



# GANJISHA

## FINAL EVALUATION REPORT

*Building digital livelihoods for Kenya's youth, in all 47 counties*



Digital Opportunity Trust Kenya × Africa Digital Media Institute

Supported by Google.org · August 2025

GANJISHA PROJECT · FINAL EVALUATION

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**A t a g l a n c e**

**7,837** youth trained   **47** counties   **3,937** young women   **135** partner organisations

## 01 · EXECUTIVE SUMMARY

## From learners to earners, in every county.

The Ganjisha Project was an 18-month initiative designed to reduce youth unemployment in Kenya by equipping young people with practical digital content creation skills, the confidence to apply them, and pathways to earn within the creative economy. The programme was delivered by **Digital Opportunity Trust (DOT) Kenya** and **Africa Digital Media Institute (ADMI)**, with support from Google.org, and reached participants in all 47 counties between 2023 and 2025.

This independent evaluation, conducted across all 47 counties between January 2024 and March 2025, assessed the programme against the five OECD-DAC criteria of relevance, coherence, effectiveness, impact and sustainability. The evidence points to substantial and measurable gains in digital skills and confidence, meaningful growth in earnings, and strong community ownership of the model. It also identifies three priorities that will determine whether these gains endure: access to devices and connectivity, programme duration, and the persistent gender gap in income from content.

# 7,837

Youth trained across all 47 counties

# 3,937

Young women — over half of all participants

# +78pp

Rise in advanced/intermediate digital skills

# 3×

Average monthly income, baseline to endline

### Key findings

- ▶ **Relevance:** the programme was well-targeted and highly valued. 78% of participants rated it satisfied or very satisfied, against just 3% dissatisfied.
- ▶ **Effectiveness:** the share of participants with advanced or intermediate digital skills rose from 7% to 85%, while confidence increased from 46% to 75%.
- ▶ **Impact:** the proportion earning from their content grew from 5% to 28%, and average monthly income rose from KES 2,600 to KES 7,766.
- ▶ **Sustainability:** 73% remain active creators after training, 90% continue to use the skills they gained, and host organisations are beginning to adopt the model independently.

## 02 About the Programme

*Design, delivery and reach*

### A national programme, rooted in local communities.

Ganjisha combined ADMI's expertise in creative media and technology training with DOT's track record in equipping young people with digital and entrepreneurial skills. The result was a community-based delivery model that brought 40 hours of practical, in-person and online instruction directly to participants, hosted by local organisations and led by facilitators drawn from Kenya's creative industry.

#### Who took part

Group	Men	Women	Total	Target	PWD
Community Leaders (facilitators)	18	16	34	39	—
Community participants	3,900	3,937	7,837	7,000	111

The programme exceeded its participant target, reaching **7,837 young people against a goal of 7,000** — 3,937 women (50.2%) and 3,900 men, including 111 persons living with disabilities. Delivery was anchored by **135 community-based host organisations** and 34 trained Community Leaders who served as facilitators across the country.

#### Geographic reach

The programme reached all 47 counties. Central, Rift Valley and Nyanza accounted for the largest share of participants — together close to half of the total. At the other end, North Eastern recorded just 59 participants, the clearest equity gap in the programme's reach and a priority for any future phase.

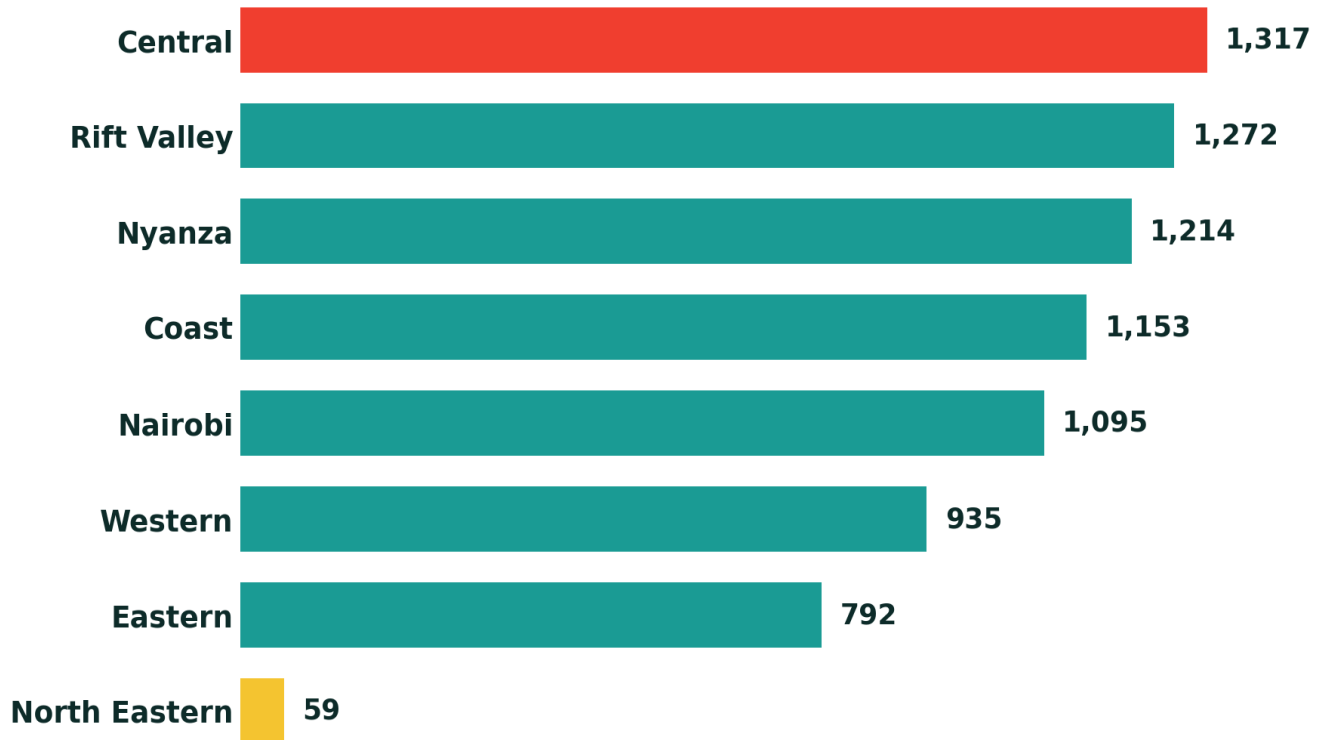


Figure 1 · Participants reached by region

## Programme outcomes

The programme was structured around a set of intended outcomes. Those assessed in this evaluation were substantially achieved; the final outcome — a public showcase to government and partners — was in progress at the time of writing.

Outcome	Status	Evidence
Baseline established for skills, confidence and livelihoods	Achieved	Needs assessment, co-design and baseline study completed
Curriculum and training materials developed	Achieved	Full curriculum deployed across all 47 counties
7,000+ youth trained in 40 hours of content skills	Achieved	7,837 participants completed the programme
Youth confidence and peer support increased	Achieved	Confidence rose to 75% at endline, from 46% at baseline
Showcase to government and partners	In progress	Launch event in planning

*"I can now make posters, edit videos, use CapCut and Canva, manage social media, and navigate content tools independently." — Participant*

## 03 Evaluation Approach

*Methodology, data and limitations*

### A mixed-methods evaluation across all 47 counties.

The evaluation employed a mixed-methods design, combining quantitative surveys with qualitative interviews and focus groups, and drawing on programme monitoring data, case studies and participant testimonials. Findings are organised against the five OECD-DAC criteria — relevance, coherence, effectiveness, impact and sustainability — and all data was disaggregated and analysed through a gender lens.

#### Evidence base

Method	Sample	Coverage
Quantitative surveys	267 (137 men · 130 women)	Representative sample, all 47 counties
Key informant interviews	10 (2 staff · 8 partners)	Nairobi, Mombasa, Kilifi, Nakuru, Kakamega, Busia
Focus group discussions	14 groups	13 counties
Case studies and stories of change	2 + 5	Programme-wide

#### Limitations

Three limitations should be borne in mind when interpreting the findings:

- ▶ Non-response bias: a number of participants declined survey calls, reflecting heightened caution during a period of youth-led demonstrations.
- ▶ Self-reporting bias: reported benefits and engagement may be modestly overstated due to social desirability effects.
- ▶ Rural under-representation: the phone-based survey reached rural participants less reliably, which may tilt results towards more connected respondents.

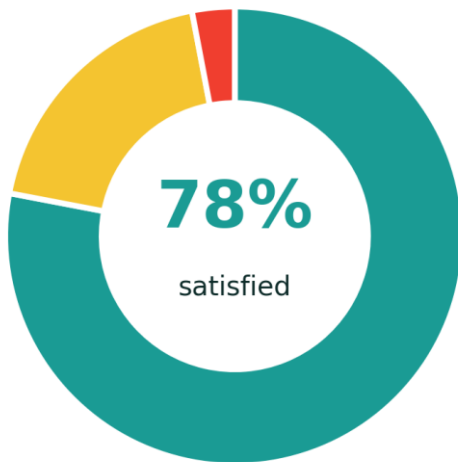
Quantitative data was cleaned and analysed in R to derive endline values for skills, confidence, income and satisfaction. Findings were triangulated across methods throughout to confirm their consistency.

## 04 Relevance & Coherence

*Alignment with needs and national priorities*

### Meeting a real need, aligned to national goals.

The programme was widely regarded as highly relevant to its target groups, an outcome of the robust needs assessment and co-design process that shaped its design. It responded to a clear skills gap in a fast-growing digital content economy — driven by platforms such as YouTube, TikTok and Instagram — and aligned with Kenya's Digital Economy Blueprint and Vision 2030.



#### A strong endorsement from participants

78% of participants rated the programme satisfied or very satisfied, against just 3% who were dissatisfied. Participants particularly valued the no-cost, inclusive training, the focus on practical creative tools, and the emphasis on financial literacy and monetisation.

*Figure 2 · Participant satisfaction with the programme*

### Coherence with the wider ecosystem

Ganjisha functioned as a foundational bridge, preparing underserved youth to participate in national initiatives such as Ajira Digital and Ajiry. Where broader national programmes operate at scale, Ganjisha reached grassroots communities directly, helping to narrow the urban–rural digital divide.

- ▶ Government ICT hubs and TVET institutions provided accessible local training venues.
- ▶ Co-implementation with Ajira Digital aligned the curriculum with established digital work pathways.
- ▶ Eight masterclasses with leading Kenyan creators added practical industry insight on branding and audience growth.

## 05 Effectiveness & Impact

Outcomes against baseline

### Decisive progress across every indicator.

The programme delivered strong gains against all key indicators. The most pronounced was in digital skills: at baseline, 93% of participants reported basic or no skills, whereas at endline **85% had reached intermediate or advanced levels**. Notably, no participant completed the programme without acquiring some digital capability.



Figure 3 · Key outcome indicators, baseline to endline

Indicator	Baseline	Endline	Change
Digital skills (advanced + intermediate)	7%	85%	+78 pp
Participant confidence	46%	75%	+29 pp
Content monetisation (share earning)	5%	28%	+23 pp
Average monthly income	KES 2,600	KES 7,766	+KES 5,166

### Income nearly tripled

Average monthly income rose from KES 2,600 at baseline to KES 7,766 at endline. The share of participants earning directly from their content increased to 28%, drawing on income streams that include digital design

and poster-making, advertising and sponsored content, freelance services, and platform monetisation on TikTok and YouTube.

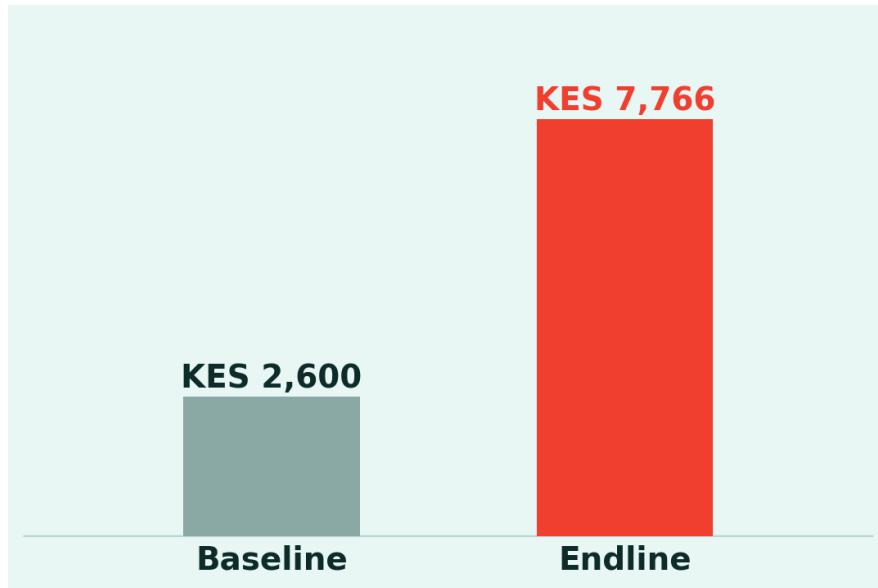


Figure 4 · Average monthly income, baseline versus endline (KES)

### A persistent gender gap

Both men and women progressed strongly, but a gap remains — widest in income earned from content, where 34% of men reported earnings against 21% of women. The evaluation attributes this gap to differences in device access, time and caregiving responsibilities, confidence, and platform and audience bias. Closing it is a central consideration for future delivery.

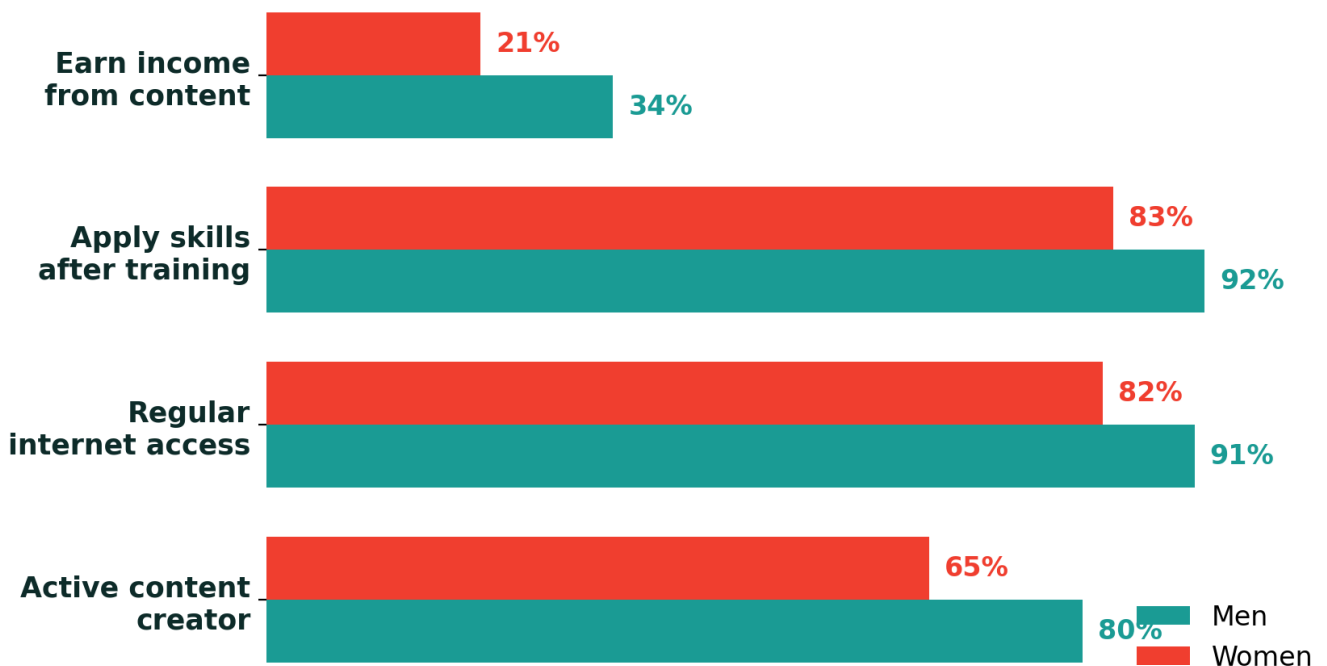


Figure 5 · Outcomes by gender on key indicators

## Impact in participants' own words

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Beyond the metrics, participants described a shift in both capability and self-belief — from mastering specific tools to seeing themselves, often for the first time, as creators capable of earning a living.

*"I was not able to make a nice video but currently I am an expert." — Participant, Coast Region*

*"I appreciate being part of the program — it helped me generate income. I got a chance to make a poster for the governor's event." — Participant, Rift Valley*

*"I have conquered the fear of posting. Now I believe I can make money online." — Participant, Western Kenya*

*"After the training I went for a competition on video editing and managed to be number one." — Participant, Nyanza*

A minority of participants reported limited change, typically linked to incomplete attendance, few opportunities to practise, or the absence of a device on which to apply new skills. These cases reinforce the central finding of the evaluation: access to tools and sustained practice are what convert training into livelihoods.

## 06 Sustainability

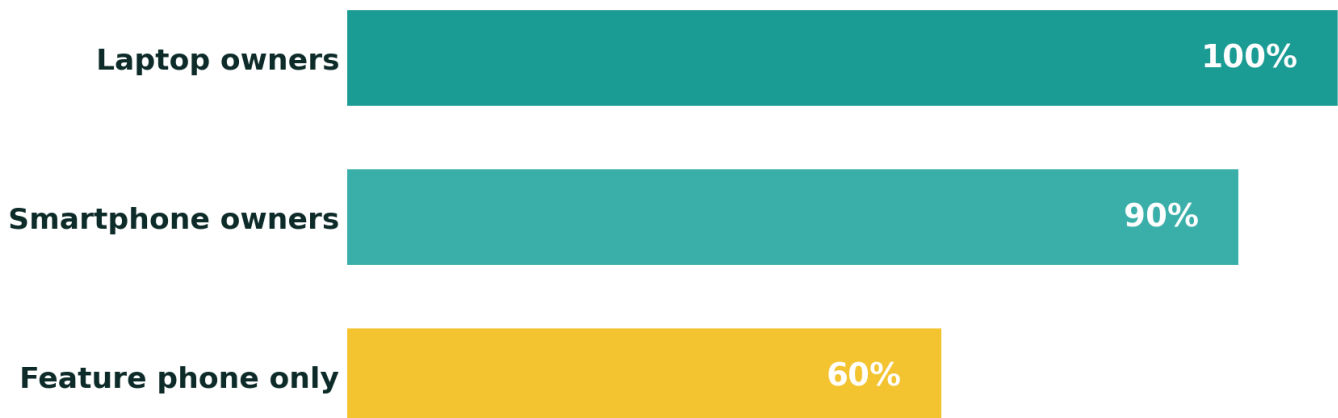
*The durability of outcomes*

### Momentum that outlives the programme.

The evidence on sustainability is strong. 73% of participants remain active in digital content creation after training — 80% of men and 64% of women. Among those still active, 90% continue to use the skills they gained and 87% report encouraging others to pursue digital content creation as a career.

#### Device access is the decisive factor

The clearest single predictor of whether a participant continues creating is device ownership. Among laptop owners, skills application is near-universal; among those reliant on a feature phone, it falls away sharply. This finding underpins the evaluation's leading recommendation.



*Figure 6 · Skills application by device access*

#### Designed to continue

- ▶ A dedicated alumni platform provides refresher content, mentorship and career support on an ongoing basis.
- ▶ Integration with the Vumi gig platform connects participants to paid creative work.
- ▶ A partnership with the ICT Authority aims to embed the Ganjisha model within national digital-skills programmes.
- ▶ Host organisations are beginning to adopt the model independently, and several participants now mentor peers in their communities.

## 07 Lessons & Recommendations

*Priorities for the next phase*

### Six lessons, one clear priority.

Participants and partners were consistent in their assessment of what worked and what should change. One priority stands above the rest: closing the gap in devices and connectivity, which is the decisive factor in converting training into lasting livelihoods.

#### Lessons learned

- ▶ Devices and connectivity are foundational — they determine whether skills are retained and applied or gradually lost.
- ▶ Duration matters: an extended programme of 8–12 weeks with refresher sessions outperforms short, intensive delivery.
- ▶ Training should be predominantly practical — at least 70% hands-on, with in-session access to tools and software.
- ▶ Logistical support — transport, childcare and allowances — sustains attendance, particularly among women.
- ▶ Local, accessible host organisations lower travel barriers and build genuine community ownership.
- ▶ Structured follow-up, mentorship and showcase opportunities sustain motivation and visibility beyond the training period.

#### Recommendations

The following recommendations are prioritised by their expected contribution to sustained impact, with indicative leads for implementation.

Priority	Recommendation	Lead
High	Eliminate access barriers by providing data, devices and software licences during and after training	DOT / ADMI
High	Establish structured follow-up and mentorship through paired mentors, a helpline and peer networks	DOT / ADMI
High	Connect participants to income via freelancing, e-commerce, platform monetisation and gig pipelines	DOT / ADMI / Partners
Medium	Extend the programme to 8–12 weeks with tiered tracks for different skill levels	ADMI
Medium	Ensure every module is at least 70% hands-on	DOT / ADMI
Medium	Provide participation incentives and psychosocial support	DOT
Low	Offer seed grants and recognition, such as Top Creator awards, to sustain momentum	ADMI / Funders

**The bottom line**

Ganjisha has demonstrated that, given the right skills and modest support, young Kenyans in every county can build digital livelihoods. **The priority now is to ensure they have the devices, mentorship and platforms to sustain them.**

## 08 Annex

Participant reach by county

### Participants reached, by county.

Region	County	Participants
Central	Kiambu	510
	Kirinyaga	202
	Murang'a	224
	Nyandarua	148
	Nyeri	233
<b>Central Total</b>		1,317
Coast	Kilifi	344
	Kwale	230
	Lamu	17
	Mombasa	491
	Taita Taveta	36
	Tana River	35
<b>Coast Total</b>		1,153
Eastern	Embu	23
	Isiolo	49
	Kitui	103
	Machakos	259
	Makueni	199
	Marsabit	112
	Meru	17
	Tharaka Nithi	30
<b>Eastern Total</b>		792
Nairobi	Nairobi	1,095
<b>Nairobi Total</b>		1,095

Region	County	Participants
North Eastern	Garissa	18
	Mandera	21
	Wajir	20
<b>North Eastern Total</b>		59
Nyanza	Homabay	58
	Kisii	197
	Kisumu	548
	Migori	223
	Nyamira	15
	Siaya	173
	<b>Nyanza Total</b>	
Rift Valley	Baringo	19
	Bomet	20
	Elgeyo Marakwet	15
	Kajiado	10
	Kericho	26
	Laikipia	276
	Nakuru	520
	Nandi	94
	Narok	17
	Samburu	38
	Trans Nzoia	108
	Turkana	15
	Uasin Gishu	97
	West Pokot	17
<b>Rift Valley Total</b>		1,272
Western	Bungoma	224
	Busia	184
	Kakamega	295
	Vihiga	232

Region	County	Participants
Western Total		935
Grand Total		7,837



*Together, we are building*

# Kenya's digital creative generation.



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