



**Your Impact** in Ethiopia through the Agricultural Transformation Through Stronger Vocational Education (ATTSVE) project

IMPACT REPORT  
MARCH 2022



# In Ethiopia, agriculture matters

The agricultural industry employs 85% of the country's workforce. Crop production alone accounts for 60% of its GDP. Yet, it's difficult for young people to find paid work in the sector. Youth unemployment is high, with 1 in 4 youth unemployed. Agricultural Technical and Vocational Education and Training Institutions (ATVETs) have been a pathway for youth to gain decent work in the government. Still, due to high demand, the number of available positions can't keep up with the number of agricultural college graduates. As a result, Ethiopian youth are graduating with agricultural skills but they are unable to gain employment.

To alleviate this problem, MEDA and its partners, Dalhousie University, McGill University, and Jimma University, worked together on the Agricultural Transformation Through Stronger Vocational Education (ATTSVE) project. ATTSVE brought colleges and industry together to provide practical learning opportunities that equipped students with the necessary skills to succeed in their careers. The project further offered training for instructors and students in value chain development, business management, and entrepreneurship.

Through your financial support and in partnership with funding from Global Affairs Canada, the ATTSVE project increased the number of men and women graduates from agricultural colleges in Maichew, Nejo, Woreta, and Wolaita Soddo, Ethiopia with the skills and knowledge to succeed in the commercial agriculture sector in Ethiopia.

## Thanks to you, youth were provided with:



Business advice and Innovation Grants so that graduates could start their own sustainable businesses



Connections to the industry that boosts their skills development through cooperative education placements



Educational opportunities in value chain and business management

## Learning how to train the next group of agricultural leaders – An ATTSVE project snapshot

Learning by doing is a highly effective teaching method, especially for students in agriculture. That's one of ATTSVE's main approaches: to teach experienced college teachers how to deliver practical lessons that will improve their students' learning. While the teachers had extensive experience in agriculture, they had limited business and entrepreneurship knowledge as well as practical business experience.

Throughout the training program, these teachers took several seminars to improve their skills in business management and entrepreneurship, including two sessions on market assessments and value chain development fundamentals. The teachers learned how to conduct interviews with market actors and worked with project staff to develop valuable market research skills and a value chain map. Later, participants were then asked to

use the market research they collected to build business models and then create business plans. Participants took part in a pitch competition and submitted their businesses for evaluation. These formed the foundation of the on-campus businesses that were started at each college.

With your support, these teachers learned how to instill their students with critical skills to build bright futures in the agricultural industry.



I participated on MEDA trainings about entrepreneurship, business plan development, value chain development and marketing management which had added to my skill. For instance, as a result of the trainings, I was supporting the students in preparing business plans for SME grants by ATTSVE. I was also training graduates about customer relationships management, communications, value chain, product quality, and market research.

– Wolaita Soddo Instructor



## How becoming her own boss was the right fit for Mebrehit

Mebrehit was born and raised in Maichew, a town in the Tigray region of Ethiopia. She always dreamt of becoming an entrepreneur. After graduating from the ATVET in Maichew with an Animal Science diploma, starting her own business seemed like the right decision.

But Ethiopian youth who want to start businesses face many challenges. There isn't much support for these ambitious entrepreneurs. Still, Mebrehit was determined: she decided to apply for a Small Micro Enterprise (SME) grant which is awarded to graduates who are interested in starting a small business to improve their community's economy. Despite the stiff competition, Mebrehit was rewarded with a grant provided through the ATTSVE project.

*"The ATTSVE project encouraged me to write my own business plan and fulfill my dream of starting my own business. They not only helped me get my business started financially, [but] they also gave me technical support which taught me practical skills I would not have learned otherwise,"* Mebrehit said.

Today, Mebrehit owns her own small business, which contains 80 chickens that produce over 70 eggs per day to sell to local markets. She plans to get a larger space to house her chickens soon and purchase an incubator to produce 45-day-old chickens for sale and sell their eggs. This will also allow her to expand her farm.

With the support of the ATTSVE project and its generous donors, she is excited to continue growing her business and serving her community.



*"I may be small now, but I am only getting started. I can only grow from here."*

# Your impact by the numbers



**2,580**  
students secured  
co-operative work  
placements



**39%**  
of these co-op students  
were women



**4 ATVETs**  
started 8 on-campus  
businesses



**272**  
students established 62  
start-up businesses



**12**  
business planning and management  
training sessions were conducted  
with staff and graduates



**193**  
clients were trained in these  
planning and management  
training sessions

The ATTSVE project is just another example of how your support continues to create opportunities for individuals experiencing poverty around the globe. Through the ATTSVE project, you provided hardworking youth, like Mebrehit, with demand-driven skills that they need to find decent work in the Ethiopian agricultural sector and transform their communities. **Thank You!**

## PROJECT DETAILS

7 Years: <b>2014-2021</b>	MEDA Private Supporters: <b>\$140,000</b>	Dalhousie University <b>\$1.7M</b>
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