



Jobs Open to the Youth

Kenya Success stories



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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

Let's dive into the inspiring success stories of the **Jobs Open to Youth (JOY)** project in Kenya. This innovative initiative, led by **PROCASUR** with support from the **International Fund for Agricultural Development (IFAD)**, empowers rural youth by providing them with decent employment opportunities in agriculture. JOY has forged strong partnerships with **USTADI**, the national leader in Kenya, and prominent educational and vocational institutions, including **Pwani University** in Kilifi, the **COELIB Center** at **Egerton University** in Nakuru, and **Shamberere National Polytechnic** in Kakamega. Together, they are reinvigorating youth engagement in the agricultural sector.

The seven success stories presented here are just a glimpse of the numerous achievements realized by the JOY project. These narratives share a common thread: the tireless efforts of young people, especially women, and the private sector's commitment to green, digital economies, and nutritious food systems. These stories bear witness to the transformative power of equipping rural youth with the skills, support, and opportunities needed to thrive.

We invite you to immerse yourself in these inspiring tales and discover how the JOY project is making a **tangible difference in the lives of Kenyan youth and rural communities**. As you explore these triumphs, learn more about this groundbreaking 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 incredible potential of our next generation!

Kenya

Success stories



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 **Kakamega**

Lianfarm Africa Ltd



One of the most impactful success stories of the JOY Project is the Lian Poultry Farm. This enterprise has demonstrated resilience and significant growth in the poultry value chain since its inception in 2018. What began as a part-time activity has now expanded its presence to three counties and established a network of more than 300 contracted farmers. Situated in Lurambi sub-county, Kakamega County, the farm currently processes approximately 400 birds per week, six years after introducing its poultry slaughter, processing, and packaging division as part of its business diversification efforts.



Encountering JOY

The surge in demand for poultry meat required the recruitment of more qualified employees, a challenge acknowledged by Andrew, the director: "...before (engaging with JOY), we would receive hundreds of applicants, but even after selecting the best among them, we faced challenges. That's why we turned to the JOY model, which has been instrumental for us." As a result, the company has employed five youths, three of whom hold senior positions. The introduction of youth has led to: increased productivity and income, the establishment of new ventures such as extension and advisory services for contracted farmers, and a hatchery unit with a capacity of over 3000 birds.



Experience with JOY

The success of Lian Farm exemplifies how the JOY Project is pioneering opportunities for youth in the agriculture sector, allowing them to learn, grow, and replicate success within the value chain. For instance, Don Bosco, responsible for the out-growers department, has initiated a small-scale poultry farm at home with an initial flock of 250 birds.

The objective of the JOY model is to enhance rural youth empowerment by providing decent employment opportunities in agriculture through skilling, training, and capacity building facilitated by SATEC, the agribusiness hub at Shamberere National Polytechnic.

All youths engaged through JOY have transitioned into permanent employees of the company. While, as the company expands its portfolio, another cohort of youth is being sourced for internships, placements, and retention based on performance. Makatiani, the founder of Lian Farm, expressed gratitude to the JOY Project for its support. He noted that the project arrived at a crucial time when they struggled to find reliable and qualified employees. He described the onboarded youth as essential puzzle pieces, facilitating brand building due to their open-mindedness and vision alignment.





Best Practices

The most notable transformation within Lian Poultry farm is that of Don Bosco, a trained agriculturalist from Bukura Polytechnic, who embarked on a challenging journey before finding his niche at Lian Farm in Kakamega. Despite his qualifications, Don faced rejection and limited job prospects in the agriculture sector. Disheartened, he sought employment in Nairobi's construction sector but eventually returned to Kakamega to pursue his agricultural passion. Through the JOY project, Don found an opportunity at Lian Farm, where he underwent an internship and demonstrated his commitment to the agricultural value chain.

Impressed by Don's dedication, Lian Farm offered him a permanent position, allowing him to contribute to the farm's growth and success. As head of the out-grower program, Don oversees a network of over 500 farmers, providing advisory services and coordinating poultry procurement activities. His exceptional performance led to rapid career progression, earning him a supervisory role within a year of joining the farm. In addition to this, the farm has been able to diversify its activities to include the opening of 2 more branches in Bungoma County where more youth from JOY have been employed there.





Lesson learnt and Future Prospects

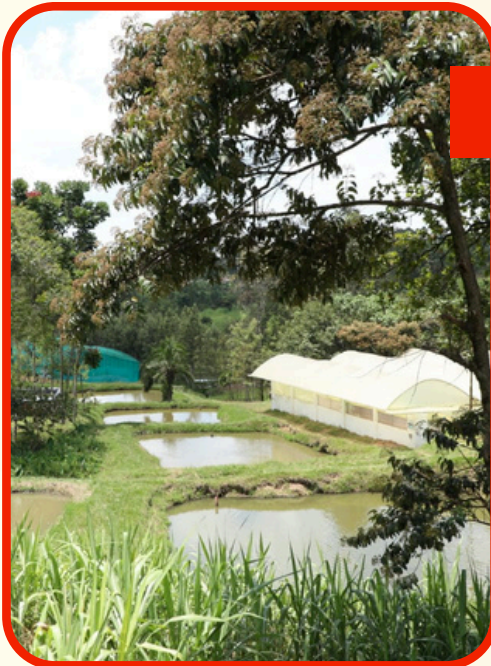


“The JOY project has provided for us qualified youth with talents and skills that we do not want to imagine letting go any time soon”

Andrew, Lian Farm Director

Don's experience with JOY enabled him to realize his entrepreneurial aspirations. He expanded his skills and network within the poultry value chain, enhancing Lian Farm's reputation and market presence. Under Don's leadership, poultry sales increased significantly, reflecting his impact on the farm's operations and client services. Inspired by his journey, Don invested in a poultry farm in Bungoma County, where he continues to apply his expertise and mentorship to drive growth and sustainability.





Kakamega

LabeledCash Marine Enterprise



Labeledcash, a prominent marine enterprise in Kakamega, has been operating in the aquaculture industry for the past decade. Specializing in fish and fingerling production, the enterprise aims to improve fish farmers' livelihoods by providing quality fingerlings for increased table-size fish production. With over 200 medium-sized fish ponds, the enterprise is a key player in the local fish farming ecosystem. It specializes in large-scale production of quality fingerlings of tilapia and mudfish, meeting significant demand within and outside the county. On average, the farm produces approximately 2.4 million fingerlings annually.



Encountering JOY

To achieve such levels of operation, the farm underwent experimental learning and relearning, facilitated by qualified personnel supported by the JOY model. In 2022, the cooperation between JOY and Labeledcash commenced, coinciding with the enterprise's phase of accelerated growth. Eight youths were placed on the farm to train and acquire skills in the value chain. These youths were deployed to three different farm sites, contributing significantly to the enterprise's growth. At the time of placement, the farm had around 60 fish ponds and had invested heavily in expansion. To safeguard its investments, the enterprise collaborated with JOY to source skilled youth in general agriculture. The need to work with skilled personnel was linked to the fact that the enterprise had experienced losses in the past due to neglect and mismanagement by casual employees.



Experience with JOY

A notable success story is the placement of the current farm manager, Mark, a 27-year-old youth passionate about the fish value chain. Following his internship and apprenticeship, Mark progressed within the enterprise, leveraging his technical knowledge from the biotechnology degree he holds, to enhance fish breeding genetics technology for quality fingerling production. Additionally, the enterprise adopted new methods and technology, such as using black soldier fly larvae as a protein source for fish feed, further improving processes and systems.

“The project has enabled me to pursue my interest in fish breeding genetics as well as make some personal investments. It has been an opportunity for learning and growing.”

Mark Mbithi, Farm manager

Through this placement, Mark gained practical experience in various value chains, including fish rearing, black soldier fly farming, dairy farming, and horticulture crop production. His personal growth exemplifies the value of the JOY model in providing youth with decent employment opportunities in agribusiness. Mark's contributions to the enterprise's expansion have been substantial. Under his management, the number of fish ponds has quadrupled, totaling more than 200 across three sites, with an estimated stock of over 200,000 mature fish and an average production of 2.4 million fingerlings annually.





Best Practices

Moreover, Mark spearheaded the implementation of a client outreach program, enhancing the enterprise's revenue streams. His proactive approach in seeking funding opportunities resulted in multiple grant awards for expansion. Labedcash Marine Enterprises has also secured several tenders to supply fingerlings to the county governments in the region, further solidifying its position in the market. Recognizing Mark's potential, the enterprise entrusted him with the day-to-day management of all three farms. Mark's dedication and hard work led to his promotion to farm manager at Labedcash Marine Enterprises within two years.





Lesson learnt and future prospects

Mark's experience with JOY inspired him to replicate the model in Machakos County, where he established three raised fish ponds housing approximately 3000 fish. By transferring his skills and knowledge to his employees, Mark has positioned himself as a leader in the marine enterprise sector. His success story underscores the transformative impact of the JOY project on rural youth empowerment and employment opportunities in agribusiness.



 **Nakuru**

Daraja 360 Youth Empowerment



Daraja 360 is a community-based organization in Nakuru, Kenya, that provides a safe bridge to meaningful livelihoods for women, children, and youth through various capacity development activities. Over the past 15 years, Daraja 360 has empowered thousands of youths and women through education, mentorship, and skills development programs.



Encountering JOY

In 2022, an MOU between Daraja 360 and the Coelib hub laid the foundation for collaboration in enhancing rural youth employment through skills development initiatives. Six youths, selected based on needs and vulnerability, were onboarded to the JOY project via Daraja 360's tailoring and digital freelancing programs. The youth underwent training, with stipends provided by the JOY project to support their learning journey. Graduates of the digital freelancing program have demonstrated proficiency in various digital skills, securing sustainable income streams and pursuing further education. Those in the tailoring program have transitioned to employment within the organization, achieving stability for themselves and their families. Daraja 360's success with the JOY project underscores its commitment to empowering vulnerable youth.



Experience with JOY

Faith's journey from hardship to empowerment exemplifies the transformative impact of initiatives like the JOY project in providing hope and opportunities to those in need. Faced with the daunting challenge of escaping an abusive situation and providing for her children, Faith demonstrated remarkable resilience and determination in seeking a better life for herself and her family.

Finding refuge at Daraja 360, Faith not only received essential support and care but also discovered a pathway to empowerment through the JOY project. Despite lacking prior experience or skills in sewing and tailoring, Faith embraced the opportunity to learn and grow, immersing herself in training sessions at the industrial sewing table.

Balancing her training with the demands of providing for her children, Faith exhibited extraordinary dedication and perseverance, often sacrificing her own time and comfort to improve her skills and secure a brighter future. Her willingness to learn, coupled with her unwavering commitment to her goals, enabled Faith to progress rapidly, mastering the art of sewing and tailoring through practice and determination.

Moreover, the supportive environment provided by Daraja 360, including counseling and mentorship sessions, played a crucial role in Faith's healing process, empowering her to overcome the trauma of her past and embrace a new sense of hope and purpose.





Best Practices

As Faith honed her skills on the sewing machine, she not only gained financial independence but also regained her self-confidence and sense of agency. Through her dedication and hard work, Faith transformed her life and set an inspiring example for others facing similar challenges.

Her journey serves as a testament to the power of resilience, determination, and community support in overcoming adversity and building a brighter future. By seizing the opportunities offered by the JOY project, Faith not only changed her own life but also created a path to empowerment for herself and her children, demonstrating the profound impact of empowerment initiatives in transforming lives and communities.

“Where I am now, is the best place I’ve been in a long time. I just want life to get better from here onwards.”

Faith Wanjiru, Employee

Faith's journey with the JOY project and Daraja 360 exemplifies the transformative impact of collaborative efforts in providing opportunities for empowerment and economic independence. Through the support and resources provided by the JOY project and Daraja 360, Faith not only gained valuable skills in sewing and tailoring but also found a path to financial stability and self-reliance.





Lesson learnt and future prospects

The collaboration between the JOY project and Daraja 360 ensured that Faith and other youth participants received comprehensive training and support, including access to training materials and a monthly stipend. This support enabled Faith to focus on her training without worrying about financial constraints, allowing her to fully immerse herself in acquiring the necessary skills.

During her internship, Faith demonstrated remarkable progress and determination, mastering the art of sewing and tailoring within a relatively short period. Her dedication and hard work paid off, as she not only learned to complete a whole set of student uniforms but also gained the confidence to sew independently and earn income from her work.

Now, as a skilled tailor, Faith earns a stable and decent salary from her sewing projects, providing her with financial stability and independence. Her ability to earn upwards of 20,000 KES in a good month reflects the impact of her hard work and determination.

Looking ahead, Faith is committed to further deepening her sewing skills and diversifying her products to include more complex clothing items. By expanding her product range, Faith aims to tap into new market opportunities and increase her earning potential, paving the way for continued growth and success in her entrepreneurial journey.



Since joining the mentorship lessons at DARAJA 360, I have gained valuable skills in sewing and embroidery. The program has not only provided me with technical skills but also life skills that have transformed my outlook on life. I am now able to earn a stable income and provide for my family

Faith Wanjiru, Employee



 **Nakuru**

Suka Farmers Cooperative Society



Suka Farmers Cooperative Society, a leading dairy company in Nakuru County, faced challenges in employee retention and recruitment. Traditional screening methods proved inefficient and time-consuming, exacerbating productivity issues. The introduction of the JOY project offered a viable solution.

Through a pilot program, the cooperative quickly onboarded two youths, witnessing immediate improvements in productivity and professionalism. The youths' contributions, particularly in quality assurance, have been instrumental in maintaining product standards and streamlining processes.



Encountering JOY

Impressed by the success of the pilot, the cooperative has adopted the JOY model as its official employment policy, with plans to recruit additional youth for various roles. One of the successful employees onboarded through JOY is Doreen Chepkemoi, whose profile and journey is highlighted below.

Doreen Chepkemoi's path to professional fulfillment was marked by perseverance, strategic decision-making, and the invaluable support of the JOY project. After completing her university training in dairy processing, Doreen faced the disheartening challenge of securing employment in her field. Despite her efforts to apply to numerous dairy cooperatives in the region, she encountered repeated rejections and found herself working in a cosmetic store, a job that did not align with her passion and expertise.

In 2023, Doreen made the bold decision to return home to Subukia sub-county, determined to explore new opportunities and leverage her skills in dairy processing. It was during this pivotal moment that she was introduced to the JOY project, thanks to a connection made by her former lecturer at Egerton University. Recognizing the potential of the project to provide her with the opportunity she had been seeking, Doreen eagerly embraced the chance to become a part of it.

Through the JOY project, Doreen underwent a comprehensive two-week coaching session at Coelib hub, where she received training in professionalism, work ethic, time management, and proper hygiene. Equipped with these essential skills, Doreen embarked on her role as a quality control technician at Suka Farmers' Cooperative Society, a position that resonated deeply with her aspirations and expertise in dairy processing.





Experience with JOY

In her capacity as a quality control technician, Doreen plays a crucial role in ensuring that the 7000 liters of milk processed daily at the plant meet stringent quality standards for processing, pasteurization, and value addition. This responsibility is not only a source of pride for Doreen but also a realization of her long-held desire to apply her dairy processing training in a meaningful and impactful way.

Having spent over a year at the plant, Doreen reflects with satisfaction on the journey that has led her to where she is today. Through the support of the JOY project, she has found fulfillment in her chosen field, contributing her expertise to the dairy industry and making a positive impact on the community she serves. Doreen's story is a testament to the transformative power of empowerment initiatives like the JOY project in unlocking the potential of youth and facilitating their journey toward meaningful and rewarding careers.



“I am grateful to JOY for the opportunity to learn, expand and explore my potential in my career.”

Doreen, Quality Control technician



Best Practices

Doreen's story shows how the JOY project not only empowers individuals professionally but also enriches their lives and enables them to make meaningful contributions to their families and communities. By securing a job as a quality control technician at Suka Farmers' Cooperative Society, Doreen has not only found a fulfilling career but has also become a catalyst for positive change in her own life and the lives of others.

Through her employment, Doreen has been able to make tangible contributions towards her sibling's education back in Bomet, demonstrating her commitment to supporting her family and investing in their future. Additionally, she has seized the opportunity to diversify her sources of income and enhance her financial stability by developing a business plan to operate a goat farm at home.



Lesson learnt and future prospects

By venturing into goat farming, Doreen is not only creating a sustainable livelihood for herself but also providing employment opportunities for another youth who assists with the management of her farm. Through her entrepreneurial endeavors, Doreen is harnessing her skills and resources to generate income, contribute to local economic development, and make a positive impact on her community.

Her plan to feed and fatten the goats for sale during the holidays reflects her strategic approach to maximizing profitability and leveraging seasonal market opportunities. Through prudent management and diligent efforts, Doreen is poised to realize success in her goat farming venture, further enhancing her financial independence and empowerment.

In essence, Doreen's journey underscores the transformative potential of initiatives like the JOY project in empowering youth, fostering economic growth, and creating pathways to a brighter and more prosperous future for individuals and communities alike.





Kilifi

Mayungu High Vision Women Enterprise



Mayungu enterprise began as a women's self-help organization comprising 14 member shareholders with a vision of creating opportunities for women previously neglected from employment. In the community, there was a misconception that women were not allowed to engage in the fish value chain due to superstitions.

Due to increasing family needs, the 14 women formed the group to diversify their household income and provide employment for themselves. Officially registered in 2018, initially, they could only act as brokers between fishermen and the market due to limited skills and societal misconceptions.

During this time, the group's daily sales were approximately 4-6 kg of fish, translating to about 2400 Kes per day to be divided among the 14 women. Over time, the group gained skills through networking and interaction with fishermen, facilitating knowledge transfer.

In 2022, the group's determination led them to apply for several grants with coaching and mentorship from the Ustadhi Foundation, resulting in the first grant to improve and scale up their operations. With this grant, the women bought their first fiber boat capable of handling more than 100 kg of fish. With the remaining challenge of acquiring a motor machine, each member saved 100 shillings daily from sales. Within months, they collected enough to purchase a second-hand motor machine, fully immersing themselves in the fish business.



Encountering JOY

The partnership between Mayungu High Vision Women's Group and JOY was initiated by Ustadi through their previous Vijabiz projects. The group's determination and passion led to their onboarding to the JOY project for further acceleration through skills development. A needs assessment analysis determined the support required for progression, including financial management training, networking, food processing, hygienic management, client sourcing, marketing techniques, time management, and teamwork.

The group attended training sessions on business development and progression at the Pwani hub, realizing the need for key strategic decisions for business growth. They employed one member as a coordinator and 13 youths, including 8 fishermen, to expand their activities. With 5 female employees handling value addition such as fish mincing and filleting, Mayungu diversified its activities, including opening a fish-specialized restaurant in Malindi, achieving self-sustainability from revenue. Positively reviewed by the USDAF project, Mayungu plans to upscale its scope threefold with additional financing, purchasing two more fiber boats, motors, and employing another cohort of about 20 youths through the JOY model.



Experience with JOY

The name "High Vision" symbolizes their commitment to uplifting their circumstances to greater heights. Initially, Mishi's journey from fishmongering to enterprise management is a testament to her resilience and determination. Recognizing the need for a permanent employee to manage daily operations, the group appointed Mishi as the program coordinator. This decision aimed to uphold the group's initial vision while ensuring direct engagement with daily activities. Furthermore, inspired by the training, the group expanded its workforce by employing 13 additional youths, bringing the total to 14 employees and 13 shareholders.



Through the JOY project, Mishi and her group tapped into available resources to advance their enterprise. Linkages with JOY facilitated their successful grant application, enabling the purchase of essential equipment such as coolers, freezers, and a second-hand fiber boat. Additionally, mentorship from Ustadi guided them in securing further grants, including a significant sum from the USADF. This funding has fueled diversification efforts, including the establishment of a fish store in Malindi and entry into the hospitality industry, where they sell value-added fish products.

With future disbursements earmarked for expansion, including the acquisition of two more fiber boats and the employment of 20 additional youths as fishermen, Mayungu High Vision is poised for continued growth and impact in the community

“Before the intervention of the JOY project, our group faced numerous challenges. We lacked the necessary skills and knowledge to effectively manage our business, and we struggled to access markets for our products. We relied on our parents for daily support, which was a burden on them. However, since partnering with JOY, we have received training and mentorship that has transformed our operations. We now have the capacity to support our children and families, and we feel empowered and free from the dependence on our parents

Mishi Bora, Mayungu High Vision Women Group.





Best Practices

Mishi's engagement with the JOY project has been transformative, offering her invaluable opportunities to identify previously unrecognized gaps and opportunities in her enterprise. The clearest manifestation of empowerment through the project is evident in the group's business diversification efforts.

Presently, the group processes approximately 40-50kg of fish daily, showcasing their visionary approach to enterprise management. With their trajectory of growth, they aim to become exporters of fish within the next five years. Moreover, recognizing the importance of personal growth, the group has ventured into poultry rearing, initiating a project with 159 birds and a chicken coop. This new endeavor holds promise for enhancing their financial stability and overall outlook.



Lesson learnt

Mishi's exceptional dedication and drive have not gone unnoticed, as evidenced by her peers at the beach who elected her as coordinator of the Mayungu Beach Management Unit. This appointment highlights her leadership qualities and commitment to ensuring beach safety, integrity, and hygiene. Mishi acknowledges that without the JOY project, such opportunities may not have been within her reach.

The impact of the JOY project extends beyond business success to personal and community development, illustrating its profound influence on individuals like Mishi and the wider community.

“The growth and survival of this enterprise falls squarely on my shoulders, without JOY's business, entrepreneurial and coaching support it would be difficult to progress”

Mishi Bora, Mayungu High Vision Women Group





Cocovita Limited: Sustainable Processing



Coco Vita Limited is a registered Social Enterprise based in Kilifi County, Kenya, dedicated to supporting and empowering small-scale coconut and pineapple farming communities through value addition, capacity building, market linkages, and environmental sustainability.

Through their processing activities, Cocovita creates meaningful job opportunities for youth and women within these communities. The company implements a circular economy approach to minimize waste through recycling and repurposing of by-products. This approach not only ensures minimal environmental impact but also generates additional income streams for the enterprise through the sale of organic fertilizers and animal feeds derived from the by-products, thereby fostering economic sustainability at the grassroots level.





Encountering JOY

Prior to their collaboration with the Pwani Hub, Cocovita faced challenges in sourcing qualified employees, often relying on local connections that attracted underqualified individuals seeking short-term engagements. This turnover was disruptive to the company's processing schedule, necessitating frequent and costly retraining efforts. However, the intervention of the JOY project brought about a transformative shift by providing interns with financial and skill training over a defined period. This supportive approach incentivized interns to perform at their best, resulting in a significant portion being hired permanently by the enterprise.





Experience with JOY

Since the placement of youth interns in March 2023, Cocovita has absorbed over 50% of them into permanent positions, indicating a successful transition from internships to sustainable employment. The enterprise is now expanding its operations into the pineapple value chain, presenting new opportunities for youth employment, both through wage-based positions and self-employment avenues.

A notable success story within Cocovita is the rapid advancement of Morgan, who was initially onboarded as an intern and has since been promoted to the position of operations manager. Morgan's story epitomizes resilience and persistence, traits that have finally led to a breakthrough after years of struggle. Since completing his undergraduate degree in linguistics and media three years ago, Morgan has faced the harsh reality of unemployment. His dream of venturing into print journalism seemed distant as he embarked on a daunting job hunt, encountering uncertainty, exhaustion, and negative feedback along the way.

Upon onboarding, Morgan and his team underwent a comprehensive two-week soft skills training at the Pwani University hub, covering various aspects including production technology, corporate communication, coconut value chain best practices, financial management, entrepreneurship, and timekeeping in business. Subsequently, practical training sessions at the company equipped Morgan with the required skills, marking a significant career shift from media to operations assistant within just three months.

Morgan's dedication and passion for the agro-processing industry have been instrumental in the company's networking and expansion efforts. Furthermore, his innovative initiative, the 'Uzima Jikimu Initiative,' aims to empower other youth through casual employment opportunities, providing them with the necessary tools and products to sell in the market, thereby fostering entrepreneurship and economic independence.



Best Practices

The collaborative efforts between Cocovita Limited and the JOY project exemplify the transformative impact of sustainable processing practices on local communities, creating avenues for youth empowerment, economic growth, and environmental sustainability.

For Morgan, the transition was a welcome change, offering new skills and a more promising career trajectory than his previous experience. Over the course of two years in his role, Morgan has become an expert in the coconut value chain, from selection to post-harvest handling, processing, and manufacturing. He prioritizes meticulous attention to detail to prevent contamination and minimize processing losses.



Lesson learnt and Future Prospects



Currently serving as the operations manager at Cocovita, Morgan takes pride in his role, earning the trust of the company's director. Through the JOY project, he has had the opportunity to network with influential figures in the coconut value chain, enriching his knowledge and net worth. His contributions extend beyond operational excellence, as he has played a key role in the company's growth by providing casual employment to three other youths through the 'uzima jikimu initiative,' which he helped initialize. This initiative empowers youth by providing them with carts, cooler boxes, and coconut and pineapple products to sell in the market, earning a commission.

Beyond the stable income, Morgan finds fulfillment in gaining a whole new experience in the coconut value chain. His interactions with experts in the field have been invaluable, shaping his perspective and enhancing his skills daily.





• Kilifi

Said Kalume: A Passionate Entrepreneur



On any given day, tracing the whereabouts of Said Kalume is a challenge, and the sheer number of phone calls he makes or receives would surprise you. Yet, this is the nature of his job, one he approaches with unwavering passion, making it an integral part of his life. When asked about the highlight of his work, he points to the cycle where customer referrals sustain his business. This speaks volumes about his renown, not just in Kilifi County but beyond. Through these referrals, Kalume has delivered goods to clients more than 800km away, a testament to his wide-reaching reputation.



“Digital skills in sales and marketing have enabled me to maneuver the ups and downs of a youth's life.”

Said Kaume, Entrepreneur

Kalume's entrepreneurial journey began immediately after completing his high school education. Raised in a farming household, he acquired indigenous knowledge of animal husbandry and rearing from his parents. Sometimes, he would sell some of their animals to generate income for their upkeep and needs.

Little did Kalume know that these skills would become the foundation of his livelihood in the future. After a prolonged struggle to secure formal employment and the frustration that accompanied the job search, Kalume decided to leverage his expertise. He started by reaching out to his previous slaughter buyers, inquiring about their weekly product needs so he could source them. Though challenging initially, he persisted as it was the only venture yielding results.



Encountering JOY

An opportunity arose when Kalume negotiated with staff from Pwani University, where he was introduced to the JOY project. Recognizing the potential benefits, he eagerly joined the program, with clear expectations and goals for the training.



Experience with JOY

Armed with background knowledge of market difficulties and the uncertainties clients face when purchasing animal products, Kalume was determined to enhance his marketing skills. At the hub, he underwent training in soft skills such as professionalism, workplace etiquette, time management, financial literacy, sales and marketing, digital literacy, and client satisfaction. Empowered by this training, Kalume successfully conquered the market.



Lesson learnt and future prospects

Kalume has expanded his portfolio to include a wide range of products, from animals and plants to ornamental birds and fish, meat products, ornamental flowers, and organic manure. Currently, he is venturing into the property sector, including land and houses. With these diversified endeavors, Kalume has secured a stable income. In a good month, he earns more than 120,000 Kes, which he reinvests back into the business. As a sign of growth, he has employed two of his friends to assist in distributing products to clients.

Furthermore, Kalume has invested in livestock, purchasing 15 goats and planning to construct a goat feedlot to fatten them up for sale during the holidays. Regarding his distribution network, Kalume is confident in reaching clients nationwide. He has established connections with various cargo and bus courier services to distribute products to clients in distant locations.



"...marketing is more than it seems, in as much as you are talented, you end up meeting different people, the training balances the message such that it targets the right client to bridge the gap."

Said Kaume, Entrepreneur



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