

**How are young agripreneurs and  
agribusinesses leveraging**

# **Green & Digital**

**technologies to contribute to  
green and decent  
jobs for youth in  
agriculture across  
Africa?**



**INCLUDE**

CHALLENGE  
FUND  
FOR  
YOUTH  
EMPLOYMENT

Soilless farming really sparked my interest in agriculture. I was introduced to the idea in school and immediately loved the idea. For the majority of young people in the agricultural sector today, green technologies are also what is sparking their interest

Chidinma explains that she focuses on integrating young people, including those without prior agricultural experience into the sector, addressing staff shortages and enabling farms to find qualified talent. She has seen a growing interest in agriculture among youth in recent years, driven by the potential of green and digital technologies.



## Chidinma (Mary) Ezeh

**Founder FarmCAS**

**Recruitment and Upskilling**

Digital agricultural platforms and content enable young career seekers to explore job opportunities in agriculture. Young people in other fields like IT or business have been drawn to opportunities in agriculture through digital platforms.

Fred believes that **digital technologies** are **transforming the agricultural job market**, shifting it from manual labor to new cross-industry opportunities, particularly for young people. By **identifying barriers** in the agricultural value chain, young entrepreneurs can develop digital solutions and **unlock new employment opportunities**.



## Fred Munene

**Influencer** Farm with Fred  
**Digital Education**

To ensure new employment opportunities in agriculture are inclusive and beneficial for young people, you must approach it on a case-by-case basis. The needs of youth in Kenya differ greatly from those in Uganda or Ghana.

Jean Claude observes that green and digital technologies in agriculture are highly attractive to youth, providing more decent jobs and better income opportunities. However, those lacking access to skills, training, or digital infrastructure—such as women, individuals with disabilities, and rural populations—face the risk of exclusion.



## Jean Claude Niyomugabo

**Entrepreneur**

**Digital Communication Specialist**

# ThriveAgric



**Connecting smallholder farmers in Africa to capital, technology, and markets to enhance food security.**

## Key Insight

It is crucial to make green and digital technologies accessible by simplifying these tools to align with formats familiar to youth, such as usability, and translating content into local languages.

## Good Practice

ThriveAgric identifies barriers to gender and youth inclusion in the **agricultural sector**, such as cultural restrictions that prevent women from attending training for green & digital technologies. To address this, ThriveAgric offers safe, women-only sessions, adjusts timing and distance to accommodate women's schedules outside of familial duties, and collaborates with local governments to build trust and ensure access.

# AUXFIN

# AUXFIN

Delivers financial, value chain and community development solutions to vulnerable populations including refugees, smallholder farmers, micro entrepreneurs, and youth groups.

## Key Insight

AUXFIN organizes groups of up to 50 around a tablet connected to their services. Three members are trained to govern the group and to use the applications. These group leaders facilitate other group members with limited digital skills to access the services and information provided.

## Good Practice

AUXFIN has seen **youth take on leadership roles** in these communities by leveraging their digital literacy. As they unlock new information through technology, they become **key sources of knowledge**, thereby **complementing the experience of older farmers**.

# SOWIT

The logo for SOWIT features the word "SOWIT" in a bold, sans-serif font. The letter "O" is replaced by a small illustration of a bee. The letter "W" is replaced by a stylized wheat stalk. The letter "I" is replaced by a vertical line with a small arrowhead pointing upwards.

**Providing data-driven irrigation solutions, helping farmers optimize water use, boost yields, and farm sustainably.**

## **Key Insight**

To unlock the potential of youth employment in agriculture, joint effort from governments and the private sector is crucial to support rural education and tech adoption, ensuring these innovations reach smallholder farms and communities.

## **Good Practice**

SOWIT aims to create a **motivating learning environment for young people**, where young and new employees collaborate closely with technical managers who introduce them to digital technologies building their digital skills, and serve as **role models for potential future career paths**.

# Hello Tractor



**Delivering affordable mechanization, climate-smart technologies, and sustainable farming solutions in sub-Saharan Africa.**

## Key Insight

Through working as booking agents for Hello Tractor, youth can gain hands-on experience with managing a farm that uses green and digital technologies. Hello Tractor has seen 20-30% of their young employees go on to start their own farms.

## Good Practice

Hello Tractor has **broken barriers for smallholder farmers** through financing and access to green and digital technologies. This is not only increasing productivity, but also **creating income-generating opportunities for youth and women**, paving the way for more inclusive agricultural growth.