

INCLUSIVE MARKET SYSTEMS FOR YOUTH RESILIENCE

NCBA CLUSA believes that countries prosper when youth are intentionally engaged in rural market systems.

When youth are equal participants in their local market systems, the impacts can be huge. This has the power to shift youth away from illicit activities and violent extremism, to break the cycle of poverty among young families, to increase food security and bring long-term sustainability to value chains. To guide our work on youth inclusion and market systems, NCBA CLUSA has developed an Inclusive Market Systems for Youth Resilience Toolkit. The following is a summary of the approach utilized in this toolkit.

POSITIVE YOUTH DEVELOPMENT APPROACH

NCBA CLUSA employs a Positive Youth Development (PYD) approach. PYD is a philosophy for youth development that focuses on the



NCBA CLUSA's new USAID-funded Women and Youth Creating Our Future activity will establish a Center for Youth Development in Dili to better prepare Timorese youth for job placement or entrepreneurship that meets market demands.

strengths and assets of young people rather than seeing youth as a problem that needs to be addressed or correcting problem behavior. PYD is a cross-sectoral approach for helping youth achieve success in multiple areas of their lives. PYD aligns with the U.S. Agency for International Development (USAID)'s vision for educated, healthy, employed and engaged young people empowered to advance their own livelihoods and the development of their

countries.¹ NCBA CLUSA's PYD approach is centered on three goals: establishing an enabling environment, enhancing market-demand skills, and expanding economic opportunity.

¹ USAID | Youth Impact: <https://www.usaid.gov/youthimpact>

THE THREE ES OF RURAL MARKET DEVELOPMENT FOR YOUTH



Establish an enabling environment



Enhance market-demand skills



Expand economic opportunity for all



ENABLING ENVIRONMENT

Community engagement is the start of establishing a conducive enabling environment for youth empowerment. NCBA CLUSA facilitates community mentorship for youth entrepreneurs so that youth gain the skills needed to build their social capital within their communities. Youth are engaged from the beginning as their aspirations drive project design, alongside initiatives to understand barriers and opportunities to youth participation through

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market systems mapping. This also extends beyond youth as individual entrepreneurs, but also involves establishing an enabling environment for youth associations and building up youth as leaders in their producer organizations and cooperatives.

MARKET-DEMAND SKILLS

NCBA CLUSA takes a market demand approach to skills development by engaging the private sector, leveraging experiential learning and focusing on transferable soft and life skills identified in USAID's Guiding Principles for Building Soft Skills Among Adolescents and Young Adults.² This includes training on key technical and vocational skills via on-the-job training and

experiential learning as well as business and entrepreneurship skills to promote multiple entry points for youth in the market.

ECONOMIC OPPORTUNITY

NCBA CLUSA understands that skills development won't produce decent work without simultaneously spurring inclusive economic development. NCBA CLUSA's economic opportunity pathways consider two entry points for youth: on-farm and off-farm. These pathways are designed to provide economic opportunities for the spectrum of youth abilities and interests, understanding that some youth are natural entrepreneurs, others are entrepreneurs borne of necessity, and others would

prefer to be employees. For youth entrepreneurship opportunities off-farm, NCBA CLUSA implements our Community-Based Solution Provider (CBSP) model. A CBSP is an individual entrepreneur (or "last-mile entrepreneur") who provides market-based, local services on a fee-for-service basis and facilitates access to useful products, services and information to ensure local rural service provision. They also facilitate access to finance by supporting Village Savings and Loan Associations and formal financial institutions. For youth interested in on-farm opportunities, NCBA CLUSA focuses on providing opportunities for youth to improve their farming business as members of youth associations, producer organizations and cooperatives.

² USAID Guiding Principles For Building Soft Skills and Life Skills Among Adolescent and Young Adults <https://www.youthpower.org/resources/guiding-principles-building-soft-and-life-skills-among-adolescents-and-young-adults>



In partnership with the Mastercard Foundation, NCBA CLUSA's \$11 million Youth Empowerment Through Agriculture (YETA) project in Uganda empowered youth ages 15-24 with the technical and entrepreneurial skills critical to launching a business.