



Youth Employment- Opportunities and Challenges for younger females

Sabdiyo B- Dido
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Where are Opportunities?

- Story of AWA CABA-a female E Agri-prenuer from Senegal
- She developed an E-commerce platform to help rural women access markets for their processed products
- Part of CTA- ICT4AG programme (250 ICT entrepreneurs supported so far)
- AWA presents a face of Hope, Creativity, Opportunity- New Africa. For this group:
 - Education changing traditional Mind-sets of women(free thinkers/Actors)
 - Technology is changing socio relations- breaking barriers(every place is market place); access to info (ENVIRONEMT changing)
 - But the **WAY** they access **OTHER** productive resources still not changed- this is BIG challenge- **FINANCE;SKILLS**



What are the Challenges?

- **Majority of rural younger women are not as lucky as AWA:**
 - **Mostly uneducated, low self esteem/confidence in public arena**
 - **Most juggle family and work- time as a productive factor is the biggest limitation to women's economic empowerment (SNV 2016)**
 - **Gender norms limits socio interactions outside family boundaries- access to info and opportunities limited**
 - **Access to resources, finance, technical skills, market networks**



How to change this?

- Deliberate in accessing AG opportunities to women(AWA case and CTA): SPUR THEM TO COME UP. join CTA in this!
- Push more women into higher levels businesses in AG
- Engendering access to productive resources- FINANCE, LAND, TECHNICAL SKILLS
- Connecting women(Women to Women network) to learn and be inspired (More positive socio deviants- DARE TO DREAM Challenge)
- Promote use of technology, ICT4AG has changed the way women access opportunities and services
- Disseminate time saving technologies- TIME is a productive resource





Thank you

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