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Build Better Tomorrow: Assessing Youth Insight Towards Agribusiness in Manyara Region, Tanzania.

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Abstract.

This paper sought to reveal and document youths' insights on the BBT-YIA an agricultural program propagated by the Ministry of Agriculture to emphasize youth participation in agribusiness. The study was carried out in the Manyara region, Tanzania. Cross-sectional research designs were used whereby data was collected at a single point in time. A multistage sampling technique was used to obtain the study participants from the district level to the ward level. The sample size was 220 respondents and data were analyzed by using Statistical Package for Social Sciences (SPSS) Version 26. Findings showed that the majority of the youth are aware and have positive attitudes towards the BBT–YIA program since provides them with jobs and alternative sources of income. However, the rate of knowledge and readiness skills is questionable because almost 40% seem to lack knowledge or technical skills in agriculture. This paper recommends that the Ministry of Agriculture intensify and take seriously their advocated training program before giving youth grants and pieces of land. Also, more emphasis by the government and media to increase public education on agriculture benefits to youth is needed.

Keywords: Youth, Agribusiness, Building Better Tomorrow

Introduction:

Unsurprisingly without any doubt, the agriculture sector remains one of the suitable sectors in many countries and its irreplaceable contribution to increasing the economy of a nation cannot be disputed (D'Silva, et al, 2010). However, making it sustainable continues to be an immense challenge due to the insurmountable challenges that threaten farming sustainability (Amekawa et al., 2010). Tanzania's economy also depends on the agricultural sector for national development due to its contribution of above 25% GDP of the country (NBS 2022). The agricultural sector plays a vital role in food security, economic development through agribusiness practices, as well as provisional of individual employment opportunities (Nugent, 2006 & Afande et al, 2015).

According to the Tanzania census conducted in 2022 shows that the large population of the country is youth ranging from 15 years old to 35 years old, accounting for 35% of the total population (NBS, 2022) and also Tanzania is one of the countries with the youngest population in the world (O'Sullivan, 2023). This creates competition for the youth to get employment opportunities both in the government and private sectors resulting in an unemployment crisis among Tanzanian youth.

In January 2023, the Tanzania government established a new program known as Building a Better Tomorrow - Youth in Agribusiness with the intention of integrating youth into sustainable agricultural activities for the purpose of boosting the youth economy while improving agricultural practices in the country (URT, 2023). As the facts that Tanzania has potential land for agriculture; this program of "Building a Better Tomorrow" was established under the Ministry of Agriculture to provide equal chance to Tanzanian youth to engage in agricultural practices as the source of their employment while improving youth livelihoods.

The study shows that before you introduce a new technology or program to a society or rural area of concern better understand the knowledge of its people (Barrow 1992, Morrison et al., 1994). The same BBT -YIA has undertaken in Tanzania, is concerned with knowing and developing youth's skills and knowledge in agriculture before committing them to farms and seed capital. The objectives of the Building a Better Tomorrow program are youth inspiration through behavior and attitude changes, youth capacity building, youth engagement, and enabling youth-led enterprises by improving the business environment and coordinating effectively youth in agribusiness operations (BBT – YIA, 2023).

However, the Tanzania government has put much emphasis on the establishment of youth economic empowering programs based on agriculture including NSYIA (2016 -2021) but still, there are challenges of effectively youth involvement in agriculture (URT/MOA 2020). A study by (Afande et al., 2015) shows that for the good performance of youth agriculture programs, there must be high awareness and understanding together with very close monitoring among them over established programs. A study by Osman et al. (2019) suggest that youth as other workers who need to engage in the agriculture business must be well informed of farming activities and have sufficient readiness to participate in the field. This is the main determinant of success after being enrolled in agribusiness-related activities in Tanzania.

In that regard, the study will focus on exploring the youth knowledge, readiness, attitudes, and awareness of agribusiness. That is to what extent do youth have an understanding and interest in agribusiness since are foundation of their success. Then, the study will assess youth insight into the agriculture revolution under BBT-YIA undertaken in Tanzania.

Research Methodology:

This part presents the methods used in the study, it shows the area where the study was carried out, the sources of data collection, Sampling techniques, study design, and data analysis techniques used in this study.

Study Area

The study was carried out in the Manyara region, Tanzania. The selection of the region is based on the fact that the region has potential land for agricultural activities and according to National Census of 2022 shows that the population of youth in the region accounts for 490,765 equal to 26% for the age of 20 to 39 years old, who are eligible to grab agribusiness opportunities.

Study Population and Sampling

The population of this study was youth ranging from 20 years old to 39 years old who had no formal employment but rather engaged themselves in agriculture activities. The criteria behind this targeted population are because youth constitute a high rate of the population and remain unemployed as well as are residents of the Manyara region.

Cross-sectional research designs were used whereby data was collected at a single point in time. This study used this design for the fact that it can be used for descriptive statistics as well as for determining relationships between variables (Kothari, 2004).

A multistage sampling technique was used to obtain the study participants from the district level to the ward level, whereby, 3 districts of the Manyara region were randomly selected named Kiteto, Simanjiro, and Babati districts, randomly selection of 6 wards carried out named Dareda, Endakiso, Emboreet, Naberera, Dongo and

Lengatei wards. From selected wards number of respondents involved in the study was derived by the following formula which results in 220 respondents. This formula considered being appropriate due to time and costs (Lushakuzi et al., 2017)

$$n = \frac{\sum N}{1 + \sum N(e)^2}$$

Whereby: n= sample size, ∑N =Total population size, e = Level of precision which is 0.05,

In this study, primary data were employed and collected, According to Kothari (2004) primary data are mostly useful information collected by researchers directly from the study area to answer study objectives. Structured questionnaires were used to obtain information as primary data, information was based on assessing awareness of youth toward participating in the program, assessing youth knowledge over the program, assessing youth readiness in program participation as well as assessing youth agricultural experience toward program performance and data collected from a sample of 220 respondents were analyzed by using Statistical Package for Social Sciences (SPSS) Version 26.

Results and Discussion:

Respondent's Social demographic and economic status

Social characteristics of respondents were analyzed based on age, gender, marital status, educational level, and income status, results in the table below show that the majority of respondents are youth ranging from 26 to 35 years about (54%) while youth ranging from 18 to 25 years old are about (35.5%). The majority of respondents were female (68.1%) while male about (31.8%) also results show that 28.1% of respondents had a secondary educational level, According to Sroka, W et al., (2019) higher education level had some impact on knowledge, awareness, readiness as well as experience of respondents towards BBT program.

Table 1: Respondent's social demographic and economic characteristics (n=220)

Characteristics	Category	Frequency	Percent
Respondent's age	18-25	78	35.5
	26-35	120	54
	36-45	22	9.9
Respondent's gender	Male	70	31.8
	Female	150	68.1
Respondent's marital status	Single	55	24.9
	Married	106	48.12
	Divorced	31	14.07
	Widow/Widower	20	9.08
	Separated	8	3.63
Respondent's education level			
	Basic primary	64	29.1
	Form 1- 4	62	28.15
	Advance level	7	3.18
	College	18	8.17
	Vocational training	5	2.27
	Universities	64	29.06

Researcher's data 2024

Youth awareness towards building a better tomorrow

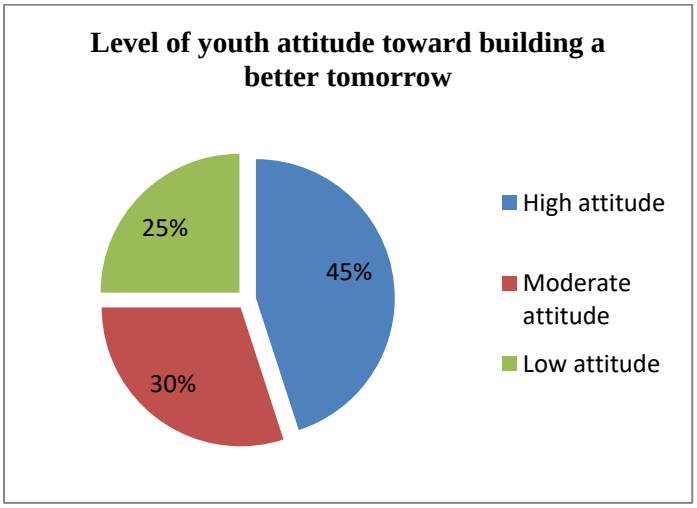
Results presented in the Figure below answer the awareness of youth toward building a better tomorrow program, the awareness was measured based on the access to information to join a program, understanding of the program as the alternative source of income generation, program benefits towards agriculture production, program as the solution to unemployment crisis. Findings from the study show that 63.5% of the respondents are aware that the program aids in increasing agriculture production, and 68.1% of respondents know that the program acts as an alternative source of income among youth, furthermore results present that 58.5% of respondents recognize that a program save as the instrumental tool to solve unemployment crisis, and 59% of respondents had access information to join a program, These results resembles to the study by Osabohien et al (2022) which shows that majority of youth are aware on the agricultural initiatives and its importance on the economic empowerment.

Table 2: Respondent's awareness towards building a better tomorrow (n=220)

Variables	Category	Frequency	Percent %
Access of information to join program	Aware	130	59
	Not aware	90	41
Understand of the program as alternatives source of income	Aware	150	68.1
Program aid in solving Unemployment crisis	Aware	129	58.5
	Not aware	91	41.5
Program aid in increasing agriculture production	Aware	140	63.6
	Not aware	80	36.4
Researcher's data 2024			

Youth attitudes towards building a better tomorrow program

Findings from the study show that 45% of respondents had high attitudes toward a building a better tomorrow agricultural program in both youth income generation and agricultural revolution while 30% of respondents had moderate attitudes toward established programs and 25% of respondents had low attitudes toward the program, Generally finding results reflect that youth attitude toward building a better tomorrow is still at a moderate level. Studies by different researchers on attitudes toward the agricultural revolution also show that the majority of people's attitudes toward the agricultural revolution are moderate. According to Mutinda, M.L. (2023), youth attitude toward agriculture performance depends on the initiatives undertaken to involve youth in agriculture programs setup of as well as ensuring conducive agricultural environment and this can be achieved through education based on agriculture as well as adaptation of new agriculture technologies among youth.



Youth knowledge towards building a better tomorrow program.

The study intends to understand the knowledge of the youth in Tanzania regarding the Ministry of Agriculture program called Building Better Tomorrow – Youth Initiative in Agribusiness. Knowledge understanding of facts, information, skills, or concepts acquired through experience, education, or observation. Knowledge encompasses a wide range of information and can be both theoretical (book knowledge) and practical (hands-on experience). The study aims to see the knowledge that youth is having towards BBT-YIA which is there to engage and benefit them.

Table 3 Showing Youth Knowledge

Youth knowledge	Frequency	Percent
Superior	78	35%
Adequate	41	19%
Basic	17	8%
Minimal/no	84	38%
Total	**220**	**100.0**

Source: Research Data (2024)

From the table above, findings from a sample of 220 youth in the Manyara region show that 62% of the youth have knowledge on the BBT- YIA programs. However, only 35% of the respondents justified having superior knowledge for successful participation and hoping to benefit from the program. Almost 38% of the youth respondents had either low or no knowledge about agriculture and its BBT – YIA program. In reference to the respondents showed that 62%, which is more than half of the youth had knowledge about the Ministry Agriculture program. It imply that youth have sufficient knowledge about BBT – YIA.

Knowledge of the ministry agricultural program called BBT-YIA is very important for youth to participate and benefit from agribusiness. With the help of media like radio and television have helped the dissemination of information on BBT successfully, but for effective knowledge, training is needed to get technical knowledge (Mtega & Msungu, 2013). Similarly, the government has put more emphasis on the provision of knowledge to youth before being given the plot of land and seed capital for agribusiness. With more than 62% having at least basic knowledge, provide hope for the success of the BBT program in Tanzania.

Youth readiness toward building a better tomorrow program.

Youth readiness to be involved in the ministry agricultural program (BBT) is very important for successful implementation. Readiness is being fully prepared, equipped, or willing to engage in a BBT. It implies that youth are well prepared, willing and available to be part of the program when they are needed by the government. The study explored the state of readiness among the youth in the Manyara region.

Table 4. Showing Youth Readiness

Youth Readiness	Frequency	Percent
Ready	119	54%
Not ready	101	46%
Total	**220**	**100%**
Technical readiness	82	37%
Cognitive readiness	138	63%
Total	**220**	**100%**

Source: Research Data (2024)

The findings form the study show that 54% of the respondents are ready to be involved in the BBT–YIA program immediately as they get the chance. However, 46% of the youth respondents are not ready to be involved in the agricultural program, since they do not trust government programs to succeed and are not having an interest in agriculture. When the respondents were asked about technical and cognitive readiness; only 37% of respondents had technical skills in agriculture that made them ready for the operation of agribusiness and 63% of respondents had only cognitive skills and readiness in agriculture.

According to Metelerkamp et al., (2019), a study on the readiness of the youth in Agriculture, found that readiness varies among the youth depending on the attitude they have towards agribusiness. Similarly, this study showed that all respondents 37% with technical skills and readiness were ready for the BBT while for those with just cognitive skills on BBT, only 17% out of 63% were ready to be involved in the BBT program. These findings are in accordance with Alkon & Agyeman, (2011) and Aliber & Hall, (2012) findings that emphasized the structural change of the agriculture systems from food production to commercial in nature for small farmholders; that will attract more youth with minimal capital. This can increase the readiness and participation of the youth in agricultural programs even if are not fully funded by the government.

Conclusion and Recommendation:

Conclusion:

This study presents that the majority of youth are aware of building a better tomorrow program as the help in facilitating agricultural productivity as well as a key tool in solving the unemployment crisis. Also, the study revealed that youth knowledge of the BBT program is sufficient for them to join the program, only 38% had no knowledge of the program compared to 35%, 19%, and 8% of youth who had superior, adequate, and basic knowledge respectively to make 62% of youth having knowledge over the program. This was supported by Terry and Lawver (1995), for the good performance of agricultural practices individuals must have appropriate knowledge of agriculture and its benefits towards society's livelihood. Furthermore, the study establishes that the majority of the respondents are ready to be involved in the BBT –YIA program immediately as they get the chance, In support of Metelerkamp *et al*., (2019), study on the readiness of the youth in Agriculture, found that readiness varies among the youth depending with the attitude they have towards agribusiness.

Recommendations:

Based on findings majority of youth were knowledgeable about the BBT –YIA program and ready to engage in agriculture activities. It is

recommended the following to the actors and policymakers,

The government should invest more in advanced technologies including advanced agricultural equipment, seed quality as well as agronomy technologies. Also for the case of rising agricultural awareness among youth, agriculture subjects should be involved in the education curriculum from the primary level.

Secondly, it's recommended that agricultural officers at the village level should put much emphasis on encouraging youth to join the established program for their income gain and agriculture improvements.

Lastly, further studies should be undertaken based on youth towards agriculture revolution so as to explore more knowledge apart from this of assessing youth insight towards agriculture revolution in Manyara region, Tanzania.

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