Enterprise your Life

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Background

- For the past 3 years, (xx) has been promoting saving groups among youth aged 15-24 in rural areas of Senegal, mainly out of school youth.
- 40,000 youth have been reached through the program
- The aim was to strengthen their economic power
- The program has been assessed in 2013 which resulted in the following findings: Youth highlighted their need for some form of entrepreneurship support.
- The needs assessment conducted found out that youth engaged in some kind of income generating activities such as agriculture, petty trading, paid jobs. Almost 30% of them could be considered “aspiring entrepreneurs”
Theory of Change

The program will deliver the following interventions:

- Entrepreneurship training sessions – to all
- Linking youth to financial institutions
- Mentorship within their local communities – to a selected number constrained by mentors' numbers.

The program’s outcomes would be:

- Growth in existing business/new business creation
- Increase income
- Job creation within the communities they live in
Theory of change

Demand for training, access to finance, mentoring

Training, Linkage, Mentorship for 5000 youth

- Local environment will remain stable (eco/pol/natural)
- Partnership with business practitioners
- Willingness of MFI to lend to youth
- Youth engagement

knowledge, skills and attitude improvement;
Business growth/creation;

Increase in youth income
Evaluation Questions and Outcomes

- What is the effect of the program on youth **businesses** in terms of **creation/growth**?
- What is the effect of the program on **business income** and **youth assets**?

**Indicator:**

- % change in business income (why business)
- Youth asset index
Evaluation Design

• The evaluation will follow the village level randomization, sample frame of **80 villages** NOT at proximity of each other.

• Sample assignment: **Simple lottery**.

• The treatment arm: Training, linkages (40 T)

• Control group (40 C)
Data and Sample Size

- The number of youth surveyed would be 1500 youth due to financial implications/budget of the project.
- 80% power for 20% effect of increase in income.
- Rho: 0.05
- $R^2 = 0.10$
- Number of youth surveyed in each village = 19
Power Calculations

\[ \alpha = 0.050 \]
\[ n = 19 \]
\[ J = 80 \]

\[ \rho = 0.05, R_{L2}^2 = 0.10 \]
Potential challenges

• The main **spillovers** expected are:
  • Information exchange at group level
  • Knowledge exchange of training
• **Attrition** would also be a threat to the project:
  • Some youth might drop off the trainings
  • Some youth might not take up the linkages with MFIs
• The project estimated the take up to 70%
Results

• Raising funds for scaling up
• Replicating the project in the other 8 countries of West Africa where the organization operates.