

Youth Employment Summit

3rd December 2015

A snap shot of the market place participants

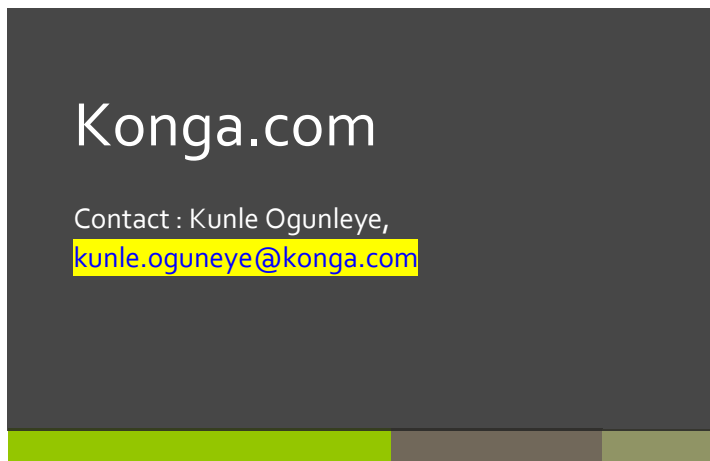




The Honourable Minister of State for Labour and Employment, Mr. James Ochoi (SAN), representing His Excellency Prof. Yemi Osinbajo, the Vice-President Federal Republic of Nigeria at the Market place

A youth Employment Summit was organized by the UKAID funded Policy Development Facility Phase II (PDF II) in collaboration with Federal Public Administration Reform Programme (FEPAR) on the 3rd of December 2015. The summit which brought together a range of stakeholders including government, private sector and donor agencies sought to provide a platform to learn lessons from past job creation schemes and explore new innovative ideas that will help generate employment and raise incomes. A highlight of the event was a ‘market place’ where private sector, government and donor agency participants were invited to showcase various job creation initiatives.

Captured below is a summary of each of initiatives showcased.



Konga.com is an e-commerce business that provides a platform for merchants to sell their products to buyers.

Konga.com began operations as a first party retailer investing in inventory and infrastructure to support the birth of ecommerce in the region. The company has now evolved to become one of Nigeria's most vibrant online marketplace with over 30,000 merchants registered and selling on the platform. With over 200,000 products listed on the site, spanning various categories including phones, computers, clothing, shoes, home appliances, books, healthcare, baby products, personal care and much more; konga is one of Nigeria's largest online marketplace.

Today, konga.com provides direct employment to about 700 Nigerians. These jobs cut across various departments in the organization including marketing, warehousing, retail, finance and administration, marketplace, production, human resources, technology and engineering and customer engagement. Over time Konga has led to/supported the creation of a number of ancillary organizations to service different aspects of the ecommerce ecosystem. These include a delivery service company, sorting and distribution centres, software as a service logistic management system, warehousing and packaging. The indirect jobs created by Konga.com cumulatively are about 2,000.

To scale up its activities, Konga needs additional finance to develop the supply chain. Specific requirements include more/larger warehouses across the country, vehicles, better roads and better security so that deliveries could also be made at night.



Long Cottage is an agricultural company that creates rural employment by training and supporting high potential university graduates mostly lacking in vocational skills to own/manage their farms.

Under a franchise model from Long Cottage Aggregation Limited, the graduates become successful, self-employed, commercial farm managers employing others (small holder farmers, school leavers etc.). Its aim is to establish sustainable production hubs for fresh vegetables around the high demand city of Lagos and South West regional markets. It also aims to supply fresh, safe and traceable vegetable to its target market while increasing farm income to producers by employing farming methods/practices that lowers production cost and consolidate production from existing scattered subsistence farming to cluster/estate farms on large contiguous farmland with shared infrastructure and services. Long Cottage sells/distributes and supply to consumers/retailers/wholesalers at lower prices by eliminating operational inefficiencies in the value chain. It adopts an off grid powered preservation system from farm gate to retailers, thus ensuring consistently uniform cold chain conditions, thereby extending product shelf life and quality.

Long Cottage currently employs 31 staff but has the potential to carry out direct farm employment of 300,000 (27,000 commercial graduate farmers) and associated employment of 900,000 people to work on packinghouses and retail sales outlets. To scale up its activities, a number of things will be required such as; land, increase in the number of out-growers, increase in the number of subsistence/smallholder farmers and increase in revenue. From its financial projection, in order to produce up to 3,000 tons of tomatoes in year two, 10 hectares of land will be required in year one (2015/2016) and 60 hectares in year two (2016/2017). Out-growers will need to increase from seven in year one to 20

in year two, subsistence farmers will also need to increase from 112 in year one to 810 in year two and finally, revenue required in year one N112, 000,000 and 810, 000,000 in year two. Replicating the Long Cottage model successfully will depend on a number of factors including land available, a market analysis of the new location, and climate. This will need to be done on a case-by-case basis.

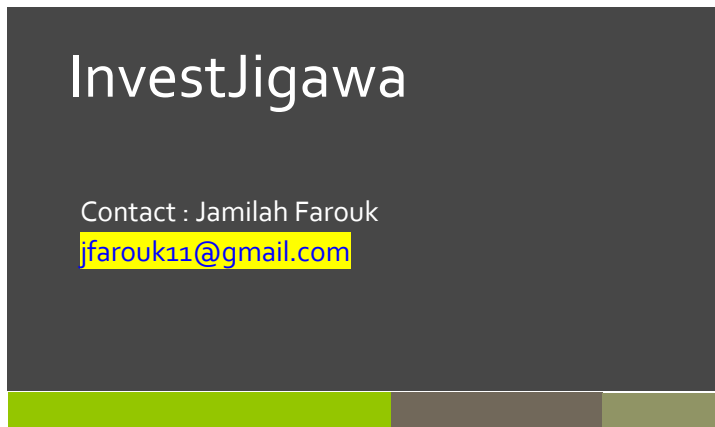
Long Cottage

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InvestJigawa is an investment promotion agency set up to support the Jigawa State Government’s Economic Advisory Council to implement policies and strategies designed to attract new investment, support existing investors and improve the business environment.



InvestJigawa

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Following the launch of InvestJigawa, it quickly became apparent that Jigawa is an attractive location for large-scale agriculture and for production of solar energy. However, there was no Government mechanism in place to coherently facilitate and manage an investment enquiry from initial contact to operationalisation. Thus, investors were frustrated and unable to move their projects forward. By January 2015 InvestJigawa was managing a portfolio that had grown to a potential investment value of around \$1 billion

over the next 4 years and direct job creation of around 40,000 work places. A further 5,000 – 7,000 families will benefit from proposed out-grower schemes supported by large-scale investors.

Challenges faced include; lack of detailed information about the state of the economy and investment opportunities, no transparency for evaluations of project proposals and provision of land for large scale investors, lack of information about the communities and populations living on and farming land that would be allocated for large scale investment among others. To address the identified challenges GEMS3, funded by UKAid is working with InvestJigawa and relevant MDA’s to help them create a framework that will enable investors to move their projects forward.



Lift Above Poverty Organisation (LAPO) is an NGO that has been involved in the improvement of low-income households for over 28 years. Since inception, the NGO has been implementing not-for-profit programmes in communities.

LAPO

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Through its various projects, LAPO has been involved in job creation for people especially in rural communities providing skill acquisition and micro-credit for start up after training. This has been very effective in giving hope to the teeming youths in rural communities without any source of livelihood. LAPO Enterprise provides agricultural loans and extension services to its clients while enhancing their capacity through the farm enterprise training it provides, helping them excel in their businesses. Over 41,142 farmers (clients) have

benefitted from LAPO agricultural loan scheme.

The organization also provides employment for over 350 staff who are mainly youths. In addition to employment creation within its own operations, the NGO has over the years empowered small, medium and large business owners to improve and increase the size of their business through the provision of micro-business management and financial literacy training thereby increasing beneficiaries' capacity to create more employment. Some of LAPO's challenges include; costs associated with recruitment exercise, getting required number of qualified applicants with the requisite skills and competence and lack of political goodwill from the government.



The logic of the job and wealth creation scheme of the **Delta State Government** is to put resources (skills, tools and services) in the hands of the people and to empower them to become employed and earn sustainable incomes.

The sense is simple – to give the individual and groups the power to earn incomes and create wealth and provide the enabling environment for them to do so. The strategy for job and wealth creation is multidimensional in nature. The job and wealth creation scheme is operated along five programme streams; Youth Agricultural Entrepreneurs Programme, Skills Training and Entrepreneurship Programme, Production and Processing Support Programme, Development of Agro-Industries and Microcredit. The scheme is still in its pilot phase which will round up in January 2016.

Lessons learnt so far include; transparency and openness are critical for credibility and public

confidence in the selection process, programme design needs to be all-round (sector inclusion, content and sequencing) – should include both ‘hard’ and ‘soft’ skills, sustainability elements should be mainstreamed from the programme onset – funding modalities, selection criteria, trainee discipline and process integrity, etc., need for clear and unambiguous definition of targets and accurate targeting in practical terms, trainee discipline and rules enforcement as essential ingredients for success, the imperative of monitoring, tracking and feedback to ensure programme control and job creation metrics – measuring and accounting for job creation achievements across MDAs.

Delta State

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Syngenta Nigeria Ltd in conjunction with Propcom Maikarfi, a UKAid funded programme, have over the last 12 months identified, selected, trained and supplied 44 rural retailers with various agro-chemicals that are demanded by farmers in rural areas of Northern Nigeria.

This is aimed at delivering needed agro-chemicals to rural farmers in a private sector driven sustainable manner.

To achieve this, Syngenta and Propcom did a number of things which include: conducting a market research to identify areas in Katsina and Kano state where there is a concentration of smallholder farmers who are currently not served adequately by agrochemical suppliers, recruiting and training retailers, the training focused on product knowledge, marketing and communication and finally, created a link between the agro-chemicals distributors and lead farmers.

The retailers earn commission from sale of agro-chemicals. They have also become key sources of information to farmers and about five of the retailers have now graduated into becoming small distributors in their localities. Commissions earned during peak period of farming range between N25, 000 to N145, 000. This is income earned over a period of five months. Though this might not make of full employment, it provides sustainable income to the retailers that compliment incomes from other sources.

There is potential for this initiative to be expanded to other LGAs and States resulting into additional employment and incomes to individuals and households.

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Who wants to be Employed (WWTBE) is a TV Talk Show that brings together employers, investors and job seekers to discuss employment.

Who wants to be Employed – Contact: Oge Ezenyumulu-Nwagu oge@smediapublishers.com



WWTBE is a 30 minutes interactive talk show in English with a live audience, three guest speakers, and a host. The audience has the opportunity to ask questions and make a 30 second pitch of their skills or ideas and could also make a 15 second start-up business showcase.

The aim of Who Wants To Be Employed is to empower the youths, job seekers, entrepreneur and general public. The talk show strives to contribute to reducing unemployment and underemployment by providing funds or grants through investors and employers of labour to support the audience/youths. To access the funds/grant, business plans and feasibility studies must be submitted. The audience also gets the

opportunity to send their CV's to the invited guest company for review and also display on a CV library (www.displayyourcv.com). So far five projects have been awarded to three in-house audience and more than eight business start-ups are in view. The major constraint is lack of funds to support applications for business start-up already received.

Larclux Paints and Chemicals Ltd are manufacturers of paint and paint products. Working on a model to help distribute products in Nigeria.



Larclux Paints – Contact: Lariat Alhassan, hassy109@yahoo.com

Larclux Paints and chemicals Ltd is a YouWiN! beneficiary, manufacturers of premium paint and paint products. Their products are made from highest quality materials that are comparable to international standards at a much cheaper price. Larclux Paints is currently based in Abuja with clients spread throughout the 36 states of Nigeria. In order to provide a more efficient distribution service, Larclux Paints has developed a franchising model that will be rolled out in the next three months. The company currently employs nine permanent staff, five of which are graduates and over 150 temporary staff. The temporary staff are recruited either for manufacturing or to provide services on specific projects. Once production capacity increases, Larclux paints could potentially to employ more graduates and non-graduates, skilled and unskilled, young and old, middle aged men and women.

Mafita is a UKAid funded programme set to provide market –relevant and high-quality life, vocational and entrepreneurial skills in the North.



Mafita - Contact: Omair Azam, Omair.Azam@adamsmithinternational.com

Mafita is set to provide these skills to marginalised groups through (a) Community Skills Development Centres (COSDECs) and (b) an innovative apprenticeship scheme. The interventions are aiming at promoting sustainable incomes, as well as social inclusion and reduce the likelihood of involvement in violence and conflict of its beneficiaries. To reach its vision of increased economic empowerment, social inclusion for marginalised youths and women, as well as increased stability, Mafita will have to overcome a number of obstacles, such as the limited capacity of technical schools, the entrenched exclusivity of the

formal skills delivery system, the ‘street children syndrome’, as well as the lack of coordination of other state-run skills acquisition and empowerment schemes. Overall, the programme aims at providing market-relevant and quality vocational and entrepreneurial skills that lead to increased access to economic opportunities for marginalised groups, which in turn will lead to pro-poor impacts including, increased incomes, reduced levels of marginalisation and reduced likelihood of involvement in violence and conflict. Building on existing skill-development schemes, Mafita will pilot **two particularly innovative skill delivery interventions** through COSDECs and an apprenticeship scheme.

LEAP programmes aim to support youth in acquiring life and leadership skills which are critical to a meaningful and productive existence.



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The need to address the entitlement mindset of many young Nigerians and equip them with skills to lead productive lives inspired the development of LEAP’s youth leadership programme, which leverages a train-the-trainer approach to support students in public secondary schools to lead and become valuable contributors in their communities. LEAP programme aims to: support youth in acquiring life and leadership skills which are critical to a meaningful and

productive existence, stretch their ambition by exposing them to different career opportunities and how to seize them, provide basic skills and awareness for aspiring entrepreneurs and teach them how to identify and seize opportunities in their localities and advance youth participation in nation building and community development through development of impactful change projects in their communities.

LEAP’s overall expected impact are; to train 500 teachers in 180 schools by 2020, who have reached 16,000 students directly, to implement over 1000 change projects through its student alumni and to reduce school drop-out, to achieve average income earnings of \$200 per day for its alumni.

CDNet (Career Development Network) is a registered indigenous not for profit, non-governmental organization.



CDNet - Contact: Contact: Nadu Denloye, nadudenloye@yahoo.co.uk

Its objective is to research, develop and organise appropriate data, relevant information and resource materials to provide career development services for the benefit of secondary school students, young school leavers, undergraduates and job seekers to address youth un-employability and unemployment. CDNet's initiatives are: Career Resource Portal, Venture Career Journals, Venture Career Newsletters, Venture Career App, I Cee Tech Programme and Discover Work

Taster Programme.

CDNet's initiatives introduce Nigerian youths to the world of ICT, by connecting them to detailed information on how to exploit entrepreneurship and paid employment opportunities, provide shared, detailed and collaborative portal for career information services and shares its career journal through its Venture Career App, a mobile application developed on the Android platform, for all Android mobile phones and tablets.

EM Daniel Ltd is a YouWiN! born dynamic clothing company that has expertise in the design and manufacture of fashionable clothing for men and women.



EM Daniels - Contact: Emerson Bot, emdanielsltd@gmail.com

Em Daniels products are designed & tailored in Abuja, and include work/formal wear such as shirts (corporate/casual), suits, jackets/blazers, native wears such as kaftans and 'south-south' wears, occasional wears, uniforms and much more. Em Daniels Ltd, employs about 14 well trained, competent and experienced fashion designers and tailors to enable them provide customers with classic and customised designs of every

kind. Their challenges include, lack of infrastructure, such as land and buildings, financial resources, equipment and unstable power supply.

Youth Employment Summit – Snap shot of Market Place Participants



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