



Cameroon Success stories



Jobs Open to the Youth

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The **PROCASUR** corporation is a global organization specialized in harvesting and scaling local innovations. The organization's mission is to **foster the exchange of local knowledge to end rural poverty**. By sharing innovations through various tools and methodologies for local knowledge management, the organization **connects global institutions with local talent**, and provides structured learning platforms needed to disseminate and scale up innovation. PROCASUR has facilitated learning opportunities in **more than 30 countries in Africa, Asia, and Latin America and the Caribbean**, influencing the lives and livelihoods of thousands of local talents around the world.

JOY in a nutshell

JOY is a pioneering wage and self-employment focused youth program by IFAD, implemented by PROCASUR, ILO and country partners since 2021 in Kenya and Cameroon. It promotes decent agri-jobs by skill building, internships, placements and policy advocacy via county-based Agribusiness Hubs connected with TVETs, employers and governments. The program aims to facilitate wage employment for 2000 youth (70%) and self-employment for 1000 youth (30%), with focus on gender balance.

Results

- 4000 youth skilled with 45% female participants
- 2500 placed into wage jobs and 1000 supported for entrepreneurship
- 220 enterprises incubated and over 400 companies engaged
- 7 Hubs activated and US\$ 300,000 raised as growth capital
- 450 youth voiced recommendations shared in relevant platforms

Lessons Learned

- Employer engagement pivoted from transactions to partnerships
- Flexible design allows customization to local dynamics and youth categories
- Leveraging networks and affiliations aids in catalyzing transformations
- Tracking workplace retention signals internship-to-job conversion
- Multi-point entry model ensures continued support across life stages
- Co-investment approaches promote youth-friendly financing products

Scan to learn more



Welcome

Step into the fascinating world of success stories from the **Jobs Open to Youth (JOY) project in Cameroon!** This groundbreaking initiative, born from collaboration between **PROCASUR** and **AGROPME**, with invaluable support from the **International Fund for Agricultural Development (IFAD)**, is revolutionizing the lives of rural Cameroonian youth by providing them with salaried employment and dignified self-employment opportunities in the thriving agricultural sector of the country.

The seven success stories presented here are just a glimpse of the extraordinary achievements harvested by the JOY project. These narratives share a common theme: the tireless dedication of young people, especially women, and the private sector's unwavering commitment to promoting green and digital economies, as well as nutritious food systems. These testimonies serve as compelling evidence of the immense potential that is unleashed when rural youth are equipped with the necessary tools, guidance, and opportunities to flourish.

We cordially invite you to immerse yourself in these inspiring tales and witness how the **JOY project is concretely transforming the lives of Cameroonian youth and rural communities.** As you explore these success stories, you'll discover more about this cutting-edge initiative and its vision for a future where rural youth drive positive and sustainable change.

Get ready to be captivated, challenged, and inspired by the remarkable potential of this new generation of Cameroonian agricultural leaders!

Cameroon

Success stories



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GIC ANT

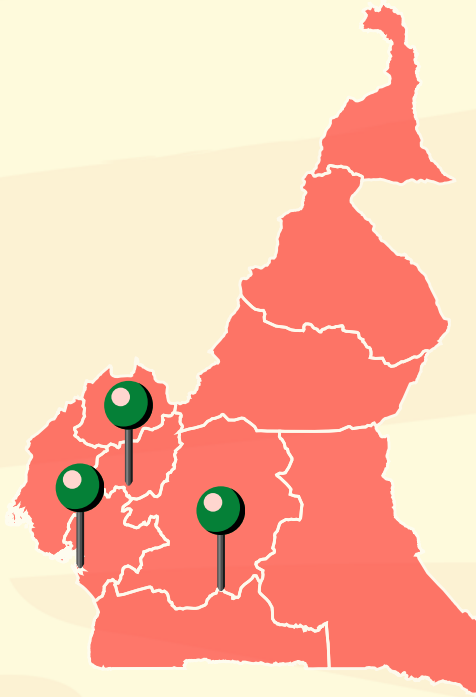
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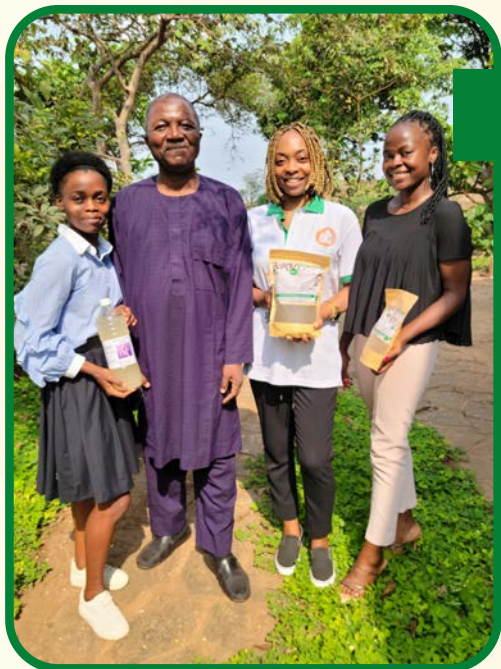


Family Green Corporation

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📍 Yaoundé

AGRIBIOCAM

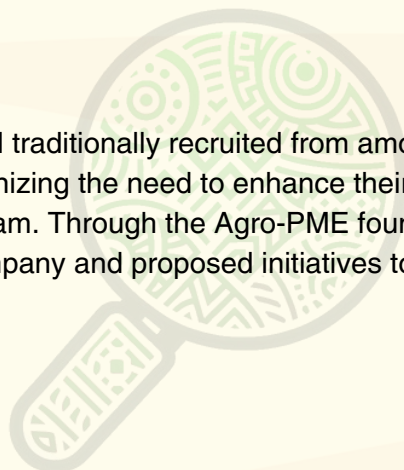


Twenty years ago, Professor Dieudonne Nwaga embarked on a journey to revolutionize agriculture in Cameroon by founding AGRIBIOCAM, a Cooperative Interest Group (CIG) dedicated to biological agriculture. Specializing in the production of biofertilizers using microorganisms like mycorrhizal fungi, AGRIBIOCAM has been at the forefront of sustainable agricultural practices. Even after retiring as a senior lecturer in microbiology at the University of Yaoundé, I, Professor Nwaga continues to champion youth empowerment in biological agriculture, both nationally and internationally.



Encountering JOY

With a workforce of 13 employees, AGRIBIOCAM traditionally recruited from among Professor Nwaga's top students. However, recognizing the need to enhance their sales strategies, they eagerly embraced the JOY program. Through the Agro-PME foundation, JOY conducted a comprehensive diagnosis of the company and proposed initiatives to bolster their sales operations.





Experience with JOY

Under the auspices of JOY, AGRIBIOCAM embarked on a journey from artisanal production to semi-industrial production. Five young interns were strategically placed within the company to spearhead marketing and sales initiatives. Despite their scientific backgrounds and limited professional experience, these interns received intensive training on crafting technical production itineraries tailored for farmers. Remarkably, they have already produced over six viable proposals, a testament to their rapid development under the JOY program.

JOY doesn't just stop at providing initial support; it's committed to upskilling the youth for long-term success. Continuous evaluation by the CIG delegate ensures that these interns are equipped with the necessary skills to secure employment opportunities. Professor Nwaga stands ready to absorb these talented individuals into AGRIBIOCAM's workforce upon the completion of their internship, potentially multiplying the company's demand for skilled labour tenfold or even twentyfold.

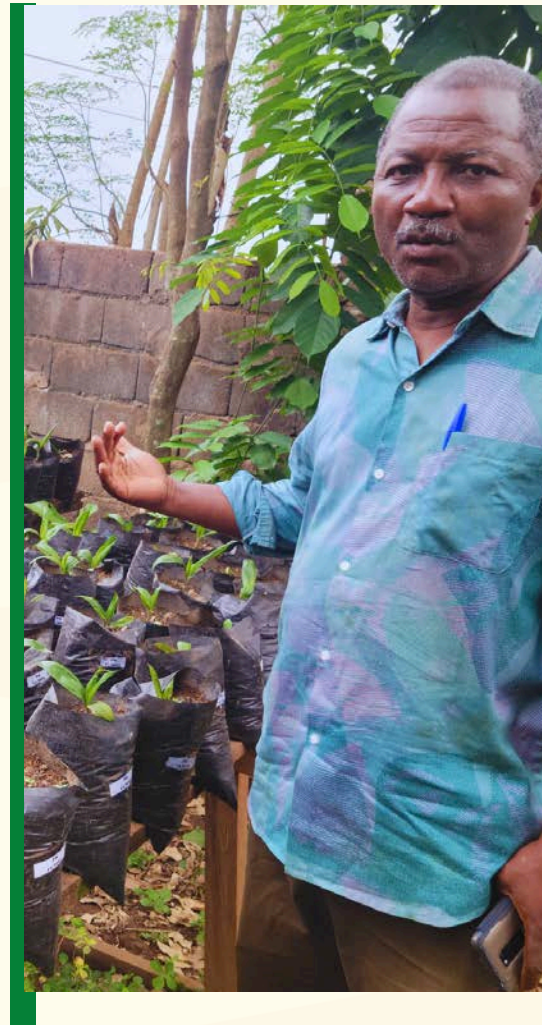


Each of the interns possesses a master's degree in microbiology, but JOY's intervention extends beyond their academic qualifications. By honing their marketing acumen, JOY is bridging the gap between academic knowledge and professional proficiency. For instance, one intern is pioneering research on enhancing the active components of Artemisia tea through bio-fertilized plantlets, showcasing the practical applications of their scientific expertise in real-world contexts.



Best Practices

JOY's success lies in its tailored approach to each partner company. By conducting thorough diagnostics and addressing specific gaps, JOY ensures that its interventions yield tangible results. Professor Nwaga commends JOY's effectiveness and encourages other companies in need of young, skilled talent to avail themselves of this invaluable resource.





Lesson learnt and future prospects



The interns are equipped with the necessary skills to secure employment opportunities. I stand ready to absorb these talented individuals into AGRIBIOCAM's workforce upon the completion of their internship, potentially multiplying the company's demand for skilled labour tenfold or even twentyfold."

Professor Dieudonne Nwaga, employer

The synergy between academia and professionalism facilitated by JOY serves as a blueprint for future youth employment initiatives. By fostering meaningful dialogue with employers and equipping youth with not just technical skills but also vital life skills, JOY is empowering a new generation of workforce ready to tackle the challenges of tomorrow's economy.

In conclusion, AGRIBIOCAM's partnership with JOY exemplifies the transformative potential of youth empowerment programs in driving innovation, sustainability, and economic growth in the agricultural sector. Through strategic interventions and continuous support, JOY is not just creating job opportunities; it's cultivating a legacy of prosperity for Cameroon's youth and its agricultural industry as a whole.



 Yaoundé

Obe Bidjana Michele Thurene's Journey



At 32 years old, Obe Michele is a dynamic young woman with a Master's degree in Microbiology, specializing in Environmental Microbiology, obtained from the University of Yaoundé I in 2023. Her passion for environmental science led her to volunteer at the Maison de l'Artemisia project, where she explored the use of biological microorganisms to enhance the growth of functional molecules in Artemisia Afrapants. Recognizing her potential, Obe was introduced to the JOY project, which facilitated her internship placement at AGRIBIOCAM, an organization led by Professor Dieudonné Nwaga, renowned for its expertise in the production and commercialization of organic fertilizers, biopesticides, and high-quality medicinal plants.



Encountering JOY

Informed about the JOY project by Professor Nwaga, Obe recognized the potential of this opportunity for young individuals like herself seeking employment and financial support. Under the mentorship of Professor Nwaga, Obe underwent technical training both internally within AGRIBIOCAM and through JOY, where she developed technical production sheets outlining the use of organic inputs developed by AGRIBIOCAM. This internship not only equipped Obe with invaluable technical skills but also enhanced her employability and professional competence.



Experience with JOY

Through her internship, Obe embarked on a journey of skill development and practical application. Armed with the knowledge acquired, she engaged with farmers within her network, educating them on the application of biofertilizers and the cultivation of Artemisia Afra plants. Anticipating future training sessions in information technology and financial literacy offered by JOY, Obe harbors ambitions of establishing her own Artemisia Afra field and cultivating other medicinal plants with the support of external funding.



Best Practices

Obe commends JOY's proactive approach, with its team actively engaging with stakeholders on the ground, gaining firsthand insights into the realities of youth employment and entrepreneurship. She firmly believes that the skills acquired through JOY's training programs, both present and future, will serve as valuable assets in her professional journey, empowering her to navigate the complexities of her chosen field with confidence and competence.



Lesson learnt and future prospects

Obe Bidjana Michele Thurene's journey with JOY at AGRIBIOCAM epitomizes the transformative impact of strategic partnerships in nurturing talent and fostering growth. Through comprehensive training initiatives and hands-on experience, JOY empowers young individuals like Obe to realize their full potential, equipping them with the skills, knowledge, and ambition necessary to thrive in their chosen careers. As Obe continues her journey of professional development, she stands as a testament to the power of collaboration and mentorship in shaping a brighter, more prosperous future for Cameroonian youth.



📍 Yaoundé

Fine Biscuit Industries



Fine Biscuit Industries Sarl is a family-owned business specializing in the production of potato flour biscuits, situated in the peri-urban area of Yaoundé. Established five years ago, the company's roots trace back to the visionary initiative of Thomas Thekinfack's father in 1952. What began as a one-employee operation, processing a mere 4 kg of paste daily in a home kitchen, has now burgeoned into a thriving enterprise. Today, with Thomas at the helm as Managing Director, Fine Biscuit Industries boasts a team of 17 employees, processing approximately 100 kg of paste daily. The company has expanded its horizons, establishing over 100 sales points and a dedicated office, supported by small-scale machinery.



Encountering JOY

Our journey intersected with JOY, a project dedicated to enhancing youth access to employment opportunities, primarily through skills development and support initiatives. JOY has been instrumental in our recruitment efforts, facilitating the onboarding of interns who have undergone upskilling programs. Furthermore, JOY has alleviated financial burdens, covering transportation costs for these interns. A notable instance of JOY's invaluable assistance was in providing a QR code for our packaging, a service that would have otherwise incurred significant expenses. JOY's support extends to digital marketing initiatives, fortifying our online presence and amplifying our visibility. As we gear up for expansion with the acquisition of new machinery, JOY continues to stand by us, aiding in talent acquisition and the transition of interns into full-time roles post-internship.



Experience with JOY

Our collaboration with JOY has catalysed transformative changes within Fine Biscuit Industries. With an eye toward self-sufficiency, we plan to cultivate our raw materials, particularly sweet potatoes, in rural areas—a venture for which we intend to tap into JOY's pool of skilled youth. Of the five interns assimilated into our workforce, all have made significant contributions, particularly in the marketing department, where their efforts have propelled sales growth. Bolstered by JOY's support, we've established six new sales points, strategically positioned to harness high foot traffic and diverse consumer demographics. This shift from reliance on third-party retailers to direct sales outlets has not only enhanced brand visibility but also fostered stronger community ties.





Best Practices

The active involvement and continuous support provided by JOY exemplify a commendable industry standard for fostering symbiotic relationships between organizations and youth-oriented initiatives. Our experience underscores the importance of understanding the aspirations and career trajectories of young recruits, enabling us to align organizational objectives with individual goals effectively. Additionally, we've embraced a model of empowerment, offering our sales agents the opportunity to transition to independent roles, thereby incentivizing entrepreneurial spirit and fostering long-term partnerships.

“ Boosted by JOY's support, we've established six new sales points, strategically positioned to harness high foot traffic and diverse consumer demographics.

This shift from reliance on third-party retailers to direct sales outlets has not only enhanced brand visibility but also fostered stronger community ties.”

Thomas Thekinfack, employer





Lessons Learned

While our partnership with JOY has been overwhelmingly positive, we've encountered challenges, particularly concerning interns' perceptions of their roles. To address this, we advocate for a comprehensive understanding of youth perspectives during recruitment processes, allowing for realistic expectations and mutually beneficial engagements. Moreover, our experience underscores the importance of adaptability and innovation in navigating evolving market dynamics, principles we remain committed to as we chart our path forward.

In conclusion, Fine Biscuit Industries' collaboration with JOY exemplifies the transformative potential of strategic partnerships in driving sustainable growth, fostering youth empowerment, and nurturing vibrant communities.

As we continue to expand our horizons, we remain steadfast in our commitment to harnessing the boundless potential of today's youth, guided by the principles of inclusivity, innovation, and shared prosperity.



📍 Yaoundé

Prisca Bikoi's Journey



Armed with a master's degree in French modern letters from the University of Yaoundé I, Prisca Bikoi found herself drawn to the dynamic world of sales and marketing. Despite her academic background, she yearned for practical experiences that would allow her to apply her knowledge in a tangible way. Previously, she dabbled in hostessing roles for various events but found little fulfilment. However, her passion for marketing sparked a desire for a career shift, paving the way for her encounter with JOY.



Encountering JOY

Prisca's journey with JOY began with a simple conversation with her aunt, who mentioned that Fine Biscuit Industries was seeking sales agents. Eager to explore this opportunity, Prisca promptly submitted her CV via WhatsApp and subsequently underwent an interview process. Selected for a three-month trial period, inclusive of a one-month marketing training, Prisca embarked on a transformative journey that would shape her career trajectory.

Under the guidance of JOY and the nurturing environment provided by Fine Biscuit Industries, Prisca underwent a profound metamorphosis. Armed with newfound skills in sales techniques, customer relationship management, and product knowledge, she seamlessly transitioned from the realm of literature to the dynamic world of marketing and sales.



Experience with JOY

Despite the demands of her new role, Prisca relishes the opportunity to lead her sales team during events and harbours aspirations for further professional development in communication, marketing, and management. Her journey with JOY and Fine Biscuit Industries has not only provided her with a stable career but also garnered respect from her peers and family, as she now stands as a financially independent individual.



Best Practices

Prisca's success story underscores the efficacy of JOY's program in bridging the gap between youth aspirations and professional opportunities. By partnering with reputable enterprises and empowering young individuals through targeted training and employment initiatives, JOY serves as a catalyst for transformative change in the lives of countless youths like Prisca around Africa.



Lesson learnt and future prospects

Prisca advocates for increased outreach efforts to inform a wider audience of youths and entrepreneurs about the invaluable opportunities offered by the JOY program. By maximizing communication channels and amplifying awareness campaigns, JOY can further expand its impact and reach even more aspiring individuals seeking to realize their full potential.

Prisca's journey epitomizes the transformative power of strategic partnerships and targeted interventions in unlocking the latent potential of young individuals.





 Douala

NEW METAL



NEW METAL, founded and managed by Mr. Kenne Merlin, is a mechanical fabrication company based in Douala. Specializing in constructing metal structures and manufacturing industrial machines, the company faced setbacks after being deceived by a close collaborator in a real estate project. However, Mr. Kenne persevered, and the two recruits inserted into the company through the JOY program proved to be invaluable assets in this process.



Encountering JOY

Having previously collaborated successfully with AGRO-PME Foundation, a partner in implementing the JOY project, Mr. Kenne learned about the opportunity to receive human resource support through this relationship. He expresses high satisfaction with the work of the young individuals, doubling their salaries after the probationary period. Previously, he struggled to find suitable candidates, even after interviewing 15 applicants for a job posting on WhatsApp



Experience with JOY

He appreciates the difference in behavior exhibited by the young recruits compared to others and commends the coaching provided by the JOY team. In addition to the two technicians recruited, he also seeks to hire a secretary through JOY. With the competence of his new recruits, his workload has decreased, and production capacity has increased, allowing him to focus more on development strategies and market research. The company secured two contracts facilitated by the JOY project.



Best Practices

NEW METAL considers the JOY project to be innovative and dynamic, providing rapid access to qualified personnel. Mr. Kenne highly recommends JOY to all employers seeking a reliable workforce. The identification and coaching of young talents are also commendable practices attributed to JOY.



Lesson learnt and future prospects

Mr. Kenne recommends continuing the excellent work accomplished by JOY, emphasizing the positive impact it has had on his company's operations and growth.

In conclusion, the partnership between NEW METAL and JOY has not only benefited the company by providing access to skilled and motivated young talents but has also contributed to the personal and professional development of these individuals. It showcases the effectiveness of collaborations between businesses and initiatives focused on youth empowerment and employment.



 Douala

Feugio Ngoula Dolcas Journey



At 25 years old, Feugio Ngoula Dolcas is a dynamic and talented mechanical design engineer. Despite her young age, she demonstrated exceptional dedication by working part-time to finance her studies at a company near her school in Nyalla, Douala. Notably, she also engaged in designing machine models which she sold independently. Her journey led her to NEW METAL, a company based in Bonaberi, Douala, specializing in metal trading, mechanical fabrication, industrial welding, and service provision

“ I now feel more versatile and experienced, actively participating in contract negotiation meetings with my employer”
Feugio Ngoula Dolcas, salaried employee



Encountering JOY

Dolcas faced the challenge of covering unbearable transportation costs due to her studies and work commitments. Upon learning about the JOY project from a friend, she swiftly approached JOY to submit her application. Simultaneously, the promoter of NEW METAL was seeking someone capable of concurrently handling mechanical design and realization tasks. Consequently, Dolcas was recruited for a 2-month internship, following which she was offered a permanent position by the company. She acknowledges the rigorous evaluation process and meticulous follow-up by JOY, which significantly facilitated her access to employment.



Experience with JOY

Dolcas takes on various responsibilities including mechanical design, machine fabrication, customer reception, secretarial duties, and drafting quotations. She has become more versatile and experienced, actively participating in contract negotiation meetings with her employer. While her salary remains similar to her previous position, the invaluable experience, newfound skills, networking opportunities, proximity to her workplace, and potential for growth have contributed to her overall job satisfaction. Dolcas wisely invests a portion of her earnings in English language training to further enhance her skill set.



Best Practices

The JOY model's practice of recruiting young individuals, often without prior experience or formal training, and seamlessly integrating them into the workforce at no cost stands as a commendable approach.



Lesson learnt and future prospects

Dolcas emphasizes the importance of continuing to recruit young individuals through JOY, highlighting the pressing need for employment opportunities among the youth. She encourages sustained efforts to provide avenues for youth employment and urges against discontinuing such vital initiatives.

Feugio Ngoula Dolcas's success story exemplifies the transformative impact of the JOY project in empowering young individuals like herself, providing them with valuable employment opportunities, and fostering their professional growth and development.





 Nkongsamba

GIC ANT



Founded by Mr. Foze Cyprien, GIC ANT is a poultry company based in Nkongsamba, specializing in broiler chicken production. The company also engages in secondary activities such as ginger cultivation, maize farming, and fish farming. GIC ANT has recruited 6 employees through the JOY project.



I'm a curious person and I've validated the JOY project

Foze Cyprien, employer



Encountering JOY

Mr. Foze vividly recalls the day in April 2023 when he met a JOY project representative at a seminar and decided to invest in the project. This experience has instilled greater ambition in him, driving him to seek new partnerships and funding opportunities to elevate the business to the next level. He encourages his employees to pursue their own entrepreneurial endeavors, providing them with advance chicken feed and deducting the costs from their salaries at the end of the month.



Experience with JOY

Mr. Foze describes the young workers from the JOY project as volunteers who are committed and willing to undergo a 3-month probationary period, unlike others recruited through personal connections or word of mouth who demand immediate payment. With the support of the JOY project, the financial burden of employing these workers was alleviated.

Their contribution facilitated deliveries, increased retail sales figures, and improved productivity, allowing the company to transition from a production cycle every two months to one every month. Moreover, the staff's involvement has enhanced the quality of the chickens produced, resulting in higher selling prices and improved community perception of the business.



Best Practices

GIC ANT recognizes several best practices attributable to the JOY project, including the cultivation of youth engagement, pre-employment recruitment in businesses, and instilling discipline among young workers. Mr. Foze emphasizes the importance of ongoing training and skill development for employees, suggesting increased financial support for young workers as well.



Lesson learnt and future prospects

Mr. Foze recommends placing a greater emphasis on employee training and retraining and considering an increase in financial support for young workers. These measures, he believes, will further enhance the effectiveness and impact of the JOY project in facilitating youth employment and fostering entrepreneurial growth.



 Nkongsamba

Ayiouonganju Youchaou's journey



At 27 years old, Ayiouonganju Youchaou is an agropastoral technician trained at a rural training center since 2017. He gained experience by assisting several private livestock farmers in his village of Bangourain, located in the Noun department.

“This job has enabled me to bid farewell to unemployment,”
Foze Cyprien, employer



Encountering JOY

Despite facing challenges in collaborating with private farmers, his life took a positive turn in 2003 when he joined GIC ANT, specialized in broiler chicken production, through the JOY project. Today, he serves as the farm manager, overseeing operations, manufacturing feed for the chickens, and coordinating sales.



Experience with JOY

Ayiouonganju Youchaou now effectively addresses his family's needs, manages his projects, and supports his wife financially, including agricultural endeavors and the construction of their home in the village. His success has even inspired his older brother, who plans to seek employment with a neighboring entrepreneur specializing in layer hens. Enjoying a decent salary, Ayiouonganju Youchaou affirms that "*work is easy with JOY.*" Sharing his success story, Ayiouonganju Youchaou impresses many with his journey, prompting them to express interest in joining the JOY project.



Best Practices

Ayiouonganju Youchaou acknowledges the effectiveness of the JOY project's follow-up and financial support, which have greatly facilitated his integration into the workforce. These practices, he believes, are key to the project's success.

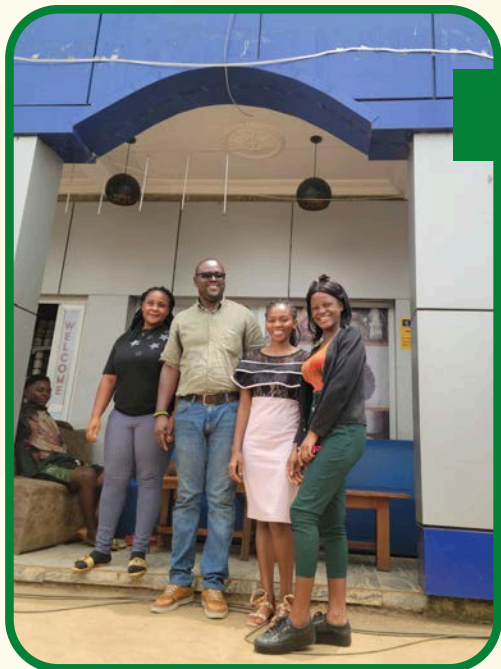


 Melong

MELI SARL



MELI SARL, under the leadership of Mr. Togue, comprises a bakery, a snack bar, and a hotel, all driven by a vision of excellence and service. Recognizing the need for skilled and dedicated employees, MELI SARL partnered with JOY to recruit and empower young talents, thus strengthening its workforce and sustaining its growth.



Encountering JOY

Prior to its collaboration with JOY, MELI SARL relied primarily on familial connections for recruitment, resulting in a flawed management system. In the challenging employment landscape of Melong, where many young individuals opt for daily wage labor in agriculture, finding committed employees posed a significant challenge.

The introduction of JOY-recruited youths brought a notable shift in the workforce dynamics. These individuals, characterized by their diligence and dedication, have positively impacted production and sales at MELI SARL.



Experience with JOY

The infusion of young, motivated recruits has not only enhanced productivity but has also prompted MELI SARL to expand its operations. With plans to open a restaurant, the company anticipates the hiring of additional staff to manage various aspects of the business. Mr. Togue acknowledges the positive trajectory of MELI SARL's growth, attributing it in part to the contributions of JOY-recruited employees. Furthermore, he emphasizes the importance of continuous training and support to further optimize employee performance and business operations.



Best Practices

The success story at MELI SARL extends beyond improved business performance; it underscores the transformative impact of partnership and collaboration in fostering youth employment and development. Mr. Togue commends the positive behavioral changes observed among JOY-recruited employees, highlighting their professionalism and adaptability. He particularly celebrates the achievements of one young woman who excels in a traditionally male-dominated role, exemplifying the potential for gender inclusivity and empowerment in the workplace.



Lesson learnt and future prospects

Mr. Foze recommends placing a greater emphasis on employee training and retraining and considering an increase in financial support for young workers. These measures, he believes, will further enhance the effectiveness and impact of the JOY project in facilitating youth employment and fostering entrepreneurial growth.



 **Melong**

Ngwanwou Kamgang Christine's Journey



At just 22 years old, Christine Kamgang serves as a management controller at Meli Group, a bakery located in Melong, a rural area near Nkongsamba. Armed with a Higher National Diploma in Logistics and Transportation from the University of Douala, Christine embarked on a journey through various jobs, struggling to find her true calling. In 2023, she returned to her grandmother's home in Melong, determined to chart a new path forward.



Encountering JOY

Christine's fortunes changed when she crossed paths with JOY in 2024, thanks to a recommendation from a friend who informed her of a job opportunity at Meli Bakery. Applying for a position as a shelf stocker, Christine was recruited and underwent a month-long training program facilitated by JOY in collaboration with the Meli Group's director. Today, she diligently oversees stock verification, production and delivery calculations, reports to the General Manager, ensures quality control and quantity monitoring of bread production, and verifies invoices for orders, among other responsibilities.



Experience with JOY

Through this experience, Christine gains valuable insights, recognizing that a large surplus often conceals significant debts. Despite her dedication and competence, Christine faces challenges, such as being underestimated due to her petite stature and occasionally struggling to find childcare for her son while she is at work. However, she emphasizes that accessing employment through the JOY project is quicker, and she secured a promising position with opportunities for advancement. Moreover, the capacity-building initiatives provided by JOY are instrumental in facilitating her professional growth.



Lesson learnt and future prospects

Through this experience, Christine gains valuable insights, recognizing that a large surplus often conceals significant debts. Despite her dedication and competence, Christine faces challenges, such as being underestimated due to her petite stature and occasionally struggling to find childcare for her son while she is at work. However, she emphasizes that accessing employment through the JOY project is quicker, and she secured a promising position with opportunities for advancement. Moreover, the capacity-building initiatives provided by JOY are instrumental in facilitating her professional growth.





Penja

NZIP INDUSTRY



Founded and led by NZIPIE GAEL after completing his degree in Agronomy specializing in plant production in 2019, NZIP INDUSTRY is a company based in Penja specialized in the transformation of spices, primarily pepper. They process, package, and market white pepper, black pepper, green pepper, and red pepper under the brand 'Les Pépites de Penja'. The company employs 12 individuals, including 7 recruited through the JOY project, mainly for sales and marketing roles.



Encountering JOY

Mr. Nzipie reveals that it was the Secretary-General of l'IG Poivre, an organization representing stakeholders in the pepper value chain in Moungo, who informed him about the JOY project and connected him with the JOY liaison office in Njombe in 2022. Through this connection, he was able to express his need for qualified labor and gained access to commercial kiosks scattered throughout the city, allowing young entrepreneurs to showcase and sell their products. Hiring an assistant accountant and other staff members enabled Mr. Nzipie to boost the company's productivity. The exchange of ideas and experiences among employees allowed him to free up time to attract new clients.



Experience with JOY

JOY significantly improved the company's management system by providing training to the staff and offering tools such as Excel templates for inventory management, procurement, sales, and cash flow tracking. This new deployment enabled Mr. Nzpie to better understand market preferences and accelerate product communication, leading to a substantial increase in revenue. He went from producing 100 kg per week to 300 kg per week for the Yaoundé market. Now he reaches seven out of ten regions in the country through distributors, and he plans to hire new salespeople to cover the entire country and the sub-region.



Best Practices

The continuous monitoring of staff through regular evaluations, capacity building as needed, commercial placement, facilitation of partnerships, and customer acquisition are commendable practices attributed to the JOY project.



Lesson learnt and future prospects

Mr. Nzpie suggests that JOY could enhance its support for personnel by increasing coverage to 70% and extending the support period to one year, which would be a significant boost for startups. Additionally, he recommends providing assistance for penetrating international markets.

Through strategic interventions and comprehensive support, JOY not only enhances youth employability but also fosters the growth and sustainability of enterprises, contributing to economic development at both local and national levels





Penja

Family Green Corporation



Family Green Corporation (FGC) is an NGO led by Mr. Huber Tchuigoua, dedicated to promoting green economy practices such as recycling organic waste and plastic to produce biofertilizers, compost, and ecological charcoal. Supported by the JOY project, FGC has experienced significant growth and impact, both for the organization itself and for the youth it employs.



Encountering JOY

Recruiting 10 young individuals through the JOY project in 2023, FGC witnessed a boost in production and market deployment. Mr. Tchuigoua underwent training in financial education and leadership, coupled with material support for setting up the enterprise and acquiring tools for analytical accounting. This investment led to a doubling of monthly biofertilizer production from one ton to two tons. However, a major challenge remains the lack of product homologation, hindering access to certain markets. Support for homologation would be invaluable in overcoming this hurdle.



Experience with JOY

With a strengthened team comprising production and sales units, FGC achieved profitability, enabling reinvestment to enhance technical capabilities and acquire a motorcycle for operational marketing. Previously, volunteers at FGC did not receive salaries, but with JOY's support, they now earn despite a significant portion of revenue being reinvested for business growth.



Best Practices

Participation in COP 28 in Egypt, facilitated by JOY, expanded FGC's network and opportunities for collaboration with youth worldwide. The emphasis on job training, creating employment opportunities for young individuals, and providing ongoing support and evaluation in the workplace are commendable practices attributed to JOY.



Lesson learnt

Mr. Tchuigoua highlights that *"it is through aspiring to grow with JOY that we have established a headquarters and achieved our current level of growth."* He recommends scaling up the project to other communities, underscoring the transformative impact of JOY on FGC's journey towards sustainable growth and development.



Cameroon

Success stories



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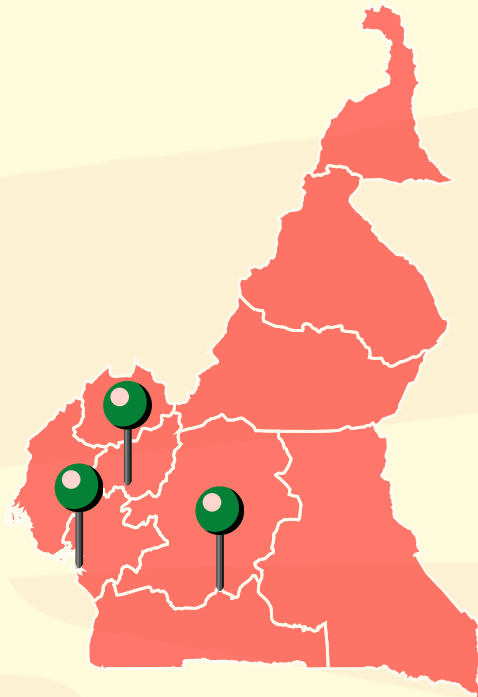
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