

Republic of Kenya



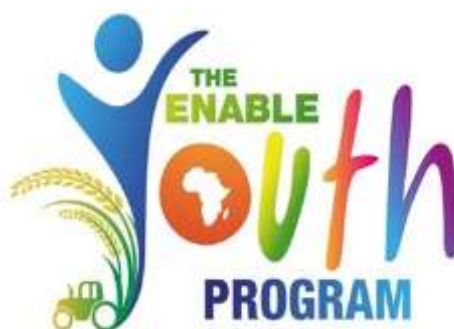
**Ministry of Agriculture, Livestock,
Fisheries and Cooperatives**



African Development Bank (AfDB)

EMPOWERING NOVEL AGRIBUSINESS-LED EMPLOYMENT (ENABLE) YOUTH KENYA PROGRAM

INCUBATEES SELECTION CRITERIA



September, 2021

GLOSSARY

Certificate

A degree or diploma issued by a recognized examining body/institution

Host Institution

A public institution charged with hosting incubation and training of incubatees.

Incubation

A programme established to provide youth unemployed graduates and business start-ups with opportunities for hands-on training for skills acquisition to start an agribusiness and create jobs.

Standard Incubatee (Start-up)

An agripreneur recruited as an incubatee into ENABLE Youth Kenya Program with the intent of acquiring skills in agri-preneurship, and with a viable agribusiness idea and demonstrating active engagement in an agribusiness venture for a period not less than one and half years.

Graduate

An individual who has completed a course of training and acquired a degree or diploma

Accelerated incubatee

A youth agripreneur who has actively run an agribusiness venture for a period exceeding one and half years and recruited in the ENABLE Youth Kenya Program for incubation

Agreement

A binding contract between an incubatee and the ENABLE Youth Kenya Program to participate in the incubation process

Monitoring and Evaluation

Mechanisms put in place to ensure the program implementation is on schedule and meets set objectives

Youth

All persons aged between 18 to 35 years old

Preamble

The selection criteria is a framework to guide the recruitment of youth into the Empowering Novel Agribusiness-Led Employment (ENABLE) Youth Kenya Program. The implementation model for the program will be through an incubation process. This criterion is developed as a tool to support implementation of the program.

The Program is a comprehensive youth initiative that builds entrepreneurship in agribusiness through skill acquisition and creates an enabling environment in which youth become owners of profitable agribusinesses. The objective is to create gainful employment, generate income and bridge succession gap in agribusiness and related value chains.

This incubatees selection criteria sets out the objectives and principles of recruitment as well as the eligibility of the youth. The recruitment process has been outsourced to an independent firm to guarantee transparency, fairness and efficiency. The firm will use this selection criterion as a guide to identify youth based on interest in agri-preneurship. Those who meet this selection criterion will be eligible for the agri-preneurship training and incubation. The recruitment process will allow selection of those who deserve to be in the program, thus reducing drop outs in subsequent stages.

PART ONE: BACKGROUND

Introduction

The Empowering Novel Agribusiness-Led Employment (ENABLE) Youth Program Kenya is one of African Development Bank (AfDB) youth initiatives under the Bank's Feed Africa Strategy for Agricultural Transformation in Africa. The objective of the program is to create business opportunities and decent employment for youth along priority agricultural value chains in Kenya through the provision of entrepreneurship skills, funding and business linkages.

The selection criterion is developed to highlight screening methods to identify youth based on aptitude and interest in agribusiness entrepreneurship. The recruitment process will be outsourced to an independent firm to guarantee transparency, fairness and efficiency.

The objectives of the selection criteria are to:

- i. ensure a well-structured and coordinated selection process;
- ii. provide a framework and standard for recruitment by an independent firm;
- iii. provide a framework for monitoring, evaluation and reporting on the incubatees selection process.

The principles governing the selection criteria are to:

- i. Promote equity and fairness by ensuring inclusivity and accessibility of opportunities to youth from diverse backgrounds through transparent recruitment and selection procedures.
- ii. Ensure effectiveness and efficiency in incubatees selection;
- iii. Guide in the procurement of a competent firm to carry out the recruitment process.

Incubation programme

Incubation in the ENABLE Youth Kenya Program is a planned and structured process that provides training, mentoring and coaching of incubatees in agribusiness. It is targeted at unemployed youth who have completed their college/university studies for start-up (standard incubatees) and accelerated youth agripreneur. It is a practical programme meant to develop and prepare the incubatees to become agri-business owners and create employment for fellow youth. The programme allows youth an opportunity to develop business ideas, start up businesses and scale up viable

agribusiness ventures. It provides an avenue for agribusiness diversification, capacity development, market access, risk management, creates linkages and networks along the agricultural value chain. At the end of the incubation, incubatees will have developed bankable business proposals to be considered for funding through the program.

Scope

The ENABLE Youth Kenya Program will advertise incubation opportunities at the YABICs for the interested youth to apply. The shortlisting will be done at a central location by an independent firm but the interviews will take place in each of the 8 selected incubation centers. These are the Pastoral Training Center (Narok); Pwani University (Kilifi); National Aquaculture Development Center (Kirinyaga); Kenya School of Agriculture (Nyeri); Kisii University (Kisii); Ramogi Institute of Advanced Technology (RIAT), Kisumu; Dairy Training Institute (DTI), Nakuru and University of Eldoret (Uasin Gishu).

The recruiting firm will use this selection criterion as a guide to identify youth based on interest and ability to engage in agri-preneurship. In addition, psychometric testing may be applied to determine potential entrepreneurial aptitude among prospective beneficiaries. It is envisaged that this process will ensure maximum retention of incubatees from start to end.

PART TWO: IMPLEMENTATION OF SELECTION CRITERIA

Gender and distribution of incubatees

The summary of the selected beneficiaries (incubatees) should be at least 1/3 of either gender and comprise of 60% fresh graduates and 40% accelerated agripreneurs.

Advertisement of Incubation opportunities

All incubation opportunities in the program shall be advertised by the ENABLE Youth Kenya Program. The advertisement shall be posted on Ministry's website, ENABLE Youth Kenya Program website, YABICs and other relevant media.

Eligibility

The incubation programme shall be open to;

- i. Unemployed Kenyan youth graduates who have completed their degree or diploma (Standard Incubation) in any field of study.
- ii. Graduate youth agripreneurs who require further training, mentoring and coaching to upscale their business (Accelerated Incubation)

CRITERIA FOR SELECTION OF YOUTH FOR STANDARD INCUBATION

Phase One: Qualifications

1. They must be Kenyan Citizen with a National ID.
2. Aged 18-35 Years
3. **A holder of Diploma or Bachelors Degree from a recogized institution**
4. **Value Chains-** The proposal should fit within the priority value chains as mapped out by the program and assigned to YABICS
5. A demonstrable and verifiable engagement in Agriculture/ Agribusiness - demonstrate engagement and interest in agriculture and agribusiness for a period not less that one and half years either through running of a personal venture or managing parental/guardian venture or otherwise. Having been a member of a club and attended seminars and training on Agri-issues after college is an added advantage.
6. Currently not employed and not registered in any other Government or donor program of incubation or training
7. Ability and Willingness to remain personally involved and commit to the project on fulltime basis for the entire period (incubation and implementation)
8. Must be willing to chose agribusiness as a career

9. Have a viable agribusiness business idea- This will be demonstrated through elementary knowledge of the value chain of choice, the project's ability to generate cashflows and its sustainability plan.
10. Demonstrate **understanding** of the value chain of choice including **associated Market dynamics** by filling the business plan questions.

Note:

1. **Gender:** *At least one third of either Gender*
2. *Differently Abled Persons (DAP) who meet the qualification to be given special consideration.*

Scoring: In reviewing and evaluating applicant on the above criteria, matrices 1-8 will account for 50% of the total score, 9-10 will account for 50%.

Phase two: Individual interview

Aptitude test

1. Personality (attitude, confidence levels, excitement, creativity, innovativeness, etc.)
2. Willingness to be trained (probe further)
3. Technical knowledge in the value chain of interest.
4. Vision in the desired value chain in the next five to ten years (progression).
5. What motivated you to apply?
6. How they learnt about this opportunity
7. Gauge on the viability and sustainability of the project
8. Be available for incubation, willingness to be trained and commit to the program
9. Good communication, presentation and time management skills
10. Be willing to build a career in agribusiness
11. Socio-economic safeguards (household interference, substance abuse, etc.)
12. Any other relevant skills

CRITERIA FOR SELECTING YOUTH FOR ACCELERATED INCUBATION

Phase One: Qualifications

1. They must be Kenyan Citizen with a National ID.
2. Aged 18-35 Years
3. **A holder of Diploma or Bachelors Degree from a recognized institution.**
4. **Currently engaged in own agribusiness-** by running an actual entity at least for a period of one year
5. **Value Chains-** The proposal should fit within the priority value chains as mapped out by the program and assigned to YABICS
6. Willingness and ability to remain personally involved and commit to the project on fulltime basis for the entire period (incubation and implementation).
7. Submit a business Proposal- detailing the status of the business, records, projections and gaps including preliminary financial requirements.
8. Demonstrate an **understanding** of the **market**
9. Demonstrate the impact of scale up- e.g. provision of employment to other beneficiaries

10. **Physical business location**- demonstrate access to business premises, office space, access to land or production facility where applicable
11. **Skills and Capacity**- Demonstrate technical understanding to carry out the venture and highlight capacity gaps that require addressing.

Note:

1. **Gender:** *At least one third of either Gender*
2. *Differently Abled Persons (DAP) who meet the qualification to be given special consideration.*

Phase two: Individual interview

Aptitude test

- 1) Personality (attitude, confidence levels, excitement, creativity, innovativeness, etc.)
- 2) Willingness to be trained (probe further)
- 3) Technical knowledge in the value chain of interest.
- 4) Vision in the desired value chain in the next five to ten years (progression).
- 5) How the learnt about this opportunity
- 6) Be available for incubation, willingness to be trained and commit to the program
- 7) Good communication, presentation and time management skills
- 8) Be willing to build a career in agribusiness
- 9) Socio-economic safeguards (household interference, substance abuse, etc.)
- 10) Any other relevant skills

Recruitment

Recruitment of incubatees shall be done through a competitive process advertised in daily newspapers, websites, social media and other notices. The process shall be guided by this selection criterion. Incubatees shall provide original copies of the credentials, National Identity card and two coloured passport size photographs. The successful candidates will be expected to take up the offer within 14 days of acceptance. Once recruited the incubatee shall sign an acceptance letter, and shall sign an agreement upon reporting to the YABIC.

Duration of incubation

The incubation period shall be between three months to a maximum of twelve months depending on category of the incubatee (fresh graduate versus accelerated).

Insurance and Medical Cover

Incubatees shall be required to have a valid personal accident insurance and medical cover at the time of engagement to cover the period of incubation.

Group insurance and medical covers will be processed by YABICs at the cost of the incubatees.

Deferment

In case an incubatee is absent from incubation for 33% of the session time for a reasonable cause, they may be allowed to defer to the next incubation session. This will be decided on a case by case basis.

Termination of Incubation

- a. The incubation may be terminated in the event the Financing Agreement for ENABLE Youth Kenya Program is suspended or terminated
- b. An incubatee may be discontinued from the programme based on any of the following grounds:
 - (i) absence from the hosting institution without permission or reasonable cause for a period exceeding two weeks;
 - (ii) reports to a hosting institution under the influence of alcohol and drug abuse;
 - (iii) involvement in fighting at the hosting institution;
 - (iv) charged in a court of law with a criminal offence;
 - (v) willfully destroys the property of the hosting institution;
 - (vi) if at any time a hosting institution sustains a loss that is attributable to the neglect or fault of the incubate;
 - (vii) Promoting lawlessness; refuses to obey lawful instructions.
- c. An incubatee may also terminate or opt out by submitting a letter of termination to the ENABLE Youth Kenya Program through the YABIC focal person subject to the terms and conditions of the incubation agreement

PART THREE: MONITORING AND EVALUATION

The effectiveness of the selection criteria will be monitored and evaluated to systematically establish progress towards the achievements of the objectives and in tracking the performance of the ENABLE program. The information should form mid-term and completion reports. The following will be used

as indicators:

- i. Timely advertisement, sensitization and dissemination of information to reach potential applicants
- ii. Number of applicants disaggregated by gender and counties
- iii. Number of applicants shortlisted and selected/recruited applicants
- iv. Number of applicants disaggregated by category and gender (unemployed graduate versus accelerated)
- v. Number of business proposals developed
- vi. Number of bankable business proposals accessing funding
- vii. Incubatee business plan, financial performance and projected profit
- viii. Number of incubatee retention to the end of the programme disaggregated by gender, category and counties
- ix. Number of new jobs created
- x. Emerging issues and lessons learnt