

MOYESH Achievements



72,000

Young people (60% female) supported since 2020 with appropriate capacity building (business skills development, beekeeping and silkworm farming technical skills development training, and financial & marketing management) and delivery of business starter kits. The programme currently reached 70% of the total youth outreach target



412

Tons of table honey is produced by Year 1 and Year 2 youth enterprises



\$2.8 mil

Youth generated ETB 140 million (USD 2.8 million) income from beekeeping, silkworm farming and complementary income-generating businesses.



157

SMEs are provided technical support and supply contracts in manufacturing beekeeping and sericulture inputs. These SMEs employed around 800 workers.



\$936,000

Saving mobilized by young people since 2020

About MOYESH

MOYESH Programme aims to “secure dignified and fulfilling direct job opportunities and income for 100, 000 unemployed youth (60% women)” through providing appropriate knowledge and skills and enabling them to establish beekeeping and sericulture business enterprises. The programme further will have further positive impacts on 14.6 million people along the honey and silk value chains through multiplier effects. MOYESH (moyesh.icipe.org) is a five-year programme (October 2019- October 2024) implemented in Amhara, Oromia, and Southern Nations, Nationalities Peoples’ regions by *icipe* (icipe.org) in partnership with the Mastercard Foundation (mastercardfdn.org), and several other public and private sector partners.

For more information

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MOYESH News

MOYESH youth partners attend public events to improve visibility of the developing beekeeping and sericulture businesses in Ethiopia



MOYESH youth partners showcased silk and bee products at the 24th AAIS scientific conference, March 2022

The programme organized and participated in global, national and regional events. These include the 5th World Bee Day, the 24th African Association of Insect Scientists (AAIS) Scientific Conference, Honey Festivals, and the Oromia Honey Initiative Stakeholders' Workshop. The events attracted local communities. The events promoted Business-to-Business discussions, networking, exchange of knowledge and experiences on how to present products for the local and international markets.



Sericulture youth enterprise members from Edo Gojola kebele in Adami Tulu, East Showa, Oromia region exhibiting silk yarn, April 2022



Afez-Nazimu and Keriya youth beekeeping enterprise from Sigmo Woreda, Oromia region displayed honey, protective cloth and bee veils during Honey Initiative stakeholders' workshop in Adama, April 2022



Alemitu Fente from Tigist, Asressie, Alemitu and their friends' beekeeping enterprise in Guagusa Shikudad districts of Amhara region shows their high-quality packed table honey



Nigat Abebe from Wnkiya, Fatuma, Lali and friends' Sericulture enterprise in Adami Tulu Woreda, East Showa Zone, Oromia Region shows silk yarn

The events were doing much more than promoting beekeeping and silkworm farming businesses, but also valuable lessons and publicity about creating dignified jobs and improving the livelihoods of needy unemployed young people. The youth showcased over 6000kg of packaged table honey, refined beeswax, and other hive and silk products, and inputs. The events helped them to generate ETB 1.8 million (USD36,000).

MOYESH News

MOYESH team experience sharing visit to the apiculture site in Awi Zone, Amhara region



Dr. Tadele Tefera and other programme team visiting the MOYESH apiculture sites in Guagusa Shikudad Woreda, Amhara region

On 26 January 2022, a team led by Dr. Tadele Tefera, *icipe*-Ethiopia Country Head visited the apiculture development sites in Guagusa Shikudad district of Amhara Region. The field visit followed the programme Year III planning and progress review meeting held in Bahir Dar from 24 to 25 January 2022. The visiting team interacted with the youth partners.



Tsega Desalegn, Amhara region, CCMO explains to the international visitors about the silk and bee products displayed by youth partners during the 24th AAIS scientific conference



Displays: youth partners from Yergachefe and Wenago, SNNP region at the World Bee Day in Bahir Dar, May 2022

MOYESH two-way message delivery system drives digital communication

The programme set up an efficient two-way message delivery system (SMS) to provide and receive information regularly. Most of the youth partners are connected to the system and received very brief messages in three languages (English, Amharic and Afan Oromo). This is one of MOYESH's digital business models to nail regular communications with young people and value chain actors. The system is designed in a way to play a vital role in leveraging the *icipe* and MOYESH brand and creating a powerful network.



MOYESH in the Media

The programme has drawn the attention of social and mainstream media outlets. Including the special event marking the International Women's Day (<https://addisstandard.com/iwd2022-on-the-women-only-beekeepers-in-amhara-state/>) festivals and exhibitions featured and aired by different print, broadcast and online media platforms. These media reach out to over 60 million audiences at national and regional levels and more millions in the global sphere.



MOYESH youth interview with Amhara media Corporation

Impact Stories

Innovative skills development solutions enhance value addition and income



Sericulture value addition training in Jido Kombolcha Woreda, Adami Tulu, Oromia region, March 2022

Strengthening the competencies of young people, extension workers and staff is one of the comprehensive activities of the programme to enhance the entrepreneurial skills and productivity of improved beekeeping and silkworm farming business in Ethiopia.

Abdela Hora, MOYESH Technical Assistant in Adami Tulu Woreda, East Showa Zone of Oromia region says, “the training packages have a great impact on boosting our technical skills and working capabilities. We are now more proficient in doing the sericulture business”.



MOYESH Technical Assistants on the practical training in Melkassa Research Center, March 2022

In the past six months, 54 young women were trained in sericulture value addition; 30 Technical Assistants and focal person attended refreshment training in beekeeping and silkworm farming technical skills; 16,529 young people from Amhara and SNNP regions received entrepreneurship and apiculture skills development training; over 7,000 youth were trained in financial literacy and marketing management; 45 technical people attended TOT workshops in sericulture skills development; 40 input suppliers were trained on efficient manufacture of beekeepers' protective clothes and frame hives; and 476 young people were trained in posts-harvest handling of honey and bee hive management. The effects of the training show that the productivity and income of youth partners have increased, and their social status and prestige in their communities have improved.



MOYESH technical assistants on bee queen rearing technical training, March 2022



MOYESH youth partners are on silk cocoon value addition training in Adami Tulu, March 2022

Impact Stories

Silkworm farming business inspires young people in Ethiopia

Gete Alemu Wari (top), Barite Kufa (bottom) sericulture youth enterprise members in Adami Tulu of Oromia region exhibiting silk cocoon and yarn during the 24th AAIS Conference and stakeholders' workshop, March 2022



The MOYESH programme sericulture development scheme is flourishing in different parts of Ethiopia. Two of the pioneering silkworm farming youth enterprises in Adami Tulu Jido Kombolcha district of East Showa Zone of the Oromia region on their initial testing cycle produced 40kg of silk cocoons and 15kg of twisted yarn and supplied them to Senait Sericulture Products Exporting PLC. The enterprises are also involved in vegetable production and other complementary income-generating side businesses, which helped them to generate a net income of ETB61,000 (USD \$1,729).



Barite, Zeyini and Nageso enterprise, and the Radiya, Robe, and friends' enterprise in Jido Kombolcha

MOYESH drives national and regional initiatives to improve employment opportunities for young people through beekeeping and silkworm farming in Ethiopia

MOYESH interventions in the Amhara, Oromia and Southern Nations; Nationalities and Peoples' Regions led to the creation of over 70,000 (60% young women) local jobs and attractive incomes from inclusive beekeeping and silkworm farming. During this harvest season the youth enterprises have generated USD 2million of revenue from sales of honey, honeybee colonies and other produce from complementary farming businesses.

The multiplier effects inform and influence policymakers, governments and other organizations designing and supporting youth-centered development programmes. Following the MOYESH Programme's rapid expansion of its outreach; the Oromia Regional Government launched a Honey Development Initiative. Similarly, Honeybee Colony Multiplication and Queen Bee Rearing centers are being established in Amhara and Oromia regions. Overall, the MOYESH Programme has become a driver of rural prosperity and job creation through apiculture and sericulture development and agriculture-based business in Ethiopia.