Young Entrepreneur Challenge Fund

Background

Women and young people are the future and backbone of agricultural development. Promoting agriculture as a business has gained currency in recent times to create more economic value and to encourage youth into agriculture.

Agriculture has been supported by rapid developments in information and communication technologies (ICT). Across developing countries mobile financial services are booming. Likewise, social media and apps help farmers forecast the weather or know about market prices.

Access Agriculture is a non-profit organisation that supports the distribution of quality training videos to share practical knowledge on farming and food processing across the global South. In this way farmers in Africa, Asia and Latin America can learn from their peers on other continents.

Through the Young Entrepreneur Challenge Fund, Access Agriculture requests young people in teams of up to 4 to propose innovative ideas to make a business, or expand their existing business, around the dissemination of agricultural videos. Through this competitive grant, the most inspiring and promising young entrepreneurs receive a Digisoft smart projector. The projector has an in-built computer and contains the entire Access Agriculture library with over 200 videos in more than 75 international and local languages, but it can also be used to show information from other sources, including health and financial services. The smart projector comes with a battery and a portable solar panel, so videos can be shown without the internet or electricity.

The individuals or teams are provided with coaching to assist them in expanding their business, whilst new videos in suitable local languages are made available on a regular basis. All the young entrepreneurs are brought into social media groups to share stories of challenges and success from their corner of the world.

Organisations can contribute to the Young Entrepreneur Challenge Fund by providing sponsorship of €10,000 per entrepreneur.

By building on the ICT skills and networks of young men and women, we believe we can better train farmers and make agriculture more attractive to youth and reach more women.

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