partners in cognizance of the local context and agro-ecological zones. The programmes and projects that will operationalize this strategy will ensure mainstreaming of gender and special needs into the activities to be undertaken.

A preliminary baseline survey complimented with existing information will be carried out to identify youth groups, their location and spatial distribution. This will enable clustering of the groups according to their activity and design of appropriate interventions.

The **overall** number of **direct** beneficiaries targeted by the strategy is **384,450** youth equivalent to 30% of the total number of unemployed and a total of **1,153,350 indirect** beneficiaries. The targeted youth have been categorized as in the table below in order to inform the implementation.

4.2 RESOURCE MOBILIZATION

The strategy anticipates leveraging on resources from available sources including the National Government, County Governments, Development Partners, Private Sector, Public Benefits Organizations (PBOs) amongst others. It focuses on forging resource partnerships built on trust and mutual accountability to ensure delivery of the objectives.

The Malabo Declaration of 2015 on Food and Agriculture where African Union- Heads of State and Government upheld commitment to allocate at least 10% of the budgetary resources to agriculture and rural development is yet to be achieved by most countries Kenya included. The government of Kenya in collaboration with other non-state actors have created various initiatives to support youth such as Youth Enterprise Fund, Uwezo Fund, Women Enterprise Fund, FAO Youth Technical Corporation Project (TCP), Kilifi Youth Economic Empowerment Project (KYEEP) by WFP, FAO & World Vision and other initiatives by the development partners and other stakeholders. However, such efforts have focused their support and investment in other sectors with minimal attention to agribusiness.

In view of this, this strategy seeks to innovatively mobilize resources for implementation from Government of Kenya, Development Partners, Private sector and other non-state actors as outlined in Table 5.1: Implementation Matrix.

4.2.1 The Resource Mobilization Plan

The National Youth Strategy Coordinating Committee comprising of representatives of the partners to help direct resource mobilization efforts will be established. The committee will be supported by the National Programme Management Unit. It will be charged with the responsibility of mobilizing resources, identification of funding priorities and coordination of fundraising efforts. The roles and responsibilities of all resource partners will be clearly articulated and responsibilities assigned for resource mobilization at various levels. The committee will be charged with the responsibility of tracking and monitoring of funding and reporting on funds utilization.

i. National and County Governments

The National and County Governments will mobilize resources for the implementation of this Strategy. It will ensure that the processes of resource mobilization and management are transparent and accountable.

ii. Private Sector

The private sector plays multiple roles in the implementation of the strategy such as service provision, cutting edge innovations and markets. It represents a growing and increasing funding opportunity through their Corporate Social Responsibility (CSR) programmes and foundations. Impact financing, in-kind contributions such as internships, mentorships, are also other avenues of engagement with private sector players.

iii. Development Partners

The Development Partners (DPs) will be key in delivering the strategy through the established Agriculture and Rural Development (ARD) mechanisms. The DPs offer opportunities for pooling of resources around thematic areas of interest for maximum impact.

4.2.2. Funds Management

The Strategy funds will be disbursed through the National Treasury as per the Public Financial Management Act, 2012.

4.3 COMMUNICATION PLAN

This communication plan is anchored on the overall Government's communication strategy and will design a robust plan that will reach out to youth and all relevant stakeholders in the sector through different media platforms. The strategy will employ guiding principles including openness, quality, embrace a culture of knowledge sharing and learning, foster partnership to sustain productive relationships, partnerships and networks.

4.3.1 Objectives

The main objectives of the communication plan include:

- To raise awareness and understanding of the multiple opportunities for employment and business within the Agricultural Sector

- To mobilize support for the implementation of the strategy through awareness raising and education
- To support partnership development between the Government and key stakeholders to facilitate broad communication and information dissemination

4.3.2 Targeted Audiences

In order to achieve the goal of this communication strategy, the main targeted audience, both internal and external will include:

- National Government & County Governments
- Development Partners: Bilateral & multilaterals; Non-State Actors
- Private Sector
- Learning & Research Institutions:
 - Higher learning - Universities, TVETS
 - Primary and Secondary Schools
- General Public
 - Graduate Youth
 - Unemployed Youth
 - Agri-preneurs
 - Not Educated Employed Trained
 - Special Groups
 - Parents/Caregivers

The Communication Plan will adopt appropriate and different communication & social marketing techniques in order to ensure the messages intended for the various target audience have the desired impact. Some of the communication tools and activities this plan will employ, face-to-face, print-based, electronic and audio-visual, social media and digital platforms, standardize formats/style.

Communications will be monitored on an ongoing basis and evaluated annually. Key performance indicators will include, but are not limited to:

- Increased program reach, awareness and recognition

- ii. Changes in target audiences knowledge, perceptions or attitudes
- iii. Extended reach through integration into partner's Communications Plans
- iv. Achievement of activities included in the communication plans (Program and Country)
- v. Meeting communication plan objectives

4.4 COORDINATION, MANAGEMENT AND PARTNERSHIP

The strategy will be implemented through existing InterGovernmental Coordination structures to ensure full participation as per the constitutional requirement. The institutional structure to support implementation of the programme will be made at the national and county Governments.

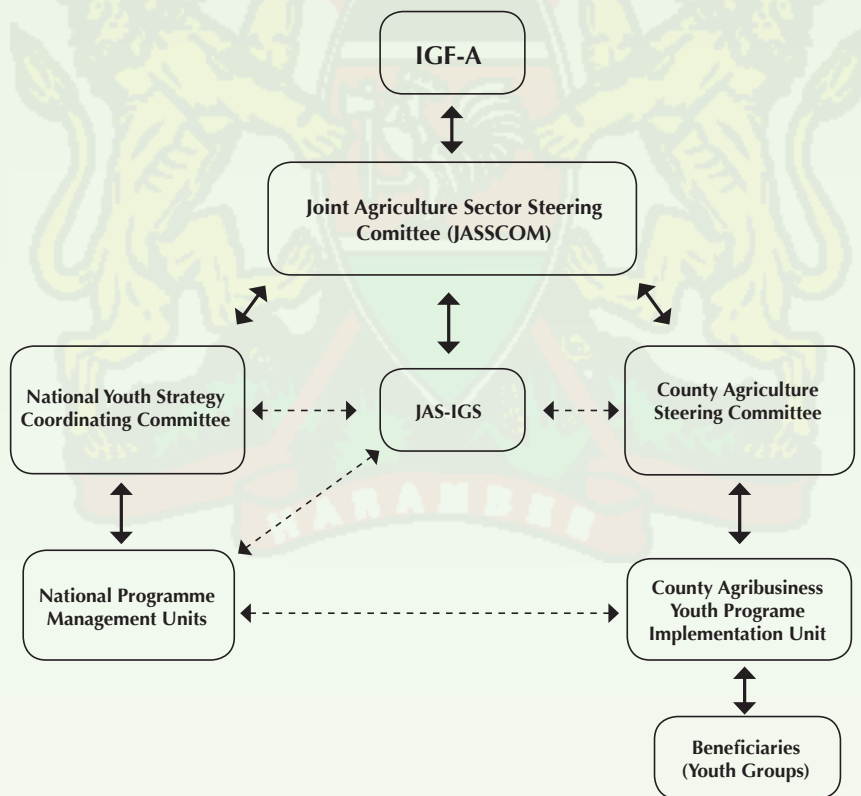


Figure 4.1: Strategy Coordination

4.4.1 National Steering Committee

The strategy will be coordinated by Joint Agriculture Sector Steering Committee (JASSCOM) which will report to the InterGovernmental Forum for Agriculture (IGF-A). The role of JASSCOM will be to give advice, provide policy direction, resource mobilization, approve work plans and review strategy implementation. JASSCOM will hold quarterly meetings, during which the strategy implementation will be reviewed and policy guidance provided on the future implementation plans.

4.4.2 National Youth Strategy Coordinating Committee (NYSCC)

The mandate of the NYSCC will include policy direction, planning, resource mobilization and co-ordination.

4.4.3 County Agriculture Steering Committee (CASC)

This committee will be responsible for reviewing and approving the county budget, coordinating, Monitoring and Evaluation and oversight to the County Agribusiness Youth Programme Implementation Unit (CAYPIU). It will hold quarterly meetings.

4.4.4 County Agribusiness Youth Programme Implementation Unit (CAYPIU)

CAYPIU shall be responsible to County Agriculture Steering Committee (CASC). It shall provide budgeting, planning, coordination, monitoring and reporting of youth programmes.

4.4.5 Joint Agriculture Secretariat-Inter Governmental Secretariat (JAS-IGS)

Provides secretariat support to the Joint Agriculture Sector Consultation and Cooperation Mechanism. It also follows-up on implementation of decisions made by JASSCOM and Inter Governmental Forum (IGF).

4.4.6 National Programme Management Units (NPMU)

This unit will be responsible for budgeting, coordinating, monitoring, evaluation and implementation of the strategy.

Table 4.1 Beneficiary Targeting

Group	Interventions	Direct Beneficiaries Annually	Indirect Beneficiaries (Ratio of 1:3)	Investment	Return on Investment
1. Out of School Youth					
Educated, Underemployed or Unemployed Youth	Internships and mentorships, Service provision including training, financial services and market information	100,000	400,000	2,986,000,000	N/A
Agri-preunership Existing	Creation of a conducive business environment such as licenses, finance, technologies and extension to enable scale up and identification of ambassadors	500 (10 per county)	2,000	100,000,000 (by 200,000)	125,000,000
Agri-preunership New Entrants	Trainings, Financial services, Business development skills services, Savings scheme, Access to productive assets, technologies and markets	22,750 Youth (5% of DB)	91,000	2,275,000,000 (by 100,000)	1,137,500,000
NEET	Training on Service Provision, mechanization equipment, safety nets, training	50,000	200,000	5,000,000,000 (by 100,000)	1,250,000,000
Innovators and Researchers New Entrants	Incubation, Tech Labs	500	1,000 (by 2)	200,000,000 (by 400,000)	N/A

Group	Interventions	Direct Beneficiaries Annually	Indirect Beneficiaries (Ratio of 1:3)	Investment	Return on Investment
Innovators and Researchers Existing	Linkages to institutions for and services	100	400	1,000,000 (by 10,000)	N/A
2. In School Youth					
Universities and Tertiary Institutions	Demand driven Research, Information management, Innovation Hubs	100,000	400,000	2,800,000,000	N/A
TVETS	Fabrication, multiplication of technologies	10,000	40,000	200,000,000 (by 20,000)	N/A
High School and Primary	Attitude and mindset change (Curriculum Review, Agricultural Clubs, Debates, Sports, Music, Ambassadors, and Scholarships)	100,000	400,000	500,000,000 (by 50,000)	N/A
3. Special Groups					
Special Groups PWDS, HIV and AIDs , Addicts, Vulnerable groups rescued	Safety nets, Rehabilitation, Capacity Building	1,000	2,000	1,000,000 (by 1,000)	5 % of investment

CHAPTER 5: MONITORING, EVALUATION AND CONTROL

5.1 INTRODUCTION

Participatory Monitoring, Evaluation and Reporting (PM&ER) will be an integral component of this strategy. Key indicators (process, output and outcome) will be developed and used in monitoring and evaluating the impact. The PM&ER will involve use of baseline data to monitor against indicators and prepare quarterly reports as required. Regular planned assessments of the PM&ER system are required in order to ensure that indicators are measuring what they are meant to, that data are generated according to standards, that data analysis and communication of results give the information needed by decision-makers, and that data management includes an assessment of overall data quality.

The PM&ER component of the strategy should identify national and county institutions and stakeholders that will be involved in M&E and in the reviews. Roles and responsibilities will be defined at both national and county levels and cover data collection, analysis, synthesis and use. Transparency, a prerequisite for effective planning and managing accountability, is essential in all steps. There is a need for a clear process for capacity building at both national and county level in all aspects of M&E, including collection, analysis, synthesis, quality assessment, dissemination and use of data for progress and performance reviews.

Table 5.1: Implementation Matrix

Strategic Issue 1 : Negative perception and attitude to agribusiness									
Strategic Objective 1	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget	Timeframe
To transform the mindset and perceptions of the youth towards agribusiness	Increased number of youth engaged in agribusiness	Number of Youth engaged in agribusiness	Progress Reports Field Visits Direct Observations Interviews with beneficiaries Comparative evidence	Establish innovative information and knowledge sharing networks and platforms on agribusiness	5 innovative information and knowledge sharing networks/ platforms on agribusiness developed	Number of innovations and knowledge sharing platforms developed and utilised	National Government, County Governments, Youth	100,000,000	Y1 - Y5
				Lobby for integration of agriculture as a subject in the education curriculum	Agriculture studies as a stand alone subject/ course in the school curriculum in all levels of education	Number of learning institutions with Agriculture integrated into the curriculum	MoE Primary and Secondary schools Universities and Tertiary Institutions, Youth Networks	90,000,000	Y1 - Y3
				Revive and rebrand agricultural clubs in schools	Agriculture clubs established in at least 2000 learning institutions countrywide	Number of Agriculture Clubs established and operational	MoE Primary and Secondary schools Universities and Tertiary Institutions, MoALF	500,000,000	Y1 - Y5

Strategic Issue 1 : Negative perception and attitude to agribusiness									
Strategic Objective 1 cont'd	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget	Timeframe
To transform the mindset and perceptions of the youth towards agribusiness	Increased number of youth engaged in agribusiness	Number of Youth engaged in agribusiness	Progress Reports Field Visits Direct Observations Interviews with beneficiaries Comparative evidence	Establish a mechanism for sector players to give feedback to learning institutions on the performance and demand based training	At least 3 Feedback mechanisms established	Number of feedback mechanisms established	National and County governments MoE, MoITC Private Sector, MoALF, Youth Networks	100,000,000	Y1 - Y5
				Establish campaign platforms to sensitize the general public on Youth in agribusiness	2 National and 94 county campaign platforms established 200,000 youth to be reached in the agricultural platforms	Number of campaign platforms established No of youth reached through agricultural platforms	National and County governments All youth categories and levels, Youth Networks	2,500,000,000	Y1 - Y5

Strategic Issue 1 : Negative perception and attitude to agribusiness

Strategic Objective 1 <i>cont'd</i>	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget	Timeframe
To transform the mindset and perceptions of the youth towards agribusiness	Increased number of youth engaged in agribusiness	Number of Youth engaged in agribusiness	Progress Reports Field Visits Direct Observations Interviews with beneficiaries Comparative evidence	Establish an award scheme recognizing youth champions, ambassadors, agri-journalism celebrities in agribusiness	At least 500 champions Awarded	Number of champions awarded	Youth Agripreneurs Journalists and Media Houses, Youth Networks	100,000,000	Y2 & Y4 (Biennial)
Sub-Total								3,390,000,000	

Strategic Issue 2 : Inadequate skills, knowledge and information									
Strategic Objective 2	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget	Timeframe
To equip youth with appropriate agribusiness skills, knowledge and information	Knowledgeable and skilled young agripreneurs	Number of skilled Young agripreneurs	Progress Reports	Implement youth agribusiness internships and mentorship programmes	Introduced, strengthened and utilized internships and mentorship programmes on Agribusiness in appropriate institutions to benefit 5,000 young agripreneurs	Number of young agripreneurs benefitted from the internship and mentorship programmes set in different levels of learning and institutions	Graduates from Tertiary institutions, TVETS and Universities, Private Sector, Government (Both levels), Development Partners, Youth Networks	1,200,000,000	Y1 - Y5
			Field Visits						
			Direct Observations	Build the capacity of youth on existing and new technical and innovative agribusiness skills	47,000 Young agripreneurs skilled with existing and new technical and innovative agribusiness skills	Number of skilled young agripreneurs engaging in agribusiness	Graduates from Tertiary institutions, TVETS and Universities, Private Sector, Government (Both levels), Development Partners, Youth Networks	235,000,000	Y1 - Y5
		Interviews with beneficiaries							
			Comparative evidence			Percentage increase in internship and mentorship programmes			

Strategic Issue 2 : Inadequate skills, knowledge and information									
Strategic Objective 2 cont'd	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget	Timeframe
To equip youth with appropriate agribusiness skills, knowledge and information	Knowledgeable and skilled young agribpreneurs	Number of skilled Young agribpreneurs	Progress Reports Field Visits Direct Observations Interviews with beneficiaries Comparative evidence	Develop a national knowledge and information sharing hub/agribusiness resource centre for Agricultural information	One central Information sharing hub/agribusiness resource centre established at the national level	Number of youth utilizing the hubs and resource centres	MoALF, Private Sector, Development Partners, Youth Networks	50,000,000	Y1 - Y5
				Develop and operationalize county agricultural information sharing hubs	county agricultural information system hubs established and utilized in all 47 counties	Number of county agricultural information system hubs established and utilized in the counties	County Governments, Private Sectors, Development Partners, Youth Networks	117,500,000	Y1 - Y5
				Support training and research institutions to utilize cutting edge technologies, innovations and emerging trends in agricultural sector	30 Training and Research Institutions up to date with at least 2 new technologies and emerging trends in the sector	Number of new technologies and emerging trends adopted by Training and Research Institutions countrywide	MoALF, Private Sector, Development Partners, Youth Networks	300,000,000	Y1 - Y5

Strategic Issue 2 : Inadequate skills, knowledge and information									
Strategic Objective 2 <i>cont'd</i>	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget	Timeframe
To equip youth with appropriate agribusiness skills, knowledge and information	Knowledgeable and skilled young agripreneurs	Number of skilled Young agripreneurs	Progress Reports	Develop and support a modern youth-inclusive agricultural advisory services model	3 Youth inclusive agricultural advisory services models developed and supported	Number of models developed and supported	MoALF, County Governments, Private sector, Development Partners, Youth Networks	15,000,000	Y1 - Y5
			Field Visits	Equip youth with knowledge, skills and information on Good Agricultural Practices (GAPs)	47,000 Youth equipped and utilizing GAPs	Number of youth utilizing GAPs	MoALF, County Governments, Agricultural training and research institutions in the counties, private sector, DPs, Youth Networks	1,551,000,000	Y1 - Y5
Sub-Total								3,468,500,000	

Strategic Issue 3 : Limited access to affordable financial Services									
Strategic Objective 3	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget	Timeframe
To enhance access to affordable and youth friendly financial services for agri-preneurship	Increased Number of Youth Investing in agribusiness	%age increase in Youth investing in Agribusiness %age increase in Youth investments in Agribusiness	Progress Reports Field Visits Direct Observations Interviews with beneficiaries Comparative evidence	Develop youth specific financial PPP models that derisk agribusiness enterprises	20% increase in partnerships between youth agripreneurs, private sector and public sector on agricultural financing and insurance provision. PPP Models developed	Percentage increase in partnerships established by youth and other players in the sector Number of Youth funded Number of Agribusiness Fund Schemes Established and operational in Kenya	National and County gvts., Private Sector, DPs,	2,050,000,000	Y1 - Y3

Strategic Issue 3 : Limited access to affordable financial services									
Strategic Objective 3 cont'd	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget	Timeframe
To enhance access to affordable and youth friendly financial services for agri-preneurship	Increased Number of Youth Investing in agribusiness	%age increase in Youth investing in Agribusiness %age increase in Youth investments in Agribusiness	Progress Reports Field Visits Direct Observations Interviews with beneficiaries Comparative evidence	Develop Youth friendly financial and insurance models to support youth agribusiness enterprises	50% increase in number of youth uptake of tailor made financial and insurance services for agri-business 50% increase in youth investments in agribusiness	Number of young agripreneurs accessing finance and insurance services through the partnerships Percentage increase in financial lending and insurance provision to youth specific agribusiness ventures	National and County gvts., Financial Institutions, DPs,	610,000,000	Y1 - Y5

Strategic Issue 3 : Limited access to affordable financial Services									
Strategic Objective 3 <i>cont'd</i>	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget	Timeframe
To enhance access to affordable and youth friendly financial services for agri-preneurship	Increased Number of Youth Investing in agribusiness	%age increase in Youth investing in Agribusiness	Progress Reports	Develop participatory framework for contract farming including formation of cooperatives and groups to access funds	3 youth friendly models for contract farming formalized and actualised	Number of models developed	National and County gvts., Financial Institutions, DPs, Private Sectors	10,000,000	Y1 - Y5
			Field Visits						
Sub-Total								2,670,000,000	

Strategic Issue 4 : Limited access to land for agribusiness									
Strategic Objective 4	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget	Timeframe
To enhance access, ownership and sustainable use of land for the youth in agribusiness	Increased youth access and its sustainable utilization of land.	Number of youth accessing for sustainable productivity	Progress Reports Field Visits Direct Observations Interviews with beneficiaries Comparative evidence	Create and implement in partnership with county governments and other stakeholders alternative unique land lease models	At least 3 youth friendly land lease models for purposes of agribusiness established	Number of youth friendly land lease models	National and County gvts., National Land Commission (NLC), Private Land Owners, Community Elders,	100,000,000	Y1 - Y3
				Promote innovative farming practices that optimise land use	20% increase in agricultural productivity	Percentage increase in productivity	National and County gvts., Private Sectors, Community Elders, DPs	200,000,000	Y1 - Y5
				Support the development and implementation of policy initiatives that review land use and encourage agricultural land consolidation	Adoption of efficient landuse policy for agribusiness enterprises	Number of land use policy initiatives established and implemented	National and County gvts., NLC, Private Land Owners, Community Elders	40,000,000	Y1 - Y5
Sub-Total								340,000,000	

Strategic Issue 5 : Limited agricultural Innovations, Research, technology development, adoption and utilization									
Strategic Objective 5	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget	Timeframe
To engage youth in research, development and utilization of innovative agricultural technologies	Increased number of youth involved in development and utilization of new innovations, technologies and research linked to agribusiness.	%age of youth involved in development and utilization of new innovations, technologies and research linked to agribusiness.	Progress Reports Field Visits Direct Observations Interviews with beneficiaries	Development of agricultural technologies that are responsive to the needs of youth, women and persons with disabilities	At least 5 innovations and technologies developed for youth, women and persons with disabilities	Number of responsive innovations and technologies developed for youth, women and persons with disabilities	MoALF, County govt., DPs, Private Sector, Media	15,000,000	Y1 - Y5
				Promote and disseminate cost effective and appropriate agricultural technologies	60% increase in youth uptake of new technologies and innovations	Percentage increase in youth adopting at least 1 of the new innovations and technologies	MoALF, County governments, DPs, Private Sector, Research and Training Institutions	300,000,000	Y1 - Y5
				Promote youth engagement in fabrication and mass production of modern agricultural machinery for agribusiness	5 innovations and technologies fabricated 5 innovations and technologies mass produced	Number of fabricated agricultural technologies Number of mass produced innovations and technologies	National and County governments, Private Sectors, Research and training Institutions	200,000,000	Y1 - Y5

Strategic Issue 5 : Limited agricultural Innovations, Research, technology development, adoption and utilization									
Strategic Objective 5 cont'd	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget	Timeframe
To engage youth in research, development and utilization of innovative agricultural technologies	Increased number of youth involved in development and utilization of new innovations, technologies and research linked to agribusiness	%age of youth involved in development and utilization of new innovations, technologies and research linked to agribusiness. Number of new innovations, technologies and research linked to agribusiness.	Progress Reports Field Visits Direct Observations Interviews with beneficiaries Comparative evidence	Promote and provide sustainable incentives for Public Private Partnership (PPP) in agricultural Research and Development	500 youth engaged in agricultural research 100 partnerships established between Youth and other stakeholders in conducting agricultural research	Number of established and issued incentives Number of partnerships established	National and County govts., Private Sectors, Research and training Institutions	201,000,000	Y1 - Y5
				Promote Tech-labs and ICT centres in the counties linked to the repositories and mobile Apps	8 Tech-labs and ICT centres established and utilized in counties clusters	Number of Tech-Labs and ICT centres established	MoALF, County govt., DPs, Private Sector, Media	160,000,000	Y1 - Y5
Sub-Total								861,000,000	

Strategic Issue 6: Low Productivity									
Strategic Objective 6	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget	Timeframe
To enhance access to factors of production, utilisation of modern technologies and Good Agricultural Practices (GAPs)	Increased productivity by young agripreneurs	Improved productivity Number of youth adopting modern agricultural technologies	Progress Reports Field Visits Direct Observations Interviews with beneficiaries Comparative evidence	Support access and utilization of modern agricultural technologies and mechanization so as to enhance efficiency along selected value chains	At least 5 modern agricultural technologies & mechanization developed and utilized	Number of technologies & mechanisations developed and adopted Percentage increase of Youth adopting and utilizing modern agricultural technologies	National and County govt., DPs, Private Sector, MOALF,	2,000,000,000	Y1 - Y5
				Support access to water, agricultural inputs and services	40% increase of young agripreneurs adopting modern agricultural technologies & mechanization	Percentage increase in access to water, agricultural inputs and services by young agripreneurs	MoE, MoWI, MoALF, County Governments, Private Sector	5,000,000,000	Y1 - Y5
				Enhance pest and disease monitoring, surveillance and control	10 % reduction in pests and diseases incidences	Percentage reduction in pests and diseases incidences	MoALF, DPs, Private Sector, County govt., MoDP, NDMA	500,000,000	Y1 - Y5
Sub-Total								7,500,000,000	

Strategic Issue 7: Low levels of value addition									
Strategic Objective 7	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget	Timeframe
To empower the youth to participate effectively in value addition	Increased engagement of youth in value addition	Number of youth engaged in value addition	Progress Reports Field Visits Direct Observations Interviews with beneficiaries Comparative evidence	Undertake agro value chain analysis to determine potential products and value addition processes that the youth can easily engage in	At least 3 sustainable and profitable value additions adopted by youth in each county	Number of Youth engaging in value additions	Research institutions, DPs, MoALF, County govt., Private Sector,	10,000,000	Y1 - Y2
				Build the capacity of the youth to carry out value addition	60,000 Youth capacity built in value addition	Number of youth trained in value addition	Research institutions, DPs, MoALF, County govt., Private Sector,	600,000,000	Y1 - Y5
				Establish agro-processing pilot demonstration units	47 agroprocessing pilot demonstration units established	Number of pilot agroprocessing demonstration units developed countrywide	Research institutions, DPs, MoALF, County govt., Private Sector	1,000,000,000	Y1 - Y5
	Provide supporting services, incentives and infrastructure for value addition	10,000 youth supported to engage in value addition	Number of youth supported to engage in value addition	National and County govt., DPs, Private Sector, Youth group/ Networks,	500,000,000	Y1 - Y5			

Strategic Issue 7: Low levels of value addition									
Strategic Objective 7 <i>cont'd</i>	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget	Timeframe
To empower the youth to participate effectively in value addition	Increased engagement of youth in value addition	Number of youth engaged in value addition	Progress Reports Field Visits Direct Observations Interviews with beneficiaries Comparative evidence	Support the establishment of youth led PPP on value addition	30,000 Youth involved in youth-led PPP establishments in Value addition	Number of Youth in youth-led PPP establishments	National and County gvt.,DPs, Private Sector, Youth group/ Networks	500,000,000	Y1 - Y5
Sub-Total								2,610,000,000	

Strategic Issue 8: Limited access to market information, inadequate market infrastructure and entrepreneurial skills									
Strategic Objective 8	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget	Timeframe
To improve access to markets and market information for the youth	Increased youth participation in agricultural marketing	Number of Youth engaged in agricultural marketing	Progress Reports Field Visits Direct Observations Interviews with beneficiaries Comparative evidence	Develop and implement sustainable incentives for the youth in marketing through PPPs	50,000 youth accessing sustainable incentives in marketing through PPPs	Number of Youth accessing and participating in agricultural markets Number of incentives created through PPPs	MOALF, County govt., DPs, Private Sector, The National Treasury	100,000,000	Y1 - Y5
				Develop linkages/networks for youth to access niche markets	5 youth groups/saccos accessing niche markets	Number of youth groups accessing niche markets	MOALF, County govt., DPs, Private Sector, MoITC,	10,000,000	Y1 - Y5
				Support formation and strengthening of structured market platforms	50% of beneficiaries using the structured marketing platforms	Percentage increase of beneficiaries	MOALF, County govt., DPs, Private Sector, MoICT	50,000,000	Y1 - Y5

Strategic Issue 8: Limited access to market information, inadequate market infrastructure and entrepreneurial skills									
Strategic Objective 8 cont'd	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget	Timeframe
To improve access to markets and market information for the youth	Increased youth participation in agricultural marketing	Number of Youth engaged in agricultural marketing	Progress Reports Field Visits Direct Observations Interviews with beneficiaries Comparative evidence	Support consolidated marketing of end products to leverage bargaining power and opportunities	At least one youth marketing group in 15 value chains	Number of youth marketing groups/ associations	MOALF, County govt., DPs, Private Sector,	30,000,000	Y1 - Y5
				Build capacities of youth to offer specialised agricultural services	10,000 youth offering specialised agricultural services	Number of youth offering specialised agricultural services	MOALF, County govt., DPs, Private Sector, training institutions	60,000,000	Y1 - Y5
Sub-Total								250,000,000	

Strategic Issue 9: Inadequate policies to support youth in agri-preneurship									
Strategic Objective 9	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget	Timeframe
To support development and review of policies that create an enabling environment for youth in agri-preneurship	An enabling environment for youth engagement in agri-preneurship	Increase in number of youth engaging in agribusiness	Progress Reports Field Visits Direct Observations Interviews with beneficiaries Comparative evidence	Support inclusive youth participation in policy development, review and implementation process	20% increase in youth participation in agricultural policy	Percentage of youth engaged in the agricultural policy	YPARD, MoALF, County Govt. DPs, Private Sector, MoPYGA	50,000,000	Y1 - Y2
Sub-Total								50,000,000	

Strategic Issue 10: Negative impacts of climate change and weak environmental governance									
Strategic Objective 10	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget	Timeframe
To promote youth-inclusive climate smart agricultural technologies and create green jobs for environmental sustainability	Youth Agribusiness enterprises resilient to climate change	Increased resilience of youth agribusiness ventures	Progress Reports	Create Youth awareness on climate change	80% of beneficiaries informed on climate change and adaptation	Percentage of youth informed on climate change and adaptation	MoALF, DPs, Private Sector, County govt., Ministry of Public Service Youth and Gender Affairs, NDMA, MoEnv., Financial Institutions	150,000,000	Y1 - Y5
			Field Visits						
			Direct Observations						
			Interviews with beneficiaries	Promote climate smart technologies in the agricultural sector	20 % of targeted youth adopting to climate smart agricultural technologies	Percentage of youth adopting to climate smart agricultural technologies	MoALF, DPs, Private Sector, County govt., Ministry of Public Service Youth and Gender Affairs, NDMA, MoEnv.,	100,000,000	Y1 - Y5
			Comparative evidence	Create opportunities to educate the youth on bio-enterprises, green jobs and payment for ecosystem services	5% increase of targeted youth employed in green jobs	Percentage of youth employed in green jobs	MoALF, DPs, Private Sector, County govt., Ministry of Public Service Youth and Gender Affairs, MoEnv., Financial Institutions	80,000,000	Y1 - Y5

Strategic Issue 10: Negative impacts of climate change and weak environmental governance									
Strategic Objective 10 <i>cont'd</i>	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget	Timeframe
To promote youth-inclusive climate smart agricultural technologies and create green jobs for environmental sustainability	Youth Agribusiness enterprises resilient to climate change	Increased resilience of youth agribusiness ventures	Progress Reports Field Visits Direct Observations Interviews with beneficiaries Comparative evidence	Promote real time information dissemination on weather related issues and their impacts on agribusiness	80% of beneficiaries receiving Early Warning and Agro-weather information	Percentage of beneficiaries accessing agro-weather information	Youth, MoALF, DPs, Private Sector, County govt., Ministry of Public Service Youth and Gender Affairs, NDMA, MoEnv., Financial Institutions	100,000,000	Y1 - Y5
				Sub-Total					

Strategic Issue 11: Cross cutting challenges									
Strategic Objective 11	Outcome	Indicator	Means of Verification	Strategic Interventions	Output and Targets	Indicators	Responsible	Budget	Timeframe
To promote an integrated approach to address cross-cutting challenges	Increased awareness on crosscutting and emerging issues.	Number of youth aware of crosscutting and emerging issues	Progress Reports Field Visits Direct Observations Interviews with beneficiaries Comparative evidence	Build capacity and develop life skills for the youth to address gender, disability, cultural issues, governance, value system, drug and substance abuse, nutrition and HIV and AIDs	80% of beneficiaries aware of crosscutting and emerging social issues 5 Policies and strategies mainstreaming crosscutting and emerging social issues	Percentage of beneficiaries Number of Policies and strategies mainstreaming crosscutting and emerging social issues	MoALF, County govt., DPs, Private Sectors, MoPYGA, DP, MoSCA	50,000,000	Y1 - Y5 Y1 - Y5
				Create suitable safety nets to cushion highly vulnerable youth against radicalization, addictions and violence	1,000 vulnerable youth accessing established safety nets	Number of vulnerable youth accessing established safety nets	MoALF, County govt., DPs, Private Sectors, MoLEAs (Social Security & Services)	1,000,000	
Sub-Total								51,000,000	
TOTAL BUDGET								21,620,500,000	

5.2 RISKS AND ASSUMPTIONS

5.2.1 Risk Analysis

Implementation of youth activities may be compromised by the following risks:

i. Group cohesion and mobilization challenges

Youth are likely to have different and evolving interests making it difficult to ensure continued commitment to groups. There is therefore the risk of groups breaking up before the life of the project leading to non-payment of monies extended to them as loans.

ii. External shocks including Climate & Weather, Pests & Diseases and Access to Recommended Farm Inputs

Climate and weather are significant factors affecting agricultural production in Kenya. Both seasonal and regional variability in weather could directly influence crop yields and livestock and fish production potential. Pests and diseases, poor quality of farm inputs have the potential of reducing the production and discourage future engagement by the youth in agribusiness.

iii. Governance of funds for intended objectives

In the absence of proper guidance and monitoring on financial management, the youth and institutions are likely to divert funds from the initially intended purposes. The desire for quick returns and lack of patience in undertaking certain activities may lead to frequent change of activities.

iv. Insufficient funds for sustainability of the proposed activities

The objectives of the strategy will not be met if funding is curtailed. Implementation of the proposed activities may not be realized if Government funding is inadequate or unavailable and when potential donors pull out or allocate limited resources. Related to this is the fact that youth experience limited access to affordable formal finance, given the high perceived lending risk.

v. Political Interference

Politicians may want to use the youth for their political interests particularly when they are mobilized to form organized groups for short term financial gains. Their attention is diverted from their core agricultural activities.

Table 5.2: Summary of Potential Risks and their Mitigation

Risk	Potential Impact	Mitigation Measure	Responsibility	Probability
Group cohesion and mobilization challenges	Groups may break up	Training on group dynamics and constant monitoring	MoALF, Ministry of Labour, MoIED, Social Security and Services, Private Sector, DPs, NGOs, County Governments	High
External Shocks: Climate & Weather Pests and Diseases Availability and Quality of inputs	Loss of enterprise and incomes	Insurance and Information sharing, Climate Smart Technologies	MoALF, Private Sector, County Governments, National Drought Management Authority (NDMA)	High
Diversion of Funds	Non achievement of intended objectives	Accountability mechanisms (proper vetting, follow-ups, records, reports)	Stakeholder Ministries, County Governments, Financial institutions	Medium
Insufficient funding to the strategy	Discontinuity of the projects	Seek alternative funding and early engagement of Treasury & other stakeholders	MoALF, County Government, Private Sector, Development Partners, NGOs, Financial Institutions	Medium

Risk	Potential Impact	Mitigation Measure	Responsibility	Probability
Unfavourable lending rates in agriculture	Discontinuity of projects, unprofitable ventures	Develop financial products targeting youth	MoALF, National Treasury, Financial institutions, County Governments	Medium
Political interference	Distortion of the interventions	Empower the youth & Sensitize political leaders	MoALF, County Governments, Ministry of Internal Security	Medium
The Strategy has a multiplicity of actors and this makes it complex given the fact that it is implemented by independent institutions and may become difficult to monitor and supervise	Non achievement of intended objectives	Hold regular review workshops with important actors; discuss implementation challenges and their role in the implementation of the strategic plan Identify lead institution Stakeholder engagement	MoALF, County Governments, Other Stakeholders	High

5.2.2 Assumptions

Implementation of the Strategy is based on the assumptions that the following conditions will prevail to mitigate on anticipated risks. The most important assumptions include:

- i. Existence of political good will
- ii. Availability of sufficient funds to implement the strategy
- iii. Timely procurement of goods and services to avoid delays and inefficiencies in implementation of the planned activities
- iv. Existence of early warning system and disaster preparedness strategies
- v. There will be collaborative efforts by all stakeholders to implement the strategy



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