



Digital Business Training and Behavioral Interventions

Kenya Youth Employment & Opportunities Project (KYEOP)

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KYEOP: A comprehensive project to provide Jobs for 110,000 youth + information for 170,000 others



Two support options

1

Skills Building
(6 months)



MPYG



Build life skills

Get a KSh 6,000 stipend

Build technical skills

Become a Craftsman

or

2

Entrepreneurship
(3 months)



NISE A

Get business development support

Become a Business owner

Choose:

Join a master craftsman for 5 months

or

Attend 2 months of skills training and 3 months attachment



Get a \$400 grant and 2-day mentoring

Job creation activities

- Business Plan Competition – 750 youth-led businesses
- Innovation challenge – hard to serve youth

Intermediation (State Department for Labour)

- Kenya Labor Market Information System

Generate knowledge with Impact Evaluations for:

- Business support, including behavioral interventions
- Business plan competition

Focus on Component 2: Can entrepreneurs be trained or are they “born entrepreneurs?”



Trained: Support to microbusinesses to increase productivity

- But even here recognize that not everyone can be an entrepreneur: Entrepreneurship Aptitude Test (EAT)
- Support in different ways:
 - Grants
 - BDS of various forms (more in next slide)
 - Behavioral interventions
- Another nuance: These self-employed do have employees

Born: Business Plan Competition

- Support to MSEs to create formal jobs
- Process of call for initial applications, shortlisting, detailed application, and pitching
- Also aiming to answer key questions, in particular on how much financing is needed

Novel ways to support entrepreneurship, using and building evidence



Digital Business Development Services (BDS)

- Structured business lessons delivered via SMS.
- Each lesson followed by a short quiz and longer quiz at the end of the training.
- Those who attain the set pass mark receive a certificate

Behavioral Interventions

- **Peer Networks (PN) through WhatsApp groups**
 - Meeting virtually twice a week to discuss business topics
 - Lightly moderated by a BDS counsellor
- **Future Self (FS)** was in-person but involved:
 - Photos of successful and unsuccessful entrepreneurs and their actions
 - **Age-progressed rendering of 'selfies'** to make youth think about the future and adopt good practices for their businesses,
 - SMS reminders to read the letter they wrote to their 'future self'.
- **COVID-19 resilience SMS to business grant recipients**

Objective: Overcome, in particular, gender-specific constraints and attitudes, as women:

- Are time-constrained by other obligations when training is in-person
- May have more limited business networks and fewer business role models

Peer Networks

<p>1st Monday 09:00 AM</p>	<p>1. Welcome</p>	<p>Hi the Simba! So, you have all introduced yourselves over the past 10 days. We can now start discussing some business topics. Let's discuss for 2 hours every Monday and Wednesday afternoon at 6 pm, though feel free to discuss outside these times. I will propose the first topic at 6 PM today. Be ready to participate!</p>
<p>1st Wednesday 6 PM</p>	<p>Topic 3: Marketing</p>	<p>TOPIC 2: Marketing Hi. Which actions can you take to bring attention to your business? Are online platforms like Facebook, YouTube useful?</p>
	<p>Messages to foster participation</p>	<p>Kevin mentioned that he uses FaceBook to put photos of his products and advertise sales. What do the rest of you think?</p>

Future Self



Implementation lessons



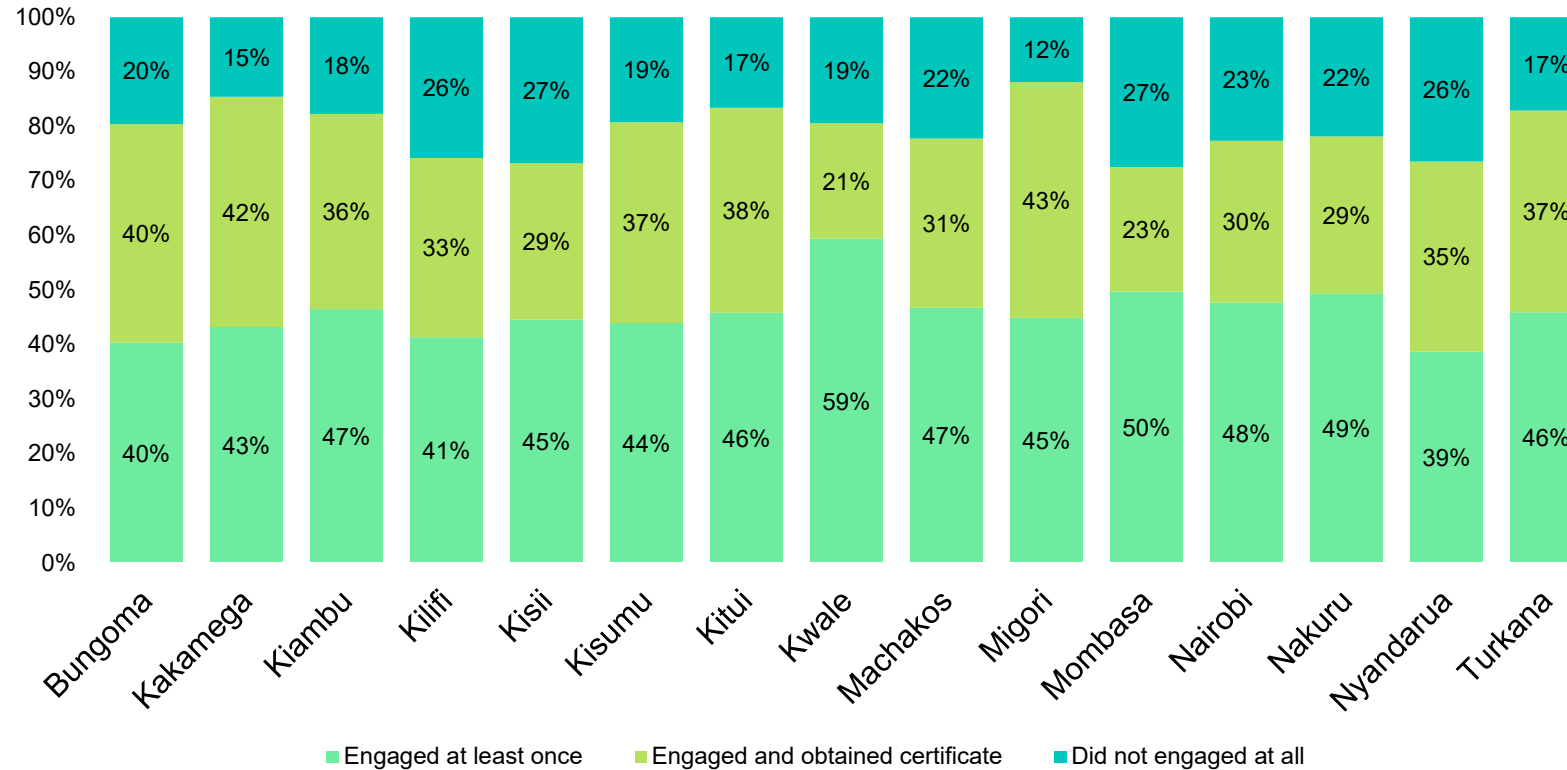
Digital BDS

- Digital BDS is an efficient way of delivering business training:
 - 60% of those invited completed content
 - 75% of those who completed content got certified
 - High satisfaction among those who complete: 97%
- Learners interact with the content at all times with peaks emerging from Wednesday evening to Friday evening: No big differences across men and women
- Difficult to control if learning is actually taking place and with the right pace, as opposed to classroom lessons.
- 40% of beneficiaries take long to complete the lessons (more than 2 months)

Behavioral Interventions

- PN:
 - Whatsapp was a crucial moderation tool in ensuring that there was structured communication in groups.
 - Challenges included: Youth lacking data to access Whatsapp; youth not being able to participate at the set moderation times; and conversations being dominated by a handful of youth.
- FS:
 - Anecdotally youth mention reading their letter regularly and appreciating the SMS reminders
 - But there was no way of ascertaining whether Future Self beneficiaries actually read the letter they wrote.

High digital BDS engagement even in remote counties



Note: Percentages calculated over the total number of youths invited to do digital BDS

Preliminary results on impact (but during COVID-19)



- **Promising early results of behavioral interventions from randomized control trial (RCT):**
 - **“Future Self” impact**
 - Combining business grants with FS increases the likelihood to maintain an operational business compared with receiving only grants.
 - **Combination of Whatsapp Peer Networks and FS**
 - Those receiving “Full BDS” (classroom, one-on-one counselling and digital), grants, PN and FS are more likely to have adjusted business operations and expect COVID-19 effects to last fewer weeks, compared to those receiving only Full BDS and G.
 - **COVID-19 resilience SMS message**
 - Receiving the SMS has a positive marginal positive effect, when compared to grants only on life satisfaction, confidence with maintaining living standards in the next month, and feeling prepared to navigate business and job environments.

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Thank you