



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

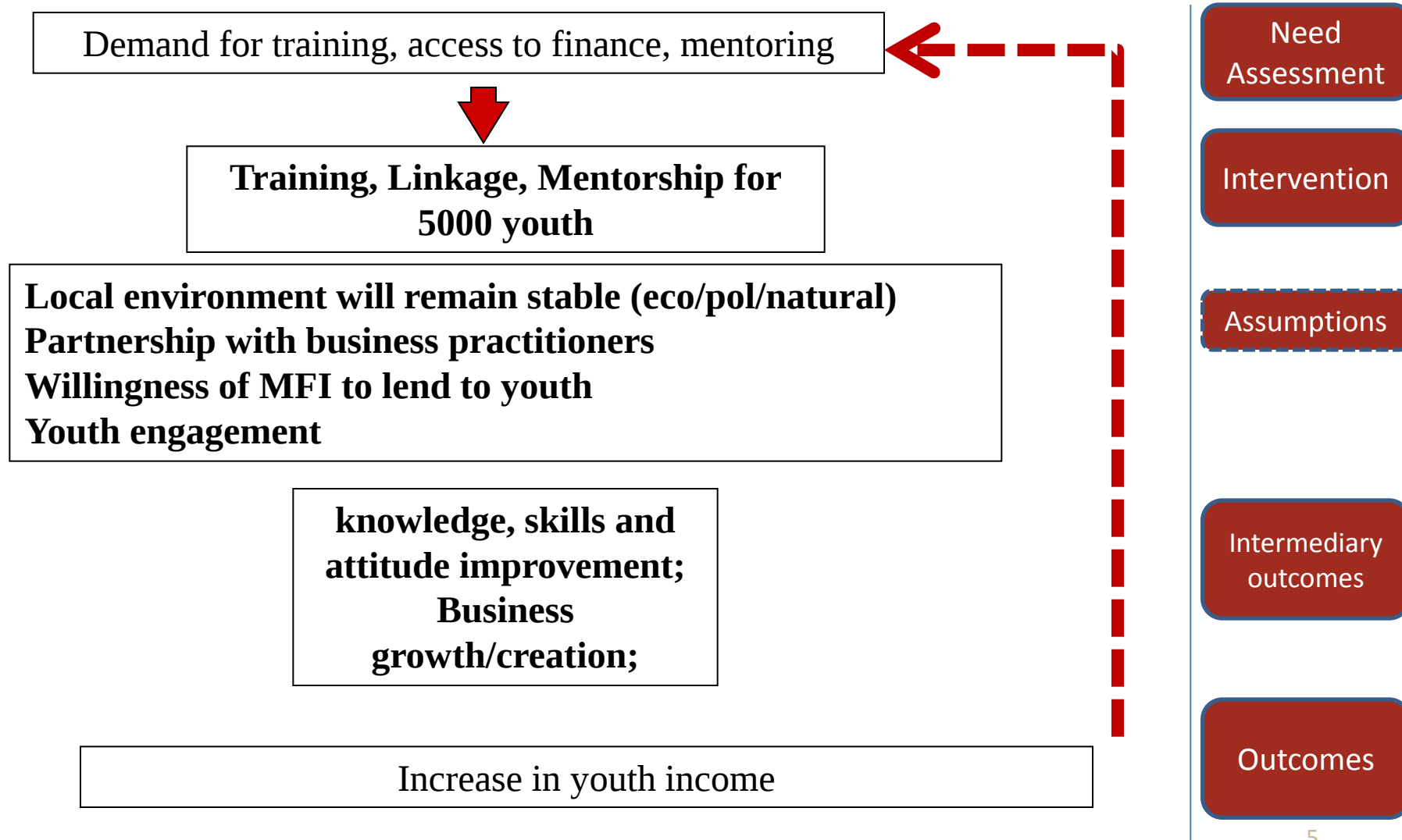
The program will deliver the following interventions:

- 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



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

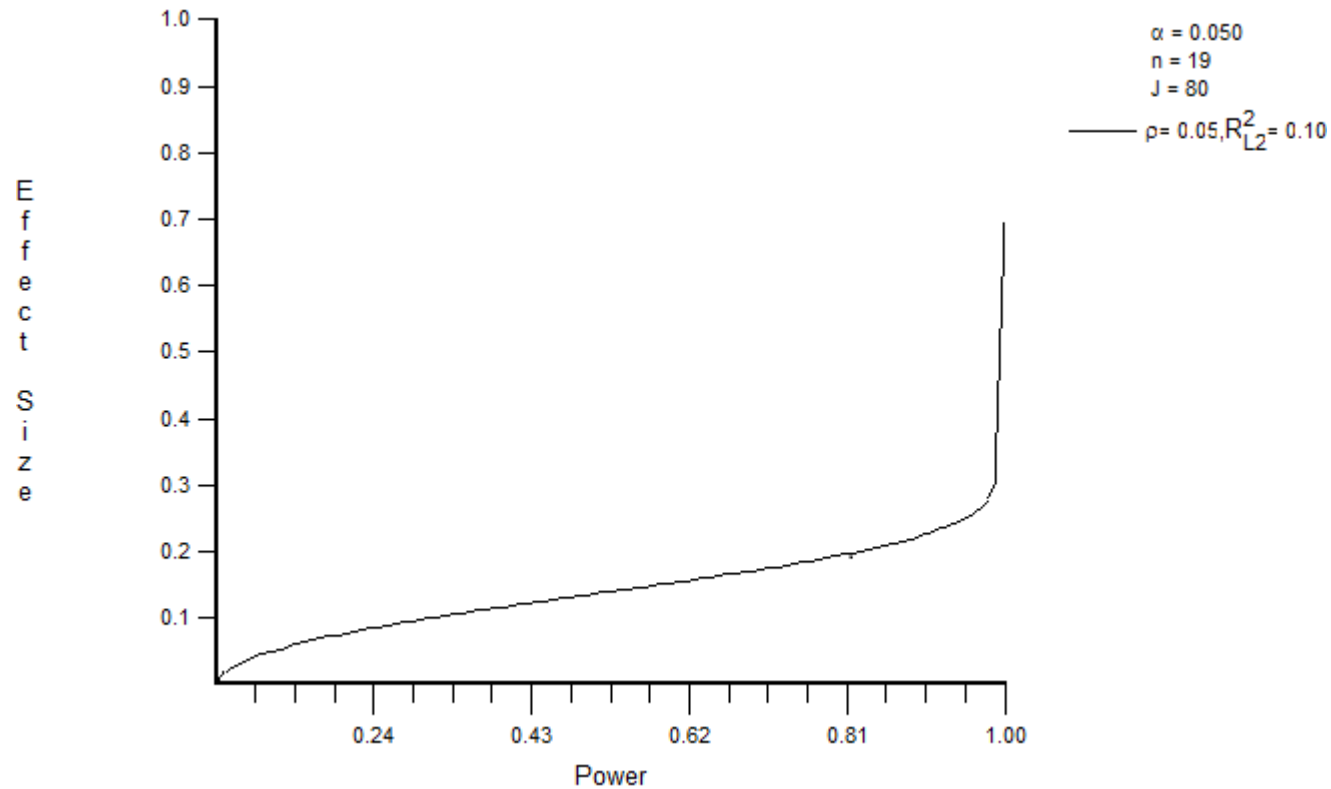
Evaluation Design

- 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



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.