

*This MENARID project is a knowledge sharing and learning partnership for improved natural resource management, with Morocco, Algeria, Tunisia, Yemen, Jordan, and Iran. This briefing was produced during a special consultation of the group in March, 2013.*

## INCOME-GENERATING ACTIVITIES FOR WOMEN AND YOUNG GRADUATES (TUNISIA)

This new initiative is creating income-generating activities and developing small businesses for women and young graduates, as a means of increasing food production, raising living standards, and preventing debilitating rates of out-migration

Financed by the World Bank and initiated by the Ministry of Agriculture, this program provides training which targets marginalized individuals - women and young graduates – and equips them with the skills and knowledge to set-up and maintain small-scale enterprises. Assistance is on-going for one-year, enabling individuals to consult project leaders and seek advice on a range of issues. of fruit from their trees.



Small-scale handicraft businesses were started in Tunisia's Kasserine and Medinin Governorates.

*Source: "pictures from project managers"*

### Points to Consider

- Develop participatory forms of community out-reach - which involve local people themselves in development plans and initiatives aimed at achieving growth and development.
- Empower communities – develop in consultation with local people efforts to form focal groupings that can act as a liaison between government and local communities, conveying the interests and needs of community members, and providing guidance for local development plans. to ensure service and repair as needed.
- Training – provide effective training opportunities for individuals at the very beginning of the initiative, giving them the knowledge and skills to sustain the development of micro-enterprises and promote economic growth within their communities.
- Funding – secure sources of funding that can initiate and sustain the development of micro-enterprises, ensuring that beneficiaries have continual access to consultancy and advice.

### Purpose

This brief is intended to inform government decision makers, agencies and specialist groups involved in rural development and revenue generation activities for communities and women.

### Suitability

This method and approach can benefit rural communities in many locations and settings.

### The project in numbers

- 5600 micro projects
- 8 small-scale businesses
- 4320 income generating activities in the agricultural sector
- 2200 income generating activities
- 80 non-agricultural small-scale businesses
- 80 small-scale businesses

### Partners

- World Bank
- Global Environmental Fund
- Ministry of Agriculture

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This is the second-phase of a two-phase initiative financed by the World Bank targeting three communities – WHICH – where poverty and destitution are widespread and individuals require further assistance to raise their incomes and livelihoods.

The first phase focused on sustainable agricultural interventions aimed at raising productivity and reducing degradation: water and soil conservation, irrigation schemes, tree planting and improved livestock production.

In the second phase these activities are being supplemented by income-generating activities in target communities, including livestock breeding opportunities, handicrafts, and honey-production. Service industries and businesses have also been created by communities. These include carpentry businesses that can help with the construction of agricultural inputs such as beehives, and mechanical and repair enterprises which can help to repair important types of machinery such as mechanical pumps.

These are seen as a way of generating employment opportunities within communities – and thereby maximizing development impacts.

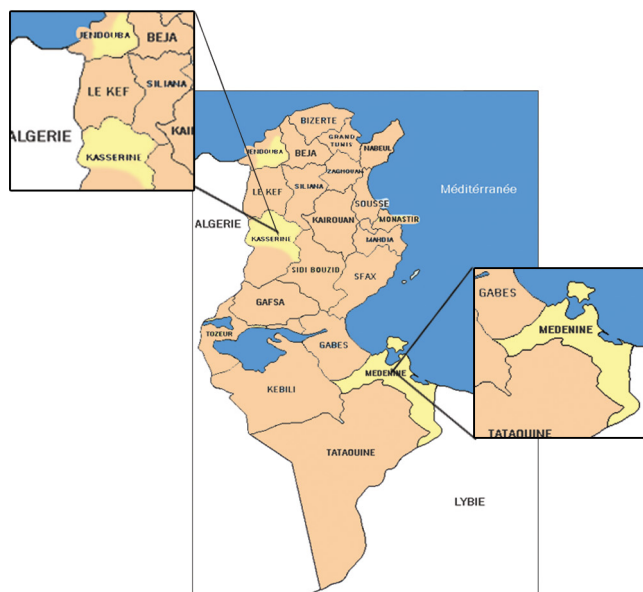
This initiative is participatory and inclusive, avoiding traditional top-down approaches, and includes lengthy consultations with local communities in target communities, seeking to understand their specific needs.

Also involved is a process of institutionalization. The initiative also encourages communities to form their own elected 'development committees'

which act as a liaison between government officials and the local population. These work alongside government to develop local development plans, identifying potential areas of intervention, and also explore opportunities to access funding for these projects.

There is also a degree of central coordination with a designated management team at the Ministry of Agriculture.

These teams also have the responsibility of identifying suitable individuals who are capable of managing small-scale income-generating activities, tak-



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