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Factors, Strategies, Polices & Stakeholders Influence for Youth Performances in Agri-Business Projects in Bugesera District Rwanda

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Abstract:

The role of youth involvement in Agri-Business projects and continuous improvement is vital in the fight against unemployment and poverty reduction in Africa-Sub Sahara. Poverty and unemployment is a global issue which needs the attention of the governments, private sector, international development partners that try to involve the youth in agribusiness projects in order to tackle the two vices. The general objective of this study was to assess the level of involvement of the youth in Agri-business projects for employment and poverty reduction in Bugesera District of Rwanda. The literature for this study was reviewed basing on in the following factors motivation, market, training. Descriptive cross-sectional study design was employed using a stratified sampling technique. Target population was the youth aged (15-35) years who are residence of Bugesera District and engaged in Agri-Business activities whose numbers is estimated to be 142,162,NISR, (2012). A sample size of 400 youths was involved in this research. Self-administered Questionnaire with open ended questions was used to collect the data. Data was analyzed using SPSS tool version 21. Correlation analysis showed that there was a positive significant relationship between youth performance in agribusiness, training, motivation and income generated. The study recommended that the youths should be trained on best cultivation practices for various crops that their grow as well as good animal husbandly in order to increase their production.

Keywords: Agri-Business projects, Level of involvement, Youth performance in agribusiness.

1. Background

Agriculture is the backbone of economic ventures that guaranties the future of many African nations in Africa sub-Sahara. Food Security need a joint effort from Governments, Private Sector and not limited to Universities and the community. Research need to take the overall lead to guide the above stakeholders to achieve this dream as research bodies like Universities provide lead in knowledge, skills, right attitudes, technology and innovation needed to cross the bridge as cited by, Steven H & Peter H. (2010). Statistics worldwide show that, employment rates are on the decrease while poverty indices are on the rise as cited by, USA, population Bureau, (2014).

S/No	Continent	Population	% Of Youth	Unemployment	Poverty
1.	Asia	4,427,000,000	60% (3900M)	11.0% Average	60-70%
2.	Africa	1,149,184,000	30% (297M)	20.0% Average	44-70%
3.	Europe	742,500,000	7.0% (55.7M)	23.1% Average	0-16.4%
4.	USA	318,000,000	2.0% (12.0M)	05.8% Average	0-16%
5.	Australia	23,800,649	1.0%(0.24M)	06.1% Average	12-18%
6.	Total	6,660,484,649	100%(4265M)	66% Average	30-47%

Table 1: World's Population Distribution, Proportion of Youths, Unemployment and Poverty Indices.

Source: USA, Population Reference Bureau, (2014).

The world's population currently is estimated to be 7 billion people. The youths, (15-35) years worldwide, are estimated to be 4,265,000,000 persons, USA world populations, (2015). Of this population, 60% of the world's youth is found in Asian countries. On average, the world's unemployment stands at 66%, the majority affected is the youths, but this varies from country to another. Poverty index on average is estimated to be between 30-47%, but this also varying from country to another, Asia as a continent takes the lead worldwide with poverty index varying from 60% in the Urban to over 70% in the Asiatic Rural setups. This also varies from country to another and from urban to rural setups as cited by the USA population Reference Bureau, (2014).

Agricultural productivity has been attested by a number of factors such as, Socioeconomic, political, cultural and various forms of conflicts in the African context. Decline of soil fertility and economic natural resources and natural services degradation has reduced African dignity to baggers in the world as cited by GRET-FAO LEAD Final Report, (2006).

In East African Community Countries, Kenya, Uganda, Tanzania, Rwanda, Burundi and the newly created nation of Southern Sudan, Unemployment and poverty indices worry the governments of the day. Statistically, the table below summarizes the two vices in the region.

S/N	Country	Population	%Youth	Poverty Index		Unemployment
1	Kenya	40,512,662	14,179,432	50.9%	49.1%	40% On Average
2	Uganda	35,856,813	10,000,000	24.5%	27.2%	62% On Average
3	Tanzania	44,841,226	15,694,429	33.4%	37.4%	10% On Average
4	Rwanda	11,324,000	4,166,777	44.9%	48.7%	3.4% On Average?
5	Burundi	09,824,000	3,500,000	67%	84.5%	35% n Average?
6	S.Sudan	12,519,000	4,381,650	27%	46%	12% On Average
7.	Total Population	154,877,701 100%	51,922,288 33.52%	Urban 41.3%	Rural: 48.7%	27.1% On Average Unemployment

Table 1: EACS Population Distribution by the Countries, Showing Youth Proportion (15-35) Years, Unemployment Rates and Poverty indices.

Sources; East African Youth Empowerment Project, World Bank Tanzania, (2014)

Statistics in East African Community show that, Tanzania, Kenya, Uganda, Southern Sudan, Rwanda and Burundi have populations that chronologically following the order as cited by, Youth Empowerment Project, World Bank, (2014), State of youth in Tanzania, UN, (2011), Population and household Census, NISR, (2012).

In EACs Countries, over 33.52% of the total population is youths between (15-35) years. Poverty index in EACs countries varies from Urban and Rural areas respectively, and it is estimated to be between 41.3% to 48.7%. The unemployment rate varies from country to another; Uganda has the highest rate of Unemployment among the EACs countries, 62% while Burundi ranks second at 35%. It is from the above information from tables, 1.1 and 1.2 that motivated researcher to carry out this research in Bugesera District, Rwanda that borders Burundi with Unemployment rate of 35% and poverty index of 67% in urban and 84.5% in the Rural, African Economic Outlook, (2014).

Youths are defined by various organizations from different age brackets. Among many existing youth definitions, the researcher is adopting the African Youth Charter as it was cited by Larok et al., (2010). All the above definitions are based on age and the notable difference between the definitions is the age brackets considered for the youth. Age brackets of (15-35) years is a productive age during which most youths are very energetic and if equipped with the desired requests knowledge, attitude and the right skills they would make tremendous contributions to agri-business in the developing countries. A lot of problems could arise when developing youth programme Larok et al., (2010).

From the above discussion, it can be seen that a great portion of the world's population is the youth. In East Africa, over 36% of its population is the youth while in Rwanda out of an estimated population of twelve million people, the youth account for almost 70% of the total population NISR (2012).

The solution to numerous problems in Africa needs an urgent address by "Government in collaboration with the private sector to think outside the box ,His excellence, President Paul Kagame of Rwanda, New Times, No 3494 Kigali, Wednesday, October, 8th, (2014).

"We may have limited resources, but we are not utilizing them to the level that we should before looking for capital outside, there is need to begin with the resources within. The private sector and the Government need to think outside the box. If we are united and integrated and if business world and government work together, there is no reason we cannot turn challenges into opportunities and be where we want to be, said the president".

Young people everywhere are key agents for social change, economic development and technological innovation. They have aspirations and want to participate fully in the development of their societies. Youths have the potential to overcome some of the major constraints to expanding agricultural production in the country because they are often more open to new ideas and practices than adult farmers, FodayBojang, (2006).

Encouraging young people back into agriculture would be an appropriate way of harnessing youths' potentials. The Governments of various third world countries are very aware of the importance of engaging young people in agriculture, especially given the average rate of unemployment in sub-Sahara Africa of over 20% and the unemployment rate in Nigeria was last reported at 23.9 percent, as cited by National Bureau of Statistics, (2011).

The National Bureau of Statistics (NBS) has put the figure of unemployed Nigerians in the first half of 2012 at 23.9 per cent, up from 21.1 per cent in 2010 and 19.7 per cent in 2009 Osalor, (2012).

In 2006, African heads of state signed the African Youth Charter, which recognizes the right of young people to be free from hunger, and calls on governments to take measures to enhance the attractiveness of rural areas to young people, train them to take up agricultural, mineral, commercial and industrial production using contemporary systems and promote the benefits of new ICTs to gain access to markets as cited by the African Youth Charter, (2006).

Through this Charter, the governments also agreed to provide land as grants and access to credit and facilitate the participation of young people in the design and implementation of national development policies and poverty reduction. Strategies were not given the full attention it needed to address the challenges of youth unemployment in the Africa Sub-Sahara as cited by, African Youth Charter, (2006).

Rwanda is a small country, and with the highest density population of 310 persons per square kilometer in Africa. Poverty reduction has been implemented from 56.7% in 2006 to 44.9% in 2011 NISR, (2012).

While the GDP per capita almost doubled to £540 as cited by Demographic Health Survey NISR, (2010-2012). His Excellency, Paul Kagame of Rwanda, has done a lot to Rwanda, and is a living example to other heads of states in Africa who lives by practical examples NISR, (2012).

In Rwanda an estimation of 70% of the country's population of roughly twelve (12) millions people is the youth. This resource is not fully utilized in Rwanda but not limited to women who are the drivers of the economy in the world FAO report (2011).

1.1. Statement of Problem

Over 70% of Rwanda population is the youth. The youth in Rwanda but not excluding the whole world is that, if well utilized as a resource, the challenges faced by the youths can be converted into enormous opportunities that oversee Rwanda moving into middle income country by the end of vision 2020 as cited by Rwandan 4th Housing and Census conducted by the NISR, (2012).

Youth challenges in Rwanda include but not limited to the following, Youth and unemployment, Youth crime drug and substance abuse as accelerated by poverty among many other things, Youth and environmental degradation in which poverty plays part, Youth and Education challenges and not limited to school dropout rate, Youth and ICT and not excluding the general information on employment and poverty reduction activities and motivating factors, Youth sport and recreation that reduces boredom and frustration among the idle youths, Youth capacity building and empowerment that offers the right skills, attitudes and knowledge based facts on motivating strategies and stakeholders that encourages the youths to participate in Agri-business projects that creates employment and drastically reduces poverty among the Rwandan youth, Youth Agri-business and industrial development that creates a product from each village, Kenya National Youth Policy, revised edition, (2008).

The creation of economic opportunities for youth worldwide has become a pressing issue and it is believed that the situation is even worse in developing countries, African Economic Outlook, (2012).

It is from this background that the researcher was motivated to carry out this research to determine and analyse the Motivational factors for the youths, available strategies and policies in existence in Rwanda and stakeholders that motivates the youths to in their performance in Agri-Business projects in Bugesera District that leads to increased employment and poverty reduction in Rwanda that borders Burundi, that portrays unemployment rate of 35% and poverty index of 67% to 85% in urban and rural setup, East African youth Empowerment project, World Bank in Tanzania, (2014).

The President of Rwanda has been wondering of the Link between Universities and community in solving numerous community problems today, the dimension of this research is tailored to answer the Presidents call for Active universities and community engagements in solving numerous community problems among them, youth performance in agri-business projects in Bugesera District in Rwanda that increases employment and poverty reduction the great challenges among the youths in third world countries, Rwanda inclusive New Times Newspaper, No 3494 Kigali, Wednesday, October, 8th, (2014).

1.2. General Objective

The main objective of the study was to analyze the motivational factors, strategies, policies in place and stakeholders for youth performance in agri-business projects in Bugesera district in Rwanda.

1.3. Specific Objectives

This study was guided by the following three specific objectives:

- i. To determine the existing and motivational factors for youth performance in Agribusiness projects in Bugesera District in Rwanda.
- ii. To determine the effect of training on youth performance in Agribusiness projects in Bugesera District in Rwanda.
- iii. To ascertain the presence of strategies for motivating youth performance in agri-business projects in Bugesera district in Rwanda.
- iv. To determine the stakeholders involved in motivating the youth performance in agri-business projects in Bugesera district in Rwanda.
- v. To determine the relationship between perceived factors and youth performance in agri-business projects in Rwanda

2. Literature Review

2.1. Conceptual Framework

In this study the dependent variable is performance of youth in Agri-business projects, while the independent variables are the Motivational factors, strategies, policies and stakeholders that motivates and influences the youth involvement and performance in Agri-business projects which among them: Land availability, Training, capital and market availability in addition to Strategies put in place to motivate the youths to participate in Agri-Business projects and stakeholders involved in the Process of youth motivation to participate and perform in Agri-Business projects in Bugesera District, Rwanda. The variables and their relationship are shown in the figure below:

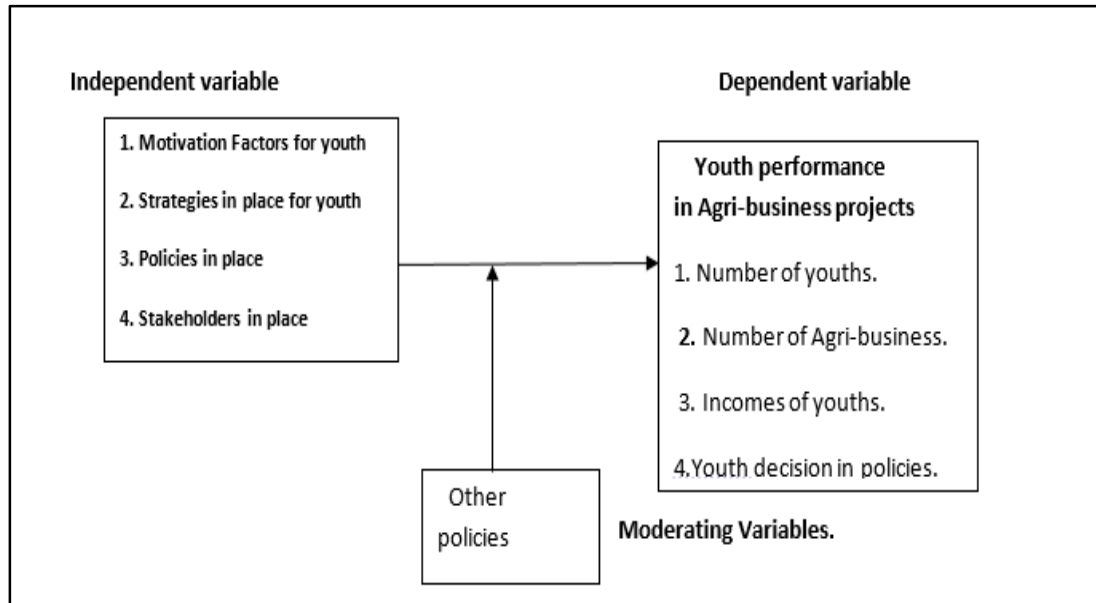


Figure 1: Conceptual framework

3. Research Design

This study adopted cross-sectional descriptive research design. Descriptive study is a study concerned with describing the characteristics of a particular individual, or of a group in a given situation, Kothari, (2004). The study sought to establish the performance of the youth in agri-business. It adopted a case study survey. A case study involves a careful and complete observation and analysis of a unit in its relationship to any other unit in the group, Motivation factors, strategies, policies and stakeholders affecting the youth performance in agri-business projects in Bugesera district in Rwanda, Kothari, (2004).

3.1. Target Population

The target population of this study comprised of 400 youths in Bugesera district who benefits from the agri-business projects, estimated to be 142,162, and aged between (15-35) years, the 4th Population and Housing census by, NISR, (2012).

3.2. Sample Size Determination

A sample size of 400 respondents was determined from a total population of 142,162 youths aged between (15-35) year's individuals from the target population using the formula by Yamane, (1967). A stratified random sampling technique was used to select the participants, while purposive sampling technique was used to select the key informants among the stakeholders involved in factors involving youth motivation to participate and to perform in Agri-business projects in Bugesera district in Rwanda. Stratified random sampling technique ensures that different groups of a population are adequately represented in the sample. Stratified sampling divides the population into homogeneous groups such that the elements within each group are more alike than the elements in the population as a whole, Nachimas and Nachimas,(2008). Yamane formula, (1967), was used as shown below.

$$n = \frac{N}{1 + N(e)^2}$$

Where n = the desired sample size.

E= (probability of error, i.e., the desired precision, e.g., 0.05 for 95% confidence level).

N=the estimate of the population size, the target population, 142,162 youths in Bugesera district of Rwanda.

Application of the formula: $n = \frac{142,162}{(1+142,162) \times (0.05)^2} = 398.877 = 400 \text{ participants.}$

4. Research Findings and Discussion

4.1. Demographic Characteristics of the Participants

The study sought to establish the demographic characteristics of the respondents. As indicated in table 3, Male respondents constituted 52%, while female respondents constituted 48%. Most of the respondents, 57% aged between 21-30 years while 33% age between 31-40 and 20% aged between 15-20 years. Majority 77% were Christians, 16 were Muslims while 7% stated they belonged to other religion which wasn't specified. 18% of the respondents had no education at all, 58% had primary education, 18% had secondary education while 6% had higher education. Regarding marital status, 32% of the respondents were single, 62% were married, 4% were separated while 2% were divorced. Most of the respondents 85% resided in the rural area while 15% were residing in urban areas.

	Frequency	Percent (%)
Gender		
Male	202	52
Female	178	47
Total	380	100
Age		
15-20	38	10
21-30	217	57
31-40	125	33
Total	380	100
Religion		
Christian	293	77
Muslim	60	16
Others	27	7
Total	380	100
Education Level		
None	69	18
Primary	221	58
Secondary	69	18
Higher	21	6
Total	380	100
Marital status		
Single	122	32
Married	234	62
Separated	15	4
Divorced	8	2
Total	380	100
Residence		
Urban	58	15
Rural	322	85
Total	380	100

Table 3: Demographic characteristics of the participants

4.2. Distribution of Responses with "Yes" Or "No" as the Response

Most of the respondents 91% stated that they face challenges in agribusiness while 9% did not. 88% of the respondents stated that there were benefits of youth involvement in agribusiness while 12 % did not see any benefit. 57% stated that motivation strategies existed while 43% of the respondents felt that there were no motivation strategies in place. 77% of the respondents felt that training influence the performance of youth in agribusiness while 23% felt different. Motivation was considered by 57% of the respondents to influence the performance of youth in agribusiness while 43% didn't have the same opinion. 55% stated that the level of youth performance in agribusiness was high as opposed to 45% which felt otherwise

Statement	Yes (%)	No (%)
Face challenges in agribusiness	33	67
There are benefits of youth involvement in agribusiness	88	12
There are motivation strategies in place	57	43
Training influence the performance of youth in agribusiness	77	23
Motivation influence the performance of youth in agribusiness	57	43
The level of youth performance in agribusiness is high	55	45

Table 4: Distribution of responses with "yes" or "no" as the response

4.3. Agribusiness Projects Engaged In

Majority of the respondents were engaged in crop growing only, 23% kept animals only while 10% kept animals and grew crops

	Frequency	Percent (%)
Growing crops only	252	67
Animal rearing only	91	23
Animal and crop keeping	36	10
Total	380	100

Table 5: Agribusiness projects engaged in

4.4. Income Generated

Table 6 indicates that 37% of the respondents generated between 10,000 and 20,000 RWF per month from the projects. 22% generated 21,000 to 30,000 RWF, 14% generated from 31,000 to 40,000 RWF, 5% generated between 41,000 and 50,000 rwf per month while 22% generated above 51,000 RWF per month from the project

	Frequency	Percent (%)
10,000- 20,000	141	37
21, 000- 30,000	83	22
31000-40000	54	14
41000-50000	19	5
51000 plus	83	22
Total	380	100

Table 6: Income generated

4.5. Rating the Market of Agribusiness Product

Table 7 indicate that 8% of the respondents felt that the marketing of agribusiness products in Bugesera was very high, 15% felt that it was just high, 62% felt that it was moderate, 10% felt that it was low while 5% felt that the market was very low.

	Frequency	Percent
very high	32	8
high	58	15
moderate	237	62
Low	39	10
very low	14	5
Total	380	100

Table 7: Rating the market of agribusiness product

4.6. Source of Motivation for the Youths

Table 8 indicate that 63% of the respondents considered the government to be the source of their motivation, 8% indicated private sectors, 4% stated NGOs, 9% stated church while 16% had other unspecified sources of motivation

	Frequency	Percent
Government	239	63
private sector	30	8
NGO	15	4
Church	34	9
others	62	16
Total	380	100

Table 8: Source of youth motivation motivates

4.7. Challenges Faced by Youths in Agribusiness

Table 9 shows that most of the challenges face by youths in agribusiness were related to weather 64%. 34% of the respondents faced economic challenges while 2% faced natural disasters

	Frequency	Percent
Weather related	242	64
Economic	130	34
Natural disasters	8	2
Total	380	100

Table 9: Types of challenges faced

4.8. Suggested Ways of Motivating the Youths

Table 10 indicates that 68% of the respondents stated that training on agribusiness would be a way of motivating the youths. 32% of the respondent felt that receiving financial support would be a better way of motivating the youths.

	Frequency	Percent
Training on agribusiness	260	68
Financial support	120	32
Total	380	100

Table 10: Suggested ways of youth motivation

		Youth performance in agribusiness	Training	Motivation	Income generated	Education level
Youth performance in agribusiness	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	380				
Training	Pearson Correlation	.801**	1			
	Sig. (2-tailed)	.000				
	N	379	379			
Motivation	Pearson Correlation	.433**	.122*	1		
	Sig. (2-tailed)	.002	.017			
	N	380	379	380		
income generated	Pearson Correlation	.781**	.067	.031	1	
	Sig. (2-tailed)	.000	.194	.544		
	N	380	379	380	380	
Education level	Pearson Correlation	.017	.018	.011	.114*	1
	Sig. (2-tailed)	.739	.743	.834	.026	
	N	380	379	380	380	380

** . Correlation is significant at the 0.01 level (2-tailed).
 * . Correlation is significant at the 0.05 level (2-tailed).

Table 11: Correlation Analysis

4.9. Correlation Analysis

The correlation table revealed that there was a positive significant relationship between youth performance in agribusiness, training, motivation and income generated (.801** ,p<0.001) (.433** p<0.001), (.781** p<0.001). This indicates that training, motivation and income generated have the potential to influence the performance of youths in agribusiness in Bugesera.

Level of Education correlated positively with youth performance in agribusiness but the correlation wasn't significant (.017, p >0.05). This implies that there is no evidence that attaining a certain level of education can influence the performance of youth in agribusiness

5. Summary of the Findings

A total of 400 youths from Bugesera district of Rwanda were recruited to participate in this study. Out of this number 380 filed and returned questionnaires which gave a response rate of 95%. This study considered the 95% response rate excellent for making conclusions for the study. Stratified sampling method was used to obtain the study sample. Data collected was cleaned coded and analyzed using SPSS to generate frequency tables. Correlation analysis between the study variables was also conducted. The study revealed that that 53% of the respondents were male while 47% were female implying that both male and female were involved in agribusiness projects. Majority of the respondents 57% aged between 21-30 years indicating that young adults were dominating in the agribusiness projects in the area. Majority were Christians 77% followed by Muslims (16%). Largest percentage of the respondents had only primary level education 58% with only 5% having higher education. Further the study showed that most of the youths

participating in the agribusiness were married 61% followed by the single youths 32%. Most of the respondents 85% were residing in the rural areas while 15% resided in the urban areas. Most of the respondents 91% stated that they face challenges in agribusiness. 88% of the respondents stated that there were benefits of youth involvement in agribusiness while 57% stated that motivation strategies existed while 43%. 77% of the respondents felt that training influence the performance of youth in agribusiness. Motivation was considered by 57% of the respondents to influence the performance of youth in agribusiness. 55% stated that the level of youth performance in agribusiness was high. Majority of the respondents were engaged in crop growing only, 23% kept animals only while 10% kept animals and grew crops. The study indicated that 37% of the respondents generated between 10,000 and 20,000 RWF per month from the projects. 22% generated 21,000 to 30,000 RWF, 14% generated from 31,000 to 40,000 RWF, 5% generated between 41,000 and 50,000 RWF per month while 22% generated above 51,000 RWF per month from the project. Majority 62% of the respondents felt that the marketing of agribusiness products in Bugesera was moderate. 63% of the respondents considered the government to be the source of their motivation, 8% indicated private sectors, 4% stated NGOs, 9% stated church while 16% had other unspecified sources of motivation. Study findings further showed that most of the challenges face by youths in agribusiness were related to weather 64%. 34% of the respondents faced economic challenges while 2% faced natural disasters. Correlation analysis showed that there was a positive significant relationship between youth performance in agribusiness, training, motivation and income generated ($.801^{**}$, $p < 0.001$) ($.433^{**}$, $p < 0.001$), ($.781^{**}$, $p < 0.001$). Education level correlated positively with youth performance in agribusiness but the correlation was not significant.

5.1. Conclusion

The study concluded that agribusiness projects in Bugesera were being undertaken by both male and female. However the percentage of male who were engaged in the projects was slightly higher than that of female. Young adults were dominant in the agribusiness projects as well as those who were married. Majority of the youths in the projects had primary education only implying that the engaging in agribusiness was only left for the uneducated youths. The educated ones mostly those with higher education disregards agribusiness projects. A large number of youths engaged in agribusiness projects reside in the rural area. They face challenges in the project and the most common challenges are the weather related challenges. Most youth consider involvement in agribusiness to be beneficial more so earning financial benefits from the agribusiness projects. There were motivation strategies in place for the youth. The government is the most common source of motivation from the youths although there are other sources such as churches. Growing of crops was the most common agribusiness project in the district with majority of the youth generating between 10,000 and 20,000 RWF per month from the project. The level of market for the agribusiness product was moderate. Training, motivation and income are factors that influence the youth performance in agribusiness in Bugesera district.

5.2. Recommendation

The government of Rwanda through the ministry of agriculture should design appropriate mechanism that will enable and ease the process of assessing financial assistance from financial institutions. This will enable the youth to cater for the production cost involved in various projects. In addition the ministry of agriculture should provide the youths with necessary inputs in the right time such as pesticides and fertilizers. Further to that the youths should be trained on best cultivation practices for various crops that they grow as well as good animal husbandry in order to increase their production.

5.3. Area for Further Study

Although this study has revealed that the more educated the youths become the lesser they engage in agribusiness, there is need for a study to be conducted that will aim at determining factors that influence youth involvement in agribusiness. Identifying and addressing such factors would lead to sustainable youth engagement in agriculture resulting in positive results not limited to food security. It would also have positive impacts on unemployment, economic development, rural-urban migration, peace and national security. Further to that a study should be conducted to determine the influence of national policies on youth participation in agribusiness in Rwanda.

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