



Towards the socio-economic integration of young men and women in Casamance

SENEGAL

- 17 million inhabitants
 - 168/189 countries on the HDI¹
 - in Casamance :
 - 12% of working-age people have qualifications
 - 17% of the population is unemployed²
 - 28% of women are unemployed²
- 1- Human Development Index
2- Agence Nationale de la Statistique et de la Démographie (ANSD)
Source : <http://hdr.undp.org/en/countries/profiles>



MILLENNIUM GOALS



BACKGROUND



A youth impacted by endemic unemployment

In Senegal, finding work is a major challenge. In spite of Senegal's significant economic advances over the last five years, finding good, sustainable jobs remains difficult.

At the end of 2019, according to the National Agency for Statistics and Demography, unemployment was still high: 15.5% in urban areas, 18.7% in rural areas. Unemployment affects women (27.6%) more than men (8.6%).

MISSION



To improve employability of women and the young in Casamance

Entrepreneurs du Monde's programme in Casamance aims to improve employability among vulnerable young people and women and to develop local small or very small businesses (SB/VSBs).

To that end, the team set up two organisations:

- Teranga, a training company in the agro-food sector;
- Ligoden, an agency supporting entrepreneurship and employability.

METHODOLOGY



All-round support

TERANGA offers three services

- Technical training in fruit-processing.
- Technical support for the sector's stakeholders: training and access to automated equipment.
- Storage solutions for raw materials.

LIGODEN offers two pathways

- Employability training: professional project, CVs and cover letters, interview preparation.
- Business set-up and development: business plans, funding, training in sales and admin.

INCUBATION



Transfer of skills to ensure local team autonomy

The two programmes share an economic model designed to deliver viability within 5 years. At incubation and until they achieve autonomy, the highly skilled Senegalese teams are closely supported by technical experts from Entrepreneurs du Monde in business management, IT/management systems, social performance, strategic planning, financial management and admin, governance, HR, risk management and fundraising.

Matar Badiane Poultry farming that's really taking off!



I'm an Agroforestry graduate. I started small-scale production of poultry and sheep on my father's farm. In 2018, I won a competition run by ADEPME. I used the prize money to build and fit out a dedicated area for aviculture. LIGODEN helped me structure my business, with technical support in raising healthy hens, management training and help with accounting. My two employees and I now produce 200 hens every 45 days. But there's demand for more. I want to quadruple production, open a shop and buy freezers so I can store and sell my hens at a steady pace.*

*Agency for the Development and Supervision of SMEs.

FOCUS

A WIN-WIN PARTNERSHIP FACILITATING GRADUATE EMPLOYMENT

Since June 2019, in partnership with EDC, LIGODEN has been developing the "second chance" component of its Improving Performance in Work and Entrepreneurship programme, which targets higher education graduates who have been job-seeking for at least three years.



In the first phase of the programme, which lasted 10 months, LIGODEN provided 175 graduates with training in soft-skills (job-seeking, leadership, personal development) and business management (entrepreneurial mindset, simplified accounting, sales techniques, stock management, writing business plans).



After training, each beneficiary received coaching aimed at helping them either find paid employment or set up/develop their own businesses.



34 graduates have integrated a company or created their own, whereas the initial goal was 25.



KEY FIGURES

	2019	2020
Recipients of training	132	105
via the employment skills pathway	117	57
via the VSB support pathway	15	48
Recipients of individual support	92	70
via the employment skills pathway	38	57
via the VSB support pathway	54	13
Internships	39	32
Employees		7
Volunteers		2

100%

OF BENEFICIARIES
ARE UNDER 35

34%

ARE WOMEN

HIGHLIGHTS



A director with experience in agro-food

Founé Seck is an agro-food engineer. After a Masters in Biotechnologies and Management in Agro-industries at La Rochelle, she gained valuable experience teaching and in the cosmetics and agro-food industries, and also volunteered for support and development organisations. In January 2021, having returned to Senegal, she joined Entrepreneurs du Monde.



Services adapted to needs

In August 2020, LIGODEN carried out its first beneficiary satisfaction survey. The results – a satisfaction rate of 91% for training (34% very satisfied, 57% satisfied) and 80% for support (22% very satisfied, 58% satisfied) – show that the programme's two main components are relevant and meet the needs of the young project owners.

OUTLOOK



LIGODEN & TERANGA – working in synergy

The LIGODEN team aims to develop its services and become an association under Senegalese law. To ensure financial stability, it will seek funding opportunities both in Senegal and abroad. TERANGA and LIGODEN will work in synergy, with LIGODEN supporting TERANGA's graduates while they look for employment or set up their agricultural processing business.



Support for the structuring of the agro-food sector

TERANGA will acquire suitable premises and the equipment needed to start delivering services in the second quarter of 2021. The operations team will be recruited and trained to use the new, semi-industrial equipment, so that stakeholders have access to innovative technology to improve productivity and cut working time. To ensure compliance with current legislation, TERANGA will obtain FRA authorisation for every product and will launch its own label. It will be welcoming its first apprentices in the last quarter of 2021.

CONTACTS

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EMERGENCE

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