

THE ROLE OF YOUTH IN DRIVING CIRCULAR ECONOMY IN AGRICULTURAL VALUE CHAIN

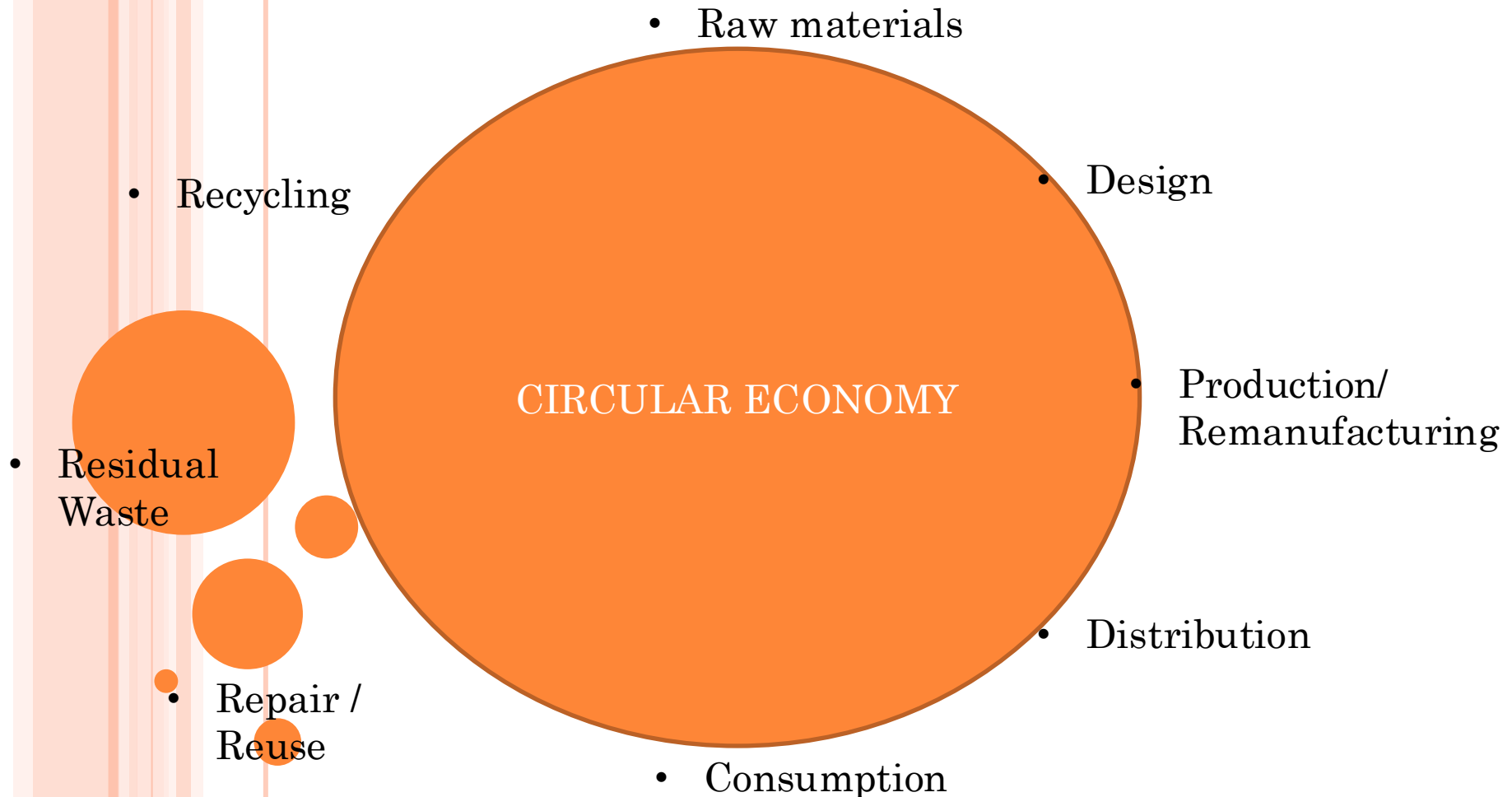


WHAT IS CIRCULAR ECONOMY?

I SIMPLY DEFINE IT AS USE, REUSE, RECYCLE, REPAIR AND SHARE. IT ALSO MEAN AN END TO WASTE AND THE CHANCE TO CREATE A NEW TYPE OF INCLUSIVE, SUSTAINABLE ECONOMIC GROWTH.



WHAT IS CIRCULAR ECONOMY?



1. THE IDENTIFICATION OF AGRI-BUSINESS VENTURE WITH THE MACHINE AND TOOL FABRICATION PERSPECTIVE,

- Every day we wake up to problems that need solutions, it is from these problems that we get the agri-business ventures. The solutions can either be mechanical, chemical, electrical, or social.
- Inclusion of youth at various critical points of fabrication/development of ideas and the motivation to retain and sustain them along the value chain is very important.
- It is always very important to show a youth a positive outcome, and they must see the benefit that comes with idea creation and dissemination. When these two are absent it shows no need to invest your time and money in an idea whose benefits are never experienced.



- We therefore need to create an environment that is friendly to the youths,
- Make it easy and friendly for them to create ideas.
- Give necessary support to facilitate the development and testing of the idea.
- Stakeholders to facilitate the production, marketing and the distribution of the said ideas to the market.
- Making good business out of the idea will retain and sustain youths to remain relevance to solving real problems.



2. THE LEVEL OF INVESTMENT FOR STARTUPS (COMMITMENT, FUNDS, TIME):

- The government plays a bigger role in creating appropriate environment for the startups.

Examples;

- i. Good policies
- ii. Building infrastructure, like training institution, research and development units, innovation centers, and incubation centers with proper tools, equipment and expertise.
- iii. Provision of sustainable financial support to startups, these can be in form of grants or soft loans.



3. RESOURCE MOBILIZATION/ COLLABORATIONS/PARTNERSHIP

- All stakeholders working towards achieving one goal creating business out of Agriculture.
- - Each partner playing a specific role but as a team reaching / or achieving one goal.



4. PROTOTYPE DEVELOPMENT:

- Prototyping is an expensive exercise and need proper support from the stakeholders to help the fabricators achieve good results. It involve designing, fabrication, testing and trials before the right item is finally taken to the market for consumption.



5. IDENTIFICATION OF MARKETS:



6. MARKET PENETRATION AND PRODUCT PROMOTION



7. MASS PRODUCTION AND SUSTAINABILITY

- Meeting customers demand is very critical. It is always very important to satisfy your customers needs. Mass production is key to sustaining your market and your customers. It is therefore essential that all the necessary requirement are met to help produce enough product for the market otherwise the business is likely to fail.



- Youths are the driving force to the economic growth across the world, we should therefore make Agriculture more attractive. In most cases Agriculture have been associated with old and ugly individuals, this makes agriculture less attractive hence many young people disassociate with Agriculture which is the back born of most economies. We must therefore find attractive ways of performing Agriculture to attract more youth. We must move away from the traditional way of doing Agriculture to modern and productive ways, Mechanization and digitalization of Agriculture.

