

The Future Is in Youth Entrepreneurship

Ms Jean Muthamia

Abstract

The future is in youth entrepreneurship. This is why: 16% of the global population is comprised of youth; youth are the drivers of innovation, economic growth and are keen to positively contribute to their local and national communities; youth bring the much-needed innovation in public and private sectors and are pivotal in tackling old problems with new technologies, scale and sustainability. SNV's Opportunities for Youth Employment (OYE) is a market-based approach, anchored on the premise that providing the youth with tools, networks and exposure can enable them to identify concrete opportunities and ultimately create self-employment and entrepreneurship based on their ambitions and interests. Through eco-system development approach, OYE connects companies, markets and unemployed skilled youth with one another "Match"; provides relevant and practical training and leadership development "Pull" and longer-term coaching and mentoring to youth to create meaningful employment and entrepreneurship while working with national governments for scale and sustainability (Pull). We pay special attention to the position of young women as they face additional barriers to enter the labour market. As evidenced in countries where we work, youth incomes are increasing, they are building resilience and are diversifying into other incoming generating opportunities while integrating modern farming techniques with traditional farming methods as a result of OYE interventions. Please visit SNV website to learn more about OYE's impactful work on youth and communities:
<https://snv.org/sector/agriculture/product/opportunities-youth-employment-oy>

Biography:

Jean Mwenda works with SNV as the Global Technical Advisor, Youth Employment. The role involves supporting and steering the development of SNV's Opportunity for Youth Employment (OYE) product; positioning and profiling Opportunities for Youth Employment at the global level; ensuring quality of the youth employment portfolio; and working closely with the MD Energy and Youth to coordinate the global youth employment team. Jean is a seasoned professional and leader with 15+ years wealth of experience (including C-level executive experience) derived in the



commercial sector and International Development - specifically focusing on youth employment, social and financial education for children and young people. Jean holds a postgraduate degree in International Development, has served in NGO Boards on a pro-bono basis and has volunteered for several other causes. Jean has worked with various organizations in Africa and Europe.

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