MADAGASCAR

Country information on rural youth initiatives

YOUTHTOOLS
YOUTHTOOLS: Developing tools to engage youth in agriculture and agribusiness

Why YOUTHTOOLS?
Although rural youth represent a big opportunity for developing countries, they face many challenges limiting their ability to work in both agricultural and non-agricultural fields. Targeting and working with rural youth, from the point of view of interventions (policies, programs, and projects) aiming at improving their livelihoods and general wellbeing, could be a tricky task: since interventions addressed to rural youth are relatively new, there is a lack of strategies and mechanisms (specifically addressed to rural youth) that are proven and reliable in their results. At the same time, practitioners in the field have been developing new strategies and practical ways of doing (tools) that have been working well in including rural youth. These tools, practical ways to solve a problem affecting youth's access to opportunities, should be identified and validated. They could also be improved.

How this Grant works?
YOUTHTOOLS will identify and test, within IFAD operations, the tools that work the best to facilitate the inclusion of rural youth. In order to do this, several specialized partners coordinated by PROCASUR will work jointly with IFAD current operations in the selected countries, so the tools that are identified, selected and adapted: (1) respond to the demands and needs of rural youth and projects, and (2) are appropriate and successful in practical contexts, so they take into account the multiplicity of factors that influence the success of a tool in a real social setting.

IDENTIFICATION OF YOUTH NEEDS & OPPORTUNITIES

- Inventory of best practices in the countries, the region and globally.
- Input from panels of experts by thematic area, including teams from IFAD projects.
- Policy dialogue workshops and open competitions in each country.
- Baseline studies on characteristics, needs and opportunities for rural youth in each country.

What do rural youth in this particular context need? What is already working and could be improved?

FIELD LABORATORIES
A field laboratory is a space and an event at the same time, where different stakeholders (projects’ technical teams, rural youth, local champions and partners) meet, get to know a wide array of alternative solutions and design their own pilot for testing the tools that can boost their impact on rural youth.

Which tools respond better to rural youth needs in a particular context? In which thematic area? How these tools could be improved?

PILOT IMPLEMENTATION OF TOOLS
First-line teams and local champions will learn to use and implement an improved tool, as well as in the M&E and audit system. One central, comprehensive system for the analysis of all tools tested will be developed and allow for comparison between the tools and scientific validation of their performance.

How did the tested tool perform? How so? How well/bad did it perform in comparison with other tools?
Who will benefit from the Grant?
3000 youth (half women), aged 15-35 years old living in rural areas in the five selected countries (Cameroon, Mali, Nigeria, Senegal, and Madagascar) that are beneficiaries of selected IFAD funded projects, will directly benefit from the pilot implementations of tools. Policy makers and development practitioners would benefit indirectly from the outcomes of identifying and testing 5 tools that will be widely disseminated, furthering the understanding of rural youth issues.

For more information go to: https://ifadbox.ifad.org/owncloud/s/7qacYKbCdMCBBOf

<table>
<thead>
<tr>
<th>YEAR</th>
<th>Stages</th>
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| YEAR 1 | Setting the stage  
YOUTHTOOLS supports the projects in the design of Pilots that put to test different pro rural youth tools.  
Stocktaking of best practices  
Field Laboratories  
Rural Youth baseline  
Sensitization of stakeholders |
| | Getting ready  
YOUTHTOOLS supports the projects in the getting ready for the Pilots by building the knowledge and know how needed by staff, local organizations, local government bodies, private service providers and the rural youth it-self for putting into practice new pro rural youth tools.  
Training of trainers  
Peer learning  
Experts advisory services  
Small investment facilities |
| YEAR 2-3 | Full implementation  
YOUTHTOOLS supports the full test of the pro rural youth tools through in the field specialized technical assistance, training, knowledge management and monitoring and evaluation services for the projects.  
Training of trainers  
Peer learning  
Advisory services  
Monitoring and evaluation  
Knowledge management |
| YEAR 4 | Scaling up  
YOUTHTOOLS will close this innovation and learning process by assessing the performance and impact of the different pro rural youth tools tested by the pilots, contributing to better future agricultural and rural development investments.  
Tools audit  
Policy dialogue  
New data and knowledge on rural youth. |
Key information on rural youth inclusion:

♦ Traditional agricultural methods in Madagascar are not productive enough to obtain gains, they need intensification and innovation. However, the technology required is not available to the average small-scale farmer. The framework for IFAD’s operations in the country is to introduce innovations by way of vocational training for new generations of farmers. Rural youth employment in general, and in the agro-pastoral sector in particular, is a key issue for the reduction of poverty and the preservation of social peace.

♦ Agriculture, livestock and fisheries subsectors are key to poverty reduction and food security, and support 75% of Madagascar’s population, accounting for 86% of all jobs and 60% of youth employment.

♦ IFAD’s Country Strategic Opportunities Programme establishes the inclusion of youth and the development of youth entrepreneurship and employment as a priority.

♦ Madagascar had a serious and documented problem of lack of training for rural youth and access to land. It is also a country vulnerable to natural disasters.
Overview of programmes, projects and tools featured in this document

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<th>Selected IFAD’s programme in Madagascar</th>
<th>Vocational Training and Agricultural Productivity Improvement Programme - Programme de formation professionnelle et d’amélioration de la productivité agricole (FORMAPROD)</th>
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<td>Other IFAD’s relevant youth-oriented operations in the country</td>
<td>Support Programme for Rural Microenterprise Poles and Regional Economies - Programme de soutien aux pôles de microentreprises rurales et aux économies régionales (PROSPERER)</td>
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<td>Relevant non-IFAD experiences, tools and solutions for the inclusion of rural youth</td>
<td>Projet jeunes entrepreneurs ruraux (PROJER - AfDB) Réseau SOA – Syndicat des organisations paysannes malgaches</td>
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<td>Ongoing relevant programmes and projects</td>
<td>Projet jeunes entrepreneurs ruraux dans le moyen-ouest (PROJERMO - AfDB)</td>
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<td>Tools used by these programmes and projects</td>
<td>Professional proximity training, Guichets uniques multiservices.</td>
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</table>

A. Selected programme

Vocational Training and Agricultural Productivity Improvement Programme - Programme de formation professionnelle et d’amélioration de la productivité agricole (FORMAPROD) 2013-2023

Summary of youth inclusion in the programme: FORMAPROD focuses on the development, implementation and operationalization of a national strategy and system of agricultural and rural training, which is not exclusively addressed to youth. However, within this system, rural youth are considered the new generation through which to introduce agricultural innovations. FORMAPROD aims to formally train 100 000 rural youth, through different formats of vocational training (short term, long term, tutorship) and to follow and accompany 100 000 professional projects. Some youth are supported to set up applications for funding to financial institutions for their business projects.
1. Supporting development and implementation of the National Strategy for Agricultural and Rural Training (SNFAR).

1.1 Piloting of the newly reformed national agricultural and rural training system on the part of the Government and main stakeholders is successful.
1.2 The quality of training is enhanced and monitored.
1.3 Resource use under SNFAR is optimized.
1.4 Partnerships for the production and dissemination of knowledge products are operational.

2. Operationalizing the regional system of rural and agricultural training and ongoing vocational training, including the National Council for Agricultural and Rural Training (CNFAR).

2.1 The national agricultural and rural training system is operational at the regional and local levels in 13 selected regions.
2.2 The human and social capital of smallholder family farms is increased through training and allows these farms to perform better.
2.3 100,000 rural young people receive formal professional training.
2.4 People undergoing complete training are prepared for insertion into a sub-sector of their choice and are supported in setting up their activities.

3. Increasing agricultural productivity in development poles.

3.1 The technical knowledge base of smallholder family farms is improved and their productivity increased.
3.2 Young people and smallholder family farms have access to financial and marketing services that are well adapted to their needs and expectations.
3.3 Smallholder family farms have access to collective infrastructures that are fully used and maintained.
Youth-related results so far:

A 2017 Supervision Mission report indicates that:

- The insertion of trained youth was not reaching expected results. The objective was to have inserted, at the moment of the supervision, 70% of trained youth in the market (either as entrepreneurs or employees). However, only 14,434 youth were trained and only 4,128 youth inserted out of the objective of 100,000 (14% and 4% respectively). 14,434 rural youth were trained (48% young women) through different formats of training: shorts trainings of 3-4 months, tutorships, technical trainings, etc. 42,570 primary and secondary school students benefited from a practical training on agriculture.

- A guide for tutorships was developed.

- 10 CRFAR (Regional training councils for rural and agricultural training) were created, but only 5 were operational.

- In the context of a partnership with UNESCO were created 4 “référentiels nationaux” or curricula of training (exploitant agricole, exploitant entrepreneur agricole, conseiller en agro-écologie et agriculture de conservation, technicien forestier).

- The partnership with UNESCO also provided professional training for out-of-school youth (jeunes ruraux déscolarisés - JRD). A first group of 935 youth (314 women) were trained and 638 funded projects. A second group of 1 454 youth were certified among the 1 695 who followed the short training in 25 training centers. FORMAPROD gave start-up kits to youth from the first group, but they were delays in transferring funds to youths to receive the funds.

- Formation professionnelle qualifiante de proximité: 7043 youth participated in this training (3153 in short training, 3476 with tutors, 414 in centers of EX (exploitants agricoles) in two years, and 296 at the general training cycle at the time of the Mission.

- 4128 youth (37% women) received start-up kits.

- From the beginning of the programme in 2016, about 3420 youth have been supported by the project in their installation. The global evaluation of the situation of the young entrepreneurs has shown that 95% of youth have begun their activities and, at the end of 2016, 68% have persisted in their chosen activity.

- 2011 youth and farms (35% women) were connected with market operators (OM) in 2016 of the expected 1902 (success). These youths sold about 1000 tons of products (litchi, plantain, pineapple, curcuma, ginger, cinnamon and corn). This was done in partnership with PROSPERER.

- Access to financial services was limited.

- FORMAPROD’s plan for 2018 presented the following numbers:

<table>
<thead>
<tr>
<th>Youth who started a training</th>
<th>Objective (at the end of the programme)</th>
<th>Achievement</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>18261</td>
<td>18819</td>
<td>103%</td>
</tr>
<tr>
<td>Massive training</td>
<td>8735</td>
<td>10398</td>
<td>119%</td>
</tr>
<tr>
<td>Short training</td>
<td>4440</td>
<td>3847</td>
<td>87%</td>
</tr>
<tr>
<td>Alphabetization</td>
<td>4376</td>
<td>4235</td>
<td>97%</td>
</tr>
<tr>
<td>Post-secondary training</td>
<td>710</td>
<td>339</td>
<td>48%</td>
</tr>
<tr>
<td>Youth who are installed…</td>
<td>13938</td>
<td>1763</td>
<td>13%</td>
</tr>
<tr>
<td>…and received a start-up kit</td>
<td>6790</td>
<td>1763</td>
<td>26%</td>
</tr>
<tr>
<td>Youth supported in their installation</td>
<td>7590</td>
<td>718</td>
<td>9%</td>
</tr>
</tbody>
</table>
B. Other relevant IFAD’s operations

Programme of Support for Rural Microenterprises Poles and Regional Economies. Programme de soutien aux pôles de microentreprises rurales et aux économies régionales (PROSPERER) 2008-2021

Summary of youth inclusion in the programme: The programme’s closing date was 2013 but successive extensions set a new final date for 2021. It focuses on strengthening and consolidating of rural microenterprises and has been positively evaluated (95% of objectives achieved). PROSPERER has been recognized for its strategy for the inclusion of rural youth, featured in best practices compilations of ILO, FAO and IFAD.

PROSPERER youth-related results so far:

A 2014 IFAD report on lessons learned in supporting rural young people indicated that:

• PROSPERER offered both long and short-duration training at a centre or school and more traditional multi-year apprenticeships.

• It had adopted a dual training approach in which periods of training at a centre are alternated with periods of hands-on experience working for a host enterprise. Apprentices and host enterprises received a monthly indemnity from the programme. Many of the apprentices were eventually hired by the host enterprises on a full-time basis and at competitive wages. Employment rates were high, with over two thirds of the graduates being in some form of employment (wage/salary or self-employment) six months after training. About 20-30 per cent of graduates decided to set up their own enterprises.

• Guichets uniques multiservices (GUMs, multi-service single-window offices) are ad-hoc agencies with the potential to become private-sector consulting firms specialized in business development services delivery. They employ two or more young university graduates in business-related subjects.

• The programme used posters and radio broadcasts to disseminate information on the annual offer of scholarship for long-cycle vocational training and on the result of the screening procedure.

Description of PROSPERER’s experience (by FAO):

The PROSPERER project began in 2009 with the support of IFAD. It promotes rural entrepreneurship for Malagasy youth through apprenticeships in the regions of Sofia, Itasy, Analaman- ga, Haute Matsiatra and Batovavy Fltovinagny. The project identifies rural microenterprises (RMEs) that could potentially host apprentices having premises located in the project regions, be operational, have the physical capacity to receive apprentices and already have experience with apprenticeships. RMEs can host between five and ten apprentices, depending on their capacity. The project provides training for the tutor or host RME to improve his/her training practices.
Host RMEs receive USD 10 per apprentice per month for the purchase of materials needed for training. Following identification of the RMEs, an information campaign is launched (through radio, word of mouth and household visits) to publicize the apprenticeships. Apprentices should be between 16 and 25 years old and priority is given to those from the most vulnerable families – a project validation committee ensures that the selection process is carried out correctly. Apprentices receive on-the-job training as well as separate training sessions on entrepreneurship and business management delivered by various external service providers. PROSPERER does not require any financial contribution from the young participants. Apprenticeships take place in subsectors, including silk weaving, basket weaving and beekeeping. An apprenticeship lasts from two to six months, depending on the occupation. At the end of the practical training period, apprentices receive a certificate signed by the tutor and bearing the logos of the project and the chamber of commerce where applicable. Upon completion of the apprenticeship, graduates can choose between becoming a paid worker or an entrepreneur. For aspiring entrepreneurs, the programme provides start-up kits and support for young people creating their own business. To facilitate access to seed capital for graduates, PROSPERER has set up a guarantee fund with partner microfinance institutions (MFIs).

As a result of programme implementation 3,468 young people have started and 2,694 completed an apprenticeship. Some programme trainees have been recruited as paid workers and others have become entrepreneurs. A project evaluation indicates that young women are more likely to turn to wage labour, while young men prefer to start their own business. Around 72 percent of the project beneficiaries were women, probably a result of the targeted sectors being mostly female dominated. In 2012, PROSPERER launched a rural youth association strategy since it was found that young people who work in groups are better able to adapt to technological innovation allowing them to cultivate entrepreneurship. Also in 2012, the FAHITA network, a branch of the global network Global Youth Innovation Network (GYIN) was set up with the support of PROSPERER.

C. Relevant non-IFAD experiences, tools and solutions for the inclusion of rural youth in this country

Rural Youth Entrepreneurs Project – Projet jeunes entrepreneurs ruraux (PROJER) 2000-2007
AfDB (African Development Bank)

PROJER created 325 agricultural enterprises for training and technical assistance of rural youth. It secured land for the activities of the enterprises (60,000 ha), offered training, implemented a centre for training, trained trainers, built infrastructure and created a socio-professional organisation for the workers of the enterprises. Most of the created enterprises were positively evaluated although the global profitability rate was below the expected.
Support for rural youth in the context of a peasant organisation

Réseau SOA – Syndicat des organisations paysannes malgaches

2014-2016

SOA, an organisation of about 20,000 peasants in Madagascar, decided to develop a project of training and support for rural youth. They defined a series of requirements for the youth (being member of an organisation, that the parents of the candidate provided them some land, access to telephone, etc.). In each organisation, a group of selected youth (by their base organisations) received technical assistance and general follow-up.

D. Ongoing experiences, tools and solutions for the inclusion of rural youth

Mid-West Rural Youth Enterprise Project –
Projet jeunes entrepreneurs ruraux dans le moyen-ouest PROJERMO
AfDB (African Development Bank)
Continuation of PROJER

The Mid-West Rural Youth Enterprises Project (PROJERMO), located in the Bongolava and Amoroni Mania regions involves the establishment of enterprises in areas of activity and occupations linked to the production, processing, and marketing of agricultural products, as well as to the development and maintenance of irrigation infrastructure. It comprises (i) the creation of 500 rural youth enterprises, 40% of which will be owned by women in sectors along the agricultural value chain (production, processing and marketing of agricultural products) and (ii) development of irrigated lowland plots covering a total area of some 2,200 ha for local farmers. The investment is expected to deliver about 22,000 tonnes of paddy rice, 8,000 tonnes of groundnuts, and 28,000 tonnes of maize per year.
Sources:

- IFAD (2016), Programme de Formation professionnelle et d’amélioration de la productivité agricole (FORMAPROD), Rapport de la 1ère revue interphase.
- IFAD (2014), Programme de Formation professionnelle et d’amélioration de la productivité agricole (FORMAPROD), Rapport de la mission de supervision.
- FORMAPROD Programme de travail pour l’année 2018.

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² FORMAPROD. Rapport de supervision 2017.

³ IFAD (2014), Lessons learned. Supporting rural young people in IFAD projects.

⁴ http://www.fao.org/3/a-i3947e.pdf

⁵ http://www.inter-reseaux.org/IMG/pdf/gds71_reseau_soa.pdf

⁶ https://allafrica.com/stories/201509240745.html

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About IFAD:

The International Fund for Agricultural Development (IFAD) works with poor rural people to enable them to grow and sell more food, increase their incomes and determine the direction of their own lives. Since 1978, IFAD has invested about US$14.9 billion in grants and low-interest loans to developing countries through projects empowering over 410 million people to break out of poverty, thereby helping to create vibrant rural communities. IFAD is an international financial institution and a specialized UN agency based in Rome – the United Nations’ food and agriculture hub. It is a unique partnership of 172 members from the Organization of the Petroleum Exporting Countries (OPEC), other developing countries and the Organisation for Economic Co-operation and Development (OECD).

About PROCASUR Corporation:

Procasur is a global organization specialized in harvesting and scaling-up home-grown innovations. Its mission is to foster local knowledge exchange to end rural poverty. By sharing innovations through customized local knowledge-management tools and methodologies, the organization connects global institutions with local talents, providing the structured learning platforms necessary to spread innovation. PROCASUR has facilitated learning opportunities in over 40 countries in Africa, Asia, and Latin America and the Caribbean, affecting the lives and livelihoods of thousands of rural talents across the globe. To learn more, visit www.procasur.org.