



لاتاء Dilatech™
ung People...Enterprise...Employment...



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TRANSLATING RESEARCH INTO ACTION

Promoting Self- Employment in Tunisia

FATMA TRIKI

ENDA INTER-ARABE

DOHA EVIDENCE SYMPOSIUM, MARCH 6-8, 2014

Background

- The project is located in Tunisia : unemployment rate (18%), unemployed young (95%).
- The project started after 2011 revolution which was led mainly by unemployed young Tunisians.
- The project is trying to promote entrepreneurship among young tunisiens and help them create, re-open, and develop sustainable businesses.

Project Description

- Intended beneficiaries: Young (< 35) unemployed (or have a vulnerable job) that have entrepreneurial skills, are interested in starting a business (IGA, ME, VSE), and are living in enda's intervention areas.
- **2 325** beneficiaries 31/12/13:
 - **2 325** micro-credit (*bidaya*)
 - **560** business plan training and individual coaching
- Timeline of rollout:
 - ***bidaya micro-credit*** is delivered by most of the 70 branches.
 - ***bidaya business plan training and individual coaching*** delivered in 6 out of 24 Tunisian governorates.
 - ***bidaya post-startup coaching*** is under development.
 - ***bidaya mentoring*** under is planned to be developed in 2014.

Preliminary Research Ideas

- Evaluation questions:
 - What are the correlated factors for the business sustainability?
 - What are the correlated factors for the job creation by business?
 - What is the impact of the financial and non financial support on the supported businesses, young and, families and on the community economic sustainability?
- Suggested research design :
 - Relational design
 - Quasi-experimental methods
 - Randomized Controlled Trial
- Scope for incorporating evaluation into current program design:
 - Existing and followed indicators on the MIS: credit features, sex, old, activity sector, education level, marital statute, region.
 - Indicators on the MIS under rolling out (less completeness and reliability): socioeconomic situation (client and business).
 - New indicators under development on the MIS: coaching and training features, employment features.