



Encourage entrepreneurship and professional insertion for young people and women in Senegal

SENEGAL

- 18 million people
- 164th country out of 189 in the HDI¹
- In Casamance:
27% of the population is unemployed²
42% of women are unemployed²

1- Human Development Index
2- Agence Nationale de la Statistique et de la Démographie (ANSD)



MILLENNIUM GOALS



BACKGROUND



A poor region, with major agricultural potential

The Ziguinchor region is considered Senegal's wheat basket. Its isolation and 30 years of armed conflict, however, handicap its engagement in strong and peaceful economic development. Poverty is more widespread among young people and women who are generally the ones in charge of their families.

It has become urgent to reduce this poverty and facilitate economic revival by encouraging professional insertion and entrepreneurship, especially when these concern the transformation and commercialisation of agricultural products.

MISSION



Pathway to entrepreneurship or employment

Entrepreneurs du Monde was, therefore, involved in creating the LIGODEN project in 2018 to accompany vulnerable young people (18-35) and women in their search for employment or in the creation/development of their own businesses. It provides them with training and an individual accompaniment to help their professionalisation and socio-economic emancipation.

METHODOLOGY



Two training programmes are available for strengthening know-how and life skills:

Support to professional insertion to draw up a detailed professional project, write resume and motivation letters, prepare interviews.

Support to the creation and development of a business activity by learning to measure supply and demand, create a business plan, find funding, develop sales and administrative skills.

This support is both long term and local, with regular follow-up meetings, especially on-site.

INCUBATION



Technical advisors from Entrepreneurs du Monde provide the LIGODEN team with support for strategy, legal aspects, finance, HR, management information systems, managing social performance, etc. The LIGODEN team has chosen the legal form of an association.

It has organised an inaugural General Assembly and elected a Board of members from Senegalese civil society and from Entrepreneurs du Monde head office. Its registration with the local authorities is underway.



SOPHIE DIEDHIOU A cake and pastry business growing fast!

I make doughnuts, butter biscuits but also jam. I work from dawn to dusk and train apprentices. I'm thus contributing to the economic development of Casamance, my region, and that makes me proud!

LIGODEN helps me to structure, develop and promote my business so that I can supply larger markets. The team, for instance, gave me the opportunity to take part in the first SME Forum in Casamance. To develop my business, I wish to open a shop. I will mutualise production facilities with those in my husband's restaurant.

In Casamance, it's of the first importance for a woman to be financially independent and I'm proud to have reached that goal.



34%
**OF PEOPLE
TRAINED ARE WOMEN**

FOCUS

THREE PROMISING INITIATIVES

With Humanité et Inclusion, LIGODEN

has set up a partnership to help people living with a disability to start or develop an income generating activity. LIGODEN team helps entrepreneurs to write a business plan and give them access to a loan through the guarantee fund offered by Humanité et Inclusion managed by FANSOTO, the social microfinance institution created and incubated by Entrepreneurs du Monde.

In 2019, as part of this partnership, 23 people in the Sédhiou, Goudomp and Bounkiling districts were funded and trained in simplified accounting; they will be followed for as long as is necessary.

In partnership with the professional training centres and the hotels and restaurants in Ziguinchor and Cap Skirring, LIGODEN

has accompanied people into employment in the hotel and restaurant sector. Ivette, mother of 3 children, trained by the professional secondary school in Bignona and recently engaged by a restaurant in Ziguinchor, attests: "Thanks to LIGODEN's training, I know how to write a CV and an application for a job. This has made my life happier because I've found work after looking for 4 years."

Lastly, LIGODEN has selected and accompanied 4 women with promising projects at the first SME Forum in Casamance.

By taking part in this event to promote entrepreneurship in Casamance, these women have been able to produce a satisfactory turnover, and additionally, to showcase their know-how to potential partners.

Sophie Diédhiou: *cakes, pastries and processed agro-forestry products*
Safiétou Coly: *juice and local dried fruit*
Marthe Mendy: *products based on shea butter*
Marie Ka: *clothing and shoes.*



KEY FIGURES

| | People welcomed | Entrepreneurship track | | Job insertion track | | |
|-----------------|-----------------|------------------------|-----------------|---------------------|-----------------|------------------------------------|
| | | People accompanied | of which, women | People accompanied | of which, women | People in internship or employment |
| 2018 | 138 | 54 | n.c. | 38 | n.c. | n.c. |
| 2010 | 513 | 100 | 39% | 101 | 63% | 39 |
| Objectives 2020 | 400 | 100 | 40% | 100 | 60% | 35 |

HIGHLIGHTS



A new partnership

LIGODEN won the call for bids issued by the NGO Education Development Center for its Second Chance component to facilitate access to lasting employment for higher education graduates. Under this framework, partnerships have been set up with 4 establishments, resulting in LIGODEN welcoming two first groups in project leadership in October 2019 – one in business creation, the other for individual employment.



Inaugural General Assembly

The first General Assembly was called to validate the association status chosen by LIGODEN and to set up the Governing Board of 6 members.

This is important for the autonomy and further development of the association which will continue to receive support from Entrepreneurs du Monde for as long as needed.

OUTLOOK



New for project leaders!

The team will be able to provide funding to very small businesses in 2020. This will be a major step forward for entrepreneurs wishing to invest in and develop their activity but who have previously lacked the means. A pilot will be launched in the 1st semester 2020 to validate the procedures for offering this special funding – selection of candidate projects, guarantees, funding caps, etc.



An enlarged team to meet needs

The team has welcomed two new members, both specialists in business planning and in accompanying project leaders. This stronger team will now allow LIGODEN to offer training and accompaniment to project leaders in partner organisations, such as OFII, EDC-APTE and soon TERANGA, a training company currently under creation with Entrepreneurs du Monde.

PARTNERS



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