



CASHA

Creating Shared Value with Young People in the Livestock Sector in Kenya's Arid and Semi Arid Lands



In partnership with



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Creating Shared Value with Young People in the Livestock Sector in Kenya's Arid and Semi Arid Lands

Creating Shared Value with Young People in the Livestock Sector in Kenya's Arid and Semi-Arid Lands (CASHA) is a five-year initiative designed to enhance livelihood opportunities for young women and men thereby strengthening social economic well being of pastoral and agro pastoral communities.

Funded by the Mastercard Foundation and implemented across 15 ASAL counties (Mandera, Tana River, Garissa, Wajir, Marsabit, Isiolo, Samburu, Laikipia, Turkana, West Pokot, Baringo, Taita Taveta, Kajiado, Kitui and Makueni), CASHA seeks to create 200,000 dignified and fulfilling jobs/work from among 300,000 young women and men aged 18-35 years that will be recruited, 80% of participants will be women, 5% refugees or internally displaced persons and 5% persons with disabilities. With a total budget of USD 39.8million, CASHA represents an important investment in inclusive youth employment within Kenya's livestock sector, aligning with national efforts to foster equitable growth, resilient livelihoods and sustainable rural development. CASHA is being implemented by a consortium of partners led by FAO, BOMA, SNV, E4Impact, the Kenya Livestock Marketing Council (KLMC), ILRI and other local service providers identified through a competitive process.



CASHA is delivered through five connected pillars — capacity building, market access, access to finance (through informal, GoK affirmative funds, Formal and a competitive challenge fund), gender and social inclusion, and climate action — and grounded in robust monitoring, evaluation, learning and partnerships with communities, system actors within livestock and agri related value chains and relevant/line government departments. Through the pathways, CASHA will transition 300,000 young women and men unemployed into 200,000 dignified and fulfilling jobs/work with a sustainable monthly income of Kshs 17,500 and above. The interventions provided by CASHA through a market system development approach are part of de-risking interventions that will enable graduation of participants from unemployment to Micro, Small and medium Enterprises actors in the ASAL counties.

At organizational level, BOMA is mandated to reach 70,000 young women and men and create

47,000 dignified and fulfilling jobs by 2030. BOMA will reach these numbers through two interconnected cohorts of 35,000 young women and men as reach and 23,500 dignified and fulfilling jobs. BOMA has made significant adaptations to BOMA's proven Rural Entrepreneurship



Access Project (REAP) to produce three pathways through which recruitment, enrolment and onboarding of participants followed by delivery of the five pillars will be done. Adapted REAP will transition 24,000 most vulnerable young women and men including 3500 refugees and minimum of 1200 persons with disability into 16,114 dignified and fulfilling jobs while cooperative model that is a subset of Adapted REAP will transition 46,000 young women and men including 2,300 persons with disability into 30,886 dignified and fulfilling jobs.

For BOMA, CASHA provides critical learning opportunities due to its unique and significant adaptations as well as spread and reach to new ASAL counties, new and untapped opportunities within livestock and agri related value chains, target group that is highly mobile, vulnerable and with high aspirations among others. BOMA will integrate participation of project participants during biannual learning forums to continuously maintain active participation and co creation of interventions with young women and men.