



## Youth and Rural Women Entrepreneurship: Creating and Sustaining Alternative Livelihood Options in Ghana



**Project Lead:**  
**Priscilla Boadi**  
(PhD Candidate, McGill  
University)

The project 'Youth and rural women entrepreneurship: Creating and sustaining alternative livelihood options in Ghana' is a collaboration between McGill University, the University of Ghana Nutrition Research and Training Centre (NRTC), the University of Ghana Business School (UGBS), and the Association of Ghana Industries (AGI).

The project seeks to create a business hub at the NRTC, through which university graduate entrepreneurs will be connected with women working on gari processing in Sekesua (Eastern Region) and supported to develop joint business proposals. Successfully formed partnerships will compete for start-up funding through a national Entrepreneurship Pitch Competition (EPC) organized by AGI on September 20, 2023.

This project aims to support women working in agricultural businesses in the Sekesua Community in the Eastern Region of Ghana as they nurture alternative income sources. The project brings together women working on gari processing in Sekesua and university graduates to explore their mutual interests in developing new small businesses and, if applicable, to support the development of plans for new agriculture-related businesses. Seven finalists will win a trip (round trip and accommodation) to Accra to participate in the Ghana Industrial Summit and Exhibition. Finalists will pitch their ideas to a panel of experts and potential investors, and get an opportunity to be mentored by experts from the AGI membership.

The top three teams from the Pitch competition will receive pooled funding of Thirty thousand Canadian dollars (CAD 30,000) for their newly formed enterprises in Sekesua.

**SIDE EVENT 2**

**McGill University Mastercard Foundation Transitions Project**

*Theme: Creating and sustaining alternative livelihood options for Gari processors in the Eastern Region of Ghana*

1120 – 1300

1410 – 1425

1125 – 1135

1135 – 1150

1150 – 1155

1155 – 1245

1245 – 1255

1255 – 1300

1300 – 1400

**Entrepreneurial Pitch Competition (EPC)**

**Welcome Address** by Johnson Opoku-Boateng, Director, BDS, AGI

Opening remarks by Ms. Priscilla Boadi, Project Lead and Graduate Student at McGill University

- Brief summary of the project
- Objectives/ purpose of the EPC

**Remarks from partner institutions (5 mins each)**

- **NRTC** – Dr. Agartha Ohemeng, Coordinator, Nutrition Research and Training Center
- **UGBS** – Mr. Oliver Kwabena Aggrey, Hub Manager, UGBS

**Remarks from a representative from the Sekesua Gari Processors Association (SeGPA) –**

Ms. Hanna Olesu, Representative from SeGPA

**Pitch competition**

**Introduction of judges**

**Pitching session : Seven Contestants (5 mins each) followed by Q&A**

- Judges:1: Dr. George Acheampong  
2: Mr. Ekow Akyin Kwofie  
3: Mary Afenyie-Abekah

Collation of results and Announcement of Winners - Moderator

**Closing remarks** by Dr. Agartha Ohemeng, Coordinator, Nutrition Research and Training Center

**LUNCH BREAK**

**Contestants for the Pitch competition**

1. Ladies in Agribusiness Association
2. Greenharvest Farm
3. Team PACD
4. Mushroom Empowerment Project
5. Eco-Village Enterprise
6. Team ADSA
7. Wonderflour Snacks

