

## AGRA Impact Series

# Youth Business Sustainability in Agro-dealership through the IMPACT Amhara project - Ethiopia

November 2021



Denberie Gizachew, started her agro-dealer business in May 2020 in the Basoliben Woreda, supported by AGRA in the IMPACT Amhara project. Denberrie, 26 years old, graduated with a BSc degree in Plant Science in 2019. However, she was not able to find a job and was living with her parents in a rural village far away from the Woreda town. Before the agro-dealership business, Denberrie was supplying candles produced from honey-wax to local churches.

Because of her impressive business skills, she was nominated by the Woreda office of agriculture for the IMPACT Amhara Project agro-dealership program. IMPACT Amhara project used selection criteria such

as gender, educational background, self-motivation and business experience, to screen applicants and financed her with a seed capital of ETB 86,400.00 (USD 2,700.00) to match with small savings from her business. In addition, the project in collaboration with the government partners equipped her with required business skills and product management and handling training and helped her to meet the trade and quarantine minimum standards to get her license. Soon after, Denberie established an agro-chemicals shop in her hometown where there are only few agrochemical suppliers. Though she was a novice for the agricultural input supply business, she was confident that her business would be successful. Denberie has met initial project expectation by supplying a range of seasonally demanded agricultural inputs, shortening the distance farmers travelled to get supplies and giving professional advisory services on the proper application and utilization of such inputs. She currently stocks more than 28 types of agro-chemicals, pics bags, tree seeds, sprayers, and vegetable seeds. She was linked to hub of agro-dealers and wholesalers to easily get the products at wholesale prices. As a result, her volume of sales has increased significantly. In her first year of operation, she sold about 2,150 liters of crop protection chemicals, 418 kgs of vegetable seeds, 25 kgs of tree seeds, 560 pics bags and 55 sprayers. She has supplied the agro-inputs to more than 3,500 farmers (850 females) in her locality. Deneberie's earned increase her revenue to ETB 113,000.00 (USD 3530.00), which is 30% more than what she used to earn before joining the program.