

Timeline

June-December 2020

Study Type

Randomized Evaluation

Research Implemented by IPA

Yes

Mapping the Impact of COVID-19 on the Distribution of Youth-led Businesses in Kenya

Researchers

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Abstract

The Government of Kenya, in partnership with the World Bank, is implementing a multi-year project, the Kenya Youth Employment and Opportunities Project (KYEOP), to increase employment and earning opportunities for youth aged 18-29 years of age. IPA is working with researchers from the World Bank and the University of Exeter on an impact evaluation focused on two main components of the KYEOP project: grants and business development services to support self-employment and microenterprises, and a business plan competition to identify firms that are promising in terms of growth and job creation. The baseline survey for this randomized controlled trial was completed just before the COVID-19 pandemic. Over 10,000 youth-led businesses at different stages of growth were surveyed across the country in early 2020. In this study we plan to survey a sub-sample of the KYEOP impact evaluation study to trace the impacts of the COVID-19 shock on youth-owned businesses of different sizes. This study will investigate if there are differences in response to the shock depending on the stage in which the business is (start-up, established, idea stage etc).

Project Outcomes of Interest

The study will analyse data on changes in business operations and employment on account of curbs in economic activity; it will also collect data on how businesses are responding and adapting in response to the crisis and the types of support they need and are receiving.

Partners

World Bank, Ministry of Public Service, Youth and Gender Affairs (MPYG), Kenya, Micro and Small Enterprise Authority (MSEA)

Impact Goals

- Build resilient and adaptable businesses and employment opportunities

Project Data Collection Mode

- CATI (Computer-assisted telephone interviewing)

Results Status

No Results Yet