



BUILDING A BETTER TOMORROW: YOUTH AGRIBUSINESS INITIATIVE (BBT-YAI)

Key Message:

BBT-YAI envisions to inspire youth into agribusiness by rebranding agriculture and making it an appealing investment to the Tanzanian youth

Partners:

Prime Contractor:

Michigan State University (MSU)

Sub-Contractor:

ASPIRES Tanzania

Other Partners:

Ministry of Agriculture (MoA);

Ministry of Livestock and Fisheries (MLF)

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Introduction

Tanzania is one of the countries with the youngest population in the world [World Population Review, 2022]. It has a median age of 18 years and youth and children accounting for 31% and 44% of population respectively. With the median age of 18 years, this is a population preparing to enter the labor market but faces several barriers including but not limited to: negative perception towards agriculture, limited skills, poor access to land, financial services, markets, and modern agricultural and digital technologies. To address these challenges, we have designed a Program titled Building a Better Tomorrow – Youth Agribusiness Initiative (BBT-YAI).

BBT-YAI Goals and Strategic Objectives

The BBT-YAI is developed to promote Tanzanian youth engagement in agribusiness for sustainable and improved livelihoods. This will be achieved through five strategic objectives presented in Figure I below.

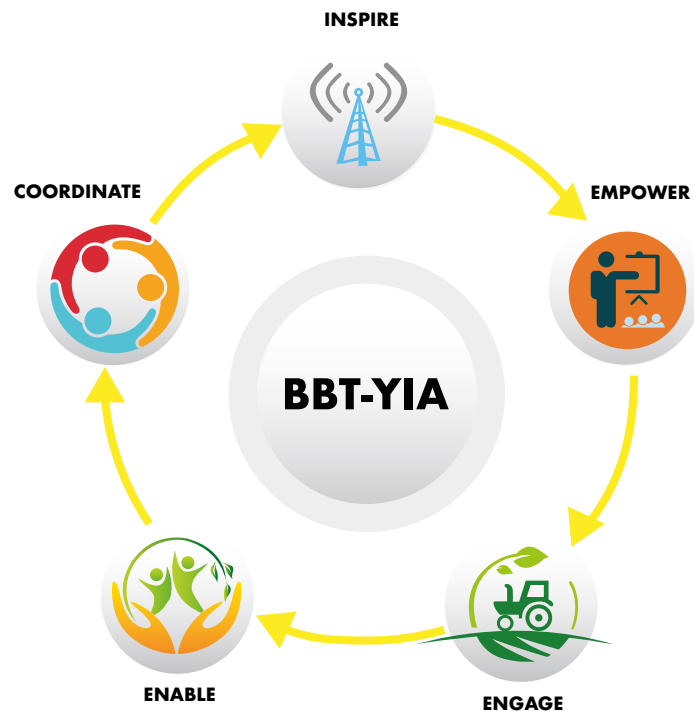


Figure I. BBT-YAI strategic objectives



FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative



The BBT-YAI program intends to: **i) Inspire** youth through implementation of a behavior/attitude changing communication strategy that would rebrand agriculture and make it more appealing to youth; **ii) empower** youth through training, mentoring and coaching, and other interventions that would impart necessary skills for employment or management of their own agribusinesses; **iii) engage** youth in profitable and sustainable management of agribusinesses; **iv) enable** youth-led enterprises by improving policy, legal and regulatory environment and facilitating the development of Business Development Services (BDS) for youth in agribusinesses; and **v) coordinate** effectively activities of NGOs supporting youth for synergy as well as efficiency and effective outcomes.

BBT-YAI Timeline and Potential Impact

The BBT is an eight-year (2022-2030) initiative that will be implemented through a public-private-partnership involving at least 70 NGOs, public and private institutions, farmers, development partners in the youth agribusiness ecosystem. In the course of eight years, the program intends to have at least one profitable and sustainable youth-led agribusiness in each of the 12,000 villages as direct beneficiaries. Overall, the program will reach over 1.2mil youth nationwide.

SERA BORA's Support to the BBT-YAI Development

SERA BORA provided technical support in developing a detailed log-frame and a full BBT-YAI project document upon the request of the Ministry of Agriculture. The technical support included:

- ✓ Conducting a youth stakeholders survey, analyzing, and synthesizing the findings to further enrich the BBT-YAI project document
- ✓ Organizing, hosting, and presenting the BBT-YAI program design at several technical meetings including high-level Ministry of Agriculture leadership
- ✓ Laying out and formatting the BBT-YAI initiative documents



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