

# YOUTH ENGAGEMENT STRATEGY IN AGRICULTURE

Youth today are eager to explore opportunities in agriculture, but they face key challenges that need to be addressed. This strategy focuses on six critical areas to attract and empower young people in the agricultural sector.

## Linking Youth to Funding Opportunities



The biggest question young people ask is: **"Where is the money?"** They seek clarity on profitable agricultural ventures, accessible funding options, and quick income-generating opportunities. Providing them with knowledge on grants, loans, and investment options will help them make informed decisions and confidently enter agribusiness.



## Promoting Fast-Maturing Crops for Quick Returns

Many young people are drawn to high-value crops with short growth cycles that provide **immediate profits**. Educating them on such crops and their market potential can encourage more youth participation in agriculture by ensuring quick and tangible financial rewards.

## Providing Innovation and Technology to Reduce Drudgery



Traditional farming methods do not appeal to many young people. They prefer modern techniques such as **mechanization**, precision farming, and digital agriculture to enhance efficiency and productivity. Integrating technology into agriculture makes the sector more attractive by **reducing physical labor while increasing profitability**.



## Expanding Awareness Beyond Traditional Farming

Agriculture is not just about farming—it encompasses a diverse value chain with opportunities in agri-processing, logistics, **digital marketing**, input supply, and **agricultural finance**. Exposing youth to these alternative roles ensures they can find their niche within the agricultural ecosystem, even without working directly on farms.

## Ensuring Market Access and Profitability



One of the major concerns for youth in agriculture is: **"Where do I sell my produce?"** Linking them to structured markets, digital trading platforms, and value addition opportunities ensures that their efforts translate into profitable ventures. Providing insights into agribusiness strategies and supply chain management further boosts their confidence in the sector.



## Sensitizing Youth on Alternative Land Access

Land ownership is a common barrier, but young people do not need to own land to participate in agriculture. Alternative approaches such as leasing, contract farming, **urban agriculture**, and cooperative models provide accessible pathways for youth to engage in the sector. Encouraging partnerships with landowners and agribusiness cooperatives broadens their opportunities.