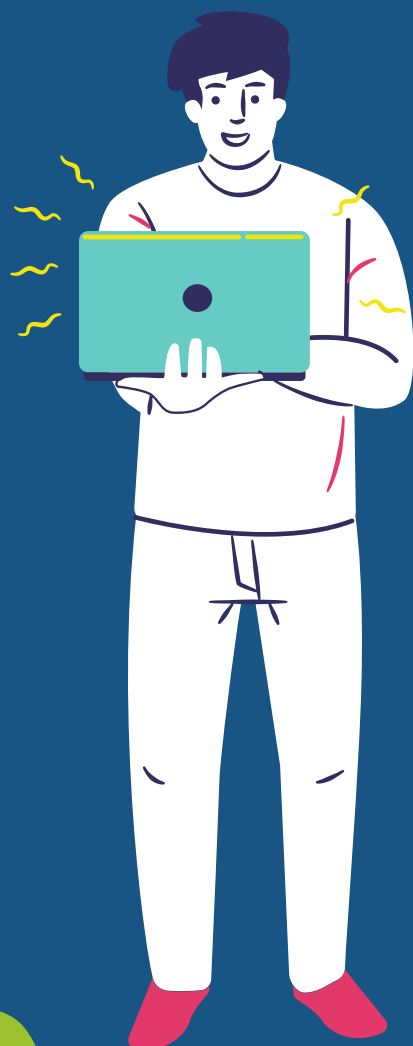


# CHALLENGES OF YOUTH IN ACCESSING EMPLOYMENT IN KISUMU, KENYA

A good number of youths in Kenya are facing challenges of unemployment and have gone through the courses that make them eligible to work in different sectors across different institutions. The latest data that was collected in the last census 3 years ago says that out of the 100% of the total population of the young people, 38.5% are unemployed, and Kisumu is no exception. There is an urgent need to improve the education and livelihood of rural youth in Kisumu West Constituency. According to Kenya National Bureau of Statistics, (2001) rural youth still live with just getting something to sustain them in a day, hence most of them hope to get to cities to seek better ways to survive despite not having the skills required to secure decent jobs on arrival. Having been born and brought up in the community and understanding the needs of the youth, Dala Spaces decided to conduct a study in the area since they are familiar with the challenges youth in this community undergo.

## KEY FINDINGS



**False perception by rural females on digital skills:** female youth from the rural areas have a negative perception that digital or technical skills are a domain for men only, thus are reluctant in becoming digitally literate. During the first focus group, the male turnout was 80% as compared to female which was 20% percent. With time the percentage increased, and by the time we were doing our last research stage, the turnout was 40% which was commendable. It was possible to reach the 40% by giving the female opportunity to participate in the focus group discussion separately.

**Efficiency of digital skills:** Basic digital literacy skills such as Microsoft Office Suite are essential across both employed and self-employed youth. However, as self-employed youth need to look for their own clients, digital marketing skills are also a crucial component in helping youth run their own businesses successfully.

*"I have quality and fancy shoes but I lack the right skills to leverage digital platforms to generate leads and grow my revenue" - Edith*

**Types of employment:** among those interviewed, 85% are self-employed, while 15% engage in formal employment. This is positive because the skills that the organization has been providing are helping the beneficiaries do practice fully as compared to formally employed, who are provided with specific responsibilities.

Most of the youths in rural areas have the **will and potential to venture into economic activities** and thrive well when taken through the process of mentorship and guidance step by step.

Youth also need skills of relevance to be instilled into them and with doors of opportunities being opened to them to work in unison with **elimination of gender-based discrimination in employment and job recruitments**.

Youth acknowledge the rising demand of competent based youths in the employment sector with the **21st century skills**, therefore, willing to match their core competencies with the market need given level ground access to opportunities.



**Methodology:** this product is the result of a mixed methods research, conducted by Dala Spaces, that involved 115 participants from Kisumu Kenya. The research respondents comprised Youth from Kisumu West and Kisumu Central, as well as stakeholders from the Public sector-department of education-, ICT and human development and Private sector at the level of International corporation. The data was collected through the following mechanisms:

- 100 Surveys
- 15 Key Informant Interviews

**Dala Spaces**  
Kisumu, Kenya



We want to know what you think about this product. Click or scan this code to tell us more about your experience.

This product was made possible with support from the United States Agency for International Development (USAID). The contents are the responsibility of Dala Spaces and IREX and do not necessarily reflect the views of USAID or the United States Government.