

# POLICY BRIEF

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## STRATEGIC STEPS FOR SUSTAINABILITY YOUTH ENTREPRENEURSHIP AND EMPLOYMENT SUPPORT SERVICES (YESS) PROGRAMME THROUGH CREATING AND REPLICATION OF OUTSTANDING PROGRAMS AREA

### Introduction

The agricultural sector is the main economic sector for several developing countries. The role or contribution of the agricultural sector in the economic development of a country occupies a very important position alongside other sectors.

The existence of the agricultural sector in a country not only supports the country's food security, but also becomes a sector that absorbs employment for the majority of the population.

Based on data from the Central Statistics Agency (BPS) In 2020, it was stated that the total population of Indonesia was 270.20 million people. In terms of demographic structure, 26% of the total population or around 65 million people are young people with an average age of 28 years. However, the large number of young people is not in line with the level of participation of young people in the agricultural sector.

This is in line with the 2023 Agricultural Census data issued by BPS regarding the proportion of farmers in Indonesia which has been dominated by generation X (43-58 years) with a percentage value of 42.39%, then followed by the Baby Boomer generation (59-77 years) with a percentage value of 27.61%.

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### EXECUTIVE SUMMARY

Strategic steps for the sustainability of the YESS program include (1) conducting comprehensive research related to the activities that have been implemented by the YESS program, (2) the need to form a preparation team to accelerate the sustainability of the YESS program, (3) re-strengthening the role of SKPD related to the development of the young generation in terms of working and entrepreneurship in the agricultural sector through the DMSF forum, (4) optimizing alumni beneficiaries who have joined the YESS program through the replication program, (5) clusters and cooperatives that have been formed are expected to be able to increase their interventions again through regional superior programs, (6) alumni of youth facilitators, mobilizers, and financial advisors can be re-empowered by the Regional Government, (7) immediately forming related to Regional Regulations or Decrees from regional leaders related to support for forming an integrated agricultural ecosystem that is friendly to young farmers, (8) iconic naming of the replication program, (9) massive dissemination and promotion related to the young farmer empowerment program and election of ambassadors/figures, (10) giving awards to young farmers and outstanding agricultural workers. (11) good two-way communication between local government and YESS beneficiary alumni can be in the form of a millennial farmer forum which can be held periodically within the sub-district or district scope; (12) optimizing the role of BDSP (BPP & P4S) as an agribusiness consultation & information centre.

Young people who want to be involved in the agricultural sector face various challenges, including limited access to agricultural land use and access to financial institutions.

Various internal factors such as limited access to agricultural land, the perception that the agricultural sector is less prestigious socially, dirty and risky, low wage and income levels in agriculture, underdeveloped rural agricultural businesses, limited access to finance and limited production infrastructure can influence young generations to engage in the agricultural sector.

Meanwhile, external factors that influence young people to be interested in the world of agriculture are higher incentives in the more prestigious urban non-agricultural sector, rapid economic development in urban areas, changes in the cultural structure of the younger generation, limited support from families and others.

Farmer regeneration must run continuously for several reasons. First, the regeneration of key actors in the agricultural sector is important for guaranteeing the right to food and realizing food security in the future.

Ensuring this is determined by the existence of young farmers today. Second, farmer regeneration is a condition for the realization of sustainable agriculture.

One of the Indonesian government's collaborative programs through the Ministry of Agriculture with the International Fund for Agricultural Development (IFAD), comes with the aim of initiating the Youth Entrepreneurship and Employment Support Services (YESS) Program.

The YESS program has been implemented in 4 (four) Provinces (West Java, East Java, South Kalimantan, and South Sulawesi) and covers 19 Regencies (Cianjur, Tasikmalaya, Bogor, Sukabumi, Subang, Malang, Pasuruan, Banyuwangi, Tulungagung, Pacitan, Banjar, Hulu Sungai Selatan, Tanah Laut, Tanah Bumbu, Bantaeng, Bulukumba, Maros, Gowa and Bone).

In the implementation of the YESS Program, project management at the central level is carried out by the National Project Management Unit (NPMU) and at the Provincial level by the Provincial Project Implementing Unit (PPIU). YESS activities at the Provincial level will be carried out in 3 POLBANGTANs, namely Bogor - West Java, Malang - East Java, Gowa - South Sulawesi, and SMK-PP Negeri Banjarbaru - South Kalimantan.

The Indonesian government with IFAD support will continue to strive to make a sustainable transformation in rural areas by promoting food and nutrition security and supporting long-term economic growth and social welfare through the YESS program. The development goal of YESS is that rural youth are involved in the agricultural-based sector by creating opportunities for rural youth to build economic livelihoods through entrepreneurship or gainful employment so as to increase their contribution to sustainable and inclusive rural transformation.

The implementation of the YESS program in South Kalimantan Province has been running for 4 years since 2019 in 3 Regencies, Tanah Laut Regency, Banjar Regency, Tanah Bumbu Regency and has been running since 2023 or more than 1 year for Hulu Sungai Selatan Regency.

As of December 2024, there were 24,521 Beneficiaries (PM) registered in the YESS program, which are divided into 2 based on gender, namely 51.4% female PM and 48.6% male PM.

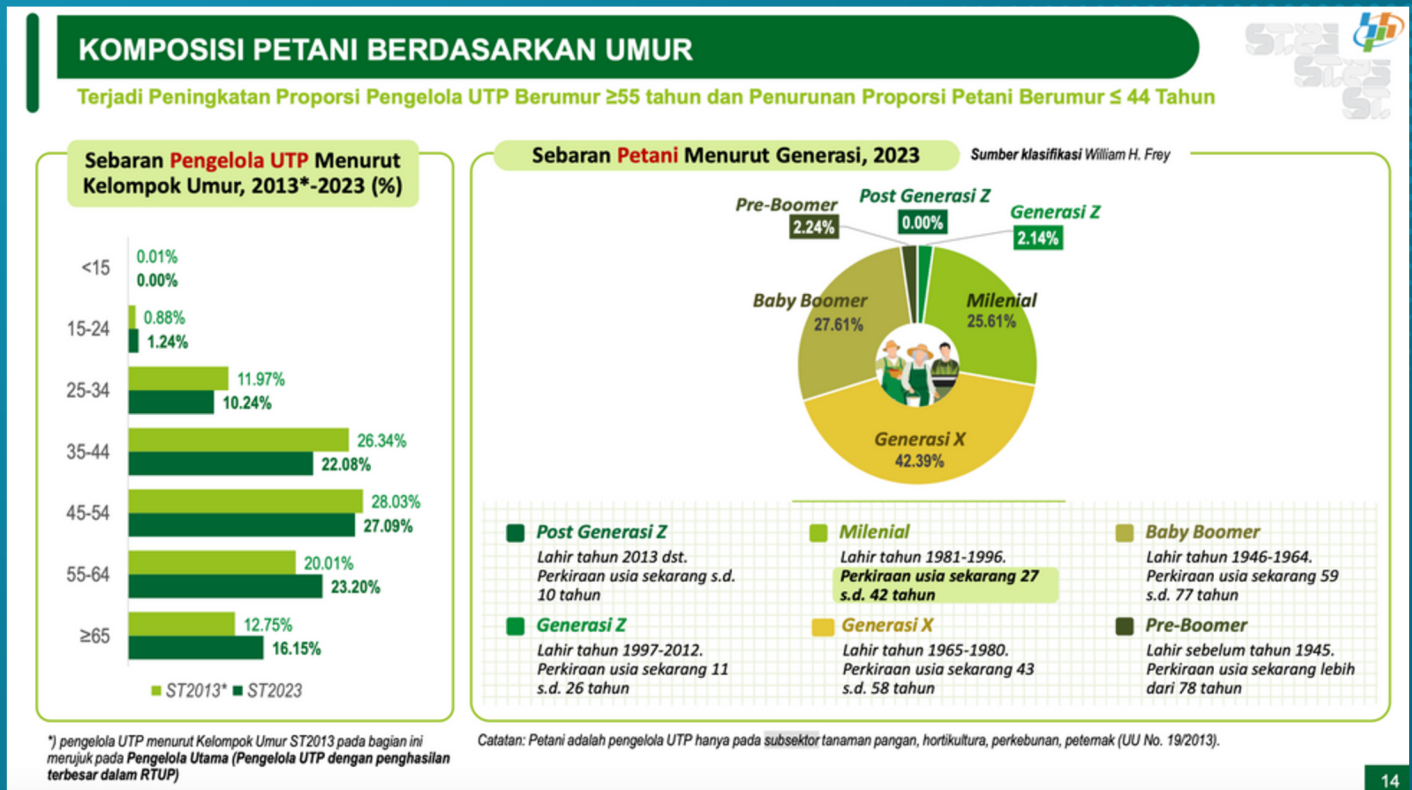
This policy brief provides several strategic steps recommendations as an effort to continue the YESS program through replicating superior regional programs.

### **Empirical Study**

Referring to the results of the Agricultural Census conducted by the Central Statistics Agency (BPS), it was found that the number of millennial generation farmers (farmers aged between 27 - 42 years) only remains at 25.61%, which is significantly inversely proportional to the number of generation X farmers (farmers aged between 43-58 years) at 42.39%.

The following data is presented regarding the percentage of farmers in Indonesia based on generation in Figure 1 below :

**Figure 1. Composition of Farmers in Indonesia by Age and Generation**



(Source: BPS Agricultural Census Results 2023)

In general, the issue of aging farmers and the young farmer crisis receives less attention compared to other issues in the agricultural sector, such as the issue of declining production due to climate change, even though the problem of aging farmers is a serious demographic challenge that needs attention because it concerns the sustainability of the agricultural sector.

Human resources are an important factor in sustainable agricultural development. Through the optimal management of all resources, both natural resources and human resources, technology and institutions. The success of sustainable agricultural development depends on the quality of human resources in being committed to developing the agricultural sector.

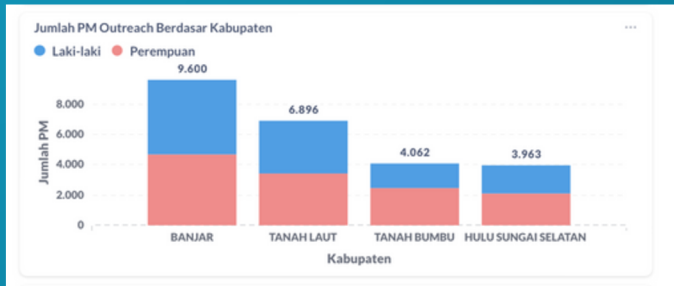
With its strategy, the YESS Program seeks to attract young people to work in the agricultural sector by changing the perception of the younger generation that the agricultural sector is an attractive and promising sector if it is managed diligently and earnestly.

The development of agro-industry, technological innovation, providing special incentives to young farmers, the development of modern agriculture, training and empowerment of young farmers are expected to answer the problem of the crisis of young farmer successors.

The existence of South Kalimantan Province and 4 other Regencies as one of the Provinces implementing the YESS program in this case is certainly very closely related to the food buffer zone development plan around the prospective State Capital (IKN) which was initiated by the Central Government.

Based on primary data owned by the PPIU in the South Kalimantan PPIU Final Report in 2024, it is stated that there are 24,521 YESS program beneficiaries spread across 4 Regencies, namely (Banjar Regency 9,600, Tanah Laut Regency 6,896, Tanah Bumbu Regency 4,062 and Hulu Sungai Selatan Regency 3,963). A bar chart related to the distribution of YESS program beneficiaries by Regency can be seen in Figure 2 below :

**Figure 2. Distribution of PM YESS by District**

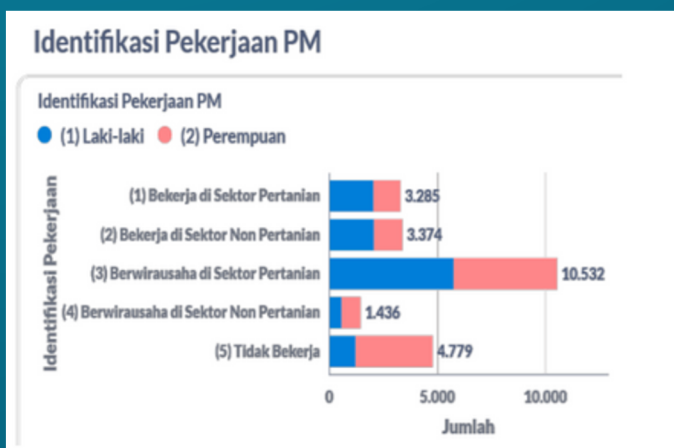


(Source: PPIU South Kalimantan 2024 Final Report)

Based on Figure 2 above, it can be concluded that the distribution of YESS beneficiaries in the South Kalimantan PPIU region is mostly in Banjar Regency, and the least is in Hulu Sungai Selatan Regency.

Further identification of YESS beneficiaries is divided into 5 criteria based on their employment status, namely working in the agricultural sector, not working in the agricultural sector, being self-employed in the agricultural sector, not being self-employed in the agricultural sector, and not working. The following are the results of updating beneficiary data as of 2024, presented in Figure 3 below:

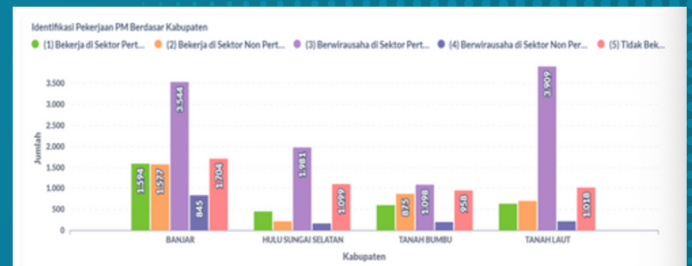
**Figure 3. Distribution of PM YESS based on Job Identification for the South Kalimantan PPIU Region**



(Source: PPIU South Kalimantan 2024 Final Report)

Based on Figure 3 above, it can be concluded that the distribution of YESS PMs is mostly identified as an Entrepreneurial PM in the agricultural sector, namely 10,532 PMs. More detailed data distribution based on district. can be seen in Figure 4.

**Figure 4. Distribution of PM YESS based on Job Identification per District of PPIU South Kalimantan Region**



(Source: PPIU South Kalimantan 2024 Final Report)

Based on Figure 4 above, the distribution of beneficiaries based on their work identification by Regency is that Tanah Laut Regency has the largest number of beneficiaries who are self-employed in the agricultural sector, namely 3,909 people, followed by Banjar Regency, Hulu Sungai Selatan and Tanah Bumbu Regencies.

In implementing the YESS program, there are 4 components that support the YESS program, including component 1 (transition of rural youth to work), component 2 (rural youth entrepreneurship), component 3 (capital for rural youth) and component 4 (supporting environment for rural youth).

Some of the achievements carried out in Component 1 include the formation of 28 Technical Vocational Education and Training (TVET) institutions, 4,714 TVET alumni, 345 TVET alumni working in the agricultural sector, 35 YESS beneficiaries participating in overseas internships to Taiwan, 3 YESS beneficiaries accepted in Japanese companies, 56 participants participating in domestic internships in modern agriculture in Central Kalimantan, 28 YESS beneficiaries received business incubator services and capital assistance with a total assistance in 2024 worth 1,625,000,000 (one billion six hundred and twenty five thousand rupiah).

In 2024, component 2 also created 7,937 entrepreneurs out of 24,251 beneficiaries, of which 4,572 beneficiaries increased their income. The ratio between the number of entrepreneurs and the number of beneficiaries is 32.72%.

In component 2 there were also several other achievements, namely, 7,939 PMs accessed BPP/P4S as Business Development Services Providers (BDSP), 16,164 attended training carried out by the YESS program. The types of training that PMs take part in can be seen in Figure 5 below:

**Figure 5. Distribution of YESS PMs based on the type of training attended**



(Source: PPIU South Kalimantan 2024 Final Report)

Based on Figure 5 above, it can be concluded that the Business Motivation Workshop is the training chair most attended by PM YESS in the PPIU South Kalimantan area, while the least is Advance Training,

Apart from relating to training and entrepreneurship in Component 2, 4 cooperatives have also been formed. The complete data on the cooperatives that YESS has formed can be seen in Figure 6 below:

**Figure 6. Cooperatives that have been formed by the YESS Program through PPIU South Kalimantan**

KOPERASI	
Kabupaten	Nama Koperasi
Banjar	Koperasi Produsen Berkat Datu Kelampaian HSS
Tanah Bumbu	Koperasi Ketupat Millennial Kandangan
Tanah Laut	Koperasi Pemasaran UMKM Bersujud
	Koperasi Pemuda Tani Tanah Laut

(Source: PPIU South Kalimantan 2024 Final Report)

Based on Figure 6 above, information is obtained that there is 1 cooperative in each district where the YESS program is located which is hoped to become a forum for communication and economic activity for PM YESS in the South Kalimantan region.

In addition to forming Cooperatives, the YESS program also initiated the formation of clusters based on the type of commodity from upstream to downstream. As for Tanah Laut Regency, 17 clusters have been formed, Banjar Regency has formed 28 clusters, Hulu Sungai Selatan Regency has formed 15 clusters and Tanah Bumbu Regency has formed 19 clusters. So the total clusters that have been formed are 79 clusters.

In component 3, 6,877 beneficiaries have been recorded to have business savings, 1,384 beneficiaries have accessed financing, 22,390 beneficiaries have attended advanced financial literacy training, 20,422 beneficiaries have attended basic financial literacy training, and 919 beneficiaries have received financing assistance in the form of Competitive Grants with a total value of assistance amounting to Rp. 24,015,927,030.

Furthermore, in the last component, namely component 4, periodic meetings of the District Multistakeholders Forum (DMSF) have been held twice a year, provincial cooperation and other forms of dissemination products aimed at supporting and creating a conducive entrepreneurial and employment environment for young people in the agricultural sector.

### Implementation and Recommendations

Practical implementation and recommendations that can be carried out by the regional government where the YESS program is located as an effort to formulate strategic steps in this case in preparing for the sustainability of the YESS program are as follows:

- Conducting a comprehensive study related to the activities that have been carried out by the YESS program, in order to find out what programs can be replicated by the Regional Government later using the APBD (Regional Budget) and proven to be efficient in providing impact related to increasing the number of young farmers;
- It is necessary to form a team to prepare for the acceleration of the YESS program sustainability, where one of its tasks is to prepare and implement a replication program similar to the main objective of the YESS program, namely to create young entrepreneurs and workers in the agricultural sector;

- Strengthening the role of related SKPDs in the growth of the young generation in terms of working and entrepreneurship in the agricultural sector, this can be continued in relation to the Inter-SKPD Coordination Forum/District Multistakeholders Forum which is held at the beginning and end of the year led by BAPPEDA;
- Optimizing the alumni of beneficiaries who have joined the YESS program through a replication program. To prepare for this, BAPPEDA data admin or related SKPDs in the Regional Government can exchange data related to interventions by the PPIU;
- The clusters and cooperatives that have been formed are expected to have their interventions further improved through regional flagship programs that are similar to the main objectives of the YESS program. Considering that cooperatives are one form of economic institution that can be used as a forum for communication between farmers and other cooperative members;
- Alumni of Facilitator, Mobilizer, and Financial Advisor colleagues are expected to be re-empowered by the Regional Government, either as assisting staff in each SKPD or as resource persons;
- Immediately establish a Regional Regulation or Decree from regional leaders related to support for forming an integrated agricultural ecosystem that is friendly to young farmers. Accompanied by the roles of each SKPD;
- Giving a very iconic name considering the characteristics of the area so that the replication program can be easily digested and quickly accepted by YESS Beneficiary alumni;
- Massive dissemination and promotion related to youth farmer empowerment programs that have been carried out through Regional Government official media or private media;
- Giving awards to young farmers and agricultural people who have proven successful in making an impact on the surrounding area and bringing a good name to the region, especially in the agricultural sector;
- Conducting good two-way communication between the regional government and YESS alumni beneficiaries can take the form of a millennial farmer forum that can be held periodically within the sub-district or district scope;
- Creating an icon/local champion/inspirational young farmer figure who can help disseminate superior regional replication programs in the agricultural sector, can be in the form of an Ambassador or Inspirational Figure;
- After obtaining the program to be replicated, it is hoped that the regional government can further massively socialize it to the public so that the benefits of the program can be felt by all parties, especially alumni of the YESS program;
- Re-optimizing the role of BDSP (BPP & P4S) as a center for agribusiness consultation and agricultural information center, along with support from the Regional Government to BPP & P4S; and
- In the PPIU, a YESS Young Farmer Community has been formed, this group can be continued as a forum for young farmers to express their complaints related to obstacles and problems they are facing, in the future it is hoped that related Technical SKPDs can join and provide concrete and quick solutions.

### **Conclusion**

Agriculture is a strategic sector that must always be prioritized by the Government. In addition to the technical problems currently faced by Indonesian farmers, a major critical issue is the number of farmer successors who will continue to do business and work in the agricultural sector must be increased.

The government's efforts to prepare for farmer regeneration have been carried out through the YESS program, one of the implementing provinces is in South Kalimantan and 4 Regencies (Banjar, Tanah Laut, Tanah Bumbu, Hulu Sungai Selatan). The YESS program is currently at the end of the project, therefore it requires support and collaboration between SKPDs in the Region to continue the program through replicating superior regional programs aimed at growing the number of young key actors in the agricultural sector. In addition to collaboration, Regional Regulations/Regulations are also needed regarding efforts to grow a conducive ecosystem in the agricultural sector.

The sovereignty of the nation and state depends on how we view food availability. This is in accordance with the slogan "No Farmer, No Food, No Future" which means there is no food if there are no farmers and there will be no future.

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## Thank-you Note

We would like to express our deepest gratitude and appreciation to the Regional Heads of Tanah Laut Regency, Tanah Bumbu Regency, Banjar Regency, Hulu Sungai Selatan Regency, the Head of BAPPEDA as the District Coordination Team (DCT) and the Agricultural Service as the District Implementation Team (DIT) who have assisted the YESS program in implementing activities to grow and develop the young generation in the agricultural sector.

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