

1. Project Overview

Project Title: Empowering 200 Youth Entrepreneurs in Kenya

Locations: Kisumu, Busia – Kenya

Target Group: 200 vulnerable youth (100 per region)

Duration: 12 months

Budget: \$25,000

Implementing Organization: Saidika Organization

2. Project Summary (550 characters)

The "**Launch of 200 Startup Youth Businesses in Kisumu & Busia**" project will support 200 youth (100 from each region) by providing business training, mentorship, and startup capital. The initiative aims to reduce unemployment and foster economic growth by equipping youth with skills in business planning, financial literacy, and vocational training. Participants will be empowered to launch sustainable businesses that contribute to local economies and help alleviate poverty in their communities.

3. Problem Statement (500 characters)

Youth in Kisumu and Busia face high unemployment, lack of skills, and limited economic opportunities. In Kisumu, there's a mismatch between education and market demands, while in Busia, rural poverty and early school dropout rates are prevalent. These challenges leave young people without pathways to financial independence, resulting in poverty, social exclusion, and limited community development.

4. How the Project Will Solve the Problem

This project will equip 200 youth with business and vocational skills, mentorship, and startup resources. Through hands-on training and tailored support, participants will gain the tools to launch micro-enterprises or secure income-generating opportunities. The combination of education, mentorship, and startup support will create a pathway to financial independence and local economic growth.

5. Potential Long-Term Impact

The project will foster lasting change by empowering youth to become job creators and contributors to their communities. Businesses started will create ripple effects—stimulating local economies, reducing poverty, and inspiring more youth toward entrepreneurship. Over time, the project will increase youth employment and reduce dependency, creating stronger, more resilient communities in Kisumu and Busia.

6. Key Activities

- **Youth Mobilization & Selection**
Recruit 200 vulnerable youth (100 per county) through partnerships with community groups, local leaders, and county offices.
 - **Scholarship Allocation**
Provide full or partial scholarships to enable participation by the most vulnerable youth.
 - **Training Modules**
Business, vocational (tailoring, ICT, agribusiness, etc.), and life skills training to build holistic capabilities.
 - **Mentorship & Coaching**
Ongoing support from local mentors through one-on-one and group sessions.
 - **Startup Support**
In-kind tools, business kits, or seed grants for launching small enterprises.
 - **Monitoring & Evaluation**
Systematic tracking of outputs and outcomes using baseline, midline, and endline assessments.
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7. Target Group and Locations

Target: 200 youth aged 18–35
Locations: Kisumu (100), Busia (100)
Selection Criteria: Youth who are unemployed, out of school, from low-income households, single parents, or living with disabilities.

8. Budget Summary (\$25,000)

Budget Item	Amount (USD)
Training materials & facilitators	\$7,000
Mentorship & support staff	\$3,000

Startup capital/business kits	\$8,000
Scholarships for vulnerable youth	\$3,000
Monitoring & Evaluation	\$2,000
Admin, logistics & communications	\$1,500
Total Budget	\$25,000

9. Sustainability Strategy

- Youth will form **business support groups and savings teams**
 - Linkage to **local microfinance institutions** for access to growth capital
 - Continued **mentorship and alumni networks** for long-term support
 - Engagement with the **private sector and employers** for internships and job placements
 - Collaboration with **local government** to replicate and scale successful models
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10. about Saidika Organization

Saidika Organization empowers vulnerable women and youth in Kenya through education, vocational skills, and entrepreneurship support. Since 2018, we have supported over 800 youth and women in building sustainable livelihoods. Our community-driven approach fosters independence, self-employment, and long-term transformation.

Our Focus Areas:

- Vocational training (e.g., tailoring, ICT, agribusiness)
 - Entrepreneurship and financial literacy
 - Business startup and access to capital
 - Mentorship and job linkage services
 - Partnerships with TVETs, employers, and development agencies
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11. Contact Information

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