

Launching MOYESH



H.E. Dr. Girma Amante with the rank of Vice President, Coordinator of Rural Development Sector, Oromia Regional Government (picture1-L) and H.E. Dr. Abreham Tekeste Vice President (picture2-R front middle) of the Tigray Regional Government & Head (TIUD) visiting the displays during MOYESH launching in Jimma and Mekelle.

In January and February 2020, the MOYESH programme conducted official regional launching workshops in the Amhara; Oromia; Southern, Nations, Nationalities and Peoples' (SNNP) and Tigray Regions of Ethiopia.

Over 1,000 participants from federal and regional government offices, silkworm growers and beekeepers, private companies engaged in apiculture and sericulture, input suppliers, technology and financial services providers, industry owners and farmer cooperatives' unions attended the event and reflected their views during discussions.



MOYESH launching workshop in SNNP (picture1-L) and in Amhara (picture2-R)) Regions

Communication and visibility materials, packaged table honey and silk products produced by youth enterprises, farmers and private companies were displayed during the events. The launching events were covered by the national and regional media outlets. These include Addis Zemen Newspaper, Radio Fana, Jimma FM, Oromia Broadcasting Network, SNNP Region Radio & Television Agency, Amhara Mass Media Agency, Tigray TV, and Dimtsi Woyane TV and Radio.

Developing digital information exchange service

The MOYESH programme launches a two-way short messaging exchange platform to stimulate communication and market linkages between traders and producers. The service is designed to facilitate regular communication between the programme partner youth, SMEs, extension staff and the program team and enable delivering timely information to programme partner youth throughout its apiculture and sericulture development sites. Through promotion of entrepreneurship and market linkages, this service encourages, business-to-business linkages, trade and investment, and in the process create additional direct and indirect jobs for the unemployed youth. This service is being developed to reach out about 17,000 youth of the Year 1 cohort, and eventually cover 100,000 youth over the next four years.



Isha Gide (L) and Shemsu Abamecha (R) inspired by the SMS message from MOYESH Programme in Sigmo Woreda, Jimma Zone

COVID 19 and MOYESH



Apiculture village level technical training in Sigmo District, Jimma Zone of Oromia Region

Despite the challenges posed by the COVID-19 pandemic, the MOYESH programme, in consultation with Regional Governments and concerns local public institutions, continued implementing its field activities while complying with official guidelines for travel and gatherings. The programme provides face masks, sanitizers and soap & water to youth, trainers, facilitators, officials and its staff in all meetings and training workshops. Local health officials are also informed of these events.

MOYESH Programme

MOYESH Programme aims to "secure dignified and fulfilling direct employment and income for 100, 000 unemployed youth (60% women)" through providing youth with appropriate knowledge and skills and enabling them to establish beekeeping and sericulture business enterprises. The programme further will have positive impacts on 14.6 million people along with the honey and silk value chains through multiplier effects. MOYESH is a five year programme (October 2019-October 2024) implemented in four Regions of Ethiopia (Amhara, Oromia, Southern Nations, Nationalities, and Peoples' (SNNP) and Tigray) by *icipe* (<http://www.icipe.org/>) in partnership with Mastercard Foundation, the Ethiopia Jobs Creation Commission and several other public and private sector partners.

International Centre of Insect Physiology and Ecology (*icipe*)

The International Centre of Insect Physiology and Ecology (*icipe*) is an international scientific research institute, headquartered in Nairobi, Kenya that works towards improving lives and livelihoods of people in Africa. The centre's main objective is to research and develop alternative and environmentally friendly pest and vector management strategies that are effective, selective, non-polluting, non-resistance inducing, and which are affordable to resource-limited rural and urban communities. *icipe*'s mandate extends to the conservation and use of the rich insect biodiversity found in Africa. Today, *icipe* is the only international research centre in sub-Saharan Africa working primarily on arthropods. *icipe* focuses on sustainable development using human health as the basis and the environment as the foundation for sustainability (<http://www.icipe.org/>)



Provision of Training



Entrepreneurship Skills Development Training (ToT) in Meketawa District, Amhara Region of Ethiopia

Empowering the unemployed youth through training, delivery of reliable technology, promotion of technology-based entrepreneurship, facilitation of access to financial services and supporting market linkages are key objectives of the programme. The trainings provided so far are:

Training of Trainers (ToT) workshops and village level training sessions on Entrepreneurship Skills Development, Beekeeping Skills Development, and Sericulture Skills Development for program partner youth and local extension staff.

16,800 programme partner youth (61% are young women) received the trainings. Of these 13,685 are actively engaged in beekeeping, and 3,115 are engaged in silkworm farming.

Over 1,000 local extension staff from the livestock extension service, Technical Vocational & Enterprise Development Offices, Rural Job Creation Offices, and Women, Children and Youth Affairs Offices participated in these trainings.

For more information:

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