

Engaging African Youth in Agribusiness through ICT

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Abstract : Agriculture is the mainstay of most countries in Africa. It employs up to 90 per cent of the rural workforce, who are mostly youths and women. Engaging youths in Information and Communications Technology (ICT) in agriculture is critical to economic and agricultural development of the African continent. The objective of this paper is to identify and mobilize the potentials of young Africans in agriculture through ICT and recognize their role as the dominant driver for sustainable agricultural development in Africa. The youth is vibrant, energetic, creative, and innovative and has the potential to play a significant role sustainable agriculture. This paper identifies the role of ICT as a tool for attracting youths in agriculture. The development of ICT is important in stimulating youths in SME's to compete favorably and effectively as a way to fight poverty through job and wealth creation. It is one of the strategies for promoting entrepreneurship by increasing the availability and diversity of online information. ICT has become a key factor in economic development in most developing countries. The exchange of information is essential for stakeholders in the agricultural sector, as it is the tool to establish, develop and manage efforts to improve performance, productivity and economic competitiveness in local and international markets. In this regard, Information and Communications Technology (ICT) is a powerful tool, fast and innovative to facilitate the exchange of information among all stakeholders in the agricultural sector.

Keywords : Africa, agriculture, ICT, tool, youth

Conference Title : ICAEER 2015 : International Conference on Agricultural Economics and Environmental Research

Conference Location : Istanbul, Türkiye

Conference Dates : January 26-27, 2015