COMPETITIVE MAPPING REPORT

Project :"We are together" PHASE II
Build youth resilience to violent extremism and promote long-term stability in northern Tillabéri

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NIGER
Municipalities: Say and Kollo (Tillabéri)

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Report manager

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ACRONYMS AND ABBREVIATION

Acronym	Meaning
IGA	Income Generating Activity
HACP	High Authority for the Consolidation of Peace
COMDEV	Communication for Development Society
MSDS	Defense and Security Forces
FGD	Focus Group Discussion
GANE	Non-State Armed Group
ADD	Departmental Directorate of Agriculture
DCD/LP	Department of Community Development and Land Use Planning
NSI	National Institute of Statistics
KII	Key Informant Interview
NGO	Non-Governmental Organization
PCCN	Community Cohesion Program in Niger
PDC	Municipal Development Plan
PDES	Economic and Social Development Plan
RDP	Regional Development Plan
GDP	Gross domestic product
SEARCH	Search for Common Ground
USAID	United States Agency for International Development
USD	United States Dollar

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EXECUTIVE SUMMARY

INTRODUCTION

Administratively attached to the Tillabéri region, the communes of Say and Kollo are respectively located 55 and 30 km from Niamey, the capital of Niger. These two contiguous communes share a border with Burkina Faso on the Say communes side, where the security situation remains unstable with sporadic incursions by armed groups into the commune of Say. Although relatively spared compared to the other communes of Tillabéri bordering Burkina and Mali, the commune of kollo is not completely safe from terrorist attacks because of its proximity with Say. Thus, this situation combined with the restrictive measures linked to the state of emergency established since 2018 by the State in 12 departments of the 13 in Tillabéri, has almost crippled the economy of the region and consequently reduced the economic opportunities for the communities and young people of the different ethnic groups in the communities. Indeed, the communes of Say and Kollo are home to diverse and often conflicting ethnic groups, including Fulani pastoralists, Hausa farmers, Zarma-songhai and Gourmantché, as well as semi-nomadic Tuaregs. The conflict dynamics in these communes seem to diverge. While in Say these conflicts generally revolve around access to natural resources, in Kollo, the gloomy security situation poses a risk of conflict exacerbation linked to political affiliation, following the last elections which has strongly involved young people into a precarious situation.

In this context, Search for Common Ground (Search), in partnership with the youth-led ComDev NGO, and after a successful first phase of the project in five communes of Tillabéri, decided to go to scale by working in the framework of the second phase of the project with BERANDI NGO, the High Authority for the Consolidation of Peace (HACP), the governorate of Tillabéri, national and regional youth councils, local conflict management structures, community radio stations and young leaders, to increase community resilience to violent extremism in the communes of Say and Kollo for positive change in favor of social cohesion and peacebuilding.

This study is structured around three main parts. The first is devoted to methodological aspects, the second presents the results of the study by municipality, and the last part relates to recommendations for the successful implementation of the initiatives.

I. Objective

The overall objective of this study is to determine the level of viability of the initiatives / IGAs identified and retained within the framework of this project, taking into account the level of competition on the market.

It is specifically:

- to assess the level of practicability of each of the initiatives;
- assess the level of profitability of each of the initiatives;
- to assess the level of demand for each of the initiatives;
- to appreciate chain of supply for each of the initiatives;
- to assess the level of competition for each of the initiatives.

II. Methodology

This study combined two methodological approaches in its implementation, administered to the main targets in order collect the field data :

- Qualitative tools based on group discussions (FGD) as well as semi-structured interviews with key informants (KII) on the one hand
- Quantitative tools such as a questionnaire on the other hand.

The FGDs were administered to members of the community, the KIIs to technical services and traders' representatives, and the questionnaires concerned customers, active promoters of initiatives and young beneficiaries of the initiatives.

II.1 Delimitation of the research scope

To ensure efficiency and objective assessment of the results of this study, it is important to define its field of research. Indeed, this competitive analysis, essentially based on the opinions of the respondents, attempts to provide information on the opportunities offered by the market for each of the initiatives retained by the project. It seeks to determine the panorama of competitors who are on the market in each municipality and then compare them to the initiatives proposed by young promoters in order to allow them to position themselves well. In addition to primary data on respondents' perceptions, additional information is also collected through a review of the literature based on studies carried out in Niger on youth entrepreneurship or their access to the labor market. Also, this study relates to a sample which does not allow any extrapolation because of its small size and the method used for its conduct under time and resource constraints. However, the resulting results are informative enough to serve as a basis for the development of a business plan or marketing strategy for young people carrying out these initiatives.

II.2 Sampling and collection tools

This part of the report presents in more detail the different methodological approaches used, as well as the analysis of the profiles of the study's target groups in order to better understand the diversity of the sample of the population affected during this study. The sampling method used in this study is a reasoned-choice survey based on the ability of the target to provide the information sought. Thus, the sample which is composed of technical services of the State, representatives of traders, promoters of active initiatives, young leaders who benefit from the initiatives and customers who are members of the community, was covered during this data collection, through administration **tools below.**

2.2.1 Group Discussion Guide

The FGDs, when they are conducted properly, make it possible to collect objective and consensual information on the studied themes. Thus, the group interviews (12 men, 12 women, 12 young people) made it possible to collect data on consumption preferences, the criteria for choosing suppliers or sellers and the level of demand for initiatives offered to young leaders.

Table 1:coverage of the FGD sample by municipality

Commune	Target	Effective			Rate	Comment
		Intended	Realized	Gap		
Say	Young man	12	12	0	100%	

	Young woman	12	12	0	100%	
kolo	Young man	12	12	0	100%	
	Young woman	12	12	0	100%	
Total		48	48	0	100%	

2.2.2 Interview guide with key informants

Semi-structured individual interviews are used to gather in-depth information on research topics from people who are usually the main holders of this information. As part of this competitive analysis, this guide was administered in each of the municipalities to 2 technical services of the State, 01 traders representative and 1 youth representative. This allowed us to collect data on the perception, regarding the level of viability of the initiatives through the assessment of their level of practicability, profitability and demand, including the supply chain.

Table 2: coverage of the KII sample by municipality

Commune	Target	Effective			Rate	Comment
		Intended	Realized	Gap		
Say	CDC/LP	1	1	0	100%	
	ADD	1	0	1	-100%	Refusal answering
	Merchant representative	1	1	0	100%	
	Youth representative	1	1	0	100%	
kolo	SDC/TA	1	0	1	-100%	Refusal answering
	ADD	1	1	0	100%	
	Merchant representative	1	1	0	100%	
	Youth representative	1	1	0	100%	
Total		8	6	2	75%	

2.2.3 Guidance maintenance promoter and competitor

In order to assess the level of competition for each of the initiatives selected within the framework of this project, interviews were carried out with the young promoters of the initiatives and the future competitors on the market, who are people already carrying out these initiatives in the municipalities. In reality, it is a question of carrying out a comparison of these two categories of actors according to the following five criteria: Needs, Geographical coverage, Price stability, Dependence, and Distribution. Thus, a total of 20 active competitors and 18 young promoters were interviewed in the two municipalities of Say and Kollo, all types of initiatives combined.

Table 3: coverage of the sample of competing KIIs by municipality

Commune	Target	Effective			Rate	Comment
		Intended	Realized	Gap		
Say	Youth Promoter	7	8	1	114.3 %	
	Competitor	14	10	-4	71.43	Some initiatives such as

	s				%	the Communication Agency, Aviculture do not yet exist in Say
kolo	Youth Promoter	9	10	1	111.1 %	
	Competitor s	18	10	-8	55.56 %	Some initiatives such as the production of fertilizers, the manufacture of bran do not yet exist in Kollo
Total		48	38	-10	79.17 %	Lack of certain initiatives in the municipalities

2.2.4 Customer Questionnaire

Questions were asked via a customer questionnaire of 20 members (10 per municipality) of the community, potential consumers of the products of the initiatives to obtain information on their consumption preference, the criteria for choosing suppliers or sellers and the level of asks for initiatives offered to young leaders. These data are collected in addition to or in comparison with those collected through the FGDs.

Table 4: coverage of the customer questionnaire sample by municipality

Commun e	Target	Effective			Rate	Comment
		Inten ded	Realiz ed	Gap		
Say	Man	5	5	0	100%	
	Women	5	5	0	100%	
kolo	Man	5	5	0	100%	
	Women	5	5	0	100%	
Total		20	20	0	100%	

2.3Investigator training

With a view to collecting information on the viability of initiatives/IGAs that promote social cohesion, a three-day interviewer training session was carried out from 04 to 06 March in Tillaberi. This training, which is part of the basic study coupled with competitive mapping, aims to equip investigators on the instruments and methodology of this investigation in order to effectively collect data in the field. The training involved 8 investigators, i.e. 4 per municipality. Among these investigators are 2 women distributed between Kollo and Say.

2.4 Data collection

Field data collection began on Tuesday, March 8, 2022 in the two municipalities concerned. Information and explanation visits of the purpose of the study and the collection process to the administrative and municipal authorities (mayors, SG, president of the youth council, etc.) took place before starting the actual collection. The investigators formed themselves into pairs in order to be able to collect data of better quality, with regard to the focus group discussions. Then for the individual interviews (KII and household questionnaire) each of the interviewers or pairs depending on the tools, was accompanied by at least one young leader identified in the mapping to help them better integrate into the communities.

III. Results

The results of this competitive study are broken down by municipality. At the level of the communes of Say and Kollo, the viability of the initiatives is examined through their level of practicability, profitability, demand and supply. An assessment of the state of competition on the market for each initiative will then be drawn up to determine the positioning opportunities for young promoters.

Table 5: Initiatives retained by municipality within the framework of the project

vs	SAY	N0	KOLO
1	Poultry farming	1	computer center
2	computer center	2	Cattle fattening/breeding
3	Cattle fattening/breeding	3	Livestock feed making
4	Juice making	4	mini-market
5	Chair and tarp rental	5	fish farming
6	Restauration	6	Fertilizer production
7	Communication agency	7	Production of pure water
		8	**Restauration**
		9	Hair salon

3.1 Results in the commune of Say

Say's results focused on assessing the viability and level of competition in the market of the seven initiatives/IGAs retained within the framework of this project. These are: Poultry farming, Computer center; Cattle fattening/breeding; Juice production; Chair and tarp rental; Catering; Communication agency

3.1 Sustainability of initiatives/IGAs

The viability of an initiative or enterprise is defined as its "ability to develop and survive as a relatively independent political, economic or social unit". The initiatives selected in this project should normally be viable enough to allow young people to continue to practice even after the project has ended. It is for this reason that the level of viability of the initiatives was assessed by examining its feasibility, its profitability, the demand for its products in the market, and the quality of its supply chain. Each of these criteria was subjected to an analysis based on the perception of the respondents and on the basis of a categorical scale "High, Medium and Low" which allowed the respondents to give their appreciation.

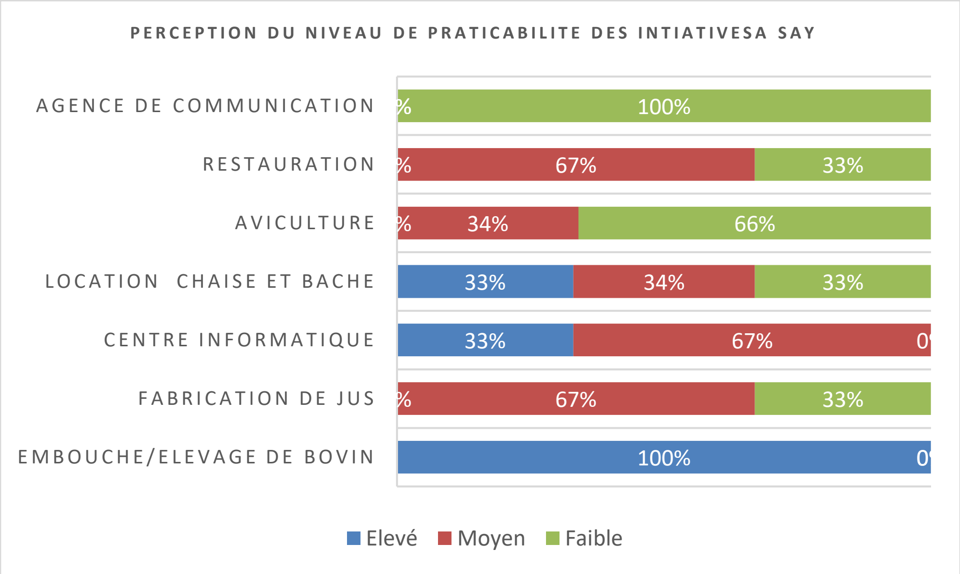
3.1.1 Analysis of the practicability of initiatives/IGAs

In the context of this study, the Feasibility of an initiative or IGA is defined as "the state of what can be put into practice or used". This gives an idea of the feasibility of the activity. Also to know if it is easy to implement or not depending on the requirements in terms of resource or technology. For this, the respondents' perception was collected on the level of practicability of each of the initiatives.

It thus emerges from the analysis of the KII data that apart from the "Communication Agency" and "Poultry" initiatives, all the other initiatives retained in Say have a fairly high level of practicability. That is to say that they are practiced or can be practiced easily by the communities. Indeed, all the respondents think that the communication agency initiative would have a low level of practicability. 66% think the same for poultry farming.

On the other hand, it should be noted that the Feeding/breeding of cattle shows a high level of practicability according to all of the respondents. This is explained by the low level of urbanization of the commune whose economy is still dominated by the primary sector, mainly livestock and agriculture. The tertiary sector[1] being at an embryonic stage, although computer centers are also considered to be quite popular (High level according to 33% and medium level for 67% of respondents) probably due to the presence of the Islamic University of Say and primary and secondary schools.

Figure 1: perception of the level of practicability of the initiatives in Say



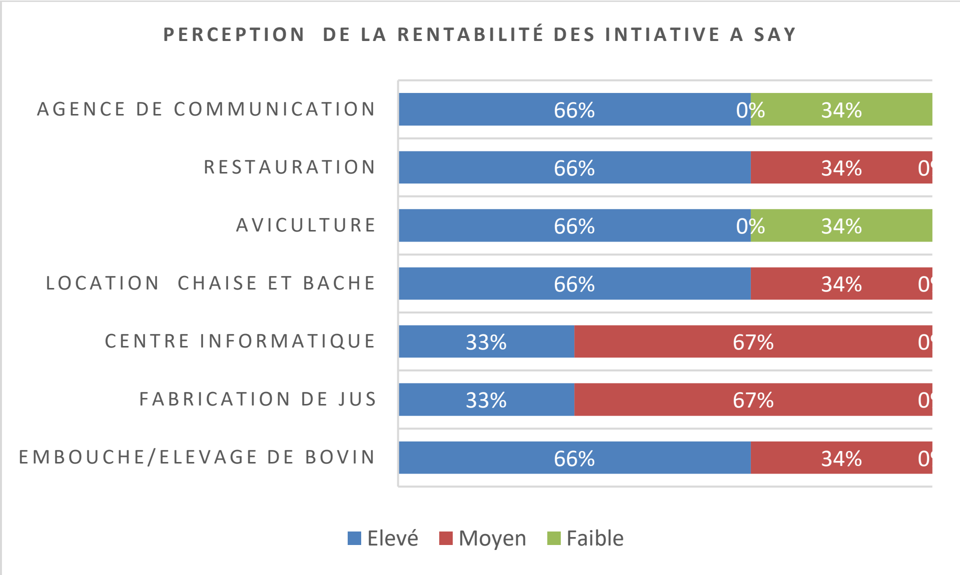
Source: Search 2022, calculation from KII primary data, competitive mapping AID014

3.1.2 Analysis of the profitability of initiatives/IGAs

Defined in the sense of this study as "the ability of an initiative to generate a profit", profitability is an essential determinant of the viability of any activity or project. It conditions the continuation of the activity over time. The analysis of respondents' perceptions shows that overall all the initiatives would be profitable. However, reservations are expressed regarding the communication agency and poultry farming initiatives where respectively 34% of respondents expect a low level of profitability for these two initiatives. It should also be noted that in the opinion of 66% of respondents the initiatives for catering, rental of chairs and tarpaulins; and cattle fattening/breeding would be very profitable.

Figure 2: Perception of the level of profitability of initiatives in Say

[1] **Tertiary sector :** The tertiary sector of the economy, generally known as the service sector, is the third of the three economic sectors in the three-sector model. The others are the primary sector and the secondary sector. The tertiary sector consists of the provision of services instead of end products. Wikipedia

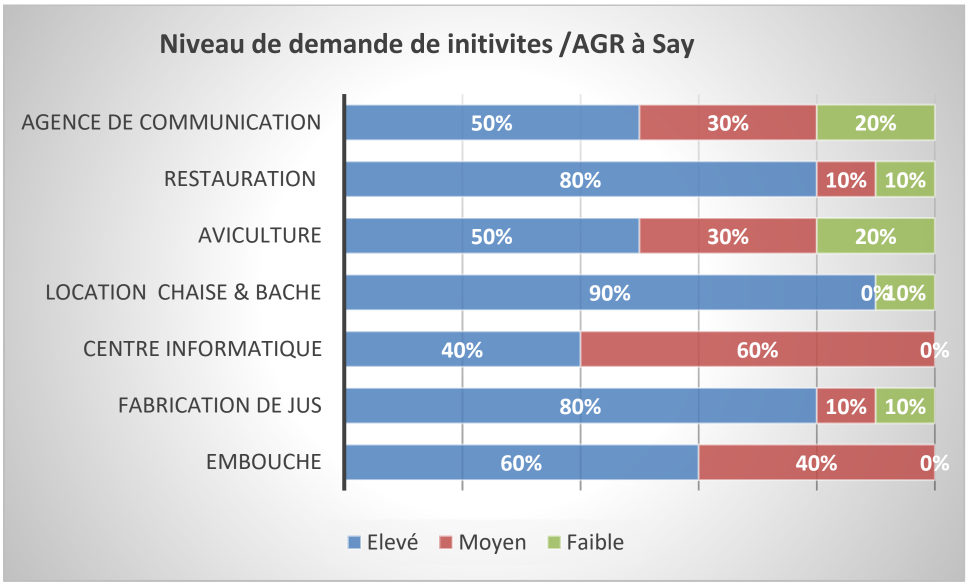


Source:Search 2022, calculation from KII primary data, competitive mapping AID014

3.1.3 Analysis of demand for initiatives/IGAs

The demand apprehended within the framework of this study as being "the expression of need in terms of goods and services by consumers" made it possible to have an overview of the market shares of each of the initiatives selected in the municipality. It emerges from the interviews carried out with customers that the assessment of the level of demand seems mixed because out of the seven initiatives five (5) would have, although to a lesser extent, a weak demand according to 10% or even 20% of the respondents. In other words, only two (2), cattle fattening/breeding and computer center would, according to all of the respondents, have a high or average demand. In addition, among the five initiatives that would have low demand, it is important to note that three, the tarp and chair rental,

Figure 3: Perception of level of demand for initiatives/IGAs

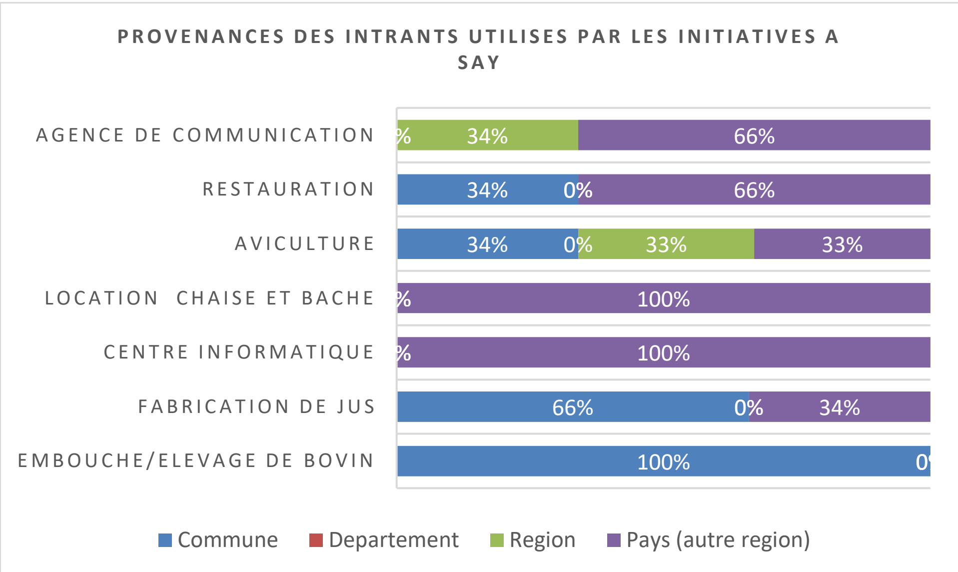


Source:Search 2022, calculation from primary Customer data, competitive mapping AID014

3.1.5 Analysis of thechainsupply initiatives/IGA

Supply conditions greatly influence the production costs of any company or initiative. This directly affects the price and by extension the profitability of the initiative. It is therefore important in the context of this study to examine the origins of the main inputs that go into the production of the goods and services offered by each of the initiatives. It emerges from the interviews that globally for all the initiatives adopted in Say, the supplies are made in the country, none of them requires international recourse. However, it should be noted that the purchase of inputs from other regions of the country, that is to say outside the Tillabéri region, seems to be dominant according to the respondents. Indeed, six initiatives out of the seven would make use of it. For example, for the rental of chairs and tarpaulins and the computer centre, according to 100% of the respondents, all the inputs would most likely come from other regions of Niamey, the capital due, among other things, to its proximity. It is the same observation according to 66% of respondents for the communication agency and catering with a slight difference for 34% of respondents who lean towards a domestic supply. On the other hand, this mode of supply is reported by 100% of interviewees for the hiring/breeding of cattle and 66% for the manufacture of juice. This makes these initiatives activities that create added value for the municipality because they use local inputs for their intermediate consumption. It is the same observation according to 66% of the respondents for the communication agency and the catering with a slight difference for 34% of the respondents who lean towards a domestic supply. On the other hand, this mode of supply is reported by 100% of interviewees for the hiring/breeding of cattle and 66% for the manufacture of juice. This makes these initiatives activities that create added value for the municipality because they use local inputs for their intermediate consumption. It is the same observation according to 66% of respondents for the communication agency and catering with a slight difference for 34% of respondents who lean towards a domestic supply. On the other hand, this mode of supply is reported by 100% of interviewees for the hiring/breeding of cattle and 66% for the manufacture of juice. This makes these initiatives activities that create added value for the municipality because they use local inputs for their intermediate consumption.

Figure 4: sources of inputsusedby the initiatives in Say



Source: Search 2022, calculation from KII primary data, competitive mapping AID014

3.1.6 Competitive Analysis by Initiative/AGR

In order to allow young promoters to better position themselves on the local market, an analysis of the level of competition is necessary. Indeed, this will allow the carriers of these initiatives to have an overview of the number and nature of competitors in order to adjust their offer to stand out from them and break into the market. As part of this study, interviews were conducted with young project leaders and active competitors to gather information for each of the initiatives.

Among the data collected is an assessment of the level of each of the initiatives according to the following five criteria:

- **Need: Does your product solve a pressing problem or fill an urgent need for customers? (Urgent; Common/Ordinary; Optional)**
- **Geographic Coverage: what is the geographic scope of your activity/initiative (Large; Medium; Small)**
- **Price: What level of price stability can we reasonably expect for your product? (Slow Rise; Gradual Rise; Rapid Rise)**
- **Dependency: Does the success of your product depend on the sale of other products? (Weak; Medium; Strong)**
- **Distribution: Will your product easily integrate into existing distribution networks or will it stand out? (Easy; Normal; Hard)**

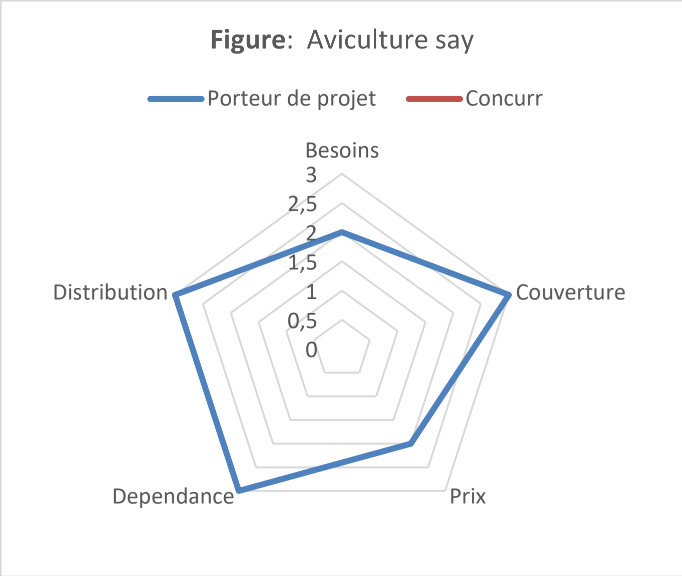
It was a question of comparing the levels (on a scale of 1 to 3) in relation to these criteria of the average of the competitors to that of the young promoters of each of the initiatives.

3.1.6.1 Initiative1: Poultry farming

FIgure 5: competitive mapping of poultry farming in Say

Poultry farming refers to all kinds of breeding of birds or poultry[2]. Niger being a breeding country par excellence, this activity is practiced on all these forms by nearly 87%[3]of the working population at the national level. The most common form is family poultry. The farmhouse, semi-modern form in which we are interested is still timidly practiced. It is practiced only on the outskirts of large urban centers such as Niamey. In Say, this activity is almost non-existent. It appears from the data collected that when the investigators visited, no poultry farm was operational in Say. There is a priori no direct competition. But indirect competition from family poultry farmers is very strong because the majority of households practice poultry farming. Also only the perceptions of young promoters were collected. The assessment of the criteria by the latter reveals that this initiative would meet an ordinary (non-urgent) and practically seasonal or even occasional need, it can have a large geographical coverage with a very short and well integrated (easy) distribution circuit in the local market and towards the capital Niamey. But dependence on other products (inputs) such as livestock feed and veterinary products can constitute a constraint when, according to 66% of respondents, these

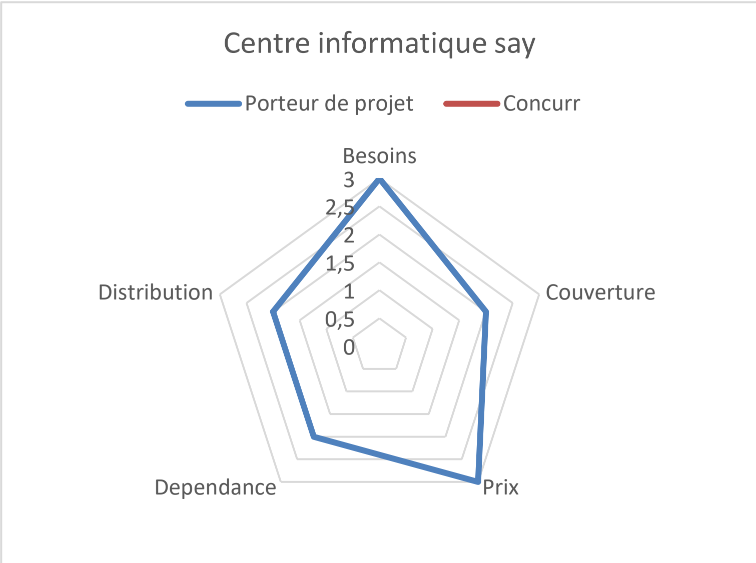
[2]seewikipedia
[3]seeReca-Niger



inputs are not available locally. However, it is a field that can be explored with caution, although according to the perception of 33% of respondents, its profitability is not obvious. But dependence on other products (inputs) such as livestock feed and veterinary products can constitute a constraint when, according to 66% of respondents, these inputs are not available locally. However, it is a field that can be explored with caution, although according to the perception of 33% of respondents, its profitability is not obvious. But dependence on other products (inputs) such as livestock feed and veterinary products can constitute a constraint when, according to 66% of respondents, these inputs are not available locally. However, it is a field that can be explored with caution, although according to the perception of 33% of respondents, its profitability is not obvious.

3.1.6.2 Initiative2: computer center

Figure 7: Competitive mapping of IT center in Say

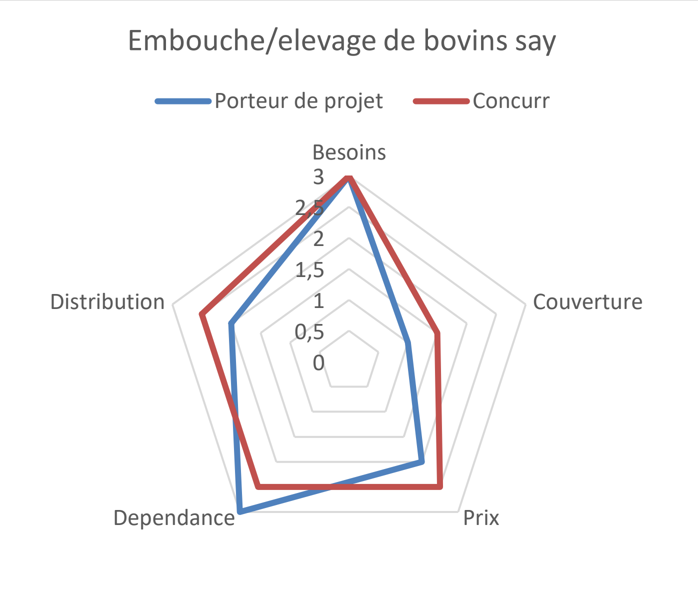


In the digital age, information and communication technologies are an integral part of the way of life of both urban and rural populations. It is almost a necessity for some city dwellers, especially young people. Within the meaning of this study, the computer center refers to establishments for the sale and maintenance of information equipment, and to cyber cafés.

In Say there are not enough computer centers in view of the high level of perception of demand according to 40% of respondents. During the data collection, only one computer center was identified but unfortunately not interviewed due to the unavailability of the manager in the locality during the collection period. As a result, only the perception of young leaders on this initiative was collected during the collection period. This situation reflects weak competition in the market, which seems almost driven by demand from students of the Islamic university and a few civil servants. An assessment of this activity according to the perception of a young promoter on the five criteria retained shows that the service offered by the computer centers would correspond to an urgent need for the applicants, Given the profitability of this activity according to 33% of respondents to the KII, it can be viable by setting it up strategically near the university or state services. It will also be necessary to ensure a continuous supply of computer consumables, which would mainly come from Niamey, in order to avoid possible stock shortages.

3.1.6.3 Initiative3: Cattle fattening/breeding

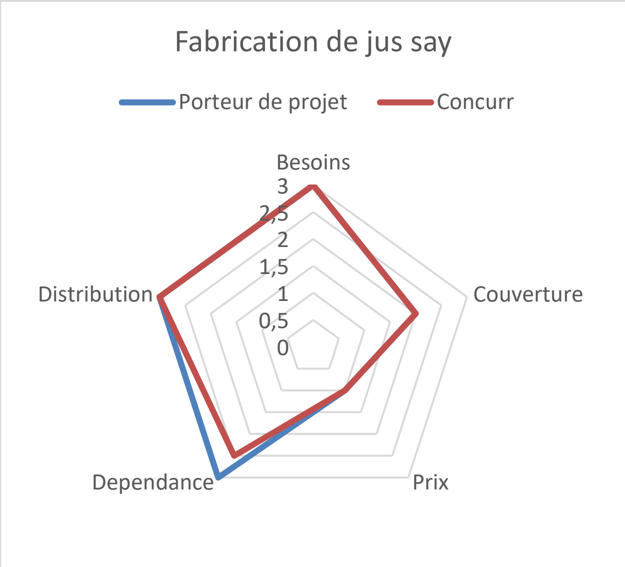
Figure 6: Competitive mapping of Say cattle fattening/breeding



A livestock and rice-growing area, the commune of Say is conducive to cattle fattening and breeding activities. Indeed, in the opinion of all the KII respondents, these activities are widely practiced by communities of all ethnic and socio-professional groups. It emerges from the collection of data in the field according to the young promoters and the competitors interviewed that there would be on average more than twenty direct and indirect competitors. This bodes well for a high level of competition in the market despite a high level of demand according to 60% of respondents during the KIIs. Interviews with the few competitors on the five assessment criteria, we note that the cattle fattening/breeding activity would meet an urgent need that generates demand, it is moderately easy to sell on the market, moderately dependent on other products, prices would also be relatively stable. However, its geographical coverage would be weak. Most of the production is intended for the local market. The evaluation of the competition according to all five criteria is to the detriment of the proposal of young promoters apart from the criterion of dependence on other products. Thus these young promoters can strategically have a comparative advantage by further reducing dependence by focusing, for example, on local animal feed.

3.1.6.4 Initiative4: Juice making

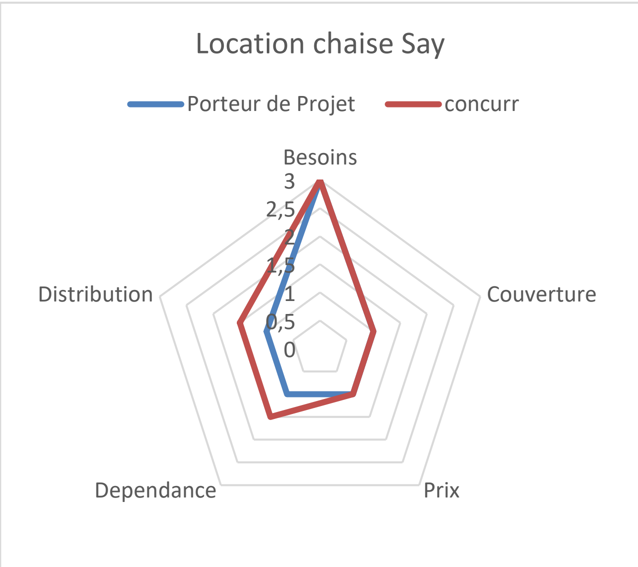
Figure 8: Competitive mapping of juice manufacturing in Say



The manufacture of natural juice is an activity in which women generally indulge in urban centers such as Niamey, in combination with the sale of ice and fresh water. However, in Say this practice is not sufficiently developed. In fact, 33% of KII respondents confirm this fact. However, there is a strong demand for these natural drinks according to 80% of the customers surveyed. The analysis of the competition of natural juices shows that it only identified five (5) direct competitors on the local market. The other 15 are indirect competitors consisting mainly of shopkeepers selling synthetic juice and soft drinks.

3.1.6.5 Initiative5: Chair and tarpaulin rental

Figure 9: Competitive mapping of chair and tarpaulin rental in Say

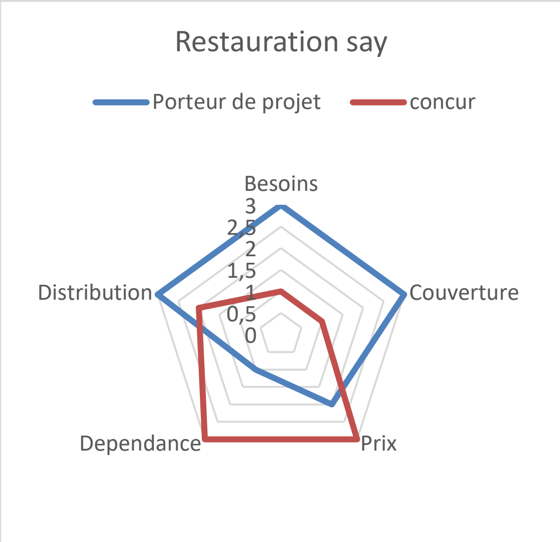


This initiative is a service provision aimed at meeting the needs for a chair, tarpaulin or Livestock feed system during ceremonies and various meetings. It is a highly developed activity in the major urban centers of the country, particularly in Niamey. However, it is relatively little practiced in Say despite strong demand according to 90% of the customers surveyed, as illustrated by a key informant in these terms "... the demand is greater than the supply and often we are forced to rent chairs to Niamey »

The competitive analysis around this initiative shows an average level of competition in the market. Indeed only on average six (6) direct competitors would be active in the locality. Also, from the evaluation of the criteria for assessing the offers, we see that the level of perception of the five criteria is generally low for this initiative, with the exception of that relating to the nature of the need which would be of an urgent nature likely to generate request. In addition, competition would be to the detriment of young project leaders, particularly with regard to dependency and distribution. Thus, to be competitive in this market, young people must reduce this strategic gap by providing a means of delivery in their offer to improve the distribution circuit, for example.

3.1.6.6 Initiative6: Restoration

Figure 10: Competitive catering mapping in Say



Apprehended within the framework of this study as any activity consisting in the preparation of food intended for sale, catering would be moderately practiced in Say according to 67% of the key informants questioned.

It generates high demand, according to 80% of customers surveyed in the field.

Also the data from the interviews with the young promoters and their competitors reveal that the level of competition on the market is also average with an average of 6 competitors in activity. It also appears that the competition is in favor of young promoters on the criteria of need, geographical coverage and distribution. However, they must improve price stability and dependence on inputs. Indeed, catering products meet an urgent need and are easy to sell on the market. However, they do not have a wide geographical coverage because they generally respond to local demand, prices increase slowly but are highly dependent on accessibility to condiments.

3.1.6.7 Initiative 7: Communication agency

The creation of a communication agency in Say is an innovative initiative that has never been practiced in the town. The perception of the profitability of this initiative seems mixed because opinions are divided between respondents during the KII. 64% of them think it would be profitable while up to 34% of those interviewed support the opposite. On the other hand, a demand seems to exist although a trend is not clearly identified. Indeed, it emerges from the data collected from customers that 50% of them consider the level of this demand high, 30% consider it average and 20%, on the other hand, perceive it as low. Data on competition has not been collected directly because the ground is still virgin regarding this initiative. However, to succeed in this initiative, the young promoters must bet on the quality of their service offer and also on competitive prices, without forgetting the establishment of partnerships with the decentralized services of the State, NGOs, etc. Indeed, according to 100% of the customers questioned, their choice of supplier is determined by the quality of the product it offers and 80% of them favor the price.

3.1.7 Difficulties and Constraints related to economic support actions for vulnerable people

The difficulties encountered by young people revolve mainly around: the establishment of a commercial strategy and visibility of initiatives, the adequacy of product prices in relation to the purchasing power of potential customers; controlling competition.

To remedy this, it will be necessary to establish an effective commercial and communication strategy. It will also be necessary to offer good quality products.

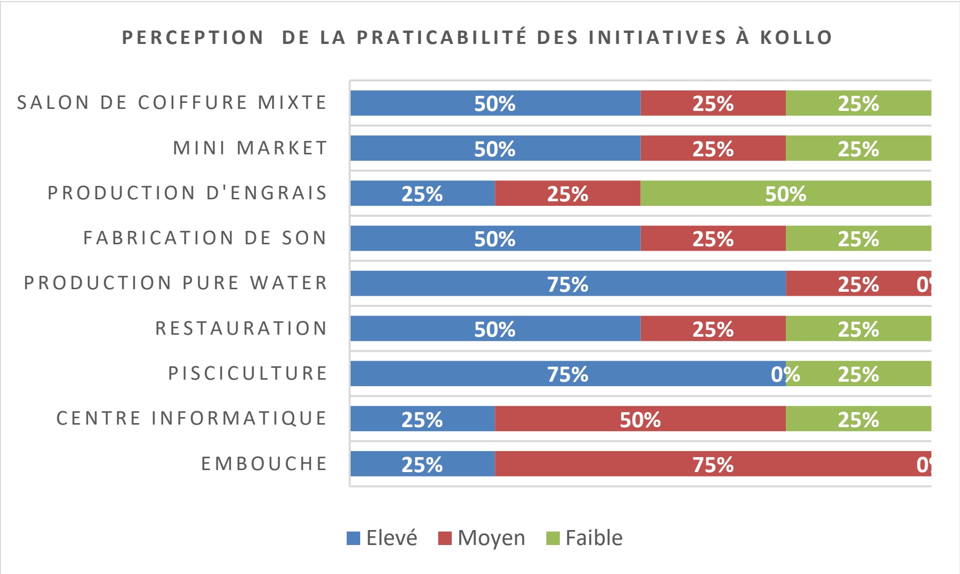
3.2 Results in the commune of Kollo

In Kollo, the results present an assessment of the viability and the level of competition on the market of the 9 initiatives/IGAs retained within the framework of this project. These are: Computer centre, Fattening, Livestock feed production, Mini market, Fish farming, Fertilizer production, Pure water production, Catering, Hairdressing salon.

3.2.1 Analysis of the practicability of initiatives/IGAs in Kollo

As defined and presented previously at the level of the municipality of Say, the perception of the level of practicability of the initiatives in Kollo was also assessed under the same conditions. Thus, it emerges from the data collected during the KII that the level of practicability of the initiatives remains generally mixed. In fact, 2 initiatives out of the 9 retained in Kollo would have a high or average level of practicability according to all the respondents. In other words, only the practicability of cattle fattening/breeding and the production of pure water is clearly established. "This initiative is very popular because half of the farmers' organizations do fattening," explained one respondent. According to another respondent during the KII "the production of pure water would be very popular because there are a lot of people who make it in Kollo". The other initiatives have variously appreciated levels ranging to a low level according to 25% of respondents. However, the fertilizer production initiative stands out with a low level of practicability according to 50% of respondents.

Figure 11: Perceived practicality of initiatives in Kollo

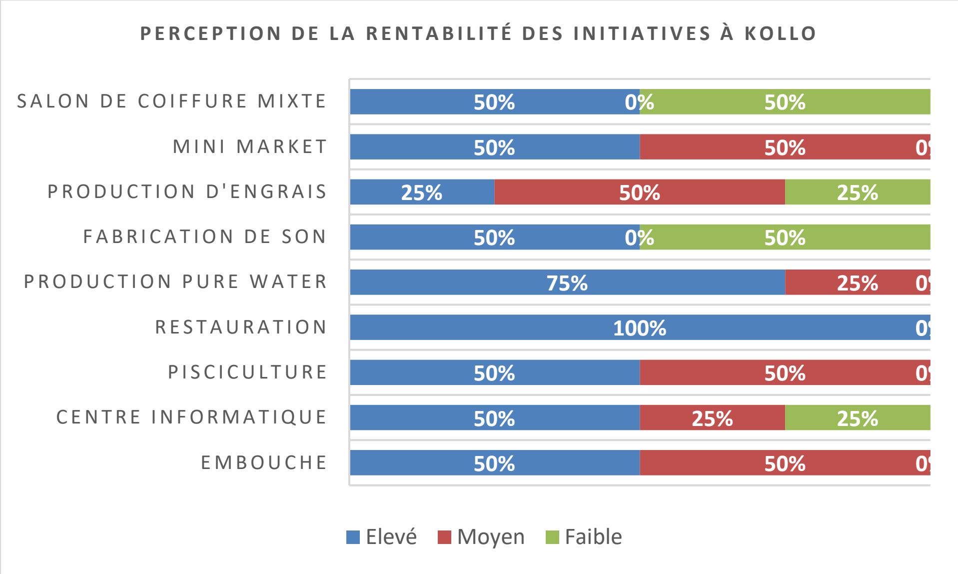


Source:Search 2022, calculation from KII primary data, competitive mapping AID014

3.2.2 Analysis of the profitability of initiatives/IGAs in Kollo

Examination of profitability in Kollo shows that overall most of the initiatives would be profitable. In fact, 5 of the 9 initiatives selected have a level of profitability that is either high or average according to all of the respondents. The perception of the profitability of others is mixed with even a low level according to 25 to 50% of respondents. Among the initiatives deemed clearly profitable, catering (100%) would be in the lead, followed by the production of pure water (75%), fattening (50%) and fish farming (50%) and the mini market (50%). %).

Figure 12: Perceived practicality of initiatives in Kollo

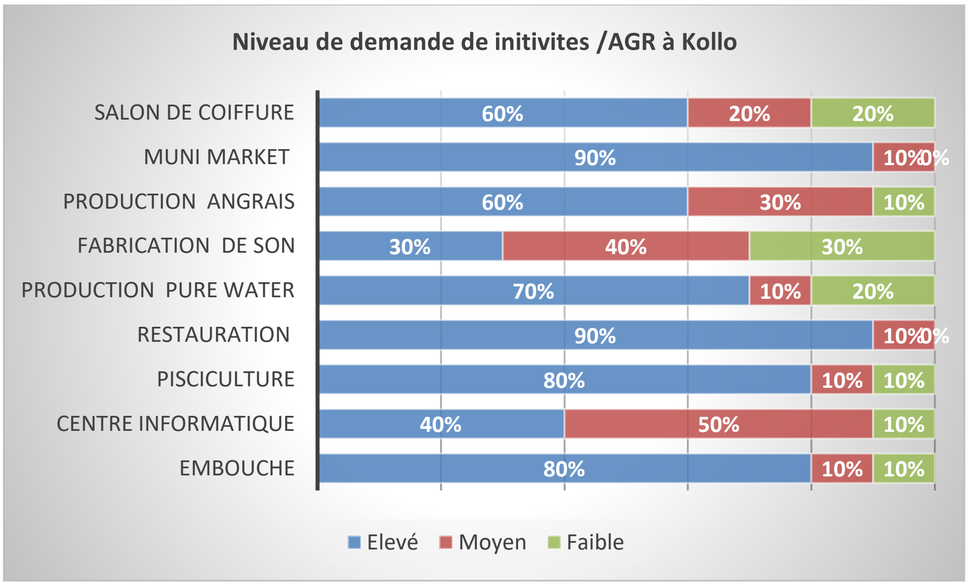


Source:Search 2022, calculation from KII primary data, competitive mapping AID014

3.2.3 Analysis of demand for initiatives/IGAs in Kollo

The level of demand for the products or services offered by the initiatives was also assessed in Kollo during this study. It emerges from the interviews with potential customers that overall there is a demand for these initiatives, although this is not unanimous among the respondents. Indeed 2 initiatives (Catering and mini market) out of the 9 would have a high or average demand according to all the respondents. The level of demand from others is often considered low by 10 to 30% of respondents depending on the case. However, among the latter, the level of demand for fattening and fish farming deserves to be taken into consideration because it is perceived as high or average by 90% of customers.

Figure 13: perception of the level of demand for initiatives in Kollo

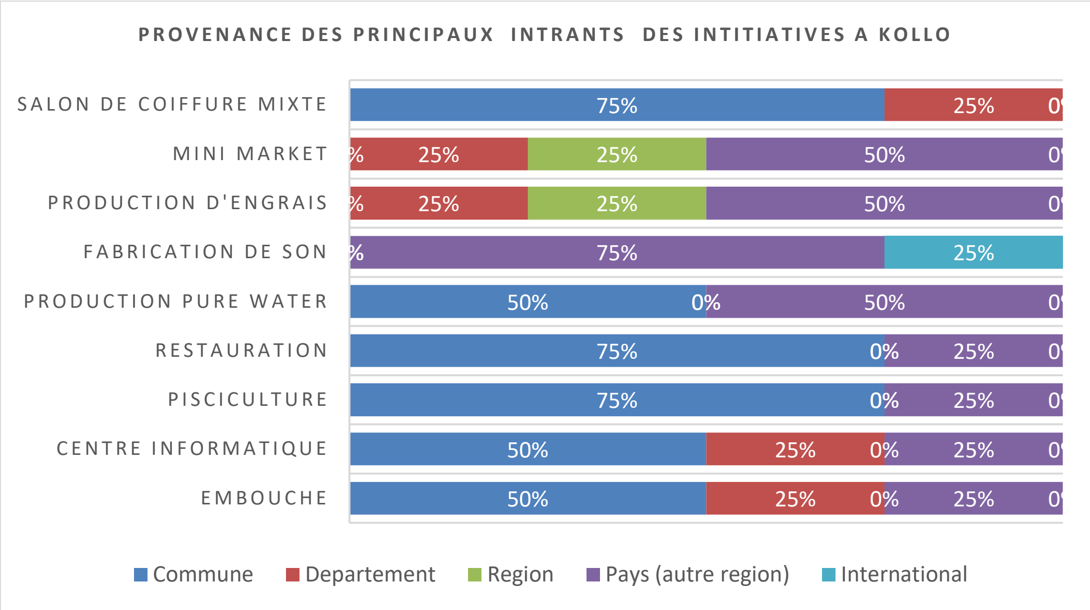


Source:Search 2022, calculation from primary customer data, competitive mapping AID014

3.2.5 Analysis of the chain procurement initiatives/IGA in Kollo

The origin of the inputs used by these initiatives for the production of the goods and services they offer was assessed in order to understand any difficulties that may arise in supply. This will allow young promoters to be able to respond effectively to market demand. It emerges from the discussions with the key informants that the inputs used by almost all these initiatives are available in the country with the exception of those used in the production of bran, which would come from abroad according to 25% of the respondents. Also only 3 initiatives (production of fertilizer; production of bran and mini market), out of the 9 would supply outside the municipality.

Figure 14: Perception of the origin of the main inputs of the initiatives in Kollo



Source:Search 2022, calculation from KII primary data, competitive mapping AID014

3.2.6 Competition analysis by initiative/AGR in Kollo

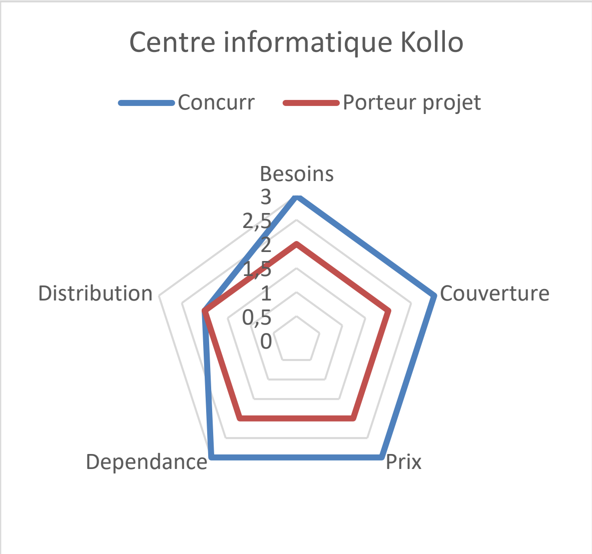
The competitive mapping of the initiatives selected in Kollo was carried out under the same conditions as in Say. It therefore consisted of an assessment of the level of each of the initiatives in relation to five (5) quality criteria retained as relevant for this purpose. As a reminder, these are the following criteria:

- **Need: Does your product solve a pressing problem or fill an urgent need for customers? (Urgent; Common/Ordinary; Optional)**
- **Geographic Coverage: what is the geographic scope of your activity/initiative (Large; Medium; Small)**
- **Price: What level of price stability can we reasonably expect for your product? (Slow Rise; Gradual Rise; Rapid Rise)**
- **Dependency: Does the success of your product depend on the sale of other products? (Weak; Medium; Strong)**
- **Distribution: Will your product easily integrate into existing distribution networks or will it stand out? (Easy; Normal; Hard)**

3.2.6.1 Initiative1: Computer Center

Figure 15: Competitive mapping of IT center in Kollo

Within the meaning of this study, the computer center refers to establishments for the sale



and maintenance of information equipment, and to cyber cafés.

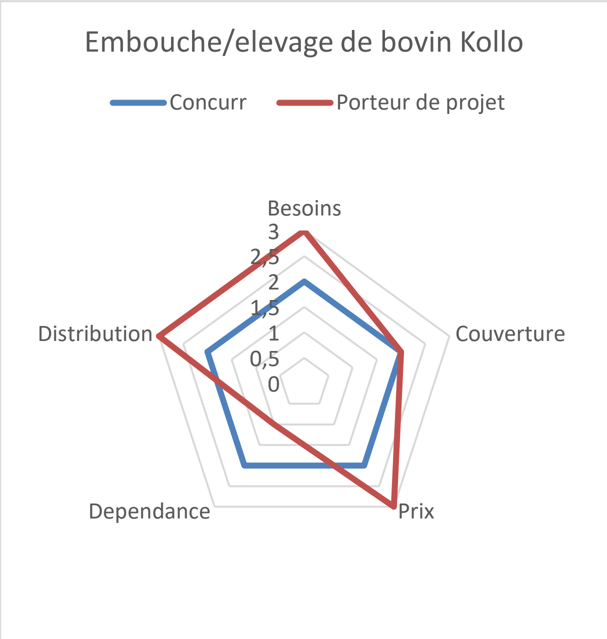
There are not many computer centers in Kollo. During the visit of the investigators, as in Say, only one center was listed and interviewed, although this activity could be profitable according to more than 50% of the respondents during the KII, given the relatively high level of urbanization of the commune of Kollo. Also because of the existence of administrative infrastructures (deconcentrated State services) and academic (Practical Institute for Rural Development (IPDR) in Kollo) which would constitute potential customers. As a result, competition is almost non-existent locally probably due to the proximity of the capital Niamey, which would lead customers to go there to meet their needs in this area. The opinions of the manager of the center and the young promoters collected during the collection of data on the five quality criteria show that the service offered within the framework of this initiative would correspond to an urgent need for the applicants, the prices of the services would be very stable in time, a large geographical coverage which can extend to neighboring municipalities, a low dependence on inputs such as consumables (ink, toner, paper) due to their accessibility from Niamey located only 30km away. But with on the other hand a constraint in the distribution because of the propensity of certain customers to use the services of the centers of Niamey.

Given the profitability of this activity, it could be viable by setting it up strategically near the IPDR or State services. It will also be necessary to play on prices by offering the same levels as in Niamey since, according to interviews with customers in Kollo, 100% of them make their choice of products and services on the basis of price. And finally ensure a continuous supply of computer consumables which would mainly come from Niamey.

3.2.6.2 Initiative2: Cattle fattening/breeding

Figure 16: Competitive mapping of cattle fattening/breeding in Kollo

Fattening is an intensive breeding technique practiced on lean animals kept in semi-freedom



or in total stabling and aimed at producing meat in a relatively short time.[4].

This activity is widely practiced in Kollo with a high or medium level of practicability according to 100% of respondents during the KIIs. The level of competition seems average on the market with an average of 6 competitors notified by the respondents during the KIIs, although this seems to underestimate the reality because many households practice this activity on a domestic scale. Also this competition increases with the approach of the Tabaski due to a high demand. Data from discussions with competitors and promoters show an advantage in favor of young promoters on all quality criteria apart from that of dependence on other products, for which competitors would have the upper hand by counting on an average dependence especially livestock feed (supplements and minerals).

To position themselves well on the market, young promoters should bet on locally available animal feed to overcome this dependence while reducing production costs. This will allow them to offer products at competitive prices.

III.2.6.3 Initiative 3: Livestock feed production

Figure 17: Kollo Livestock feed manufacturing competitive mapping

Bran manufacturing in the sense of this study refers to the production of multi nutritional bran for livestock feed. This is an innovative initiative in Kollo. During the collection period, no activity of this kind was recorded in the field by the collection teams. However, on weekly market days, we note the presence of a few vendors from the collection of cereal processing residues in households. Also according to the opinions of 50% of respondents to the KII this activity can be practiced in the municipality because there is a demand from breeders, fatteners and fishermen. Indeed, the perception of the level of its demand would be high or average according to 70% of the respondents against 30% who consider it low. It is therefore an activity that could prosper in a value chain with the cattle fattening/breeding initiative. The competition analysis shows that the market is very open because no direct competition exists at the moment. But it should also be emphasized that the level of profitability of this activity is not clearly established. Indeed, the opinions of the respondents diverge evenly on this subject. Discussions with the young promoters show that the products of this initiative meet an urgent need for potential customers, but it seems very dependent on inputs (fruit of the acacia albida (gao); cottonseed cake, wheat bran, stalk of millet etc.) some of which are not

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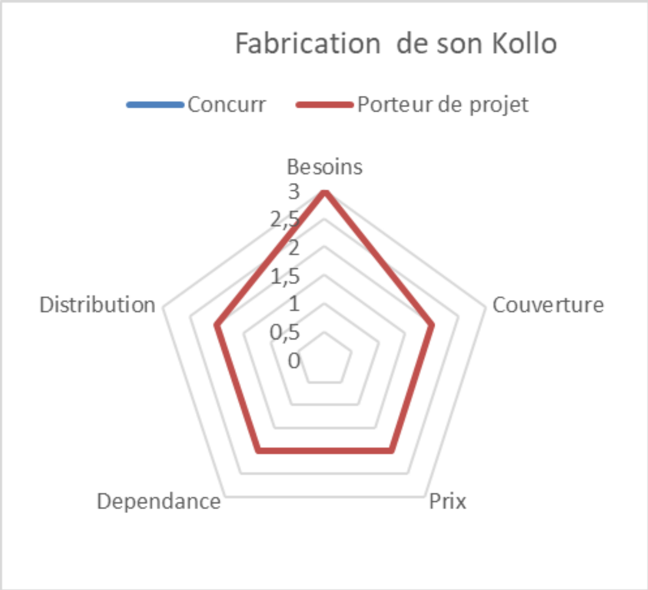
[4] *Seehereon page 4, 04/10/2022*



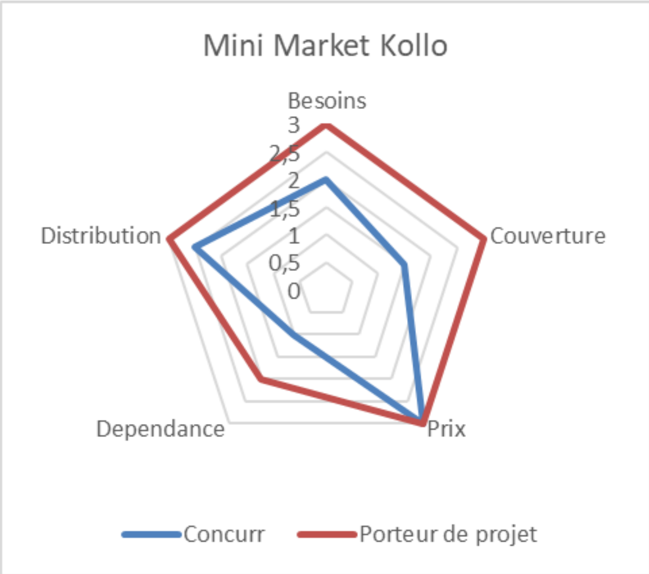
seasonal products.

So the viability of this initiative is conditioned by the implementation by the young promoter of a supply strategy based on a control of the seasonality of each of the inputs as well as the evolution of their price.. **This will make it possible to meet demand efficiently and at an optimal cost.**

III.2.6.4 Move 4: Mini-market

Figure 18: Competitive mapping of Mini market Kollo

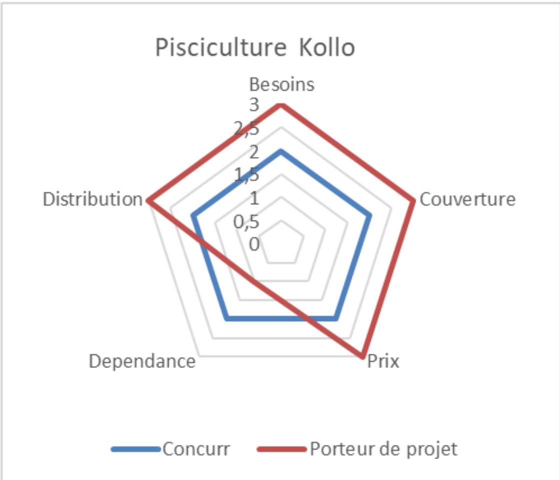
The mini markets in the context of this study refer to large general food shops where customers can obtain various basic or often luxury products. This activity dated to the urban centers would be practicable in Kollo according to the opinion of 75% of the respondents to the KII which is the practicability of high or average. The proximity of the lifestyles of the inhabitants of Kollo to those of Niamey familiar with purchases in general food supplies suggests the existence of a demand for products sold in mini markets. Indeed, it appears from the data collected from customers that the level of demand would be high or medium according to 100% of respondents, including 90% who find this level high.. **Market competition is strong for this initiative with an average of more than ten active competitors. Also, the evaluation of the competitors according to the five quality criteria reveals a predominance of positive perceptions of the young promoters over the competitors for all the criteria except for that relating to the evolution of prices where the two categories of actors meet. for a slow evolution of prices on the market. However, it should be noted that this initiative is relatively moderately dependent on the cost price of the products it offers to customers. Indeed for almost all of these items the**



supply is made outside the municipality, generally from Niameyessentially.
In sum, the success of such an initiative depends largely on the fluctuation of the prices of the items at the source and the purchasing power of the customers. So factors that are beyond the control of young promoters. Efforts to adapt the supply of products to the dynamics of prices is therefore necessary for the viability of the initiative.

III.2.6.5 **Move 5: Fish farming**

Figure 19: Kollo fish farming competitive mapping

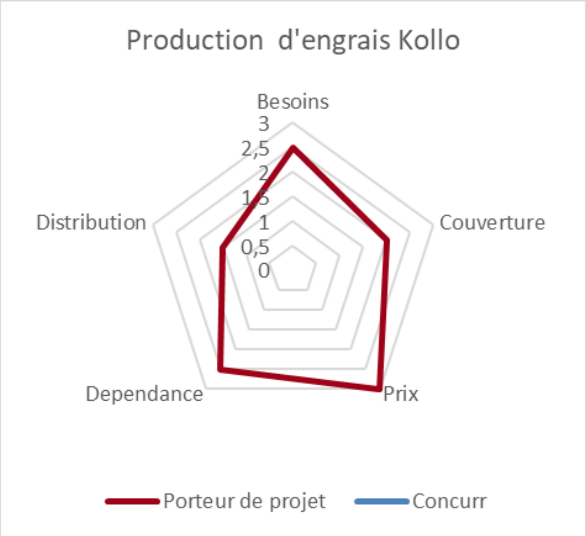


Fish farming or fish farming is an activity practiced in localities bordering the Niger River. Kollo being one of these localities is no exception. The most common form is that of the semi-intensive type consisting of the breeding of fish in closed areas generally in natural waters with the use of food supplements to intensify fish production.

It appears from KII that this activity shows a high level of practicability according to more than 75% of respondents. This can be explained by the hydrogeological potential of the area and also by the decline in the productivity of conventional fishing following the gradual silting of the river induced by the change of client in recent years. It is also a profitable activity according to all of the respondents. 80% of those interviewed believe that there is a substantial demand for fish on the market. Competition on the latter seems average with a few dozen indirect competitors (fishermen and sellers of frozen fish). Examination of the level of performance of competitors and young promoters according to the five quality criteria,

III.2.6.6 **Initiative 6: Fertilizer Production**

Figure 20: Kollo fertilizer production competitive mapping



Fertilizer production in the context of this study refers to the manufacture of organic fertilizers through composting. The industrial variant is exclusively imported by the State through the Central Supply of Agricultural Inputs and Materials (CAIMA). This activity is not very widespread in Niger although it has been popularized by development structures/projects (for example the Union of Market Gardening Cooperatives of Saga (UCOMAS), the Aguié Productive Sanitation Project, etc. .). Fertilizer production is also not developed in Kollo, as shown by the data collected within the framework of this study, according to which no fertilizer producer was identified and interviewed during the visit of the investigators. The level of practicability would be low in the opinion of 50% of respondents during the KII. Profitability also remains mixed, it would be average according to the 50% of respondents. Indeed, the production of fertilizer of this type can take time, at least 4 months is necessary for composting. But more than 60% of them believe that there is a strong demand for fertilizer from farmers and market gardeners in the area. Indeed, the supply of essentially chemical fertilizers is not only insufficient, but also not economically accessible to the majority of users despite the reform[1] of the fertilizer sector initiated by the State in 2018. This means that the organic-type fertilizer could be a good alternative for low-income users. Thus the evaluation of this initiative according to the five criteria shows, in the opinion of the young promoters, that it would meet an ordinary user need with stable prices on the market. However, it would have a low level of geographical coverage. The competition on the market still remains the State's offer, which seems clearly beyond the means of most users. Also the few users of organic fertilizer get their supplies outside the municipality. So this organic fertilizer production initiative can get a fairly substantial market share in Kollo and be sufficiently viable by betting on fairly competitive prices. The competition on the market still remains the State's offer, which seems clearly beyond the means of most users. Also the few users of organic fertilizer get their supplies outside the municipality. So this organic fertilizer production initiative can get a fairly substantial market share in Kollo and be sufficiently viable by betting on fairly competitive prices. The competition on the market still remains the State's offer, which seems clearly beyond the means of most users. Also the few users of organic fertilizer get their supplies outside the municipality. So this organic fertilizer production initiative can get a fairly substantial market share in Kollo and be sufficiently viable by betting on fairly competitive prices.

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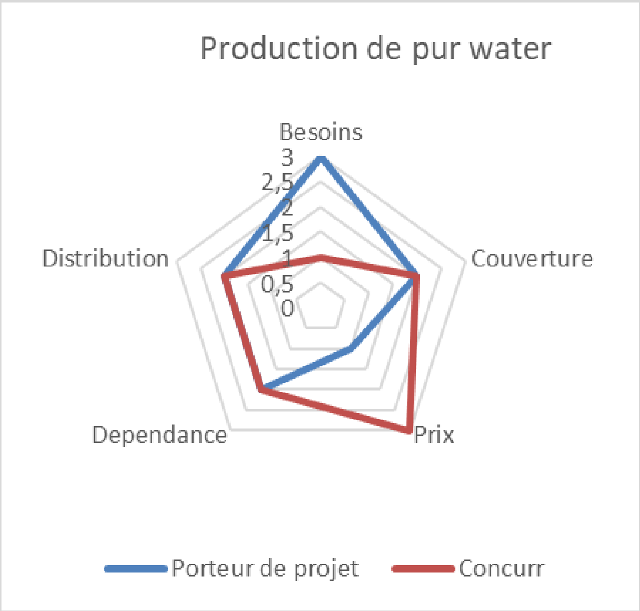
[1]**Opening of the sector to private actors. CF. here, 05/25/2022**

III.2.6.7 Initiative 7: Production of pure water

Figure 21: competitive mapping of pure water production

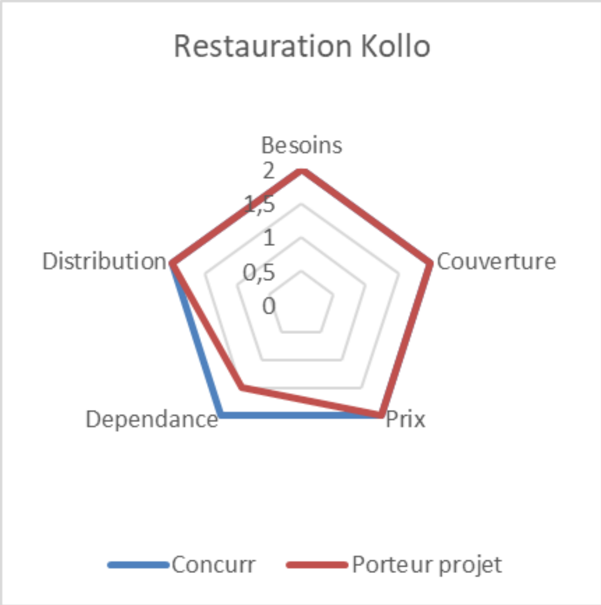


Water is a commodity essential to life, universally recognized as such. However, when it is not of good quality, it can be the cause of several diseases for living beings, in particular humans. In Kollo, this need for quality water for consumption remains intact. The production of Pure water is an activity that has contributed to meeting this need in this area in recent years. It is an activity practiced with a high level of practicability according to more than 75% of KII respondents. It would also have a high level of profitability in the opinion of the latter. A strong demand for pure water also exists according to 50% of respondents. The competition analysis shows a fairly high level with an average of 6 direct competitors. Several indirect competitors are also to be notified through suppliers from Niamey. The data on the initiative's evaluation criteria collected during interviews with young promoters and competitors on the market reveal a convergence of perception between the actors on three criteria which they consider to be average. These are the distribution criterion, the dependence on other products and the geographical coverage of the product. At the level of the criteria relating to the nature of the need and the evolution of prices, On the other hand, there is a divergence of views which results in a competitive advantage for young promoters who think that the initiative meets an urgent need which it is difficult to do without on the one hand and on the other hand a predominance of competitors who are counting on a slow evolution of prices on the market. This initiative may be viable, given the level of demand, if the young promoters rely on means of transport to ensure an efficient distribution circuit allowing in the short term an extension to neighboring municipalities and thus increasing the geographical coverage of the production of pure water.

III.2.6.8 Initiative 8: Restoration

Figure 22: Catering competition mapping in Kollo

In the context of this competitive mapping, catering is seen as any activity consisting of the preparation and sale of food intended for human consumption. This is an initiative that is widespread in Kollo. Indeed, catering is moderately practiced in the area according to 55% of



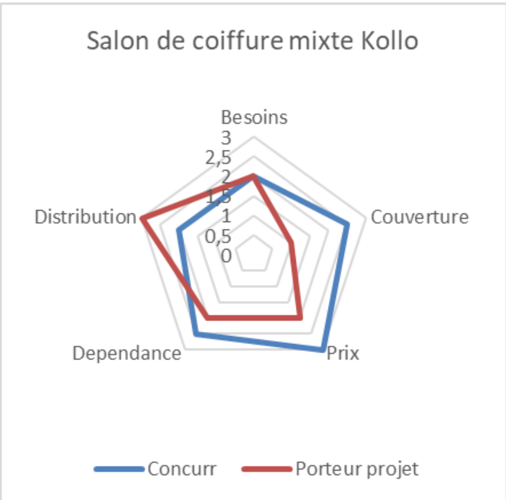
the key informants questioned.

It generates high demand, according to 90% of customers surveyed in the field.

Also the data from the interviews with the young promoters and their competitors reveal that the level of competition on the market is also average with an average of 8 competitors in activity. It also emerges that for all players on the market, catering is unanimously considered as an activity that meets an urgent need, with a stable price level and easy distribution. Also on all the criteria apart from that of dependence on other products, the promoters and their competitors are at the same level of perception of the market. However, competitors seem to have a competitive advantage over young promoters with regard to reliance on other products. So that this initiative, profitable according to 100% of KII respondents, remains viable,

III.2.6.9 **Initiative 9: Hair Salon**

Figure 23: Competitive mapping of Hair Salon in Kollo



Hairdressing salons refer to establishments/shops where customers come to have their hair done by professionals. It is an initiative whose practice requires a certain level of know-how and compliance with hygiene standards. It is not sufficiently developed in Kollo in this form that can be described as modern. Indeed, the data collected show a relatively average level of practicability according to the perception of 75% of KII respondents against 25% who think that this level is low. However, there is a demand according to 60% of respondents who consider it high, especially for women, in particular civil servants and a few wealthy people "Because women are currently going to Niamey to braid themselves for lack of finding these quality services locally" explains one respondent. KII. On the other hand, the perception of its profitability seems mixed because 50% of respondents find it high and the other 50% consider it weak. This would be explained by the fact that it is an activity that requires a certain level of experience and especially equipment and cosmetic products. The level of competition on the market is average with around seven (7) competitors identified, including traditional hairdressers who still use many customers. The evaluation according to the quality criteria reveals that this activity meets a secondary/ordinary need with relatively stable prices. A reading of the graph opposite shows overall a certain advantage for competitors compared to young promoters.

3.2.7 Difficulties and Constraints related to economic support actions for vulnerable people

A number of difficulties hampering support actions for young people were identified following the collection of data from the KII and the client, the main ones being summarized:

- In the low level of accessibility of young people to financing (i.e: particularly for activities demanding important initial investment like mini market or fertilizer production)
- In the weakness or even the lack of qualification or entrepreneurial skills adapted to the markets at the level of young people
- In the unfair competition that young people face in the market, particularly from large importers or public sector companies
- In the weakness or lack of a real pricing policy ensuring healthy competition on the market,
- The lack of marketing advertising to boost sales and increase their market share,

CONCLUSION

In the light of this study, it should be noted that for all the initiatives retained within the framework of this project, there is a substantial demand on the local market, although to varying degrees. In Say, cattle fattening/breeding and the information center would have the highest level of demand. The catering and the mini-market would be the two most requested incentives in Kollo. Also all these initiatives would be globally profitable apart from the communication agency and poultry farming for which reservations have been expressed in Say. In addition, almost all of them source their inputs from within the country, thus reinforcing this profitability through a reduction in production costs.

In short, each of these initiatives can be viable if it is implemented by young people on the basis of a business plan that strategically takes into account their respective competitive situation on the market as analyzed in this report.

RECOMMENDATIONS

To the NGO Search For Common Ground

- Organize outreach activities such as cultural evenings, football and traditional wrestling tournaments, to break down the stigma that exists between the different community groups from which youth come.
- Capacity building on fattening, market gardening techniques, processing of agricultural products and petty trade.
- Organize experience sharing sessions between the youth of the five communes of the first phase and those of the second phase of the project to maximize the success of these new socio-economic initiatives

For local authorities

- Identify fertilizer producers, bran manufacturers, breeders and fish farmers for a better organization of these links in order to arouse the interest and integration of young people.
- Support in raising awareness on the importance of IGAs for women's and youth groups for the community and on the inclusion of people with disabilities
- Ensure close monitoring and evaluation of young promoters in order to provide the necessary support and supervision at the appropriate time.

To the beneficiaries

- Take the success of activities seriously in order to be self-reliant and completely free from violent extremism and radicalization.
- Demonstrate integrity, stewardship and endurance in carrying out the initiatives for which they are responsible.
- Continue to sensitize populations to promote local products.

Annex

- TOR
- Collection tools

- **Definition of initiatives**

	initiatives	Definition
1	Cattle fattening/breeding	Fattening is an intensive breeding technique practiced on lean animals kept in semi-freedom or

		in total stabling and aimed at producing meat in a relatively short time.[5].
2	computer center	The computer center refers to establishments for the sale and maintenance of information equipment, and cyber cafes
3	Poultry farming	Poultry farming refers to all kinds of breeding of birds or poultry[6].
4	Juice making	Artisanal or semi-artisanal production of natural juice based on various fruits and aromatics intended for sale.
5	Chair and tarp rental	A service to meet the needs for chairs, tarpaulins or Livestock feed systems during ceremonies and various meetings
6	Restoration	Activity consisting in the preparation of food intended for sale
7	Communication agency	A company that manages internal or/and external communication on behalf of its clients.
8	Livestock feed making	The production of multi nutritional bran for livestock feed
9	mini-market	Large general food stores where customers can obtain various basic or often luxury products.
10	fish farming	Branches of aquaculture specializing in fish farming
11	Fertilizer production	Production of organic fertilizers through composting.
12	Production of pure water	Sachet water production using packaging machines
13	Hair salon	Establishments/shops where customers come to have their hair done by professionals

[5] *Seehereon page 4, 04/10/2022*
[6]seewikipedia