



in4in Africa – Kick Off
workshop
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Kenya and Entrepreneurship Promotion case study of TechnoServe

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About Technoserve

- NGO that develops business solutions to poverty by linking people to **information, capital and markets**. Technoserve believes that private enterprise can transform lives
- Origin traces back to the village of Adidome, Ghana. In 1963, when founder Ed Bullard traveled there with his family for a year of volunteer service. He affirmed that people struggle because they lack knowledge, skills and tools needed to lift themselves out of poverty
- TechnoServe – short for “technology in the service of mankind.”
- Currently working in more than 40 countries across Africa, Latin America and Asia, assisting thousands of businesses and transforming an estimated 10 million lives.



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How we work

Our Mission

- TechnoServe works with enterprising people in the developing world to **build competitive farms, businesses and industries**. We help grow strong markets that create income and jobs in poor communities.
- In order to achieve our mission, we operate as a catalyst and partner to strengthen **market systems**. We focus on market systems that have:
 - A clear opportunity – an unmet demand for a product or service
 - The potential for inclusive growth that benefits poor people in their roles as producers, entrepreneurs, employees or consumers
 - The potential for scale – impacting significant numbers of families

We address
market
failures



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Intervening at Market Systems

To achieve our mission, we operate as a catalyst and partner to strengthen market systems

A market system is the network of buyers, sellers and other actors that come together to trade in a given product or service.

The participants in a market system include:

- **Direct market players** – producers, buyers and consumers who drive economic activity in the market
- **Suppliers of supporting goods and services** such as finance, equipment and business consulting
- **Entities that influence the business environment** such as regulatory agencies, infrastructure providers and business associations



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TechnoServe theory of change

Work with individuals and businesses to address market failures

TechnoServe technical approach to change include:-

- **Develop Capacity:** We help individuals and communities **acquire skills, share knowledge and apply the technologies** needed to build successful farms and businesses.
- **Strengthen Market Connections:** We coordinate among industry players and **connect emerging businesses and farms to capital, networks and suppliers.**
- **Improve Business Environment:** We encourage self-sustaining economic activity by **addressing the policies, information and incentives that help markets function better.**

TECHNOSERVE'S PROGRAMS:



Key Sectors & Projects

2012-2013



Entrepreneurship & Youth Projects

1. Young Women in Enterprise (YWE)

- The program introduces in-and-out of school girls aged 14-24 to **concepts of entrepreneurship, life skills, financial literacy, computer literacy and employability.**
- 4,051 girls have acquired skills in entrepreneurship, financial literacy and employment

2. Strengthening Rural Young Development through Enterprise (STRYDE)

- Seeks to enable a more successful transition of rural young women and men aged 18-30 to economically independent livelihood, through **training, opportunity identification and support.**
- The program is target to reach 5,000 rural youth in Central, Eastern and South Rift regions of the country

3. Yes Youth Can (YYC)

- YYC aims to reduce the threat and impact of violent conflict in Kenya's Rift Valley Province by (1) improving civic engagement and inter-ethnic understanding and (2) **improving access to jobs and business opportunities** for youth.
- TechnoServe works in Uasin Gishu, Kericho, and Nandi districts to promote economic opportunities and civic engagement for at 6,000 youth.



Dairy and Livestock Projects

1. East Africa Dairy Development Project (EADD)

- Implemented by a consortium of five partner organizations that include TechnoServe (TNS), Heifer International (HI), International Livestock Research Institute (ILRI), Africa Breeders Service-Total cattle management (ABS), ICRAF
- The project aims to move small holder farmers out of poverty by delivering farmer-focused value chain activities. This will be achieved through three main objectives;
 - ❑ Increasing **knowledge creation and application**
 - ❑ Expanding dairy markets and **increasing market access**
 - ❑ Increasing **dairy productivity** and efficiencies

2. Agribusiness Development Project

- Working with five pre-existing TechnoServe-developed smallholder farmer cooling plants, the project, will help 20,000 families have **sustainable access to credit, inputs, technology and environmental training.**

3. Smallholder Poultry Agribusiness Development Program (SPADE)

- Aims to sustainably improve the food security and livelihoods of 12,000 smallholder poultry farmers in Kenya.
- Primary activities include :
 - ❑ Sustainably improve smallholder farmer **poultry production,**
 - ❑ Expand **access to financial services**
 - ❑ Improve poultry **market access**



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Other Agricultural Projects

1. Project Nurture

- Program to demonstrate the ability of African smallholder farmers to increase their incomes at least two-fold by becoming long-term sustainable suppliers of mango and passion fruit, both for sale on the fresh market and for processing.
- The program's aim is to improve 45,000 smallholder farmer incomes through
 - Productivity improvements,
 - Development of farmer-based organizations, and
 - Creation of market linkages

2. Kenya Coffee Initiative

- The Kenya Coffee Initiative seeks to help approximately 25,000 farmers living on less than \$2 a day improve the quality of their coffee. Better quality translates into higher prices and increased incomes that can help break the cycle of poverty. The initiative is based on a collaborative approach between farmers and TechnoServe to develop local solutions for local needs.
- Phase two of the grant kicks off in Jan-12 and will run to Dec-2013.



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Other Agricultural Projects- new

3. Connected Farmer Alliance(CFA)

- A Public-Private Partnership (GDA) between Vodafone, USAID and TechnoServe to promote commercially sustainable mobile agriculture solutions and reduce poverty / increase resilience for smallholder farmers across Kenya, Tanzania, and Mozambique
- 3 technical approaches
 - Commercially viable SCM solutions to agribusinesses
 - Mobile financial solutions beyond payment
 - Incubating sustainable mAgric solutions

4. Solutions for African Food Enterprises (SAFE)

- Regional program implemented across Kenya, Malawi and Zambia in partnership with several of the world's leading food companies.
- SAFE aims to increase the competitiveness of the African food processing sector and to expand availability of nutritious foods.
- Implementation approach include
 - Trainings of local food processors
 - Market & financial linkages
 - Strengthening sustainability through inclusion of local universities and BDS providers.



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Business Solutions to Poverty

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