

University of Witwatersrand

Master in Business Administration

Applied research project

Exploring youth preparedness for Agricultural
employment to solve unemployment in South Africa

NTHABISENG KGAFELA – STUDENT NUMBER 1526973

Supervisor – Dr Oro Ufuo Oro

Declaration

I, **Nthabiseng Kgafela**, student number **1526973**, declare that is study “**Exploring youth preparedness for Agricultural employment to solve unemployment in South Africa**” is my own work except for where sources are acknowledged.

This study is for the degree Masters in Business Administration submitted to Wits Business School at the University of Witwatersrand. It has not been previously submitted by me or any other person for a degrees at any other institution.

Acknowledgements

I would like to thank the almighty God and my ancestors for the opportunity and strength to have started and completed by MBA. I would have not done it without the spiritual guidance I live under.

I am so grateful for my family and especially my children Rivoningo, Rirhandzu and Rifumo who have been patient with me throughout this journey and gave me the space to complete my studies. Your love and support is unwavering and I would have not done it without you being so accommodating.

Thank you to my supervisor, Dr. Oro Ufuo Oro for guiding me through the process and providing valuable input throughout the journey. Without his help I would have not made it through this research project.

Thank you to my MBA colleagues from various syndicate groups that I was a part of, I learned a lot from each and everyone of them. I appreciate their support and encouragement throughout the journey.

To the lecturers at Wits Business School, thank you for the valuable lessons you taught me. I will use their skills and knowledge I gained in my personal and professional life.

Abstract

South Africa is currently facing a challenge of high youth unemployment as reported by Statistics South Africa. 45.5% of youth aged 15 -34 years were reported as unemployed in quarter 1 of 2024 (Statistics South Africa, 2024). This number is quite concerning given the number of initiatives that government have launched such as noted in Chipfupa et al. (2021) and Mokgomo et al. (2022). One would automatically think that government's effort in launching programs to alleviate youth unemployment are effective however challenges continue to remain prevalent.

In this study, interviews were conducted with unemployed youth from Gauteng and Mpumalanga being regions with highest GDP by province for the former and an agricultural intensive region being the third highest contributor to agriculture in South Africa for the latter (Statistics, 2023). The objective of the research was to explore the preparedness of unemployed youth to take up agriculture as employment. The research methodology was qualitative where 11 participants aged between 18 – 35 years were interviewed. Open – ended questions were asked with follow up questions to gain a broad understanding of Responses provided.

The interviews coupled with the three research questions lead to three themes being identified through the coding. These themes were further unpacked and discussed through the sub – themes, leading to the research questions being answered. The findings noted were assessed against the literature review where it was uncovered that youth in the regions interviewed were prepared to be employed in agriculture due to challenges experienced in finding employment, unlike those interviewed in another study reviewed in the literature. Clarity was obtained on why government initiatives to reduce unemployment were not effective.

Table of Contents

Declaration	i
Acknowledgements	ii
Abstract	iii
1. Chapter 1 - Introduction	1
1.1 Background of the Study	1
1.2 Context of the Study	3
1.3 Research Problem	3
1.4 Research Objectives.....	4
1.5 Research Questions.....	5
1.6 Justification of the Study	5
1.7 Delimitations of the Study	5
1.8 Operational Definitions.....	6
1.8.1 Unemployed.....	6
1.8.2 Youth.....	6
1.9 Structure of the Dissertation	6
2. Chapter 2 - Systematic Review of literature	7
2.1 Introduction.....	7
2.1.1 Youth participation in agriculture	7
2.1.2 Studies which look at way of improving agriculture outputs	9
2.1.3 Conclusion	14
2.2 Theoretical Concepts: Supply and demand theory ; Digital transformation of the workplace.....	14
2.2.1 Theory of Supply and Demand linked with digital technologies	15
2.2.2 Conceptual framework.....	17
2.2.3 Hypothesis testing.....	21
3. Chapter 3 - Research Methodology	22
3.1 Introduction.....	22
3.2 Research Approach	22
3.3 Research Paradigm.....	23
3.4 Data Collection Methods	23
3.5 Population and sample	23
3.5.1. Population	23
3.5.2 Sample.....	24
3.6 Research Instrument.....	24
3.7 Procedure for Data Collection	25
3.8 Data Analysis strategies and interpretation.....	25

3.9 Possible limitations	25
3.10 Quality Assurance	25
3.10.1 External transferability.....	25
3.10.2 Internal credibility.....	26
3.10.3 Dependability	26
3.11 Ethical Considerations	26
3.12 Proposed schedule and timelines	26
4. Chapter 4 - Data analysis and discussion	27
4.1 Introduction.....	27
4.2 Overview of the Sample.....	27
4.3 The Efficacy of Government Initiatives in Tackling Youth Unemployment in South Africa 29	
4.3.1 Challenges in Job Search	30
4.3.2 Job Seeking Behavior	32
4.3.3 Awareness and Effectiveness of Government Programs	33
4.4 The Role of Agriculture in Reducing Youth Unemployment.....	35
4.4.1 Duration and Efforts in Job Search.....	36
4.4.2 Industry Preferences and Interests	38
4.4.3 Perception of Agricultural Opportunities.....	39
4.5 Preparedness of South African Youth for Employment in the Agricultural Industry and Barriers to Acceptance	41
4.5.1 Interest in Agricultural Employment	42
4.5.2 Openness to Manual Labour	43
4.5.3 Preference for Digital and Advanced Industries	44
4.6 Chapter Summary	46
5. Conclusion and recommendations	49
5.1 Introduction.....	49
5.2 Summary of key findings and conclusions	49
5.3 Recommendations to the government.....	50
5.4 Research Objectives.....	51
5.5 Limitations	52
5.6 Areas of future research	52
5.7 Chapter summary	52
References.....	53
Appendix A - Research Instrument.....	59
Appendix B - Participant information sheet	60
Appendix C - Ethics Approval.....	62

List of figures

Figure 1 : Youth Unemployment to National Unemployment	1
Figure 2 Employment in agriculture (% of total employment).....	2
Figure 3:Conceptual Framework	18
Figure 4: Type of Jobs in Agriculture.....	19
Figure 5: Government Efforts and Their Ineffectiveness in Addressing Youth Unemployment in South Africa.....	35
Figure 6: Role of Agriculture in Reducing Youth Unemployment	41
Figure 7: Preparedness of South African Youth for Employment in the Agricultural Industry and Barriers to Acceptance	46

List of Tables

Table 1: Summaries of studies which focus on improving agriculture output	10
Table 2:Employment Status, Educational Background, and Gender of Research Participants	28
Table 3: Government Efforts and Their Ineffectiveness in Addressing Youth Unemployment in South Africa.....	30
Table 4: The Role of Agriculture in Reducing Youth Unemployment	36
Table 5: Preparedness of South African Youth for Employment in the Agricultural Industry and Barriers to Acceptance	41
Table 6: Evaluation of achievement of research objectives.....	51

1. Chapter 1 - Introduction

1.1 Background of the Study

Unemployment amongst youth in South Africa has become an area of increasing concern with the percentage of youth unemployed to the total unemployment rate growing from 20.09% in 2002 to 32.7% in 2022 (Dladla, 2020) (O' Neill, 2022). Sumberg et al (2021) highlighted that one of the primary reasons for the unemployment in African countries is because there are simply not enough job opportunities available to cater for the number of people who are actively looking for employment. In a study conducted by Maka et al. (2020) more than half of the population that is unemployed in South Africa youth aged between 15 and 24 years (Maka et al., 2021).

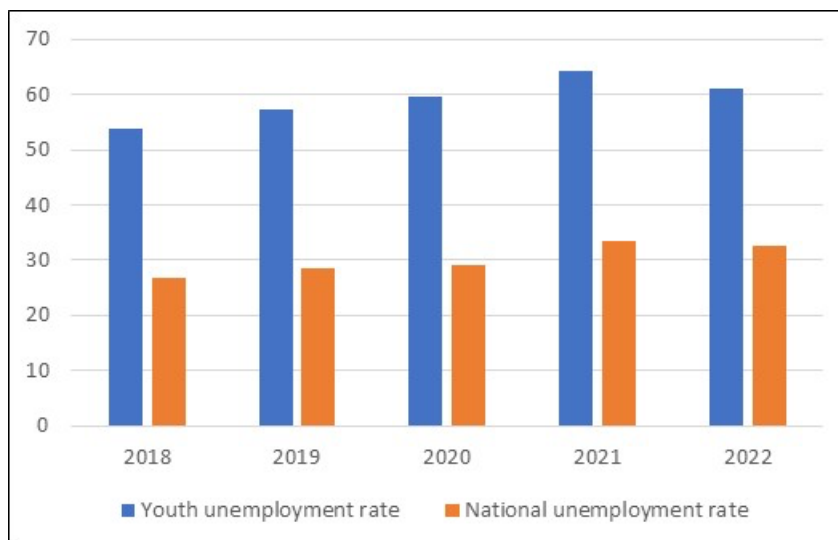


Figure 1 : Youth Unemployment to National Unemployment

Source - Stat SA

Figure 1 above compares the youth unemployment to the national unemployment rate from 2018 to 2022. The diagram show a wide gap between national unemployment and the youth unemployment. Youth unemployment rate can be observed rising and this is highly concerning.

Dahalan (2020) noted that the world should move towards empowering and equipping the youth with skills necessary to enable them to take farming from the traditional route to a more

innovative route. This comes at the back of these youth having the necessary knowledge and skills to pursue farming as a career field (Dahalan et al., 2020). It is also noted by Maluleka (2016) that self-employment is one of the solutions to combat unemployment in an economy where there are not enough jobs for the youth (Maluleke, 2022)

Farming has been mentioned as one the sectors according to Bjornlund et al. (2022) where there is a big opportunity to increase employment and improve the livelihoods of people (Bjornlund et al., 2022)

According to Sihlobo (2022), agriculture has contributed to creating employment as the export market has doubled in the number of output since the early 90's.

Employment in agriculture (% of total employment)

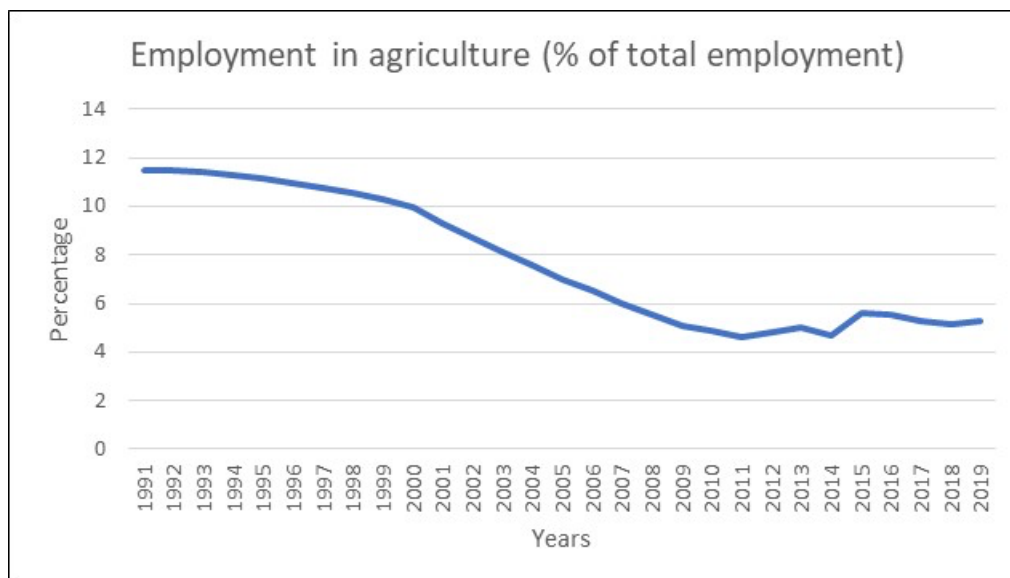


Figure 2 Employment in agriculture (% of total employment)

(source: World bank database)

Figure 2 shows the South Africa's employment in agriculture as a percentage of total employment. From 1991 to 2014, a sharp decline in the trend is observed. This is generally due to shifting from primary sector to the service sector and the manufacturing. Between 2014 and 2016, a surge in the share of agriculture employment is noted. The analysis of the above trends is supported by Sihlobo (2022).

This is mainly due to free trade agreements that the government has entered into over the year (Sihlobo, 2022). Sihlobo (2022) further highlights a number of constraints that are experienced

in the sector, these range from the transportation of produce to the harbours to gaining access to markets that have not been tapped into (Sihlobo, 2022). There is an appetite to increase the export market according to Sihlobo(2022) and this should be further researched to determine how the country should increase its output in an effort to reduce unemployment (Sihlobo, 2022).

This study seeks to answer the research questions and give policymakers suggestions on how to combat youth unemployment in South Africa which will benefit the lives of most South African families(Weaich et al., 2024).

1.2 Context of the Study

The supply deficit in the South African job market creates the need to find a solution. Farming and the agricultural supply chain should be considered as part of the options to address unemployment in South Africa. It is already seen in Geza et al. (2022) that government programs are underway to address unemployment within rural areas (Geza et al., 2022). It is also noted that it was highlighted by Maka et. Al (2021)that agricultural graduates do also experience challenges in finding employment post qualification (Maka et al., 2021) In this research, the gaps that exist in the agricultural industry will be explored as well as barriers that exist, which if removed will reduce unemployment.

1.3 Research Problem

As the youth unemployment in South Africa continues to rise , the population continues to grow resulting in a further battle for resources. Figure 1 showed an increasing national unemployment rate in South Africa with a faster rising youth unemployment rate. Youth unemployment rate rose from 53.75 percent in 2018 to 63.9 in 2022 (Statistics South Africa, 2024). South Africa's economic forecast do not show significant signs of youth unemployment declining (Ngubane et al., 2023). Thus, youth unemployment become national problem that policymakers should try and address(Ngubane et al., 2023). The high youth unemployment has created more social problems which include rising crime rate, drug abuse, increase inequality and poverty among other problems. The high unemployment has also increased government spending towards social grants yet reducing government tax revenue in the form

of income tax. The current infrastructure cannot cope with the growing population and the constrained government budget that limits spending on education, economic growth and job creation (Pillay, 2022). The population of South Africans involved in farming is quickly ageing, resulting in the skills required to grow this industry slowly declining. Programs such as comprehensive agricultural support programme (Nyanda, 2019) and funding provided by the Landbank in partnership with the national youth development agency (Land Bank, n.d.) have been implemented by government to empower youth through entrepreneurship, however these are faced with many challenges such as access to funding due inadequate collateral, the lack of innovation as well as infrastructure challenges that make it difficult to do business (Geza et al., 2022). Furthermore, the problem of an ageing farming population creates an opportunity for the youth to be involved in the agricultural industry in an effort to create jobs. There are limited researches that examine whether the youth are prepared to move into agriculture business environment in South Africa. This research gap creates an opportunity for future studies to be performed in an effort to answer the question.

The research to be conducted in this paper is aimed at understanding whether the South African youth that are currently unemployed either with tertiary qualifications or not can venture into agriculture and if not what are the factors causing the issue. This paper will further seek to understand why government policies appear not to be effective given the high youth unemployment rate.

This research will seek to investigate whether the South African Youth are ready to take up career in Agricultural industry.

1.4 Research Objectives

The main objective of this research is determining whether South African youth is ready to take up opportunities in the agricultural industry. The sub objectives are.

1. To investigate why government efforts not addressing the youth unemployment gap in South Africa.
2. To investigate ways in which agriculture can be used to reduce youth unemployment.
3. To establish the extent to which youth are prepared to accept employment in the agriculture industry.

1.5 Research Questions

The research questions for this paper are as follows:

- Why is government effort not addressing the youth unemployment gap in South Africa?
- Can agriculture be used to reduce youth unemployment?
- To what extent are South African youth prepared to accept employment in the Agricultural industry, if not why?

1.6 Justification of the Study

The research to be performed is aimed at seeking a possible solution in one the biggest problems that the South Africa faces (SA Government communications, n.d.). Economic developmental policies will benefit significantly from a policy that seeks to improve the economy in two ways. Firstly, through addressing the challenge of unemployment and increase household income and secondly, through introduction of new farmers and increased agricultural output, this will result in an increase in fiscal revenue and gross domestic product(GDP). In an event that the outcome of the research is successful, this will not eliminate unemployment but will contribute to reducing unemployment rate. This study will also contribute to the unemployment body of literature through contribute towards closing the gap on how agriculture can be used to tackle youth unemployment. Currently there are limited studies on the use of agriculture in cutting youth unemployment.

1.7 Delimitations of the Study

This research will cover mainly unemployed youth who have completed high school studies, i.e. as it will be assumed that one would need to complete grade 12 in order to be seeking employment. The study will be limited to a sample number of people who meet the definition of unemployed youth as per below, as the ability to cover the full spectrum of unemployed youth is not possible for purposes of this research paper. This study will cover South African who are between the age of 18 to 24 years old.

1.8 Operational Definitions

1.8.1 Unemployed

In the context of this report, an unemployed person refers to someone who is actively looking for a job. Therefore, someone who is not employed and is also not looking for employed falls out of the definition of unemployed. This also excludes students who are enrolled in university studies as those are currently pursuing further education.

1.8.2 Youth

According to Maluleka(2022), unemployed youth is defined as those who are between the ages of 15 – 24 years. For the purposes of this study, it will be taken into account only you aged 18 years and up.

1.9 Structure of the Dissertation

In this section, the research topic is introduced. The background of the paper has been provided and the research problem has been stated. Together with the research questions, these will provide a basis for the research paper. A critical literature review will be performed to further clarify the research questions and gain an in depth understanding and basis for the research problem. The literature review will be broken down into theoretical literature review and empirical literature review. The literature review will provide the basis for the research methodology that will be performed using qualitative methods on sample of unemployed youth. The research methodology will be followed by data analysis discussions of the findings and recommendation of the study emerging from the research findings.

2. Chapter 2 - Systematic Review of literature

2.1 Introduction

In this section, an empirical literature review will be performed. The main objective is to situate this study in the existing body of literature. The literature review will also guide in the appropriate research methodology to be used. Furthermore, the empirical literature review will provide clarity on the research gap that exist, thus providing a contribution basis for this research paper. The empirical literature review will also include critiquing the existing studies thus paving way for the contribution of this study to the existing body of literature. A systematic literature review will be performed to seek to clarify the question of “whether agriculture is one of the solutions to address unemployment in South Africa”.

There are a few studies which look at youth participation in agriculture and several studies which looks at ways to improve agriculture output through various ways including adoption of technology, understanding regional and global value chains, Agro processing and government supports. The literature reviews of the above groups are important for this study. Thus, the empirical literature will be broken down into two groups. First group is for studies which focus on youth participation in agriculture while the second group will review studies which look at way of improving agriculture outputs.

2.1.1 Youth participation in agriculture

Chipfupa, and Tagwi (2021) undertook a study on youth participation in agriculture focusing on the rural South Africa. The study’s objectives were to determine whether the youth in this region were ready to take up agriculture as an employment opportunity. A survey was performed through questionnaire in which 224 youths were surveyed two districts in KwaZulu-Natal, South Africa. To determine the youth typologies and assess their potential the study used the Principal Components Analysis and K-Means Clustering. The study found that 59.3 percent of the youth see no benefits in farming. The study also found that a few youths have agriculture experience and access to land. Only 5.7 percent of male youth were found to belong to agriculture cooperatives. The findings showed that some youths are interested in farming and some are not, the spectrum of interest is wide. While some show an interest and have the potential to participate in farming, the majority do not. The study concluded that the blanket

notion of the youth's disinterest in agricultural employment is not well understood (Chipfupa & Tagwi, 2021).

Mthi et al (2021) also undertook a similar study which was on assessing youth participation in agriculture. The study focused on the eastern Cape province in South Africa. The study used qualitative sampling by collecting data from total of 104 youths. The questionnaire included questions on “demographic characteristics, land ownership status, contact with extension personnel, and involvement in farming activities, funding, and constraints”. To analyse the collected dataset a chi-square test was used. The study found that more males than female youth participate in agriculture, those in agriculture have an average annual income of R20 000 and about 52.9 percent of the youth in agriculture had no more than five years farming experience. Furthermore, the study found that, many factors affected the youth being involved in agriculture such as challenges with ownership of natural resources, challenges with funding and the lack of exposure and experience to the industry amongst many other things (Mthi et al., 2021).

Another study on youth participation in agriculture was done by Geza et al (2021). The study investigated the barriers and enablers for . The study used a desk review of the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guideline over the period of 10 years from 2009. It was found that programs are focused on the production aspect and do not provide sufficient return. Furthermore, it was found that the youth do not believe that agriculture can improve the quality of their lives. This was due to the low participation by youth in agriculture. From a policy perspective, it was found that programs are adequately designed to address youth taking up agriculture (Geza et al., 2022).

What can be observed from the above studies is that they do not disaggregate the various types of agriculture in which the youth are involved in. Agriculture activities can range from cotton farming animal breeding, flower farming, transporting of the agriculture products, Agro processing, values addition of the agriculture products. However, the above studies group all the various agriculture activities together. This is an empirical literature gap that this study seeks to contribute. This study aims to group the various agriculture activities and analyse them accordingly. The above studies do not seem to merge the national youth unemployment statistics in there analysis hence they can be improved.

2.1.2 Studies which look at way of improving agriculture outputs

Other studies which look at agriculture output are, Smidt et al. (2021) who focused at the factors affecting smallholders' farmers from a digital perspective. They look at it from a perspective of support that government could provide (Smidt & Jokonya, 2022). It is also noted how agriculture, being a strong export commodity for developing countries gives them a competitive advantage over developed countries as they need to compete in the market (Białowas & Budzyńska, 2022). Ndlovu et al. (2022) looks at the factors impacting the success of smallholder farmers in addressing the challenge of food insecurity (Ndlovu et al., 2022). Under Agro-processing training- smallholder crop farmers Mthombeni et al., (2022) focuses on understanding the general interest in training particularly in the agro – processing field. It is proven through the research that training has a positive impact on the success of the farming operations. (Mthombeni et al., 2022). Mokgomo et al. (2022) focused on state agricultural support on the income, production, and security of food – smallholder farmers. Their study found that although government programs exist, challenges and barriers facing the country make it more difficult for South Africans to access the support. These challenges are driven by social problems faced by South Africa including that of corruption. (Mokgomo et al., 2022). In their study on food safety and food security, Beharielal et al., (2022) suggests that social status of a farmer will impact the safety and risk of contamination. Farmers venture into forms of farming that meet or address their challenges and risks to bacteria (Beharielal et al., 2022). Mathinya et al., (2022) highlighted how weather should not be the ultimate barrier and challenge for rainfall seasons. It looks at other ways of farming to address the challenges brought about by weather. (Mathinya et al., 2022). Azadi et al., (2022) profounds that farmers who use own capital have been found to be more productive than those who require funding.

Below is a table summarising the literature reviewed to assist in the research gaps on the topic of under study.

Table 1: Summaries of studies which focus on improving agriculture output

Table 1: Summaries of studies which focus on improving agriculture output

Theme	Method	Reference	Research gap
Adopting Digital technology - smallholder farmers	52 articles were dated 2014 to 2019 were filtered until 36 articles were selected	(Smidt & Jokonya, 2022)	• Technology is not the only solutions for challenges faced by farmers. • Other elements of the farming value chain should be looked into to ensure a successful farming venture
Global Value Chains	A data was obtained from developing countries over a period of 26 years	(Białowas & Budzyńska, 2022)	• The study looked at the contribution of exports to the overall gross domestic product of the country. • The existence of an opportunity for youth to enter into export markets is a gap to be researched
Value Chain and Food security	51 Famers – smallholder in uMshwati municipality	(Ndlovu et al., 2022)	• Improving value chain to reduce food insecurity in food secure country. • A gap exists in the role that the youth should play in addressing the value chain gaps
Agro-processing training - smallholder crop farmers	500 smallholder farmers in Gauteng	(Mthombeni et al., 2022)	• The paper looks at factors affecting agro - processing in Gauteng • Agro - processing could be looked into for youth to participate in, in an effect

			facilitate youth involvement in agriculture
State Agricultural support on the income, production and security of food – smallholder farmers	The GHS survey conducted by stats SA. A multistage sampling technique was followed	(Mokgomo et al., 2022)	• The support provided by government to smallholder farming • A gap exists in researching whether government support could extend to the youth in economically and ethically challenging conditions.
Food safety and food security	Kwa zulu natal, karkloof farm. Both qualitative and quantitative	(Beharielal et al., 2022)	• Socio economics characteristics affecting farmers • A gap exists in factors affecting the youth
Farming smallholder in summer rainfall	Literature review	(Mathinya et al., 2022)	• The study looks at challenges brought by weather. • How can weather be used by youth to benefit them in agriculture
Smallholder farmers impact to global food security	Meta analysis on 75 articles	(Azadi et al., 2022)	• The studies found that farmers who have their own funding are more successful than those who require funding

			• How can the unemployed youth be successful given these findings
Smallholder perception of production constraints and competitiveness	217 farmers – livestock	(Nyam et al., 2022)	• Constraints of sheep farming
Key drivers of production	Macadamia and Mango 12 farms	(Materechera & Scholes, 2022)	• Government should focus on upskilling small scale farmers to large farmers. • How can government do this successfully by incorporating the youth
Access to climate information	Kwa zulu natal midlands. Questionnaire of open ended questions	(Ncoyini et al., 2022)	• The impact of climate change on smallholder farmers • Could climate change create opportunities for youth in agriculture
Decline in farming area	Thulamela local municipality	(Lidzhegu & Kabanda, 2022)	• The impact of urbanization on the availability of agricultural land • How can youth be empowered to farm in other manners than using flat land
Awards and Incentives on farm productivity	Quantitative 156 female farmers. A	(Ijatuyi et al., 2022)	• Do competitions motivate farmers to perform better

	questionnaire of closed ended and open ended questions.		• Could introduction of competitions amongst youth motivate them to venture into agriculture
Small rural markets in the transformation of agriculture	1010 farmers – medium	(Ngqangweni et al., 2019)	• Do rural communities have the ability to be big players in the market
Youth Employment Challenge	54 countries	(Ude, 2020)	• Does empowering the youth motivate them to obtain opportunities in employment

Source: Author's compilation

Key drivers of production

According to Materechera et al. (2022), Government should focus on upskilling and equipping small-scale farmers to the level of largescale farmers to enable them to compete in the big markets. (Materechera & Scholes, 2022)

Access to Climate information

The inability to access climate information using the CI system automatically excludes small-scale farmers as they do have privy to this information. The lack of access to the data creates a concern of planning purpose and the ability to response to bad weather forecast (Ncoyini et al., 2022)

Decline in farming area

The availability and space to farm is decreasing due to urban development. This is resulting in less space to farm. Government should look at other tools i.e. satellite to help them plan better (Lidzhegu & Kabanda, 2022)

Awards and Incentives on farm productivity

This study showed us that farmers are motivated by rewards to perform better. (Ijatuyi et al., 2022)

Small rural markets in the transformation of agriculture

Many benefits are listed as improvements and better quality of life that will come with implementing farming in rural areas. This include better quality of life, nutrition and income. (Ngqangweni et al., 2019)

Youth Employment Challenge

This study looks at the impact of youth employment on their ability to seek employment (Ude, 2020)

Based on the literature review, the research gap of testing the impact youth can contribute to the agricultural sector should be explored as it appears to have many benefits and prospects for small holder farmers. This topic is worth performing further research on.

2.1.3 Conclusion

The above studies on way of improving agriculture is so important contribution towards reducing youth unemployment. Increasing agriculture productivity, seed quality, research and development in agriculture, technology adoption among other measures will significantly increase agriculture output and reduce unemployment. However, the above studies are skewed towards increasing output only without inculcating youth unemployment. Hence this study seeks to merge the two together. This study seeks to find way that can increase agriculture output at the same time reducing youth unemployment. This is a great research gap that this study seeks to close. Closing such a gap will contribute significantly to the literature of agriculture and at the same time providing policy measure on eradication youth unemployment.

2.2 Theoretical Concepts: Supply and demand theory ; Digital transformation of the workplace

Unemployment remains a key topic of discussion in Parliament, to the point that it has become one of the critical aspects of failure of the South African government. The growing population

and change in the requirements of the South African workforce requiring a digitally capable workforce continues to pose challenges in the employed population (Mputing, 2023). The mismatch in demand for employment with the supply of employment, is the primary reason that the unemployment challenges continues to be a difficult one to solve (Frøyland et al., 2019). It is mentioned by Machova et al.(2022) that demand for labour is a key aspect of entities planning process for future operations. This means that in order for operations to continue and become sustainable, there should be a market of job seekers in that industry. As organizations become more digitally transformative, the recruitment processes require prospective candidates to be equipped with such skills (Vial, 2019). The following theoretical framework will be unpacked in this section; the law of supply and demand and digital disruption in the workforce. Further literature review will be undertaken to unpack the theoretical concepts which will outline the conceptual framework.

2.2.1 Theory of Supply and Demand linked with digital technologies

2.2.1.1 Supply and demand theory

The law of supply and demand is generally used in economics to determine the balance between quantities supplied and ideal price at each point. The variables noted in this model are the price variable which is a dependent variable on the quantities supplied as an independent variable. The requirement for a supply of employment to be present in order for unemployment to reduce has been proven to be one of the key contributors to the increasing unemployment rate (Gale, 1955).

According to Froyland et al. (2019), a lot of focus is placed on the challenge of supply of labour and moreover the deficit thereof. In order for an equilibrium to be found, the demand side is equally as important and needs to be unpacked further in this research (Frøyland et al., 2019)

The two variables will be explored to unpack and further understand whether it is possible to balance the supply and demand of labour. These are namely;

1. Price – In this study, price will be substituted for accessibility
2. Quantity

The demand of a product or job will generally drive the accessibility. The key to getting the equilibrium lies in the effort by government to raise awareness and increase accessibility to job opportunities in agriculture. Food security is an area of big focus in Africa and South Africa has a well-established export market that can create further opportunities for the country to become a leader in addressing Africa's food security crisis.

2.2.1.2 Digital technologies disputing the workforce

According to Arthur (2007), technology is a process that is used to perform a task as required by a humans need. It has simplified lives and made it easy and quicker for tasks to be performed. Technology has moved the world from a manual working environment to an automated driven environment (Arthur, 2007). This is seen particularly in the banking environment where new banks have been able to enter the market and gain a reasonable amount of the market share. This is primarily resultant of two factors;

1. Low infrastructure costs – While the initiation capital investment might be substantial, the maintenance costs will be cheaper due to efficient and fit for purpose systems being used. Reduced downtime will result in higher consumer confidence
2. Low headcount – The Lower headcount will benefit the bottom line favourably, resultant in higher profits.

As organizations rely more on technologies to perform tasks and create efficiencies, the need for humans to perform certain tasks becomes reduced as focus is placed on reliable systems. This creates a shift in the labour force to be more empowered to complement a digitally enabled work environment.

The fourth industrial revolution has been noted by the president of South Africa as an area of focus and investment that the government will be looking into. This is meant to empower the country and its citizens to improve their lives and moreover keep up and compete with the world. It cannot be ignored that the world is moving fast and a response to this faced pace technology driven world will benefit the lives of South Africans (Mkansi & Landman, 2021)

The shift to a digital revolution has left companies with no other option to adapt to a technology driven world. A lot of capital has been invested in digital transformation and this is mainly to stay competitive and relevant in the various markets (Chamorro-Premuzic, 2021).

The five components identified for digital transformation are (Chamorro-Premuzic, 2021):

- People – This relates to the people affected by this process. People are at the core of digitalization as people are required to implement it. The impact that digitalization has on people as it is meant to improve the lives through time saving and cost efficiencies
- Data – The process of transferring information to a digital form. This is the transformation aspect
- Insights – the manner in which the data is interpreted. Moreover, how data is used is what makes the process more valuable.
- Action – the action required to be embarked on in order for the change to be effected
- Results – The impact of the change

For the purposes of this study, only the first three being People, data and insights will be applied.

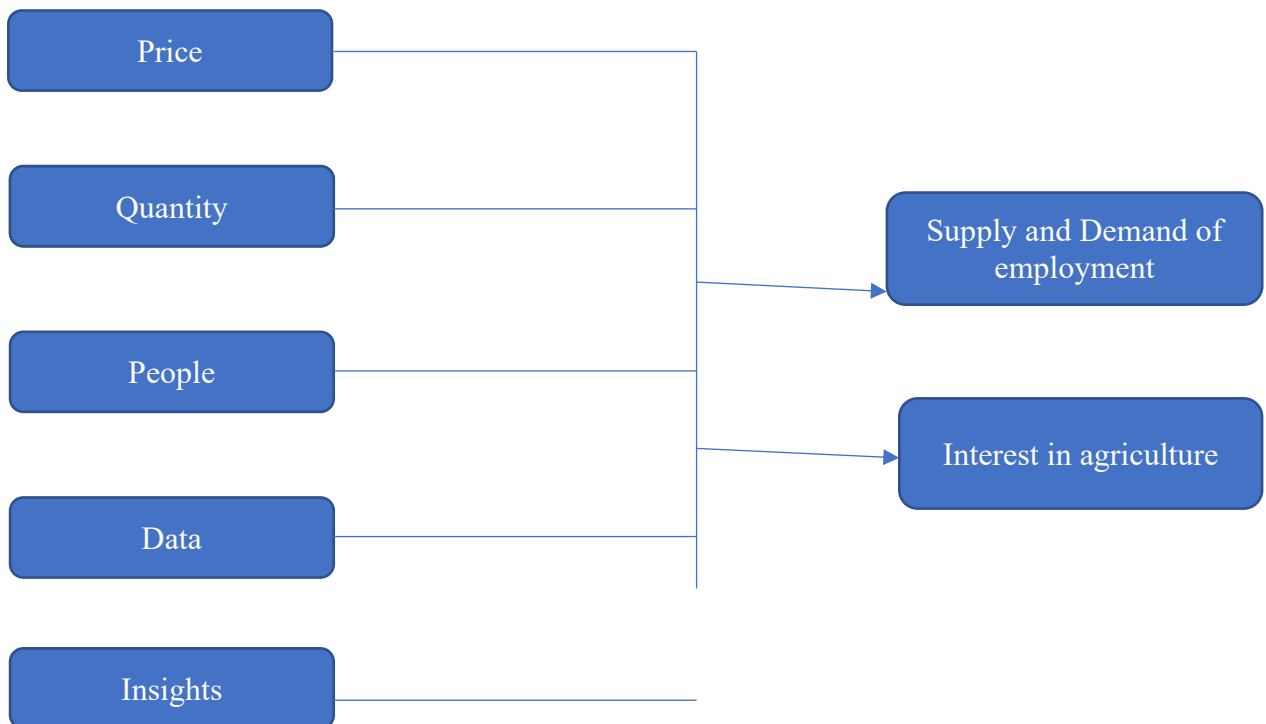
2.2.2 Conceptual framework

In the theoretical framework, The concepts of supply and demand of labour as well as digital technologies driving the workforce in South Africa will be discussed. In the conceptual framework, variables are sought to answer the research questions of:

- Why is government effort not addressing the youth unemployment gap in South Africa?
- Can agriculture be used to reduce youth unemployment?
- To what extent are South African youth prepared to accept employment in the Agricultural industry, if not why?

Based on the literature review above, the following independent variables have been identified:

Figure 3: Conceptual Framework



Source: Author's compilation

It is worthwhile to investigate whether the youth would be interested in employment in the agricultural sector in an effort to address the social challenge of unemployment (Ngubane et al., 2023). It is required to understand what the factors influencing the interest or disinterest in agriculture could be.

It is understood that the law of demand and supply can assist in determining the equilibrium point of the supply and demand aspects of this study. There needs to be an available supply of employment in the agricultural sector and the youth should have a demand for employment in the agricultural sector. The variables that will determine this relationship will be further unpacked using the variables of price and quantity. In this instance, price will be salary that is being offered while quantity will be the number of jobs supplied and jobs demanded.

As agriculture is a low paying job(*Salaries in the Category: Agriculture, Food Industry*, n.d.), it would very important to unpack and further understand the different opportunities within the agricultural sector that are competitive with the rest of the market.

Below is a table of the different jobs available in the agricultural sector with the potential salaries offered:

Figure 4: Type of Jobs in Agriculture

Food Technician See more	10,468 - 24,393 ZAR
Food Technologist See more	10,476 - 26,098 ZAR
Grain Receiver See more	
Livestock Specialist See more	10,258 - 24,649 ZAR
Milker See more	8,282 - 20,592 ZAR
Pastry Chef, Confectioner See more	8,674 - 21,012 ZAR
Picker See more	7,939 - 21,134 ZAR
Tractor, harvester driver See more	9,817 - 25,109 ZAR

Source: Paylab

There are a number of different jobs offered with agriculture as observed from figure 4 above that they range from jobs that require a university qualification in the instance of food technicians and technologists which pay higher salaries to those jobs that require no qualifications such as a picker and tractor driver, paying on the lower end of the scale.

It will be sought to understand whether salary offered is a big determining factor for the interest in the agricultural sector which will substantiate that price is an important variable. Quantity supplied will be high in extremely manual environments, however with Artificial

intelligence(AI) and new technologies being used and introduced in agriculture, fewer people will be needed (Wakchaure et al., 2023).

The shift to the fourth industrial revolution is making it more competitive than ever for individuals to become digitally empowered. The move to a technology driven environment is making it more and more difficult to compete in the world of work. There is also an element of keeping up with the times and having latest device or knowing the latest technology item to be relevant in society.

People determine what is relevant and what is out of date. Majority of the youth tend to go with the crowds and the what is trending and in style at that point. For instance, a lot of students tend to choose to study a Bachelor's degree specializing in accounting because the South African Institute of Chartered Accountants have placed focus and funding into students studying this qualification. This then results in students choosing a qualification that is popular and has funding, than one that will be fulfilling (News24, 2022, p. 24). Therefore it will be sought to understand whether youth are interested in taking up agriculture as employment or whether they will choose to go with the latest trending qualification due to popularity. Furthermore, it will be sought to understand that given the fact that some qualifications have strict entry requirements, would the youth rather not seek other forms of employment in agriculture due to their inability to afford and qualify for popular qualifications.

Data is key to analysing information and using that information to make decisions based on it (Olaniyi et al., 2023). In a data driven environment with social media and smartphones, one would like to believe that the youth will be more interested in a work environment that has an element of technology in it . Jobs in which the youth would be interested in the agricultural industry would be those that are automated and involve advanced technology in it to a certain extent (Maka et al., 2021).

The clear understanding of what a career in agriculture has to offer could result in an interest in the industry (Maka et al., 2021). Perhaps if the opportunities in the sector were better understood, an increased interest could arise from it. Government should focus on providing more awareness and seek private public partnerships that will aide in creating awareness, sourcing funding and creating sustainability in the agricultural sector. Agencies such as Youth Employment Services(YES) which is an NGO founded on the basis of the presidency requiring

a solution to the youth employment program can be used to drive awareness and employment opportunities in the agricultural sector (YES, 2023).

The following hypotheses will be tested:

H1: South African youth is interested in the agricultural sector, provided that government provides educational support

H2: South African youth are ready for employment in the different career fields within the agricultural industry once they have the insights on the industry

H3: South African youth is interested in employment in the agricultural sector given that the remuneration is competitive and is in line with other industries that are more technologically advanced.

2.2.3 Hypothesis testing

To test the hypothesis, a survey with both open – ended questions will be prepared. The population tested will be on you aged 18 – 35 years in the province of Gauteng and Mpumalanga. According to Statistica (2023), the coverage is 34% with Gauteng having a total population of 15.8m, while Mpumalanga is at a population 4.8m people as counted in 2021. Given that five concepts have been identified, 20 dimensions will come of the questionnaire. Gauteng has been specifically selected for testing due to it being the biggest economic hub of South Africa with very technologically advanced jobs. Mpumalanga has been included for testing due to its gross domestic product being mainly driven by agriculture. It will be sought to understand if there is an preference in agricultural employment between the two provinces.

3. Chapter 3 - Research Methodology

3.1 Introduction

In this section, an examination of why government effort is not addressing youth unemployment and whether South African youth is prepared to take up employment in the agricultural sector. A framework which will be used to understand and assist in addressing the shockingly high youth unemployment rate in South Africa will be designed. This sections maps out the process to be followed in this research as well as the methodology applied. Data will be collected, analysed and it will be interpreted in an effort to answer the research questions posed in chapter 1 (Sekaran & Bougie, 2016). An overview of the methodology will be outlined in which the following will be covered; the location in which the research will be conducted, the design of the study, the audience in which the study is aimed at, the methodology, the techniques applied in sampling, the process followed in collecting the data, the tools used to analyse the data as well as the ethical considerations (Creswell & Tashakkori, 2007)

3.2 Research Approach

In determining which research approach to follow, there are three methods that can be followed in a research paper. A quantitative approach, a qualitative approach as well as a mixed approach. According Mcleod(2023), the distinguishing factor between qualitative and quantitative research methods is the type of data that is collected and to be analysed(McLeod, 2019). Quantitative research follows a statistical approach using numerical data which is analysed. Empirical data is produced in which the set hypothesis is tested to make generalization and apply the results to a wider population. Qualitative research follows a method that does not involve statistical data collection. It is focused on an individual's experience and uses data such as words to understand experiences, pictures to get a better understanding of the experience and many other non – numeric data collection methods. The data is usually collected through observing certain actions or events take place and through conducting interviews with the affected persons. A mixed approach is simply both qualitative and quantitative methods combined, giving the best attributes of both methods. This will usually be used when the research questions asks questions facing an audience with different attributes.

A qualitative method approach will be used in this study to allow the hypothesis to be tested in understanding the cause-and-effect relationship between unemployed youth and their appetite to employment in agriculture. A qualitative aspect will benefit this study as it will allow to gain an in-depth understanding of the challenges faced by the youth in South Africa relating to unemployment as well as the steps that the South African government is facing in this regard.

3.3 Research Paradigm

A positivist approach allows for generalization of results from a sample of people to a larger population of people. This would be considered to be a quantitative paradigm which is based on statistical and mathematical tools to extrapolate the results of a sample of participants to a larger population. A constructivist approach is aimed at qualitative paradigm which focus at understanding the research question at a detailed level. This entails going into detail at a one on one level with the participants of the research. A pragmatic approach is suitable for a mixed research paradigm, this allows for the use of statistical methods to generalize the results of the population, coupled with the benefit of qualitative methods that will focus on individual responses (Antwi & Hamza, 2015)

For the purposes of this study, a constructivist research approach will be followed which will allow for an in-depth understanding of the research questions posed.

3.4 Data Collection Methods

In this research paper, face to face interviews will be conducted. Interviews will allow for a more detailed understanding of the whether youth is keen on taking up agriculture as a means to alleviate unemployment.

3.5 Population and sample

Interviews will be conducted with a sample of youth within an area of Focus.

3.5.1. Population

The population for the interview will be youth in South Africa who are unemployed and looking for employment. According to statistica, the population of youth in South Africa aged 15 – 34 years is 19.8million (Statistica, 2023)

3.5.2 Sample

A sample of 11 individuals will be selected for interviews based on the criteria defined in the above sections being that they would be coming from Gauteng or Mpumalanga and the data will be stratified as such.

3.6 Research Instrument

This research paper has three research questions which are as follows:

Question 1: Why is government effort not addressing the youth unemployment gap in South Africa?

Question 2: Can agriculture be used to reduce youth unemployment?

Question 3: To what extent are South African youth prepared to accept employment in the Agricultural industry, if not why?

Question 1 – 3 will be addressed through the interviews and survey questions directed at the respondents. This is as the respondents will be asked specific questions on their interests in the government initiatives. The questionnaire will incorporate questions relating to concepts and attributes that will address these questions. The research instrument which details the questions to be asked is attached as per annexure A.

The questions are broken down into different sections:

Section 1 relates to understanding why the participant is seeking employment and understanding the challenges faced by them in getting employment.

Section 2 seeks to find out areas of interest by participants, i.e. their industry of preference and what influenced their decision to follow that route.

Section 3 takes the interview into a conversation around agriculture and whether the participant has any knowledge of agriculture. Furthermore, this section makes the participant think about government initiatives around agriculture

Section 4 seeks to understand the participants view of digitalization and further understand how they associate themselves with it. This section further seeks to under whether digitalization is a significant deciding factor in the participants career choice.

3.7 Procedure for Data Collection

Data was collected through interviews on a one on one basis. The interviews were held at the location of the participants choice that was safe for both the interviewer and interviewee.

3.8 Data Analysis strategies and interpretation

According to Sekaran et. Al (2016), qualitative data analysis requires that the data be analysed following these three steps: reduction of data, 'data display' and 'data coding' (Sekaran & Bougie, 2016, page 333) The first step would be to process the data through coding and grouping the data in the similar buckets and themes. The display aspect will be done using diagrams and tables in order to make the data easier to understand in the analysis. Data coding will be used to understand the data better and draw conclusions.

The three principles together with a thematic analysis mentioned above will be used to analyse and interpret the data.

3.9 Possible limitations

Limitations around reaching the target responses could be encountered. Furthermore, access to the right respondents could be encountered.

3.10 Quality Assurance

3.10.1 External transferability

The interviews were held with participants aged between 18 – 35 years who are based in different locations in South Africa. This allows for good coverage in terms of respondents who are in different stages of their lives. The results of the questionnaire would be transferable to other individuals who meet the criteria in this regard (Weise et al., 2020). The interviews are

recorded and recordings and transcripts are available if required in an event further research on the topic is required.

3.10.2 Internal credibility

The participant information sheet has been completed and will be handed out to the participants. The information contained here explains the purpose of the research as well as the contact details on the supervisor of the research assignment. The contact details of the University's ethics office is available for the participant to use if there is a creditability issue. Advance preparation will be done to ensure that questions are asked adequately and followed sufficiently. (Amour & Williams, 2022).

3.10.3 Dependability

In ensuring that the data collected is valid and reliable, each interview will be recorded and the recordings will be kept as evidence of the interview taking place. The sample will be coming from two different provinces and different communities within those provinces allowing for individuals with different circumstances to participate in the interview.

3.11 Ethical Considerations

The research was performed with respondents who are 18 years and older. No results were sourced from anyone younger than 18 years. The questions do not collect any personal data and include only questions that are relevant to the study in answering the research questions.

3.12 Proposed schedule and timelines

The research will start once the approval has been obtained and the questionnaires will be sent out.

The surveys and Interviews will be completed in December and the data analysis will commence.

4. Chapter 4 - Data analysis and discussion

4.1 Introduction

This chapter presents the findings of the study, which aimed to answer the following research questions:

- Why is government effort not addressing the youth unemployment gap in South Africa?
- Can agriculture be used to reduce youth unemployment?
- To what extent are South African youth prepared to accept employment in the agricultural industry, and if not, why?

The chapter starts with an overview of the sample, followed by findings based on the research question, and concludes with a summary. To provide a clear and structured overview of the findings, the following sections will present the codes, subthemes, and themes that emerged from the data analysis and interpretation for each research question. The findings are presented in a three-column table format for each research question, supported by relevant codes, subthemes, and themes.

4.2 Overview of the Sample

The participant group was comprised predominantly of female individuals (73%), with eight females and three males aged between 18 and 35 years. The educational qualifications of the participants varied widely:- Matric Certificate Only: 4 participants (3 females, one male), Diplomas: 5 participants (Sound Engineering, Public Relations, Arts, HR), Degree in Agriculture: 1 female participant. One of the participants did not hold a matric certificate due to an unsuccessful matric attempt.

A significant portion (45%) of the participants possessed only a matric certificate, indicating a limited level of formal education. This group expressed a general interest in agricultural employment but lacked specific skills and knowledge pertinent to the sector. Participants with diplomas in non-agricultural fields demonstrated diverse skills but lacked direct applicability to agricultural jobs. This highlights a potential for skill transferability if appropriate training is provided.

The predominance of female participants suggests that young women may face more significant barriers to employment in other sectors or may be more engaged in seeking opportunities within the scope of this study. This necessitates a gender-specific analysis to understand the unique challenges and opportunities for women in agriculture.

Participants ranged in age from 18 to 35 years, encompassing both early-career individuals and those with more life experience. This age range highlights the varying stages of career development, the potential for youthful enthusiasm, and the need for stable, long-term employment opportunities. Addressing the needs of this diverse age group requires tailored interventions that cater to both younger job seekers and those with more established career aspirations.

Only one participant had a direct agricultural qualification, underscoring a critical gap in relevant education among the youth. This suggests that current educational pathways are not adequately aligned with the agricultural sector's needs. Participants expressed a willingness to engage in training programs tailored to agricultural employment. The study identifies a strong need for vocational training and educational programs that can bridge the gap between the current qualifications of unemployed youth and the skills demanded by the agricultural sector.

Table 2: Employment Status, Educational Background, and Gender of Research Participants

Participant ID	Employment Status	Highest Standard Passed	Gender
P1	Unemployed	Matric Certificate Only	F
P2	Unemployed	Sound Engineering Diploma	M
P3	Unemployed	Matric Certificate Only	F
P4	Unemployed	HR Qualification	F
P5	Unemployed	HR Qualification	F
P6	Unemployed	Diploma in Public Relations	F
P7	Unemployed	Diploma in Arts	F
P8	Unemployed	Does not have a Matric Certificate/Unsuccessful	F
P9	Unemployed	Matric Certificate Only	M
P10	Unemployed	Matric Certificate Only	F
P11	Unemployed	Degree in Agriculture	F

4.3 The Efficacy of Government Initiatives in Tackling Youth Unemployment in South Africa

This section examined the efficacy of government initiatives in tackling youth unemployment in South Africa. It aims to address the research question: Why are government effort not addressing the youth unemployment gap in South Africa?

The persistent issue of youth unemployment in South Africa has prompted various governmental efforts to bridge this gap. However, despite these initiatives, the unemployment rate among the youth remains alarmingly high. This section of the study sought to understand why government efforts have not been successful in addressing the youth unemployment gap in South Africa.

Through interviews with key unemployed participants, the research aimed to uncover the primary obstacles they face in their job search, their job-seeking behaviours, and their awareness and perceptions of government programs. The analysis of these interviews revealed critical themes and subthemes that provide valuable insights into the inefficacies of current government strategies. The following section presents the key themes and subthemes that surfaced during data analysis, as outlined in Table below.

Table 3: Government Efforts and Their Ineffectiveness in Addressing Youth Unemployment in South Africa

Codes	Subthemes	Themes
• Qualifications • Geographic limitations • Financial constraints • Opportunities • Networking • Personal perceptions of employability	• Primary Obstacles	Challenges in Job Search
	• Systemic and Personal Factors	
• Daily Job Search Efforts • Combination of Online and In-Person Applications • Utilisation of Social Networks and Flexibility	• Frequency of Job Searches	Job Seeking Behavior
	• Job Search Methods	
• Utilization and Experience with Government Programs • Challenges in Accessing Information • Limited Awareness and the Role of Specific Programs	• Awareness of Government Programs	Awareness and Effectiveness of Government Programs
• Perceived Ineffectiveness of Government Programs • Suggestions for Improvement and Expansion	• Effectiveness and Recommendations	

4.3.1 Challenges in Job Search

The analysis of the participants' answers provides a detailed understanding of the multifaceted challenges South African youth face in their job search. The insights emerging from these responses highlight issues related to qualifications with only 50% of participants holding post matric qualifications, geographic constraints, financial barriers, and personal perceptions of employability.

Participant 1 emphasised the critical role of qualifications in securing employment, pointing out the mismatch between available jobs and the qualifications possessed by many youths. They stated:

"I would say qualifications, not having certain qualifications, qualifications and jobs. There aren't enough jobs in my area, I can say that. I've seen posts where they do want people, but then it's far, and the thought of relocating also wouldn't make sense to me because I don't have money. Relocating requires money." [Participant 1]

This quote underscores the dual challenge of insufficient local job opportunities and the financial impracticality of relocating to areas with more job openings. The participant highlights the geographical and financial barriers that prevent them from accessing employment opportunities that are not in their immediate vicinity. Participant 2 shed light on the financial strain of the job search process, particularly the costs of attending job interviews. They explained:

"Transport money. Let's say you found a job and then this job interview is in Centurion or Johannesburg, then you pay like, I don't know, R150, then you get told that you are unsuccessful, and then suddenly you have wasted R150 for going there. It is time wasting and money wasting." [Participant 2]

This response illustrates the economic burden that job seekers face, where the costs of transportation to interviews can be prohibitive, especially when the outcome is unsuccessful. This financial risk discourages continuous job searching and increases the frustration and disillusionment among unemployed youth.

Participant 6 highlighted unemployment's emotional and psychological aspects despite having the necessary qualifications. They expressed their frustration and self-doubt:

"I do have qualifications. My CV is proper. I don't know why I'm unemployed. There is no job for me for now. It's not my time for now. I think so. Maybe I'm the problem. I'm not what they are looking for at that time." [Participant 6]

This response reveals the internal struggle and self-blame that unemployed individuals often experience. Despite having a suitable resume and qualifications, the participant feels a sense of inadequacy and questions their employability. This highlights the psychological impact of prolonged unemployment and the need for supportive measures to boost the confidence and morale of job seekers.

4.3.2 Job Seeking Behavior

The responses from the participants provided a comprehensive view of the persistent and varied job-seeking behaviours exhibited by unemployed youth in South Africa. The insights highlighted the extensive efforts made by individuals to secure employment, as well as the frustrations and strategies they adopt in their search.

Participant 8 illustrated a relentless yet unsuccessful daily search for employment using online platforms. They stated:

"Every day, like I got to Google and search for, like, a job. But there's no luck in finding a job." [Participant 8]

This quote highlights the dedication and persistence in job hunting despite the continuous lack of success. The participant's daily routine of searching online reflects the high level of commitment and the significant amount of time invested in seeking employment.

Participant 9 described a mixed approach to job searching, utilising both online resources and traditional door-to-door methods. They mentioned:

"When it comes to taking my CV to companies in person, I do after a long time, but I'm always on my phone, searching for available jobs. I do apply each and every time, each and every day. I'm always online, trying to find a job, so every day." [Participant 9]

This response underscores the proactive and multifaceted strategies employed by job seekers. The use of both digital platforms and in-person applications shows adaptability and a willingness to explore various avenues to find employment. The constant online activity indicates a high level of engagement with job search resources.

Participant 10 highlighted their flexible approach to job searching and their reliance on social networks for job opportunities. They explained:

"Once I see a job post, I apply. I no longer pick what kind of job that is. As long as I would get paid at month-end, it's fine. I don't mind starting from the bottom and making

my way up to the top. Once in a week, I do. I have a group chat on WhatsApp that posts jobs every day." [Participant 10]

This quote reveals the participant's pragmatic approach to employment, prioritising financial stability over job preference. Their willingness to accept any job and start from entry-level positions reflects a strong determination to enter the workforce. The use of a WhatsApp group chat for job postings indicates the importance of social networks in the job search process, providing access to a steady stream of opportunities.

4.3.3 Awareness and Effectiveness of Government Programs

The responses from the participants provided valuable insights into their awareness and perceptions of government programs aimed at reducing youth unemployment in South Africa. The analysis highlighted varying levels of awareness, the effectiveness of specific programs, and the challenges in accessing information about these opportunities.

Participant 5 shared their experience with specific government programs, indicating some level of awareness and engagement. They noted:

"DPSA, that's the one that I've been using. Also, SA Youth. I had an interview for a job that I got from SA Youth, so normally, they pay with commission." [Participant 5]

This response suggests that certain government programs, such as the Department of Public Service and Administration (DPSA) and SA Youth, are recognised and utilised by job seekers. The participant's positive experience with securing an interview through SA Youth highlights the potential effectiveness of these programs in facilitating employment opportunities.

Participant 11 pointed out significant challenges in accessing timely, accurate information about government opportunities. They expressed frustration with outdated or unavailable job postings on official websites:

"With government opportunities, I don't know why the information is not there. If you look at Potatoes SA, when you go through their website, you see posts from last year, or you just maybe see on LinkedIn that someone is the new marketing intern, but the posts were not made available. There's also Fruit SA. Basically, most of the sub-

organisations are within government. And you don't see those posts, you just see them, I don't know after the post has been filled." [Participant 11]

This response highlights a critical gap in government-affiliated organisations' communication and dissemination of job opportunities. The delay or absence of job postings prevents job seekers from accessing potential opportunities, contributing to the inefficiency of these programs.

Participant 3 acknowledged their limited awareness of government programs but mentioned a few that they found helpful:

"I don't know a lot. SA Youth makes things easy for you. There are different types of programs. Like the National Youth Development Agency. The teacher's assistant program is a program that also empowers the youth." [Participant 3]

This quote indicates that while overall awareness may be limited, certain programs like SA Youth, the National Youth Development Agency, and the teachers' assistant program are recognised and appreciated for their efforts in empowering youth. These programs appear to offer accessible and supportive services that facilitate job readiness and employment.

Participant 1 expressed a deep sense of frustration and scepticism regarding the effectiveness of government programs. They remarked:

"I personally don't know anyone who's ever received a job from that thing. It honestly just feels like you're applying, and you're applying, and you're applying, and nothing's happening. And when they say that they've employed so many people, I really think they should stop with that. They either stop with that, or they make sure that they actually make it work because it doesn't help to have a program where no one actually benefits from it." [Participant 1]

This quote underscores a critical perception issue, where the continuous application process feels futile, and the claims of success by these programs are met with disbelief. The participant's call for either significant improvements or cessation of ineffective programs highlights the urgent need for government initiatives to demonstrate tangible results and provide transparent, verifiable outcomes to restore trust among the youth. Contrastingly,

Participant 10 acknowledged the potential of government initiatives but pointed out their limited reach. They stated:

"Well, I think they're all good initiatives. It's just that it cannot reach the large number of unemployed people and unemployed youth. I think instead of rather stopping them, they should create more and make them a bit broader so that everyone can be able to get help. And also, they can reach people that are far and near." [Participant 10]

This perspective suggests that while the existing programs have merit, their scale and scope are insufficient to address the vast number of unemployed youth. The participant advocated for the expansion of these programs to ensure broader accessibility and inclusivity, emphasising the need for programs that can reach individuals in both urban and remote areas. Figure 5 depicts the cyclical relationship between government efforts, public awareness, job-seeking behaviour, and the challenges encountered during the job search process in South Africa.

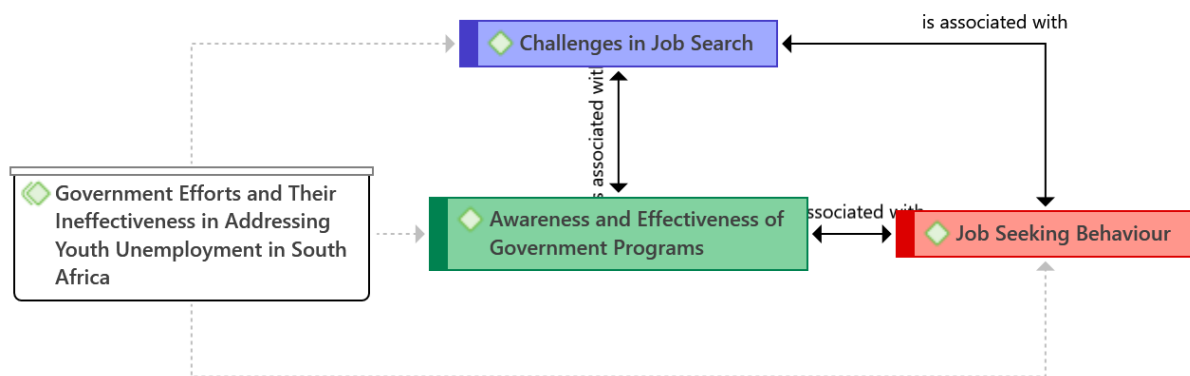


Figure 5: Government Efforts and Their Ineffectiveness in Addressing Youth Unemployment in South Africa

4.4 The Role of Agriculture in Reducing Youth Unemployment

The agricultural sector in South Africa holds significant potential for addressing youth unemployment. This section of the study sought to answer the research question: Can agriculture be used to reduce youth unemployment? Through detailed interviews with unemployed youth, the study explored their duration and efforts in job searching, industry preferences, and perceptions of agricultural opportunities. The analysis identified key themes and subthemes summarised in the Table that provide a comprehensive understanding of the potential role of agriculture in mitigating youth unemployment.

Table 4: The Role of Agriculture in Reducing Youth Unemployment

Codes	Subthemes	Themes
• Efforts in Job Search • Period of Unemployment	• Duration of Unemployment • Job Search Channels	Duration and Efforts in Job Search
• Preference for Specific Industries • Flexibility • Openness to Various Industries • Interest • Educational Background • Passion	• Industry of Interest	Industry Preferences and Interests
• Interest in Agricultural Opportunities • Education and Training • Positive Perceptions of Agriculture as a Field	• Willingness to Study Agriculture	Perception of Agricultural Opportunities
• Preference for Technology-Integrated Agriculture • Motivation Driven by Passion and Survival • Preference for Manual Labour in Agriculture	• Openness to Manual Agricultural Work	

4.4.1 Duration and Efforts in Job Search

The insights provided by participants shed light on the duration of unemployment and the varied efforts made in their job search, reflecting the persistent challenges young job seekers face in South Africa. The data underscored the significant time invested in seeking employment

and the diverse strategies employed, including the use of both online platforms and traditional methods.

The participants highlighted a prolonged period of unemployment, ranging from three years to over three years.

Participant 7 shared: "I've been unemployed for how many years now? From 2021, when I graduated in March, until now, in 2024, it's like 2023, 2024, it's like three years and a few months." [Participant 7]. Similarly, Participant 11 stated: "I have been unemployed since 2021, so it has been three years since I've been unemployed." [Participant 11]. These responses indicate a significant duration of unemployment, suggesting that the challenge is not just finding a job but sustaining employment over an extended period. The long-term unemployment experienced by these individuals highlights the systemic barriers within the job market that hinder the integration of young graduates into the workforce. The participants detailed their job-seeking efforts, utilising a combination of online job portals, direct applications to organisational websites, and even international job search platforms.

Participant 7 noted: "I use Indeed, I use LinkedIn, I use Job Jack, I also like to try the international ones." [Participant 7]. This reflects a broad and proactive approach to job searching, indicating a high level of engagement and willingness to explore various avenues to secure employment. The utilisation of multiple online platforms suggests a strategy to maximise exposure to potential job opportunities.

Participant 11 described a similar approach but emphasised a preference for direct applications:

"I use LinkedIn most of the time. But no, I would say 90%. It would be me going directly to organisational websites. I also use AgriJobs." [Participant 11] This indicates a targeted approach, focusing on specific organisations and industries, particularly agriculture, as seen with the use of AgriJobs. This suggests an interest in or recognition of the agricultural sector as a viable employment opportunity.

Participant 2 shared a different perspective, highlighting the challenges of nepotism and the shift from traditional job-seeking methods to online searches:

"It's been three years, but I'm busy with freelancing work. I used to go to companies and knock on the doors, but I've realised that there is a lot of nepotism, especially in companies that are related to what I'm doing in sound engineering. I used to take my

CV to factories, and even there, there was nepotism. The HR staff who work there hire their family members. The company will advertise a post, but when you check who is being hired, you will see that it is only family members. Now it's better because I just search online to check which job I can apply for." [Participant 2]. This response highlights the disillusionment with traditional job-seeking methods due to perceived unfair hiring practices and a consequent shift to online job searches. The mention of freelancing work also indicates a strategy to remain economically active despite the lack of formal employment.

4.4.2 Industry Preferences and Interests

The insights from the participants highlighted the varied industry preferences and interests among unemployed youth in South Africa. These preferences are shaped by their educational background, personal interests, and the realities of the job market. The responses underscored the flexibility and adaptability of young job seekers as they navigate limited employment opportunities. Participant 3 expressed a clear preference for the IT industry, aligning with their educational background and skills:

"I studied IT and computer literacy as well as assembling and disassembling. I prefer something to do with IT. I went to GS college, which is a TVET college, to study this."
[Participant 3]

This response indicates a strong desire to find employment that leverages their specific training and qualifications in IT. The emphasis on their technical skills and education suggests that they are looking for a job that matches their expertise, which can be more fulfilling and provide better career prospects.

In contrast, Participant 5 displayed a high level of flexibility regarding industry preferences:

"I cannot choose now. Any industry is fine. Even if I work at Shoprite, it is fine."
[Participant 5]. This statement reflects a pragmatic approach to employment, driven by the urgency to secure a job regardless of the industry. This openness to various job opportunities highlights the desperation and adaptability of youth facing prolonged unemployment. It underscores the importance of financial stability and the willingness to work in any available job to meet immediate economic needs.

Participant 7 shared their interest in the entertainment industry, which is linked to their educational background and passion:

"I'm interested in working in the entertainment industry because I studied for entertainment, but because there are no jobs, anything." [Participant 7]

Despite their interest and education in entertainment, the lack of job opportunities in the field has led to a broader acceptance of any available work. This response illustrates the gap between career aspirations and the harsh realities of the job market, where personal interests often take a back seat to the necessity of finding employment.

4.4.3 Perception of Agricultural Opportunities

The insights from the participants provided a nuanced understanding of their perceptions regarding agricultural opportunities, particularly in the context of further education and the nature of agricultural work. The analysis highlighted varying levels of interest, motivations, and preferences for engaging with the agricultural sector. Several participants expressed a positive attitude towards pursuing education in agriculture, particularly when financial barriers are removed through bursaries.

Participant 1 highlighted the financial advantages and long-term benefits of such an opportunity:

"It's a bursary, so I wouldn't have to worry about any costs. And at the end, I'll have a qualification, which means I'll have something to fall back on." [Participant 1]

This response underscores the practical appeal of agricultural education funded by a bursary, emphasising the security and fallback option provided by obtaining a qualification. It suggests that financial incentives and the promise of a recognised credential can significantly enhance interest in agricultural studies. Similarly, Participant 9 emphasised the need for work experience and personal development:

"Yes, I would. Firstly, I need to work, I need to gain experience, and I have to make something of myself. Staying at home won't help me with anything." [Participant 9]

This indicates a proactive approach to career development, where gaining experience in agriculture is seen as a valuable step towards personal and professional growth. The desire to avoid inactivity and the recognition of agriculture as a viable employment option reflects a pragmatic attitude. Participant 10 provided a straightforward affirmation of the appeal of agriculture:

"Definitely. Agriculture is a very nice field to partake in." [Participant 10]

This positive perception suggests a general enthusiasm for agriculture, potentially influenced by understanding its importance and opportunities for involvement in a meaningful and rewarding field. Participant 11 expressed an interest in precision farming, which integrates technology with traditional agricultural practices:

"No. I think when I get into agriculture, I'm also interested in precision farming. So, using technology is what we actually want." [Participant 11]

This highlights a preference for modern, technology-driven approaches to agriculture, reflecting a desire to engage with innovative and efficient farming methods. It suggests that integrating technology into agricultural education and work can attract tech-savvy individuals interested in the intersection of technology and agriculture. Participant 4 articulated the importance of passion in sustaining motivation for agricultural work:

"Yes, yes, I can. As long as I'm able to survive doing that and I'm loving, you know, there's one thing that is very important that I've learned in the years of being a payroll administrator. You don't get tired of doing something that you love, even though sometimes it's exhausting." [Participant 4]

This response emphasises that loving one's work can mitigate the exhaustion associated with it, highlighting the role of personal interest and passion in job satisfaction and sustainability. The participant's willingness to engage in agriculture as long as it meets basic survival needs further underscores the intrinsic motivation to work in a field they are passionate about. Participant 6 preferred manual agricultural work over technologically advanced roles, citing distractions at home and the benefits of a strict working environment:

"I prefer manual because of the technological aspects; there are many distractions at home. As you can hear, the kids are crying. I don't have a problem with working manual, but sometimes working in a strict environment is very helpful for production." [Participant 6]

This response suggests that manual labour in a controlled environment can be more productive and less distracting than working with technology at home for some individuals. It highlights the importance of structured work environments for certain types of agricultural work. Figure 6 outlines the potential role of agriculture on youth unemployment.

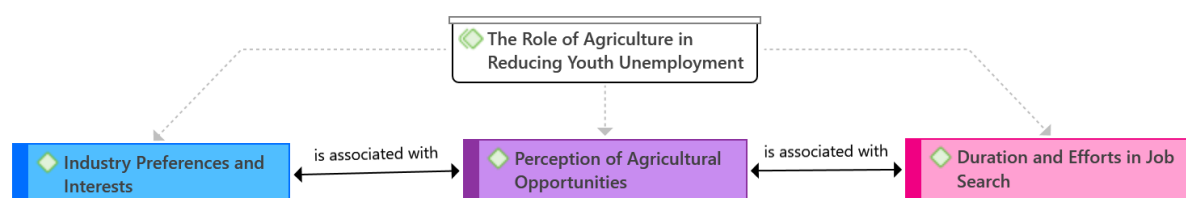


Figure 6: Role of Agriculture in Reducing Youth Unemployment

4.5 Preparedness of South African Youth for Employment in the Agricultural Industry and Barriers to Acceptance

This section delved into the preparedness of South African youth to pursue careers in the agricultural sector and the obstacles they encounter. It addresses the critical research question: To what extent are South African youth prepared to accept employment in the Agricultural industry, and if not, why?

The analysis is based on insights gathered from interviews with unemployed youth, revealing key themes related to their interest in agricultural employment, openness to manual labour, and preferences for digital and advanced industries. The responses highlight the diverse motivations and challenges that influence their readiness to engage in agriculture.

Table 5: Preparedness of South African Youth for Employment in the Agricultural Industry and Barriers to Acceptance

Codes	Subthemes	Themes
- Personal Interest and Existing Experience - Familiarity with Farming Environments - Pragmatic Acceptance of Available Opportunities	Long-term Unemployment Impact	Interest in Agricultural Employment

Codes	Subthemes	Themes
• Skill Development and Openness to Manual Work • Pragmatic Approach to Employment and Urgency	• Willingness to Engage in Manual Work • Reasons for Reluctance Towards Manual Labour	Openness to Manual Labour
• Preference for Technology-Driven Work • Adaptability and Willingness to Learn • Pragmatic Acceptance of Any Job for Financial Stability	• Preference for Technology-Driven Work • Aversion to Manual Labour	Preference for Digital and Advanced Industries

4.5.1 Interest in Agricultural Employment

The responses provided by the participants illustrate a notable interest in agricultural employment, particularly in the context of long-term unemployment. These insights reveal a willingness to engage in agriculture, driven by personal interests, existing familiarity with farming, and pragmatic acceptance of available job opportunities.

Participant 2 expressed a strong personal interest in agriculture, influenced by their family background and aspirations in the field. They stated:

"Yes, I'm quite interested in agriculture. We have a farm at home, and I want to make/plant cannabis oil. I want to venture more into it. You have to start somewhere. However, agriculture is something I'm interested in." [Participant 2]

This response highlights the participant's intrinsic motivation to pursue agriculture, rooted in their existing exposure and experience with farming. The specific interest in cannabis oil production indicates a desire to explore niche markets within agriculture, suggesting that personal interests can significantly enhance the appeal of agricultural careers. The acknowledgement of needing to start somewhere underscores the willingness to begin at the entry-level and grow within the industry. Participant 6 also demonstrated an openness to agricultural work, citing their current living situation as a factor:

"Absolutely. I don't have a problem with that because where I am staying currently, we do have a farm." [Participant 6]

This response indicates that familiarity and comfort with a farming environment can positively influence one's interest in agricultural employment. The presence of a farm in their vicinity suggests that prior exposure to agricultural practices can reduce the perceived barriers to entering the sector and foster a readiness to engage in agricultural work. Participant 8 highlighted a pragmatic approach to employment, showing a willingness to accept any job, including those in agriculture:

"Yes, any job is fine. I am not choosy. Because there won't be any other job, it will be the only one." [Participant 8]

This response reflects the participant's urgency to secure employment and their openness to agricultural work as a viable option. The lack of selectiveness underscores the economic necessity driving their job search, indicating that for some individuals, the primary motivator is financial stability rather than specific career interests. This pragmatic acceptance can be leveraged to fill agricultural positions that might otherwise remain vacant.

4.5.2 Openness to Manual Labour

The responses from the participants provide valuable insights into their openness to manual labour in the agricultural sector. These insights reveal a willingness to engage in hands-on work, driven by a desire to develop new skills and a pragmatic approach to employment. Participant 5 expressed a positive attitude towards manual labour, emphasising the opportunity to develop additional skills:

"So, like working with your hands, doing things manually? I'll be developing another skill, so I don't mind." [Participant 5]

This response highlights a forward-thinking perspective where manual labour is viewed not just as a job but as a valuable opportunity for personal and professional growth. The willingness to engage in hands-on work suggests understanding the benefits of acquiring diverse skill sets, which can enhance employability and adaptability in the long term. Participant 3 also

demonstrated a readiness to undertake manual labour, driven by a sense of urgency and practicality:

"Yes, working with your hands or in the sun. I feel like time is running out. I don't mind working manually. If they say go and pack, I will go pack." [Participant 3]

This response underscores the participant's pragmatic approach to securing employment. The mention of working "in the sun" and performing tasks like packing indicates a readiness to undertake physically demanding work if it means gaining employment. The sense of urgency ("time is running out") reflects the pressing need to find a job, which can override preferences for certain types of work environments.

4.5.3 Preference for Digital and Advanced Industries

The responses from the participants provide diverse perspectives on their preferences for working in digital and technologically advanced industries compared to manual labour in agriculture. The insights highlight varying degrees of openness and adaptability to different work environments, driven by personal interests, existing work habits, and economic necessities. Participant 1 expressed a clear preference for working with technology over manual labour, questioning the nature of manual work:

"I prefer to work with technology or something. When I say manual, do you mean like on the farm, and there are no machines or something like that?" [Participant 1]

This response indicates a strong inclination towards roles that involve technological engagement. The participant's question about the absence of machines in manual work suggests a potential reluctance to engage in physically demanding tasks without technological support. This preference underscores the importance of integrating technology into agricultural practices to attract individuals who are more inclined towards tech-driven work environments. Participant 10, despite having a background in office work with technology, showed openness to various job roles, including manual labour:

"Farms are generally manual because you plant with your hands, you pick the crops with your hands. Like me, I work in an office. I work with a laptop the whole day. I don't do anything manually. I don't mind any job. I'm a fast learner, that's for one."
[Participant 10]

This response reflects a flexible attitude towards employment, highlighting a willingness to adapt to different work environments. The acknowledgement of manual tasks in farming contrasts with their current office-based, technologically driven work. Yet, the participant's self-identification as a fast learner suggests confidence in their ability to transition between different types of work. This adaptability is valuable for integrating young job seekers into various roles within the agricultural sector. Participant 8 demonstrated a pragmatic approach, emphasising the necessity of employment regardless of the nature of the work:

"Yes, I am open to that. I wouldn't refuse a job because of that. I would do any job because I need money and when you stay at home you think about a lot of things. The cost of living is too high, so money is required. I don't mind getting tired and working in the sun; there isn't an easy job. One just has to be strong." [Participant 8]

This response underscores a pragmatic acceptance of manual labour driven by economic necessity. The emphasis on financial stability and the high cost of living highlights the urgent need for employment. The participant's willingness to endure physical labour and challenging conditions ("getting tired and working in the sun") reflects a strong work ethic and determination to secure a livelihood. This perspective suggests that financial incentives and the pressing need for income can override preferences for technologically advanced work environments. Figure 7 depicts the preparedness of South African youth for employment in the agricultural sector.

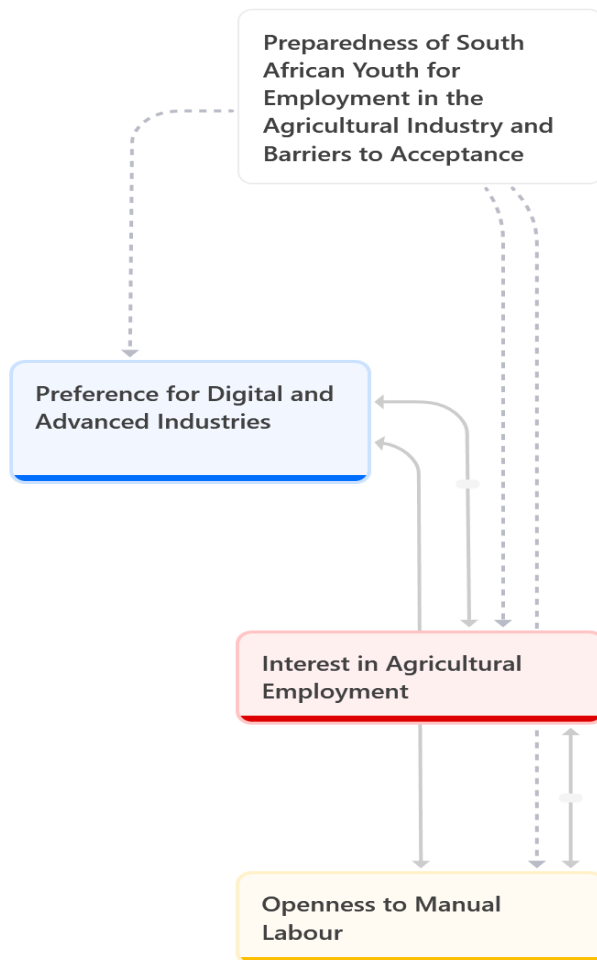


Figure 7: Preparedness of South African Youth for Employment in the Agricultural Industry and Barriers to Acceptance

4.6 Chapter Summary

The study investigated three research questions:

Why is the government effort not addressing the youth unemployment gap in South Africa? The findings on the efficacy of government initiatives in tackling youth unemployment in South Africa reveal several significant barriers to effective government intervention in youth unemployment. The challenges faced by job seekers include a lack of qualifications, geographic and financial constraints, and the psychological toll of prolonged unemployment. The limited reach and perceived ineffectiveness of existing government programs compound these issues. Participants expressed frustration with the availability and accessibility of information about job opportunities and the tangible outcomes of government initiatives. One participant held a qualification in agriculture and was currently unemployed, this is in line with what was noted in Maka et Al. (2021). Challenges in findings employment for unemployed

agriculture graduates remain present and will require urgent action from policymakers. While students are studying qualifications in agriculture, the transition from University to entering the job market remains a challenge.

The second question was whether agriculture could be used to reduce youth unemployment. The findings on the role of agriculture in reducing youth unemployment reveal that agriculture can indeed play a pivotal role in reducing youth unemployment in South Africa. The prolonged periods of unemployment experienced by many participants underscore the systemic barriers in the job market, which agriculture can help alleviate through targeted education and training programs. Participants demonstrated a pragmatic approach to employment, showing flexibility and a willingness to consider agricultural opportunities, especially when financial barriers are removed. The positive perceptions of agricultural work and a desire for technological integration in farming practices indicate a readiness among the youth to engage with and innovate within the agricultural sector. Programs offered by the likes of the Land bank will be highly beneficial to youth once they have been empowered with skills within the agricultural sector. All interview participants showed a keen interest in taking up bursaries to study agriculture,

The last question focuses on to what extent South African youth are prepared to accept employment in the agricultural industry; if not, why? The findings on the preparedness of South African youth for employment in the agricultural industry reveal a complex interplay of personal interests, practical considerations, and economic necessities. Despite the varied backgrounds and preferences of the participants, a significant willingness to engage in agricultural work emerged, driven by both intrinsic and extrinsic motivators. This contradicts the study performed by Chipfupa, and Tagwi (2021) which should a lack of interest by youth in agricultural employment, although the study was by Chipfupa, and Tagwi (2021) was performed over a sample in Kwa-Zulu Natal while this research was performed on a sample in Mpumalanga and Gauteng. There could be difference in perceptions on agriculture coming from different areas of the country. This is an area that can be researched in future to identify differences in perceptions of youth regarding employment in agriculture to reduce youth unemployment.

In this study, many participants demonstrated a strong personal interest in agriculture, particularly those with existing exposure to farming environments. This familiarity reduces

perceived barriers and fosters a readiness to engage in agricultural employment. Additionally, the potential for skill development through manual labour appeals to young job seekers looking to diversify their capabilities and enhance their employability. Similar in Dahalan D et al. (2020), it is noted how youth in the agriculture sector and still in university regard agriculture high. The responses to this research also highlighted a pragmatic acceptance of available job opportunities, underscoring the economic necessity driving many young people towards agriculture. This pragmatic approach is characterised by a willingness to undertake physically demanding work and adapt to various job roles, reflecting a flexible attitude towards employment. Financial stability and the high cost of living are significant motivators, often overriding specific career preferences. However, some participants' preference for technology-driven work suggests a need to integrate modern farming practices to attract tech-savvy individuals. Incorporating technology in agriculture could bridge the gap between traditional manual labour and the preferences of young job seekers who are more inclined towards digital and advanced industries.

5. Conclusion and recommendations

5.1 Introduction

In this chapter, a summary of key findings, recommendations to the government, limitations experienced in the study, future areas of study in relation to this research topic will be provided. Furthermore, an assessment of whether the research objectives have been achieved.

5.2 Summary of key findings and conclusions

The objective of the study was to investigate whether South African youth is prepared and ready to accept agriculture as employment in combating youth unemployment.

The analysis of interviews with unemployed participants revealed several obstacles they face in their job search, including a lack of qualifications, geographic limitations, financial constraints, limited job opportunities, and personal perceptions of employability. The participants demonstrated a high level of dedication and persistence in their job search, utilising online platforms, in-person applications, and social networks. However, they expressed limited awareness and scepticism about the effectiveness of government programs aimed at reducing youth unemployment.

The study also found that the agricultural sector holds significant potential for reducing youth unemployment. Participants expressed a general interest in agricultural employment, particularly those with limited formal education. They demonstrated a willingness to engage in manual labour and highlighted the need for vocational training and educational programs to bridge the gap between their current qualifications and the skills demanded by the agricultural sector. Participants also expressed positive perceptions of agricultural opportunities, including the potential for financial stability, personal development, and passion-driven motivation. However, some participants preferred technology-driven work environments and expressed an aversion to manual labour.

Overall, the study highlights the need for tailored interventions to address the diverse needs of unemployed youth in South Africa. It emphasises the importance of aligning educational

pathways with the demands of the agricultural sector and improving the effectiveness and accessibility of government programs. The findings suggest that with appropriate training and support, the agricultural sector can play a significant role in reducing youth unemployment in South Africa.

5.3 Recommendations to the government

This study highlighted challenges related to the ineffectiveness of government programs and initiatives. The results of the analysis evidences a need for policymakers to implement changes that will empower the youth of South Africa to obtain skills that will enable them to participate in the economy. Bursaries in agriculture should be considered based on the high interest in agriculture that was noted from interview participants, 100% of interview participants showed an interest in accepting a bursary to studying agriculture, showing a need and desire for opportunities to reduce unemployment. Participants have a very keen interest in agriculture and opportunities for education would be beneficial in addressing challenges of unemployment in South Africa. The impact of this implementation will be reduced frustration in relation to the lack of qualifications, financial constraints experienced and challenges around geographical location.

One participant was noted to be an unemployed graduate who studied agriculture. In addressing challenges of unemployed agriculture graduates in finding employment, programs to integrate graduates to the work place and finding them employment are to be launch through university partnerships. University qualifications should require the completion of work experience in order to successfully complete ones qualification, furthermore this should be facilitated through government funding. This will be linked to directly addressing current challenges of high youth unemployment rates.

5.4 Research Objectives

This study had 3 objectives which were being researched and investigated.

Table 6: Evaluation of achievement of research objectives

Research question	Conclusion
To investigate why government efforts are not addressing the youth unemployment gap in South Africa.	The findings discussed in section 4.6 show that challenges faced by continue to make it difficult to successfully utilization opportunities made available by government. Varying levels of awareness were noted. This research question was answered and objective was achieved.
To investigate ways in which agriculture can be used to reduce youth unemployment.	The results of the study indicated an interest in agriculture by all the participants. All participants were open and willing to take up a bursary in agriculture to ensure their skills in this field. This shows a keen interest in the agricultural industry by the youth. The research objective was successfully achieved.
To establish the extent to which youth are prepared to accept employment in the agriculture industry.	In chapter 4 it is noted a general interest in agriculture regardless of the field of study and qualification the participants held. A wide spectrum of qualifications were noted from IT to entertainment and with that all interview participants were open to accept employment in agriculture. It is also noted that while some participants acknowledge that agriculture is manual, most were open to participating and taking on manual work. This research objective was successfully achieved.

5.5 Limitations

This section includes a discussion of the limitations to this research report. The area of coverage included youth within the areas of Mpumalanga and Gauteng therefore the results are limited to these two areas within South Africa. The second limitation was that the sample was only limited to 11 participants using a qualitative method, although a deep understanding of the challenges in addressing unemployment and interest in agriculture were noted a quantitative study would covered more participants

5.6 Areas of future research

Future areas of research that can be looked at on how government ensures youth unemployment initiatives are effective and reach the intended market.

Gender – specific analysis should be conducted in future research papers to unpack further challenges faced by female youth in securing employment. This is recommended due to the high number of female participants noted in this research.

In this report, the location was restricted to two provinces in South Africa therefore it is recommended that further research be performed in other provinces in South Africa to ensure a full perspective for the country is obtained and understood.

5.7 Chapter summary

In conclusion, this paper has successfully answered the three research questions using a qualitative research method. The findings from the data analysis process were used to evaluate against the literature review performed in chapter 2. This allowed for recommendations to be provided to government and assist government to understand why their initiatives are not addressing youth unemployment.

References

- Amour, R., & Williams, B. (2022). *Reliability and Validity in Quantitative and Qualitative Research*.
- Antwi, S. K., & Hamza, K. (2015). *Qualitative and Quantitative Research Paradigms in Business*.
- Arthur, W. (2007). *The structure of invention*. *Research Policy*, 36(2), 274-287.
- Azadi, H., Ghazali, S., Ghorbani, M., Tan, R., & Witlox, F. (2022). Contribution of small-scale farmers to global food security: A meta-analysis. *Journal of the Science of Food and Agriculture*.
- Beharielal, T., Thamaga-Chitja, J., & Schmidt, S. (2022). Socioeconomic Characteristics Associated with Farming Practices, Food Safety and Security in the Production of Fresh Produce—A Case Study including Small-Scale Farmers in KwaZulu-Natal (South Africa). *Sustainability*, 14(17), 10590.
- Białowas, T., & Budzyńska, A. (2022). The importance of global value chains in developing countries' agricultural trade development. *Sustainability*, 14(3), 1389.
- Bjornlund, V., Bjornlund, H., & van Rooyen, A. (2022). Why food insecurity persists in sub-Saharan Africa: A review of existing evidence. *Food Security*, 14(4), 845–864.
- Chamorro-Premuzic, T. (2021, November 23). The Essential Components of Digital Transformation. *Harvard Business Review*. <https://hbr.org/2021/11/the-essential-components-of-digital-transformation>
- Chipfupa, U., & Tagwi, A. (2021). *Youth's participation in agriculture: A fallacy or achievable possibility? Evidence from rural South Africa*.
http://www.scielo.org.za/scielo.php?script=sci_arttext&pid=S2222-34362021000100027
- Creswell, & Tashakkori. (2007). *Exploring the Nature of Research Questions in Mixed Methods Research*. <https://journals.sagepub.com/doi/pdf/10.1177/1558689807302814>

- Dahalan, D., D'Silva, J. L., Zaremohzzabieh, Z., Krauss, S. E., Arif, I., & Ismail, N. T. (2020). The attitude and perceived behavior control among agriculture students in malaysia towards the agriculture sector. *Journal of Critical Reviews*, 7(13), 2908–2915.
- Frøyland, K., Andreassen, T., & Innvær, S. (2019). *Contrasting supply-side, demand-side and combined approaches to labour market integration*.
<https://www.cambridge.org/core/journals/journal-of-social-policy/article/abs/contrasting-supplyside-demandside-and-combined-approaches-to-labour-market-integration/01E4CE69B9D72DC56E1E376012D37310>
- Gale, D. (1955). *The law of supply and demand*.
- Geza, W., Ngidi, M. S. C., Slotow, R., & Mabhaudhi, T. (2022). The dynamics of youth employment and empowerment in agriculture and rural development in South Africa: A scoping review. *Sustainability*, 14(9), 5041.
- Ijatuyi, E. J., Oladele, O. I., & Omotayo, A. O. (2022). Effects of award incentives and competition on entrepreneurship development of women farmers in North West province, South Africa. *African Journal of Science, Technology, Innovation and Development*, 14(6), 1486–1493.
- Land Bank. (n.d.). *Agricultural youth fund*. <https://landbank.co.za/Pages/Agricultural-Youth-Fund.aspx>
- Lidzhegu, Z., & Kabanda, T. (2022). Declining land for subsistence and small-scale farming in South Africa: A case study of Thulamela local municipality. *Land Use Policy*, 119, 106170.
- Maka, L., Van Niekerk, J. A., DeBruyn, M., & Pakela-Jezile, Y. P. (2021). Perceptions of agricultural postgraduate students on unemployment in South Africa. *International Journal of Social Sciences and Humanity Studies*, 13(1), 55–78.

- Maluleke, R. (2022). *Quarterly Labour Force Survey (QLFS) Q3:2022*.
- Materechera, F., & Scholes, M. C. (2022). Understanding the Drivers of Production in South African Farming Systems: A Case Study of the Vhembe District, Limpopo South Africa. *Frontiers in Sustainable Food Systems*, 6, 722344.
- Mathinya, V. N., Franke, A. C., Van De Ven, G. W. J., & Giller, K. E. (2022). Productivity and constraints of small-scale crop farming in the summer rainfall region of South Africa. *Outlook on Agriculture*, 51(2), 139–154.
- McLeod, S. (2019). *Qualitative Vs Quantitative Research: Methods & Data Analysis*.
<https://www.simplypsychology.org/qualitative-quantitative.html>
- Mkansi, M., & Landman, N. (2021). *The future of work in Africa in the era of 4IR – The South African perspective*.
- Mokgomo, M. N., Chagwiza, C., & Tshilowa, P. F. (2022). The Impact of Government Agricultural Development Support on Agricultural Income, Production and Food Security of Beneficiary Small-Scale Farmers in South Africa. *Agriculture*, 12(11), 1760.
- Mputing, A. (2023, February 16). *ENERGY, ELECTRICITY, CRIME AND UNEMPLOYMENT IN SPOTLIGHT DURING SONA DEBATE*.
<https://www.parliament.gov.za/news/energy-electricity-crime-and-unemployment-spotlight-during-sona-debate>
- Mthi, S., Yawa, M., Tokozwayo, S., Oyebande Ikusika, O., Nyangiwe, N., Thubela, T., Tyasi, T. L., Washaya, S., Gxasheka, M., Mpisane, Z., & Nkohla, M. B. (2021). *An Assessment of Youth Involvement in Agricultural Activities in Eastern Cape Province, South Africa*.

- Mthombeni, D. L., Antwi, M. A., & Oduniyi, O. S. (2022). Factors influencing access to agro-processing training for small-scale crop farmers in Gauteng province of South Africa. *Agriculture & Food Security*, 11(1), 1–7.
- Ncoyini, Z., Savage, M. J., & Strydom, S. (2022). Limited access and use of climate information by small-scale sugarcane farmers in South Africa: A case study. *Climate Services*, 26, 100285.
- Ndlovu, P. N., Thamaga-Chitja, J. M., & Ojo, T. O. (2022). Impact of value chain participation on household food insecurity among smallholder vegetable farmers in Swayimane KwaZulu-Natal. *Scientific African*, 16, e01168.
- News24. (2022, January 24). *Is there still demand for chartered accountants*.
<https://www.news24.com/fin24/partnercontent/is-there-still-demand-for-chartered-accountants-20220124#:~:text=According%20to%20a%20government%20notice,but%20not%20enough%20qualified%20individuals.>
- Ngqangweni, S., Tempia, N., & Lubinga, M. H. (2019). 28 Importance of small rural markets in the transformation of Southern African agriculture. *Transforming Agriculture in Southern Africa*, 250.
- Ngubane, M., Mndebele, S., & Kaseeram, I. (2023). *Economic growth, unemployment and poverty: Linear and non-linear evidence from South Africa: Heliyon*.
[https://www.cell.com/heliyon/fulltext/S2405-8440\(23\)07475-3](https://www.cell.com/heliyon/fulltext/S2405-8440(23)07475-3)
- Nyam, Y. S., Bahta, Y. T., Oduniyi, O. S., & Matthews, N. (2022). Smallholder sheep farmers' perception of production constraints and competitiveness strategies in South Africa. *Scientific African*, 16, e01192.
- Nyanda, S. (2019, June). *Assistance for young farmers*.
<https://www.vukuzenzele.gov.za/assistance-young-farmers>

- O' Neill, A. (2022). *South Africa—Unemployment rate 2021*. Statista.
<https://www.statista.com/statistics/370516/unemployment-rate-in-south-africa/>
- Olaniyi, O., Okunleye, O., & Olabanji, S. (2023). *Advancing Data-Driven Decision-Making in Smart Cities through Big Data Analytics: A Comprehensive Review of Existing Literature by Oluwaseun Oladeji Olaniyi, Olalekan J. Okunleye, Samuel Oladiipo Olabanji: SSRN*. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4546193
- Pillay, N. (2022). Exploring the Challenges and Opportunities of Farm School Infrastructure in Kwa-Zulu Natal, South Africa. *Mobility, Knowledge and Innovation Hubs in Urban and Regional Development. Proceedings of REAL CORP 2022, 27th International Conference on Urban Development, Regional Planning and Information Society*, 323–330.
- SA Government communications. (n.d.). *Insight Newsletter Issue 13 | Government Communication and Information System (GCIS)*. Retrieved February 20, 2023, from <https://www.gcis.gov.za/content/resourcecentre/newsletters/insight/issue13>
- Salaries in the category: Agriculture, Food Industry*. (n.d.).
<https://www.paylab.com/za/salaryinfo/agriculture-food-industry>
- Sekaran, U., & Bougie, R. (2016). *Research methods for business* (7th edition).
- Sihlobo, W. (2022, September 19). *South Africa's farm exports are an economic lifeline – with weak spots*. The Conversation. <http://theconversation.com/south-africas-farm-exports-are-an-economic-lifeline-with-weak-spots-189987>
- Smidt, H. J., & Jokonya, O. (2022). Factors affecting digital technology adoption by small-scale farmers in agriculture value chains (AVCs) in South Africa. *Information Technology for Development*, 28(3), 558–584.

- Statistica. (2023). *Population of South Africa in 2022, by age group and gender*.
<https://www.statista.com/statistics/1330839/population-of-south-africa-by-age-group-and-gender/>
- Statistics, S. A. (2023). *Provincial gross domestic product: Experimental estimates, 2013–2022*.
- Statistics South Africa. (2024). *Unemployment in South Africa: A youth perspective*.
<https://www.statssa.gov.za/?p=17266#:~:text=South%20Africa%2C%20like%20many%20countries,the%20first%20quarter%20of%202024.>
- Ude, D. K. (2020). Youth employment challenge and rural transformation in Africa. *The Palgrave Handbook of Agricultural and Rural Development in Africa*, 41–66.
- Vial, G. (2019). *Understanding digital transformation: A review and a research agenda*.
- Wakchaure, M., Patle, B., & Mahindrakar, A. (2023). *Application of AI techniques and robotics in agriculture: A review*
[\[https://www.sciencedirect.com/science/article/pii/S2667318523000016\]](https://www.sciencedirect.com/science/article/pii/S2667318523000016).
- Weaich, M., Weaich, S., Simbanegavi, P., & Ndlovu, P. (2024). *Investing in the Future: A Comparative Analysis of Green Technology Investments and Youth Unemployment in the US and South Africa*. <https://wiredspace.wits.ac.za/items/3eb23b83-8cc0-4f8e-88fc-c8e0e37f3846>
- Weise, A., Buchter, R., Pieper, D., & Mathes, T. (2020, September 9). *Assessing context suitability (generalizability, external validity, applicability or transferability) of findings in evidence syntheses in healthcare—An integrative review of methodological guidance*.
- YES. (2023). *Yes4Youth*.

Appendix A - Research Instrument

Qualitative Research – Interview questions

1. How long have you been unemployment and looking for a job?
2. What is your biggest challenge in finding a job?
3. What is the reason you are unemployed?
4. How often do you look for employment?
5. When you search for a job, what channels do you use?
6. Which Industry are you interested in working and why?
7. If you remain unemployment for an extend amount of time, would you be interested in employment in the agricultural industry?
8. Which government programs do you know of that assist the youth in getting equipped for the job market?
9. If you were offered a bursary to study a qualification in Agriculture, would you consider it and if not, why?
10. What government youth empowerment programs should government stop, and which programs should government continue with?
11. Would you be open to manual work that is not so technologically advanced? If not, why?
12. How does social media influence you in choosing a career?
13. Would you prefer to work in digital and advanced industry

Appendix B - Participant information sheet

Dear Sir / Madam

My name is Nthabiseng Kgafela I am a Masters student in Business Administration at the University of the Witwatersrand, Johannesburg. My supervisor is Dr Oro Ufuo Oro. I am conducting a research study to determine whether agriculture can be used to address the ever-growing youth unemployment rate in South Africa. The study title is Exploring youth preparedness for Agricultural employment to solve unemployment in South Africa.

I am inviting you to take part in an interview. If you decide to take part, your participation in this research study will last about 30 minutes – 1 hour. The interview will take place at a place of your choice.

With your permission, I would like to audio record the interview. This data will be stored in a password protected file for 1 years and/or deleted after 1year. Only myself Nthabiseng will have access to the data.

During the research activity, I will need to ask for some personal information about you.

The interview will be confidential and anonymous. When I share the results of the research study, I will not include your name or anything else that could identify you. With your permission, other researchers may use the data collected from this research study, but your name and any personal information will not be used or passed on.

If you decide to take part in the research study, it should be because you want to volunteer. You do not have to take part. You can stop being in the study at any time. You do not have to answer any questions if you do not want to. You will not get any direct benefits if you choose to join the research study. You will not lose any services, benefits or rights you would normally have if you decide not to join. Taking part in the research study will not cost you anything. You will not be paid for being in this research study.

The risks for this research study are no more than what happens in everyday life / some of the questions asked may make you feel sad or upset. If this happens, I will stop the interview and continue another time. If you need some support or counselling services following the interview, these are available free of charge at Acts Christian Church. The name of the counsellor is Pastor Peter and the contact details for the counselling service are 011 805 2381.

This research study will be written up as a research report. The report will be available on the university library website. If you would like to receive a summary of this report, I will be happy to send it to you.

If you have any questions during or afterwards about this research study, feel free to contact me or my supervisor on the details listed below. If you have any concerns or complaints about the ethical procedures of this research study, you are welcome to contact the University Human Research Ethics Committee (Non-Medical), telephone +27(0) 11 717 1408, email hrecnon-medical@wits.ac.za.

Yours sincerely,
Nthabiseng Kgafela

Researcher:

Nthabiseng Kgafela, 1526973@students.wits.ac.za , 072 917 6256

Supervisor:

Dr Oro Ufuo Oro, orooro72@gmail.com

Appendix C - Ethics Approval

Graduate School of Business Administration
University of the Witwatersrand, Johannesburg



Wits Business School Ethics Committee

Constituted under the University Human Research Ethics Committee (Non-Medical)

Ethics Clearance Certificate

Ethics protocol number: WBS/BA1526973/473

This certificate is only valid with a legitimate ethics protocol number and signed by the Researcher (below)

Project title	The preparedness of young adults for agricultural employment in South Africa
Investigator / Researcher	MS Nthabiseng Kgafela
Nature of Project	MBA (Research Article)
Decision of the Committee	Approved, provided stakeholders and participants are guaranteed confidentiality.
Issue Date of Certificate	2023/08/28
Expiry date	Date of submission of the project / research report
Chairperson	Dr Pius Oba  +27 11 717 3976  +27 82 733 6587  pius.oba@wits.ac.za 

Declaration by Researcher

One copy must be signed by the Researcher and returned to the Chairperson of the Wits Business School Ethics Committee.

I fully understand the conditions under which I am authorized to carry out the abovementioned research and I guarantee to ensure compliance with these conditions. Should any departure to be contemplated from the research procedure as approved I undertake to resubmit the protocol to the Committee.

Signature

5/09/2023

Date: