

Photo credit: <https://www.facebook.com/us.embassy.phnom.penh/photos/a.390395653223/10156000848183224/?type=3&theater>



“
She envisions to create an inclusive trading system in agriculture value chain where every sector can gain benefits, have access to information and let their voice be heard.
”

INSPIRING ASEAN YOUTH TO BE ENTREPRENEUR

Cambodian Agripreneur Makes It Her Mission to Empower Youths through Innovation Lab

More than half of Cambodia's population reside in rural areas and most of the employment come from agriculture sector. Pheakdey Tous is a proud daughter of rice farmer in Battambang, Cambodia, which was also the reason why she was so passionate to learn soil science and agronomy for her undergraduate study.

She envisions an inclusive trading system in agriculture value chain where every sector can gain benefits, have access to information and let their voice be heard. Adding to that, she also loves using her advocacy skill to save the environment and educate others to contribute

to environmental protection. She is currently working with several projects with youths to create an inclusive system for leadership exchange, collaboration toward environmental issue.

She started her agripreneur journey right after she attended an academic fellowship in Hawai'i on the spring of 2018. By collaborating with a partner from the Philippines, she won a grant and established ASEAN Earth-Abundance Innovation Lab which aims to provide underserved communities in ASEAN with an access to resources and create a business ecosystem that will help solve social and economic problems throughout the region. Pheakdey believes that a conducive business ecosystem will encourage youths to involve more in agriculture as well as will drive agriculture-based businesses more sustainable.

In order to realise that vision, she and her team provide technical assistance and training to the farmers, and collaborate with several input supplier companies to analyse the efficiency and economic value of the products. Pheakdey works with gender advisor and project partner to encourage gender mainstreaming in rice value chain. Another work of her is to coordinate multiple stakeholder platforms which act as an inclusive system for all actors in rice value chain in Battambang to have dialogue, sharing concern and planning together to overcome challenges in rice sector.

She also works in Volunteer Services Overseas (VSO) as a supervisor for group of youth volunteers, building their capacities so that they can take part in improving the agriculture sector in their own communities. "The concept of ASEAN Earth-Abundance Innovation is to build youth potentials by bringing out their innovation and helping to upscale it with mentorship support and resource linkages. It helps them to identify issue in agriculture chain and encourage them to come up with startup ideas to improve the situation as well as economic value," she said.

Contact:
www.linkedin.com/in/pheakdey-tous-19964a159/

Written by Vera Hadinata

