PRESENT
1. Martin Atela – Programme Manager PASGR
2. Laureen Wesonga – Program Officer – Research PASGR
3. Hannington Odame – Executive Director - CABE
4. Waithera Gaitho – Executive Director – Alternatives Africa
5. Elsie Kangai – Program Manager - CABE
6. Rose Karuri – Deputy Executive Director – Alternatives Africa
7. Judy Maina – National Youth Specialist (Financial Services and Innovation) - FAO
8. Lydia Kimani – KEPSA – Agriculture Sector Board - Board Member-Food Trade Representative -
10. Benson Mang’eni – International Labour Organization (ILO) - Monitoring and Results Measurement Officer
11. Edwin Adenya – Mkulima Young – Entrepreneur
12. Charles M. Lusweti – Ministry of Agriculture, Livestock and Fisheries(MOAL&F) – Principal Agricultural Officer
13. Patrick Nderitu – Agricycle East Africa (formerly Blue Mangoes) – East African Director
15. Sara Mburia – Agricultural Finance Corporation – Partnership Coordinator
16. Elizabeth Onyango – Ukulima Tech - Founder

Objectives:
1. Develop draft Objectives of Phase III House in line with the Vision 2013 with a focus on food security and manufacturing pillars.
2. Formulate a draft Theory of Change, focus issues (including particular value chains) and strategic partners and approach agreement and communication for impact.
3. Prepare a draft work plan of activities, timelines and responsible partners.
<table>
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<tr>
<th>NO</th>
<th>MIN 1</th>
<th>AGENDA</th>
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<tr>
<td></td>
<td><strong>Laureen Wesonga</strong></td>
<td><strong>INTRODUCTION &amp; WELCOME NOTE:</strong></td>
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<tr>
<td></td>
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<td>• The meeting was put together by PASGR, CABE and Alternatives to do the initial design of Utafiti Sera Phase III.</td>
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<td></td>
<td></td>
<td>• Utafiti Sera is about generating evidence for policy formulation.</td>
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<td></td>
<td><strong>Martin Atela</strong></td>
<td>• PASGR stands for Partnership for African Social and Governance Research, a non-profit organization, registered in the US and in Nairobi, working across Africa. It focuses on three issues:</td>
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<td></td>
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<td>o <strong>Higher Education:</strong> to respond to social science and policy issues, currently working with 16 Universities in Africa – two main programmes – a Master’s in Public Policy &amp; Research Programme, and a PhD in Public Policy</td>
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<td></td>
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<td>o <strong>Professional Development Training</strong></td>
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<td>o <strong>Research and Development</strong> – Headed by Martin Atela.</td>
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<td>▪ R&amp;D Programme ensures that the evidence that is generated finds its place at the programme and policy debates, discussions and decisions.</td>
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<td>▪ The ACRONYM used is Evidence Informed Decision Making.</td>
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<td>▪ Evidence is critical in helping governments and organizations to maximize use of scarce resources, for legislation and policy processes in any country.</td>
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<td>▪ Evidence is a tool that enables us to see properly when we are making decisions.</td>
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<td>▪ Martin emphasized that the meeting must ensure that the evidence thread must be the chain that binds all discussions.</td>
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<td><strong>MIN 2</strong></td>
<td><strong>REFLECTIONS ON UTAFITI SERA I</strong></td>
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<td><strong>Hannington Odame</strong></td>
<td><em>(For more details, below is the link to the PPT)</em></td>
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<td>[Youth as emergent farmers-2-1.pptx](Youth as emergent farmers-2-1.pptx)</td>
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The following are the highlights from Hannington’s PPT Presentation.

Reflections on Utaiti Sera I on Employment Creation in Kenya:

- Utaiti Sera is an acronym for Policy Research Network/House. A collaboration of various stakeholders – private sector, public sector, civil society, media etc. There are several Houses, and this particular House is on Youth Employment Creation. The work started in 2016. Other Houses were on Social Protection, Urban Housing and Development.
- CABE’s Mission is to build capacity of smallholder and youth agro-entrepreneurs and facilitate their linkages to markets and policy.
- CABE does this through different entry points – technology, information sharing, aggregation, linkages to markets and finance.
- In Phase I & II, CABE chose to focus on employment in the sugar and horticulture sub-sectors, between 2015 - 2017.
- Africa is rising
  - Africa GDP rising by 6% between 2004-2012
  - Employment grew by 0.4% during the same period.
- Agriculture and agro-processing possess the greatest potential for wage employment creation, yet this has not been the case. Why?
  - Inadequate capital investment
  - Poor Technology
  - Inadequate market
  - Inadequate Rainfall
  - Ineffective policies and regulations
  - Lack of political will
- Unpacking ‘Political Will’ will help to understand constraints to employment creation in agro-industries beyond technical explanation.
- Sugar and Horticulture value chains selected on the following criteria:
  - Potential to create wage paying jobs
  - Both government and private sector involvement in production
  - Labour intensive jobs
  - Gender inclusivity
- Four Studies were done
The following Forums were done to share findings:

- **First Forum (45 stakeholders)**: Launch of Utafiti Sera on 7th June 2016 (to discuss the findings of the study by IDS, UoN on “Political Economy Analysis of Employment Creation in Agriculture and Agro-processing in the context of Inclusive Growth in Kenya”).
- **Second Forum (42 stakeholders) on 15th November 2016**: “Employment Creation in Sugar Sector in Kenya: Challenging the Political Economy Dilemmas and the Role of Utafiti Sera (Research-Policy Community)”
- **Third Forum (42 stakeholders) on 19th January 2017**: “Employment Creation in Horticulture Sector in Kenya and the Role of Utafiti Sera (Research-policy Community)’’.
- **Fourth Forum (30 stakeholders) on 14th March 2017**: One-Half-Day meeting with the members of Amani National Congress (ANC) Technical Committee to discuss employment creation in horticulture and sugar sectors in Kenya’’.
- Engaged the politicians – the team sought to have the findings from the studies influence political party manifestos – as this was just before the 2017 elections.

**Achievements of Phase I:**

- Briefing meetings with relevant government ministries, departments and parastatals.
- Consulted parliament and senate committees on agriculture.
- Engaged members of ANC on policy relevant evidence on horticulture and sugar agriculture –to influence inclusion of our policy recommendations in their political manifesto.

**Key Lesson:** The engagement of the Youth was missing.

**REFLECTIONS ON UTAFITI SERA II:**

(Please refer to the PPT in the attached link).

**Youth as emergent farmers-2-1.pptx**

- **Focus:** Charting the path for youth apprenticeship policy framework
- **Status of Kenya economy and youth unemployment 2017/2018:**
  - Kenya GDP grew from Kshs.8.1 Trillion to Kshs. 8.9 Trillion.
Agriculture’s contribution to GDP increased from 25% to 32%.

Manufacturing Sector’s contribution to GDP increased from 0.4% to 5%. This growth came from manufacture of agricultural products - sugar, milk, tea, beer, bread etc).

Employment:
- General unemployment only improved by 1% from 12% to 11%
- Youth unemployment remained the same at 26%
- These statistics are from the Economic Survey 2018
- The challenge is not only unemployment but also under-employment i.e. the quality of jobs - are the young people getting decent jobs?

- CABE’s work involved stakeholder mapping to synthesis of evidence to county level forums to YALI Competition Cohorts on Apprenticeship to high level policy engagement to national policy dialogue in Kisumu and and Nairobi.

Existing Policy Initiatives on youth employment creation:
- Internship Policy for the Public Service (August, 2015)
- National Employment Authority Act (No. 3 of 2016)
- Kenya Youth Agribusiness Strategy 2017-2021

- Most jobs are in the informal sector, yet it has underdeveloped skills and lacks recognition of its intangible knowledge.
- There is a need for a new apprenticeship policy framework that blends formal knowledge and skills system into the informal system to tap into the existing employment opportunities for the youth.

Proposed Apprenticeship Framework:

Areas of focus in the proposed apprenticeship framework:
- Skills Development – Action - Accreditation and Certification in the informal system.
- Access to apprenticeship programmes – Action – social media, county incubation hubs / outreach
- Finance – Restructuring funding mechanisms
- Governance – Coordinating the Apprenticeship Programmes using both physical and virtual platforms.
Monitoring & Evaluation: Documenting and learning from past youth projects

Achievements of Utafiti Sera II:

- The House placed the youth agenda at the centre of its research, engagement and communication activities (including articulating challenges and opportunities through skits by the youth).
- The House charted an integrated apprenticeship framework (viz. skills development, access, financing, governance, MEL) anchored in working with representatives of both national and county governments.
- The House provided research evidence on youth apprenticeship framework to policy makers and practitioners. This was based on literature review and stakeholder engagement forums.
- The House encouraged commitments from the forum participants including county governments, NEA, NEA, etc.

Key Lessons:

- Policy making is a non-linear process that is multi-actor, multi-stage/level and opportunistic.
- Youth development is not a devolved function as per the 2010 Constitution while agriculture is devolved to the counties. This raises coordination challenges and limits the youth employment creation initiatives by county governments.
- The House focused on influencing policy, which often takes a longer duration. This makes it difficult to achieve the project within the limited period of the project.
- There is need to transition from emphasis on influencing policy to influencing decision-making of practitioners to cause policy change. Thus, "influence policy change from the bottom".

Min 3: Waithera Gaitho

VISION FOR UTAFITI SERA PHASE III:

(For more details, below is the link to the PPT)

Utafiti-Sera III - Waithera's Presentation at PASGR Meeting.pptx

Alternatives Africa

Alternatives Africa (Alternatives) is an Accelerator for youth-owned micro and small enterprises targeting young entrepreneurs and skilled youth in rural and urban areas of Africa.
Alternatives provides a one-stop-shop for financial and non-financial business training, development and support services for increased productivity, profitability and business growth towards improved economic livelihoods and employment creation.

Alternatives delivers its services to young entrepreneurs aged eighteen to forty (18-40) years through an Affordable Ecosystem that includes Alternatives the mother company, an association for young entrepreneurs and professionals; and a youth savings and credit cooperative society (SACCO).

**Youth Employment Creation in Agriculture and Agro-processing**

**Africa:**
- Africa population is 1.2 billion, projected to grow to 2.5 billion in 2015
- With 80% of the population having mobile phone subscriptions
- SMART Phones: 30% of the population, projected to 66% in 2026.
- Africa GDP of $2.5 Trillion
- Africa is home to world’s fastest growing economies

**Youth in Africa:**
- Africa is the only continent with a growing youth population
- 420 million youth, projected to be at 830 million in 2050
- The youth will be 41% of the world’s population in 2100
- 15-24 years of age: Best educated and globally connected: the literacy rates of this age-group is 74% in Africa and 94% in Kenya.
- The annual workforce in Africa is 15-20 million youth
- The unemployment rate is 40%

**Agriculture in Africa:**
- 60% of Africa’s land is arable.
- 80% of the labour force in Africa is in agriculture, manufacturing, services industries.
- By 2012, 70% of the youth in Africa lived in the rural areas and accounted for 65% of the labour force in Agriculture.
Africa Continental Free Trade Area (CFTA)

- One of the key objectives of the agreement (CTFA) is employment creation for the continent’s bulging youth population.
- Youth in Kenya are free to explore the African market of 12 billion people (2.5 billion in 2015), GDP of $2.5 Trillion

Agricultural Sector in Kenya

- Agricultural Sector in Kenya contributes 30% (directly) and 27% (indirectly) to National GDP.
- The sector remains the most important, most prominent, most dominant industry.
- A key employer
- Strengthen linkages to agro-processing and agro-innovation to make agriculture more attractive to the youth – to connect them to wider economic activities in the sector.

Mobile phone connectivity in Kenya:

- 46.6 million – active mobile phone subscribers in Kenya
- Internet connectivity is 84%
- 8.4 million people on social media every 3 hours
- 43.3% of the population accessing internet.

The informal sector:

- The informal sector ("jua kali", or “side hustles” or startups or micro enterprises) in Kenya create 81% of the 14 million jobs in the MSME sector, compared to 1.9 million by the private sector and 790,000 by the public sector.
- Countries around the world are beginning to formally appreciate the role of startups to employment creation, economic growth and innovation
- Europe and North America recognize the contribution of Start-ups to GDP.
- Tunisia has a Start-up law to boost socio-economic development.

Utafiti Sera (Research on Policy):

- Providing evidence to policy formulation.
Employment opportunities in the agriculture and agro-processing sectors remain under-explored and under-utilised by both the youth, practitioners and policy-actors.

Utafiti Sera House on Youth Employment seeks to use research to provide evidence to enhance policy processes and decision-making in the agricultural and agro-processing sectors for enhanced employment opportunities for the youth.

Explore and Build Youth Employment Opportunities through:
- Enterprise Development
- Markets
- Financing
- Agribusiness
- Agro-processing
- Agro-innovation
- Value Chain Development
- Inclusive Business Models
- Inter-generational apprenticeship
- Regulatory frameworks
- National Youth Policy
- Youth Agribusiness Strategy
- National Employment Act
- Big 4 Agenda
- Vision 2030

Objectives of the Reference Group (RG) Meeting:

- Develop draft objectives of Phase III House in line with the Big 4 Agenda – and with a focus on food security and manufacturing pillars.

- Formulate a draft theory of change, focus issues (including particular value chains), strategic partners, and an approach on engagement and communication for impact.

- Prepare a draft work plan of activities, timelines and responsible partners.
RG Meeting Outcomes:

- Reference group (RG) will be constituted to become critical friends of the programme
- Programme design will be refined in consultation with the RG members to a full programme
- Programme outcomes will include: objectives, activities, theory of change, focus issues/partners, approach, and work plan

KEY REACTION TO THE TWO PRESENTATIONS (HANNINGTON’S AND WAIHERA’S)

- The issues affecting agriculture are not in agriculture but outside of the sector – so there is need to look at for example the Industrialization Policy, what is the ministry of Trade saying about industrialization, the National Export Development Strategy.
- Hannington’s presentation alluded to the fact that the policy making process is very protracted. The meeting therefore needs to look at what the government priorities are and align Utafiti Sera priorities to government priorities, for the project to receive the attention it needs to achieve its objectives.
- Utafiti Sera should focus on areas of synergy to create a win win situation.
- The National Export Development Strategy is very keen on agricultural commodities – all thirteen commodities are from the agricultural sector.
- The agricultural value chains that the RG meeting would pick should be among those in the National Export Development Strategy.
- This would make it easier to get partners to work with, as many development partners align to government priorities. The multiplier effect will be larger.
- Utafiti Sera would struggle to support an agricultural commodity that is not a government’s priority.
SETTING THE AGENDA FROM A POLICY POINT OF VIEW:

- Reference to Lydia’s comment on aligning to Government’s Priorities for a win-win situation. That the RG discussion should consider focusing on strategies that influence agriculture, agro-processing, agro-innovation.
- Reference to Martin’s comment: “The evidence threat is the chain that binds us.”
- Evidence-based policy.
- What value chains have the Reference Group members interacted with?

Plenary discussions around relevant policy issues:

- Water is an enabler
- Industrialization Policy
- National Export Development Strategy
- Policies that Support Agricultural Innovations
- Policies that support Livestock
- Intellectual Property (IP) regime.
- Food Safety Policies affect Food trade
- MSE Act
- Employment Act
- Policies around Soil Science
- Land Act
- Kenya Agribusiness Strategy
- 2.2m businesses closed (2012-2016), a minimum of 2.2m jobs lost, hence the need for review of various policies that inhibit business growth and productivity.
- Are there handbooks that guide operation of various businesses e.g. KEBS Standards for Spice Processing – KEBS Website has the information. Access and Affordability is a challenge.
- Agencies under Industrialization:
  - KEBS - Kenya Bureau of Standards
  - KIE - Kenya Industrial Estates
  - KIRDI - Kenya Industrial Research and Development Institute
  - KIPI - Kenya Industrial Property Institute
Policies around ICT, ICT Infrastructure, Constituency Hubs established through CDF, Fiber Network connecting all 47 counties.
- Seed Policy, Seed Quality, Artificial Insemination
- Potato Value Chain
- Kenya Agricultural Sector Transformation and Growth Strategy (ASTGS)
- MTP III
- Big 4 Agenda
- Policies that support innovations
- It is important to focus on: “What are the gaps in the current policies? – Charles (Ministry of Agriculture). There are many policies in place – so what inhibiting the implementation of the current policies?
- Data Protection Policy
- Public Private Partnerships Policy

**PESTEL ANALYSIS: CREATING AN ENABLING FRAMEWORK/ ENVIRONMENT**

**Ajira Group**

<table>
<thead>
<tr>
<th>WHAT WORKED</th>
<th>WHAT DIDN’T WORK</th>
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</table>
| **POLITICS** | • Political stability e.g. Handshake (BBI) has positively affected the business environment.  
• The Big-4 Agenda has catalysed | • Youth Enterprise Fund: The process of getting the funds is bureaucratic.  
• Top down approach to policy formulation-county governments not involved e.g. the Big 4 Strategy. |
| programs on employment creation in agriculture, resources were availed. | • Importation: short-term political decisions on importation of products – undermining local production and markets.  
• Government got into implementation instead of remaining an enabler e.g. Galana Project. |
|---|---|
| **ECONOMY** | • Youth Enterprise Fund  
• Kenya Youth Agri-business Strategy  
• Kenya Youth Employment Program  
• AGPO  
• UWEZO Fund  
• Accessibility to finance increased  
• Ease of doing business e.g. registrations online.  
• Benefits of EPZ e.g. Women given preferential treatment  
• Tax holiday in EPZ  
• Manufacturing has grown as a result  
• Increased registration of Cooperatives across the counties has led to increased access to markets for smallholder farmers, increased incomes, and increased access to finance.  
• MKOPA: A micro-credit facility to access solar panels.  
• Youth Enterprise Fund: catalysed the financial services market. |
| | • High cost of doing business, cost of production is high.  
• Lack of incentives for Start-ups in agro-processing.  
• Lack of full implementation of policy on EPZ e.g. decentralization  
• Budgetary constraints have slowed down policy implementation.  
• Partners only focus on training, no market linkages, no linkages to financial services, no business development services.  
• Lack of capacity to sustain the market e.g. lack of continuous supply, seasonal production.  
• Programs that market-led have not been sustainable. |
| **SOCIAL** | • The rise in the registration of Cooperatives and capacity building of cooperatives has  
• Lack of mentorship mong the youth  
• Negative mindset about agriculture |
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<th>TECHNOLOGICAL</th>
<th>ENVIRONMENTAL</th>
<th>LEGAL</th>
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<tr>
<td></td>
<td>Improved cohesion in communities.</td>
<td>Renewable Energy e.g. bio-gas, solar panels on motor-bikes, solar panels for irrigation.</td>
<td>AGPO</td>
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<td>• Capacity building of smallholder farmers on agri-business and agro-processing has</td>
<td>• Precision Agriculture e.g. drip irrigation of water mixed with fertilizer.</td>
<td>• Packaging of Potatoes – 50kg Sacks – through enforcement had not worked well</td>
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<td></td>
<td>• Affordable internet</td>
<td>• MKOPA: A micro-credit facility to access solar panels</td>
<td>• Many conflicting policies and regulations / not harmonised.</td>
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<td>• Affordable phone</td>
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<td>• Taxation policies in Counties: no harmonization.</td>
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<td></td>
<td>• Accessibility to internet</td>
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<td>• Manuals and Booklets that are not accessible e.g. KEBs</td>
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<td>• Availability of e-agriculture</td>
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<td>• Lack of accountability on policies implementation.</td>
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<td>• Availability E-learning on agriculture on the increase.</td>
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<td></td>
<td>• Availability of Solar Energy</td>
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<td>Most mobile applications for agric have not gone beyond the launch</td>
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<td></td>
<td>• No sustainability strategy beyond the development of mobile apps</td>
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<td>• Average age of a Kenyan farmer is 60 years, learning a new skills is limited, declining energy.</td>
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<td>• Authenticity of that information is in question, control needed. E.g. How come publications like Seeds of Gold, Smart Farmer only highlight the success, and rarely the failures and challenges, the process.</td>
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<tr>
<td></td>
<td>• Most mobile applications for agric have not gone beyond the launch</td>
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Judy’s Group – PESTEL Analysis

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<tr>
<th>WHAT WORKED</th>
<th>WHAT DIDN’T WORK</th>
<th>SOLUTION</th>
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<tr>
<td><strong>POLITICS</strong></td>
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<td>Devolution</td>
<td>Political unrest – Too many differences amongst leaders – The followers unable to work together because of political alignment (Mp, MCAs, Senator, Women Rep etc)</td>
<td>Off political Grid working system – Govt to be a shareholder and not controller of the individual farmer project.</td>
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<td>Eg. KIRDI was centralized but now there are off shoots of KIRDI in almost all counties.</td>
<td>Transitioning of Leaders – Governor – Change of CECs – reshuffles, political interference</td>
<td>Politics should not be the foundation. Institutionalisation and systems building and not individual focused</td>
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<td>Devolution of Water supply services</td>
<td>Politics and politicians are a constant</td>
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<td>Poor Governance, corruption and nepotism</td>
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<td><strong>ECONOMY</strong></td>
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<td>Increased preference for herbs and spices and indigenous vegetables improving incomes</td>
<td>Machines become obsolete too fast before recouping investment – Technology changes too fast.</td>
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<td>Water – Opportunity</td>
<td>No business incentives – High taxation</td>
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<td>for Business enterprise and start-up costs</td>
<td>Lack of local fabrication of machinery. Expensive to import</td>
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<td>SOCIAL</td>
<td>Increased space on public consultation at the County Level; eg on County expenditure Policies for Water recycling</td>
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<td>Negative attitude towards agriculture. Complacency – In terms of information seeking Machines do not promote job creation, reduces labour force Land tenure issues – Especially the use on community land</td>
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<td>TECHNOLOGICAL</td>
<td>No Genetic alteration of the genotype– Herbs &amp; spices, indigenous veges - Therefore they are hardy and quality is consistent /resistant to shocks Automation – Save time, money, energy and improve in quality – In Agribusiness, you can hit all this simultaneously Inclusive business framework – Eg Bidco – Outsourcing services</td>
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<td>Technology can be too fast. – changes within 6 months. Now moving to changes in 3 months Capital extensive Govt has not embraced this technology Limited scope – Use of ICT for water sanitation. Uber for water – drilling Limited ICT uptake</td>
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<td><strong>Specialization</strong> – Get an entity, Focus and put energy in it, Cost effectiveness – Can drill a borehole using a motorbike, Counterfeit – drilling and irrigation equipment</td>
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<tr>
<td><strong>ENVIRONMENTAL</strong> Availability of environmental friendly machines Good legislation – NEMA and WARMA</td>
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<td><strong>LEGAL</strong> Institutionalization – Regulatory framework for sustainability Human rights – Govt responsibility to provide water – Water rights, water act, tribunal –</td>
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<td><strong>OTHER</strong></td>
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| **MACHINES may not be environmental friendly** |
| **Water value chain – Water catchment protection has not worked.** |

| **COUNTY by-Laws – Very slow** |
| **Water resource is national – water supply is devolved** |
| **Registration of drillers and accreditation laws at county level are lacking – Its an opportunity for creating jobs** |

| **Most Counties do not support newly enacted land policy especially – Community bill** |
# PESTEL Analysis: Lusweti’s Group

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<thead>
<tr>
<th>Category</th>
<th>What Worked</th>
<th>What Didn’t Work</th>
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<tbody>
<tr>
<td><strong>Politics</strong></td>
<td>Coordination and synergy at national level and County level.</td>
<td>Leadership, governance and legal.</td>
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<td>Change in government attitude and friendliness. Focus on export growth.</td>
<td>Social justice issues and international relations e.g. tariff barriers related to international politics</td>
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<td>Bureaucratic processes in government.</td>
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<td><strong>Economy</strong></td>
<td>Affirmative action to reach out to youth</td>
<td>Stringent requirements for youth groups.</td>
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<td>Financial literacy.</td>
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<td>Poor regulation on the mobile money technology.</td>
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<td>Smart Phone technology for financial inclusion.</td>
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<td>Risk management (Insurance and credit guarantee).</td>
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<td>Reduce barriers to entry.</td>
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<td><strong>Social</strong></td>
<td>Affirmative Funds resulting in financial inclusion</td>
<td>Group cohesion and sustainability of youth groups.</td>
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<td>Risk management (social protection).</td>
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<tr>
<td>TECHNOLOGICAL</td>
<td>Smart Phone technology for financial inclusion.</td>
<td>Poor regulation on the mobile money technology. Traditional knowledge. IP issues for genetic materials. (legal).</td>
</tr>
<tr>
<td>ENVIRONMENTAL</td>
<td>Climate change. (Water consumption and incentive to conserve). Sustainability of natural resource base. (Has implications on environment).</td>
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<tr>
<td>LEGAL</td>
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</table>
Impact Stories/ Case Studies / Experiences by Selected Participants:

- The Case Studies will be on On Agriculture, Agri-business, Manufacturing, Agro-innovation.
- The Case Studies would give the Team an entry point into the various value chains as relates to youth employment.
- The RG Meeting would be keen to focus on the value chains that the government is prioritizing.

Panelists:
- Government – Ministry of Agriculture - Charles Lusweti
- Development Partner – FAO – Judy Maina
- Private Sector – Judera Group – Odipo; Lydia would contribute
- Young Entrepreneurs – Odipo, Elizabeth
- Innovation – Nixon

Charles Lusweti
- Government is open to support to its priorities
- ASDSP conducted Value Chain Analysis across all 47 counties and advised on priority value chains per county.
- The Reports are available for reference.
- Charles will provide the links

Waithera Gaitho
- There is need to define who a Youth is. Adjectives that define the youth - entitled, innovative, lack of direction, creative, micro-wave mentality / quick fixes, absent in important discussions, lack of resilience, naïve, lack of consistence.
- Our definition of ‘the Youth’ influences how we view / perceive and interact with them.
- Youth is not homogeneous, it’s a heterogeneous demographic
- Age – 18-35

Judy Maina – FAO
- Judy was part of the team that developed strategy, focused on 11 Strategic Issues
- She has been involved in supporting Embu County to domesticate the strategy
- FAO Team also identified the following Sustainable Food Value Chain in Kiambu County:
  - Piggery Value Chain
  - Herbs & Spices
  - Horticulture
• Indigenous vegetables
  • These are value chains that take 3-4 months to maturity
  o Youth Groups are not homogeneous
  o There is need to develop innovative models to support the youth financially to support their start-ups.
  o Sustainable Mentorship Models as well
  o Models for Agri-business: show the youth where the opportunities are/ where to plug in
  o Service provision opportunities for the youth e.g. Farm Managers – for “Telephone Farmers” in Nairobi
  o Hands-on experience is required, e.g. Latia Farm [https://www.latiaagribusinesssolutions.com/](https://www.latiaagribusinesssolutions.com/)
  o Model for accessing land – there is a lot of idle arable land
  o A lot of land division in families
  o There is need to explore opportunities in different geographic areas: For example FAO is supporting youth to do potato farming in West Pokot – they have leased 100 acres – to grow potatoes that are heat resistant. Buyers coming from Wajir. Very hilly. Challenge is that it takes 3-5 days for the buyers to get to farms in Pokot.
  o The projects / value chains FAO has supported in various geographic areas are based on:
    • Value Chain Analysis that helps to identify where the opportunities are
    • The Value Chains that the residents are interested in
    • Sustainability
    • Replicability
    • Scalability

• Gerphas Odipo – Young Entrepreneur
  o Herbs and Spices, since 2014
  o Goliba – 36 km from Thika
  o Resources secured: Land (65 acres), Exporters (Market), Friends & Family, Kshs.8m, promised 100% Return on Investment (ROI), 25 workers, a Farm Manager.
  o Lost Kshs. 9 Million!
  o Started as 12 people, after the loss, one person remained (Odipo)
  o Focused on growing Kunde (cow peas) and sold to Supermarkets
  o Tomatoes packaged them and sold in offices.
  o Herbs and Spices - plant, process and sell – to control the entire value chain - to make higher returns.
  o French Beans - lost 2 tonnes – the buyer failed to buy
o Has been a learning curve for the company

**Lessons Learnt:**

o The youth need to understanding the difference between agribusiness and agriculture right from the onset.

o Millennials “listen with their eyes”….seeing is critical. It is therefore important for all mentors encouraging the youth to get into agribusiness – to show them successful agribusiness projects first – then they would gain interest. Show them the numbers

o Your “WHY” will sustain you in Agribusiness. An intangible “WHY” is more fulfilling ( e.g. creating jobs, developing leadership etc ) than wanting to make quick cash.

**• Patrick Nderitu – Young Entrepreneur**

o A company called Agri-cycle (previously called Blue Mangoes ) – deals in dry mangoes, jack fruits, pineapples

o Ithanga in Muranga – Constructed a Dehydrators for Mangoes – 60% of the mangoes in the area go to waste – hence the need for drying them – the community had never eaten dried mangoes.

o The Company identified a gap for dried fruits, yet an imported dehydrator costs between Kshs. 300,000 – Kshs. 500,000

o Trained farmers on how to construct small dehydrators – to cost them Kshs. 20,000 – Kshs. 30,000

o Identified markets for dried mangoes in the US – sent samples of dried mangoes.

o Included dried jack fruits and pineapples.

o Marketed through friends in the US – who had connections in the supermarket chains.

o Farmers invest in the small dehydrators, then Agri-Cycles gets into contracts with them.

o The company has employed 3 more employees and recruiting more.

o Has needed to look out for investors to address Start-up cashflow challenges

o Various NGOs have supported farmers across the country to construct dehydrators – and Agri-Cycles has benefited from those – in meeting the dried fruit orders.

o December 2019 – January 2020 Orders: 10,000 tonnes of dried mangoes, 5,000 tonnes of dried pineapples, 3 tonnes on dried jack fruits.

o There are plenty of Jack fruits in Kenya – but people are not aware of the export market opportunities.

**• Edwin Adenya – Mkulima Young**

o Water – worked with UNICEF – Zambia – as a Social Scientist
o Introduced Small Scale Water works - Manual Drilling Machines that could drill upto 100 metres. Did it for 3 years then returned to Kenya
o Drought in 2006 – animals dying.
o He joined UNICEF Kenya to do the same water work – Garissa, Kwale, Kilifi, Turkana, Machakos
o Set up drilling teams
o The average cost of drilling a borehole is Kshs.2-4 million. Inaccessible.
o Trained young men on drilling - to go out and drill bore holes using the Manual Drilling Machines
o Small Scale Drillers Association of Kenya was formed to professionalize the sector.
o Partnered with Fabricators
o 2011-2019 : over 30 drilling teams spread all over the country, linked to Fabricators
o Irrigation solutions were needed - Smart water solutions – reservoirs / water storage
o The Association expanded to providing Irrigation Solutions, seedlings and advisory services.
o This led to the birth of Mkulima Young - An information platform providing information on farming and markets.
o The Association and Mkulima Young now have operations in Kenya, Uganda and Tanzania. To professionalize the Sector and give the organizations legal status.
o **Key Achievement to-date:** People can now afford a borehole, well equipped with Solar at less than Kshs. 600,000
o Blogging and writing columns in Nation Newspaper has brought Mkulima Young to the limelight. Through this, it got the attention of Oxfam GB, World Vision and Rural Water Supply Network based in Switzerland and ........................University .Through this, Mkulima Young has received Grants to expand what they are doing. They worked with some US students who visited Kenya to do trials on “the Future Pump” – tested using Mkulima Young’s Shallow wells. Together they developed a prototype, patented it and is now available from Davis & Shirtliff at 70,000/- and can irrigate upto 5 acres of land.
o A number of enterprises have come up – Rain water harvesting, Solar Installers, Drillers themselves, a Marketing Platform on Mkulima Young….Mkulima Young websites show everything they are selling.
o Judy Maina (FAO) linked Edwin to 7 clients during the RG meeting!

- Dixon Mageka
  o ICT
  o In Consultancy
- Has worked with GIZ
- Provided an Integrated Complaint and Referral Mechanism – to help Kenyans channel their complaints.
- 2005 – a contract to advise the Ministry of Agriculture – CS Koskey
- Focused on how to transform agriculture to Agribusiness
- Focus on Innovation
- Agriculture Sector Transformation – Government, ILRI, ICRAF among others came together to discuss how to synergize efforts to actualize transformation in the sector.
- Worked with TechoServe – to scan the East Africa ICT space
- Noted that young people are digital savvy but are not persistent / resilient enough to provide solutions to real challenges that farmers face.
- Most of the Apps available are transactional and do not address all challenges in the value chains,
- The average age of farmers is 60 years – and do not have the capacity to learn new technology
- Worked with Young people in universities – to provide training services to the respective villages they come from – to be the link between technology and the farmers – the farmers were not willing to learn from the Apps.
- They simplified Agricultural terminologies – and the solutions they provided were farmer-centric
- Technology is an enabler – providing information on
- The solution providers shouldn’t
- FAO has developed a guideline on **e-agriculture strategy** – to ensure technology is used to propagate agriculture. Nixon doing such a strategy for Benin.

**Proposed Theory of Change – Utalifi Sera III**
| Proposer: ____________________ | Date: ________________ |
| Seconder: ____________________ | Date: ________________ |