



Grassroots Business Initiative



Kenya Youth Business Trust

Kenya



Background

In Kenya, about half of the population lives below the poverty line and 23% subsist on less than \$1 a day. Young people between the ages of 15-35 represent more than 32 percent of the population and 60 percent of its potential workforce. With 90% of these youth engaged in the informal sector and little access to training and resources, their economic impact and potential is often undermined and underutilized. Many of these 9.2 million youths possess the skills, desire, and determination to raise themselves and their families out of poverty, and with the right opportunities, they can make positive and long lasting economic contributions for their families and communities.

What is the Kenya Youth Business Trust?

The Kenya Youth Business Trust (KYBT) is an international chapter of the Prince of Wales Trust of the United Kingdom. It is a non-profit organization (NGO) providing young people with personal development opportunities by financing new businesses and offering mentoring.

Since its establishment in 2003, KYBT has worked to fight unemployment among Kenya's youth by:

- identifying entrepreneurial talents and helping them develop viable business proposals;
- extending collateral-free seed capital after a rigorous business plan review process;
- providing full access to the organization's local and national business support network for three years; and
- partnering the entrepreneurs with a volunteer business mentor who provides advice and support for a period of 3 years.

IFC's Involvement

To support KYBT's goals, the International Finance Corporation's Grassroots Business Initiative (GBI) draws on best practices obtained through its experiences with other youth enterprise development partners. Similar youth empowerment and entrepreneurial development initiatives that GBI has worked on to provide technical and financial assistance include FATE Foundation in Nigeria, STEP in Burkina Faso and Mali and Trickle Up and Mali and Bolivia. GBI supports KYBT and other initiatives by providing:

- staff training and capacity building
- marketing material development
- capital expenses such as office equipment, furniture, and renovation
- monitoring and evaluation to measure the program's impact.

As KYBT moves into its expansion phase, GBI will explore continuous support to the program, particularly with regard to business plan development, capacity building, and strengthening operational systems

Results To-Date

# of youth receiving mentoring	47
# of youth receiving financing	38
# of youth receiving training	47
% of women receiving training	27%
Average annual sales of KYBT youth entrepreneurs	\$7,248
Average loan size for KYBT entrepreneurs	\$587
Total Jobs created	72

One of KYBT's entrepreneurs, Zablon Karingi Muthaka, who owns and operates a waste management business in Nairobi, was named Entrepreneur of the Year 2006 by Youth Business International.

Due to its success and increasing demand, KYBT is gearing up to expand its program in Kenya, by increasing outreach to the Nairobi metropolitan area and Machakos town, further supporting and empowering youth entrepreneurial development.

