Youth Attractive Enterprises in FBLS

Presentation during FBLS Curriculum Review and Improvement workshop, Sudan, from 24th February 2020

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Outline of presentation

Background and objective of presentation

Taking stock of existing flood-based livelihood enterprises promoted

Niche for the youth with regards to farm based livelihood enterprises

Examples and characteristics: Livelihood enterprises that are attractive or seems attractive to the youth:

Farm and non-farm as well as FBLS based analysis of youth attractive enterprises.

Conclusions and recommendations
FBLS LIVELIHOOD ENTERPRISES
Background

Agriculture still remain the backbone of Kenya’s economy contributing 31% of GDP directly and provides 70% of rural employment.

Youth aged between 15-34 years are majority, unemployed and seeking for livelihood opportunities.

Youth below 35 years form 78% of Kenyan population, average unemployment rate is 14.7% but youth unemployment is estimated at 35% depending on age group.

It is estimated that 1m young people join the labour market yearly and agriculture if well developed can absorb up to 500,000 youth.

The age of an average Kenyan farmer is 62 years. However low participation of youth in agriculture is real, and the sector remains unattractive to the youth. Thus there is need to get more young people to farming.

FBLS is no exception to this scenario.
There are FB livelihood enhancement programs by WARMA/ WRA in Tana and Lake Victoria water basins.

Other FB livelihood projects have been undertaken by land reclamation in arid and semi arid regions, and Flood based farming systems project.

Objective

To establish the enterprises to promote under FBLS in order to attract the youth for increased productivity, profitability and sustainability
Specific Objective of presentation

To take stock of flood livelihood enterprises being promoted by various programs in Kenya.

To understand youth aspiration for the livelihood enterprises - niche for the youth.

To highlight livelihood enterprises that have attracted or seem to attract the youth under different FBLS.

To re think FB livelihood enterprises promoted under FBLS to make them attractive for the youth - include farm and non farm FBLS enterprises.
Methodology

Combination of desk research and initial reconnaissance field research.

Desk study: reviewed various program reports and empirical survey reports on the subject.
## Examples of Flood-based livelihood enterprises promoted

<table>
<thead>
<tr>
<th>Enterprises undertaken</th>
<th>Nature / characteristics of the flood-based livelihood enterprises promoted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sorghum, Katumani maize, some cowpeas and pastures on pilot-by land reclamation, Turkana Rehabilitation Program (TRP)</td>
<td>Maize and cowpeas primary purpose is household food security</td>
</tr>
<tr>
<td>Cow peas, water melon and green grams by Land Reclamation Garissa Rehabilitation Program (GRP)</td>
<td>Water melon introduced as cash crop</td>
</tr>
<tr>
<td>Sorghum and vegetables- Giz Marsabit and Turkana County</td>
<td>Grass is the preference of the communities for enterprise to grow- but at times over looked by experts.</td>
</tr>
<tr>
<td>Grass / pasture- by land reclamation in west Pokot and Baringo county</td>
<td>Rice is staple food, while water melon grown for income purposes</td>
</tr>
<tr>
<td>Rice (Ozi and Kau village) water melon and green grams (Feji, sera villages) by Tana River County Government</td>
<td></td>
</tr>
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Nature / characteristics of the flood-based livelihood enterprises promoted:

Maize and cowpeas primary purpose is household food security.

Water melon introduced as cash crop.

Grass is the preference of the communities for enterprise to grow- but at times over looked by experts.

Rice is staple food, while water melon grown for income purposes.
Niche for the youth with regards to livelihood enterprises

Kenyan youth have become impatient and prefer livelihood enterprises characterized by good and quick returns to investment.

Good returns means—over 30% profit according to Embu Youth agribusiness strategy 2019-23

Quick returns – cash within 3 months

Desire for white collar- high profile office jobs

<table>
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<th>Youth perception on agriculture sector</th>
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<tr>
<td>Majority of youth in Western Kenya have a poor perception of agriculture sector, regarding it as inferior profession only fit for the illiterate, old retirees, poor and terms it profession of last resort.</td>
</tr>
<tr>
<td>See agriculture as laborious, dirty, and sign of backwardness.</td>
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<tr>
<td>Lower interest in more tedious, dirty and laborious early stages of the value chains that have too many challenges—water supply, pests management and GAPs.</td>
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</table>
Characteristic of Youth attractive Agricultural Enterprises

Enterprises not easily converted to family consumption when visitors are received – chicken and vegetables;

Good and quick returns to investment – agriculture is a long term investment which makes it unattractive to the youth who desire engagements in enterprises with quick and high returns such as horticulture that takes less than 8 months before one can realize returns on investment – not maize and cattle;

Less laborious, dirty, menial, tedious stages of value chains; With guarantee of returns – desire quick sources of high incomes;

Later stages of the value chain enterprises, especially agro-processing, value addition, marketing and management levels – judged as more attractive,
Characteristic of youth attractive agricultural enterprises

less tedious, cleaner, and nearer to source of money;

Diversified enterprises—especially emerging and more promising enterprises such as improved livestock breeds and crop commodities such as palm crops for oil production, mushroom, passion fruits and mango production / value addition;

Integrate ICT to support agriculture—e farming, e commerce; and

Tolerant to drought conditions and diseases.
Youth perceptions on farm and non-farm enterprises

Some enterprises have long production cycle and waiting for a crop for over nine months or more in such enterprises as maize and cattle, with no guarantee of returns, is unattractive for a young person desiring quick sources of high incomes.

HOWEVER,

There was incremental positive view about working in later stages of the value chains particularly in value addition, marketing and management levels—judged as more attractive, less tedious, cleaner and nearer to source of money.
Why most farm based FBLS enterprises are unattractive

Agriculture is a long term investment which makes it unattractive to the youth who desire engagements in enterprises with quick and huge returns.

Most agricultural enterprises, other than horticulture, require up to 6-8 months or beyond before one can realize returns on investment, a period deemed too long by the young and restless youth.

ALTERNATIVE

Non-farm based FBLS enterprises – less tedious
Examples of successful youth initiatives in agriculture

Bungoma County: Fodder production, Tree nursery production, Value addition of milk and sweet potatoes, poultry, soya beans and oranges, vegetables, tissue culture banana seedlings and papaya.

Kakamega county: Kales under green house, fodder, poultry, aquaculture, bee keeping, vegetables, Sukuma suckers/ seedlings and yams, tomatoes, traditional vegetables, beans, soya beans

Siaya county: tree nurseries and fish farming
Examples of FBLS Enterprises attractive to the young people

Hey/ Pasture production in Kajiado, Baringo and west pokot county

Water melon in Tana River and Garissa

Green maize- Lari Kiambu (ASAL)

Characteristics/ factors influencing attractiveness

Quick rate of returns; within 3 months

Good returns / high value

Ready market / offtaker/ relative ease to markets

Short growing period, easy to grow, low labour requirements and longer shelf life
Examples of enterprises attractive to the young people

Tree nurseries in Embu, Kirinyaga and Nyandarua county

Bamboo tree seedlings- Nyandarua

Fruit trees, eg avocado, mangoes (several including some ASAL Counties of Makueni, Mkos)

Irrigation of horticultural enterprises (8 ADB supported schemes)

**Characteristics/ factors influencing attractiveness**

- Ready market
- Quick rate of returns to investment
- Good returns / high value
- Short growing period, longer shelf life, low labour requirements
Example of enterprises attractive to youth under different FBLS

<table>
<thead>
<tr>
<th>Enterprise Type</th>
<th>Industries Suggested</th>
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<tbody>
<tr>
<td>Flood plain/ recession agriculture</td>
<td>Green grams, cow peas and watermelon</td>
</tr>
<tr>
<td>Spate irrigation</td>
<td>Hey/ pasture, green maize, tree nurseries and horticulture</td>
</tr>
<tr>
<td>Roads for water</td>
<td>Horticultural enterprises – African leafy vegetables, exotic vegetables</td>
</tr>
<tr>
<td>Non- farm enterprises</td>
<td>Sand harvesting and Agro-processing</td>
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</table>
Further studies: Level of youth participation in FBLS enterprises promoted

Is a proxy indicator for attractiveness of the enterprises to the rural youth.

Adults dominated most of the FBLS enterprises except for tree nurseries and watermelon in comparison with youth in promoted enterprises.

The collection of this actual statistics is on going.

The challenge is weak records by land reclamation committees, WRUA officials and county officials.

More young women than young men have remained without gainful engagement (Giz 2018).

Get the gender perspective

Study will entails comparison between male and female youth participation in each FBLS enterprise.
Making FBLS enterprises more attractive to the youth

It is not only about quick and good returns enterprises- but also less tedious, cleaner and nearer to source of money.

Promote place-relevant interventions, don’t generalize, as exposure and training on specific enterprise matter.

Transit to commercial oriented flood-based livelihood enterprises rather than subsistence: - tree seedlings, water melon, khat/Muguka.

Increase non-farm enterprises: Value addition and income opportunities of FBLS enterprises

Address challenges hindering productivity/yields, profitability and sustainable livelihoods enterprises.

Put in place necessary policies to address entry barriers for youth, especially young women, including availability and access of land and financial services. Entrench sustainability elements – legal, policy, capacity building.
Conclusions

Several programs have promoted flood–based livelihood enterprises in Kenya. The youth were not the main focus for the enterprises promoted although they have participated to some level.

The exact level of youth participation per enterprise need to be established despite data limitations to support comparisons and decision making.

The youth prefer enterprises characterized by quick and good returns (with guaranteed market)

The youth also prefer enterprises that are less tedious, cleaner and nearer to source of money- marketing, value addition and management

FBLS Enterprises that have attracted or seem to attract the youth include water melon, vegetables, pasture/ grasses, tree nurseries
Recommendations

Farm FBLS enterprises: re asses to identify and promote more good and quick returns enterprises with guaranteed market to capture the youth.

Non- farm FBLS enterprises: The youth also prefer enterprises that are less tedious, cleaner and nearer to source of money- marketing, value addition and management

Youth not a homogeneous group, tailor enterprises to meet needs for men, female, out of school and school going youth.

Address the challenges hindering productivity, profitability and sustainability of farm and non- farm FBLS enterprises of interest to the youth.

Introduce mechanization, use of technology such as ICT and innovations in FBLS enterprises of interest to the youth.

Deeper study: To establish the levels of youth participation in the existing FBLS enterprises.
Data sources consulted

Giz/ MoWI-Gender mainstreaming in water resources management report 2013/14

WRA- WB NRM Tana and Lake Victoria North Water Basin Catchment –based livelihoods enhancement programme

IFAD/ GOK- Upper Tana survey report on why youth shun water resource management activities 2017/18

Does Agriculture really pay- scoping study on youth participation in agriculture Siaya, Bungoma and Kakamega, April 2018 by Giz

MoALF&I- SDCD- Enable youth baseline survey report 2018

Land reclamation TRP and GRP progress reports 2008-2018

Giz FSDRP-flood based irrigation in Asal counties of Marsabit and Turkana

ICRAF/ GoK, FBLS project reports for Turkana, Busia/ Siaya, Kajiado and Tana River

ASDSP PSP best practices report 2017 – pasture production
DISCUSSION
QUESTIONS?
COMMENTS, CLARIFICATIONS, COMPLEMENTS