

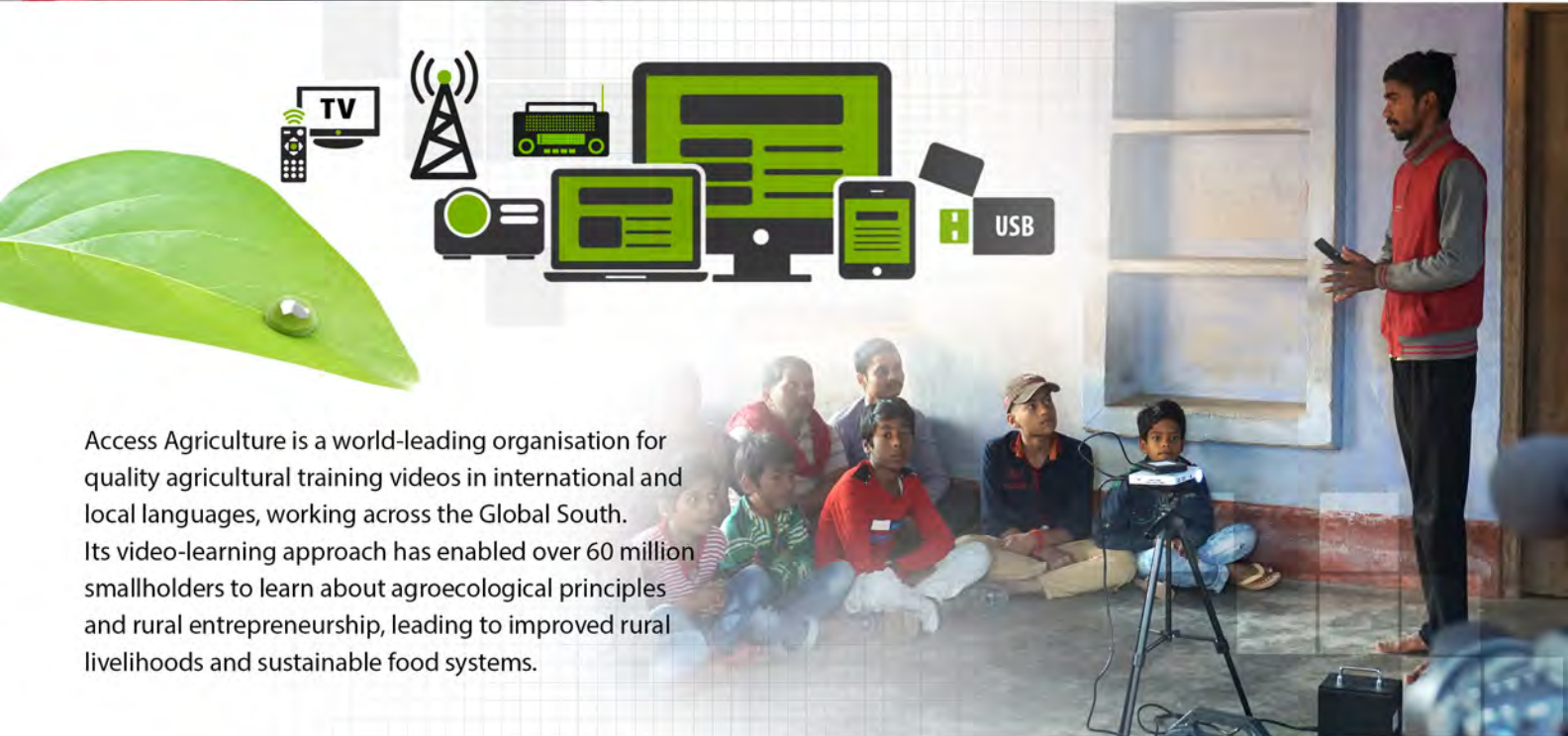


Access Agriculture

Entrepreneurs for Rural Access (ERAs)

A new breed of young changemakers in the Global South, leveraging farmer-training videos into a business for themselves and a catalyst for community development.

The Entrepreneurs for Rural Access (ERAs) are part of a network of innovative young people who design sustainable business models around Access Agriculture training videos, aiming to bring about a positive change in the lives of farmers in their communities, especially women and youth.



Access Agriculture is a world-leading organisation for quality agricultural training videos in international and local languages, working across the Global South. Its video-learning approach has enabled over 60 million smallholders to learn about agroecological principles and rural entrepreneurship, leading to improved rural livelihoods and sustainable food systems.

The solution to youth unemployment and rural exodus

Youth employment is a critical concern and priority for governments as millions of young people continue to flood the job market every year. This challenge is much more severe in rural areas.

Many young people are migrating in search of better employment as agriculture is not seen as a viable source of income. Moreover, those willing to enter agriculture need access to new knowledge, and skills to reach markets and to adapt to a changing world.

Access Agriculture believes that with the support of information and communication technologies (ICT), entrepreneurs can provide opportunities for youth and women to remain in their communities and take up agriculture as a profitable business.



The Access Agriculture Young Entrepreneur Challenge Fund

Access Agriculture established the Young Entrepreneur Challenge Fund in 2019.

Young people are invited to propose innovative ideas to make a business around the dissemination of agricultural training videos in rural areas.

The winners, known as Entrepreneurs for Rural Access (ERAs), receive a solar-powered Digisoft smart projector containing all Access Agriculture videos that can be shown off-grid and without internet, even in the most remote areas.



Neeraj Kumar

From young entrepreneurs to changemakers

Coached by a professional team from Access Agriculture and equipped with the smart projector, the young ERAs bring a wealth of new ideas from around the world that are transforming the lives of people in local communities.



The smart projector and Access Agriculture videos in Fon language were very useful when we were asked by the Benin Government to train women vegetable growers in sustainable onion cultivation.

Mari Gouroubera, ERA from Benin



We take the smart projector to rural communities and enrich our training programs with the Access Agriculture videos that are available in Hindi language spoken here in Bihar State in eastern India.

Neeraj Kumar, ERA from India



Opportunities for collaboration

We welcome support from organisations, individuals and companies who wish to sponsor the Young Entrepreneur Challenge Fund to empower young women and men in the South to...

- ... create ventures around opportunities using farmer learning videos.
- ... re-engage young farmers in agriculture and slow rural migration.
- ... drive innovation and become agents of change in their community.
- ... become 'job creators' rather than 'job seekers'.



For more information contact:

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...together we can change lives