



Facilitating entrepreneurship and employability for young people in Senegal

SENEGAL



- 13 millions inhabitants
- 164 /189 on the HDI\*
- GDB per capita: € 915
- \*Human Development Index
- \*\*Source: hdr.undp.org



BACKGROUND



A poor region with strong agricultural potential

The Ziguinchor region is considered the breadbasket of Senegal. But its isolation and the three-decade armed conflict are barriers to initiating strong and harmonious economic development. Poverty is more prevalent among young people and women, who take on most family responsibilities. To reduce this poverty and encourage economic growth, there is an urgent need to encourage employability and entrepreneurship, especially in the processing and marketing of agricultural products.

MISSION & SUPPORT



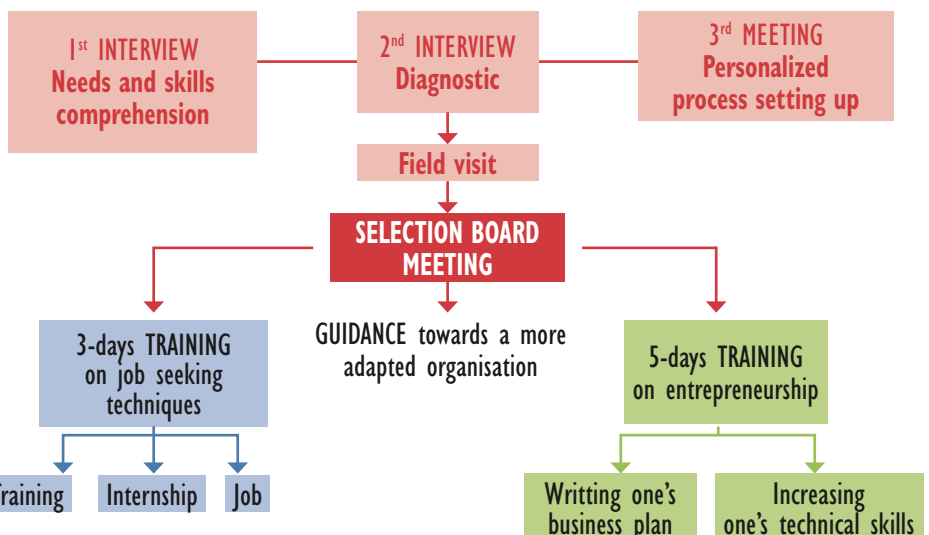
A pathway to building a business or finding a job

LIGODEN supports women and young people (18-35 years) living in vulnerable circumstances to establish or develop their business or to look for work. Entrepreneurs du Monde helped set up LIGODEN, providing logistics, HR, GIS and financial support in particular. The team has conducted a study on promising sectors and set up support pathways. They have selected a legal status and begun LIGODEN's legal recognition process. Ultimately, like all Entrepreneurs du Monde programmes, LIGODEN will become a fully autonomous local entity.

MILLENNIUM GOALS



METHODOLOGY



MOUSSA SOW  
Market gardener and poultry farmer



I used to grow aubergines, chillies and sorrel. Mohammed and Kalidou, from LIGODEN, advised me to reorganise my plot so that I can also grow cabbages and onions when availability is poor in my region. They have also helped me to organise my poultry business. I can now manage the market garden and raise 1,000 chickens at the same time. I employ four casual workers more and more and will soon hire them full-time! I want to expand my cultivable area and work with my neighbour. I will have to invest in a water pump to irrigate this new land, which is too far from my wellbore.



# 34%

## OF BENEFICIARIES ARE WOMEN

### ZOOM



#### TESTIMONIAL BY SCHOLASTIQUE SAMBOU

I'm 38. My husband and I have three children. We run a business making and selling doughnuts and cakes. The LIGODEN team provide us with ongoing support to manage and develop our company.

#### How do they support you?

When we first visited the LIGODEN offices, we were met by the VSB Support Manager. She helped us to identify our company's strengths and weaknesses. We then had three more meetings to draft our support and capacity-building policy and our first business plan.



In August 2018, my husband, our sales manager, received training in accounting and business management. Since then, we have improved our company's management as well as our customer relations. The VSB Support Manager at LIGODEN regularly works with us on our books. Our production capacity and turnover have consistently improved since we attended the training.



#### What do you expect from LIGODEN?

We need a loan to meet customer demand. Most of the work is done by hand, so we can no longer fulfil all our orders. A 500,000 CFA franc (€760) loan would mean we could buy a blender and a thermo-sealing machine. We also want to buy more attractive packaging to attract new customers and expand our market share.

### KEY FIGURES

	No. of people listened	No. of people trained on entrepreneurship	No. of people trained on accessing formal employment
2018	138	54	38
Objectives 2019	500	350	100

### HIGHLIGHTS



#### A team of professionals ready to listen to project leaders

The initial team, consisting of a country co-ordinator and a horticultural technician, was boosted in February 2018 by the addition of an Employability Officer, a VSB Support Officer and an accountant. A French expat looks after programme development and partnerships. Most of the team members have more than 10 years' experience in the fields of entrepreneurship support and employability. They work in close collaboration and are highly motivated in supporting economic project leaders in the Casamance region.



#### Priority for people living with disabilities

A partnership with Humanité & Inclusion has mobilised loan capital of €25,700 for people living with disabilities. This fund is managed by FANSOTO, a social microfinance programme incubated by Entrepreneurs du Monde. LIGODEN handles training and helps people with business plans and project implementation. Twenty-three people have already taken advantage of this path to very small business success and socio-economic empowerment.

### OUTLOOK



#### Roll-out in rural areas

LIGODEN intends to broaden its scope to rural areas near Bignona and Ziguinchor. An outreach campaign will be run in rural municipalities to raise young project leaders' awareness of the support on offer and how to access it. To achieve these objectives, they are looking for a third employee, to work in Bignona.



#### Establishment of an organisation under Senegalese law

In 2019, the team intends to finalise the establishment of a locally incorporated institution with the right legal status. Governance will be provided by individuals and representatives of organisations from Senegalese civil society, all well versed in local development issues. The new organisation will be trained and supported by Entrepreneurs du Monde. Together, they will identify and set up the means for LIGODEN to become autonomous.

### PARTNERS



CONTACTS

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PLUS D'INFOS