

CAP YOUTH EMPOWERMENT
INSTITUTE

Gender Inclusivity Study
Summary



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ISO 9001:2015 Certified

CAP Youth Empowerment Institute
2019 Annual Learning workshop

Gender Inclusivity Study of the
CAP YEI BEST Model Training Program
in Kenya

Executive Summary

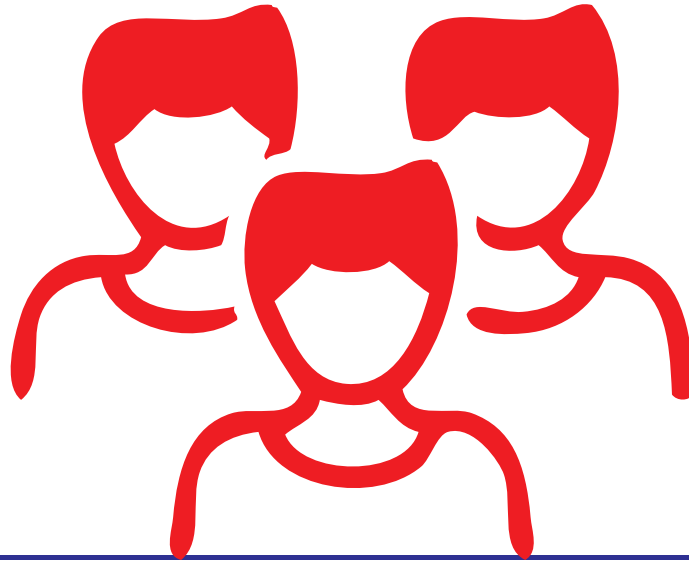
This report is a gender inclusivity analysis of the CAP Youth Empowerment Institute (CAP YEI) program in Kenya. This was commissioned partly in response to an observation made (in a 2016 longitudinal study by University of Minnesota) that there was a marked difference in the development and growth trajectories of male and female graduates of the CAPYEI Program.

This study explores how CAP YEI's support to their trainee youth and how this affects gender differentiated stability and growth in post-training employment or entrepreneurship. The study also explores the industries that CAP YEI links the graduates with and how these influence gender-based post-training growth. From the findings, the report presents recommendations how CAP YEI can improve observed gender-based trainee needs.

The analysis used CAP YEI's scope of engagement with the youth through the "Basic Employability Skills Training (BEST)" cycle as well as the youth status, and post training support. This was based on the understanding that the youth background, and how the institute supports them through its BEST steps, has a bearing on how they prosper. The data was collected from 520 alumni (60% female and 40% male) trained between the batch of November-December 2016 to the batch of July-August 2018. The sampled alumni were from 33 CAP YEI training centres across the five regions (Nairobi, Mt Kenya, Western, Central rift and coast region).

The youth were graduates from seven major courses offered by CAP YEI, including hospitality, security, automobile, electrical, hair and beauty, building and construction and industrial garment manufacturing. Information was also collected from the CAP YEI management staff, training centre managers and regional coordinators, representatives from respective industries and government officers in charge of vocation training. The study also used CAP YEI program reports and other relevant materials.

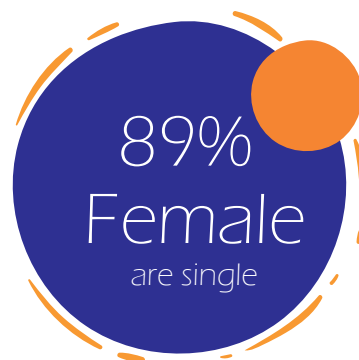
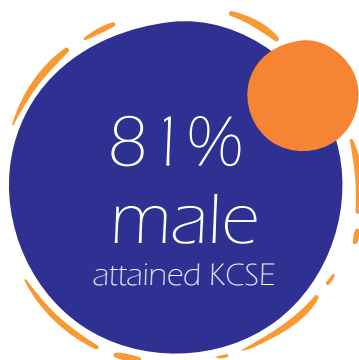
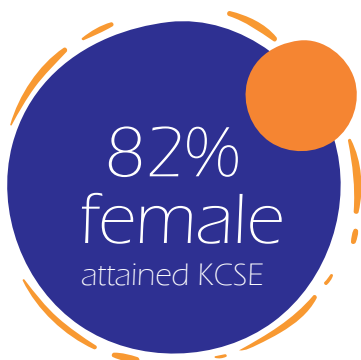




The youth before joining CAP YEI

There was no notable gender-related advantage in the recruited youth. Most (82% female; 81% male) had attained at least Kenya Certificate of Secondary Education (KCSE), and a majority were single (89% female and 94% male). Many were not engaged in any income generating activities and depended on their parents. Most (65% of the male and 75% of the female) did not have any skills before the training.

The few female youth skills listed were knowledge of computer packages, basics of hair plaiting, customer service, working as data clerks/secretarial skills, babysitting or day care, washing (clothes, dishes) and general housekeeping. A few male youth reported skills in metal welding, bodaboda (motorcycle) riding, motor vehicle driving, entertainment DJs, masonry, and playing soccer.





Market Scanning

CAP YEI identifies potential skills for youth training during this first BEST step. The markets scans studies for skills gaps that can be provided by the youth. Prevailing labour market situations dictate the skills required by potential employers in any location.

CAP YEI uses the capacity the potential employers require to design courses for the trainee and guide graduate placement. (However, CAP YEI helps demystify on perceptions of existence of male/female courses, hence when designing the courses, they do not have courses for female or male).





Curriculum Development

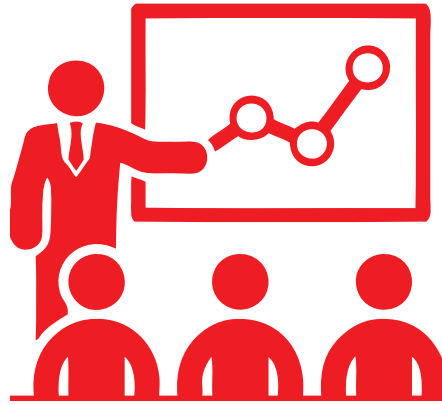
CAP YEI uses regulations from the Curriculum Development Assessment and Certification Council (CDACC) to develop their training guides.

The guides are gender-blind and do not incorporate any gender-oriented development and growth. The institution holds Business Mentors Networking (BMN) meetings to discuss youth gender interests but it was not clear how this had addressed or supported related post-training growth.

Recruitment ('Road Shows')

Managers and facilitators from the CAP YEI training centres promote the courses and centres during public meetings (barazas) using flyers/brochures. Mobilization is also done through community leaders (area chiefs, youth leaders), religious leaders and their alumni. There are no guidelines for gender-based recruitment. Those interviewed said that they tried to ensure there was a gender balance recruit but the final intake depends on numbers of males and females who show interest, turn up and qualify.

The managers also reported that it was increasingly becoming difficult to get male youth into their centres. Potential male trainees were reportedly engaged in other livelihoods such as bodaboda riding and working as casual labours, hence not willing to take up full day training. According to centre managers, the majority of young men approached requested for evening classes or part-time opportunities. In the north eastern and coastal regions, culture and religion limits the extent to which female youths can be allowed to move far away from their parents for training.



During training

Induction

It is through this BEST step that the youth are trained in life skills and personal growth. They receive aptitude testing and counselling to help them in courses selection. The step was rated positively (by the alumni) for addressing gender-based fears, concerns and interests, with the interviewed youth mentioning better self-esteem, a sense of assurance, dealing with males, etc.

However, there is no induction processes designed specifically for males and females, apart from informal special sessions for girl talks such sessions involves; dealing with relationships, pregnancies etc.), (this is informal and not all centres hold such talks).

The training centre managers use Interests Inventory tests (IITs) to gauge the strength of a trainee for specific training. Most of alumni (68% female and 75% male) were allocated their first choice courses, and many were satisfied. Requests for course re-allocation appear to be based on how the youth perceive gender suitability for particular skills. Female youth prefer 'soft' courses (e.g. hospitality) while male youth prefer 'hard' courses (e.g. automobile maintenance). During induction, the recruited youth are placed in 'peer groups' which have been instrumental in supporting gender-oriented fears and limitations such as family challenges, attitude and positive thinking, self-esteem, identity, background and broader life expectations.





Classroom training

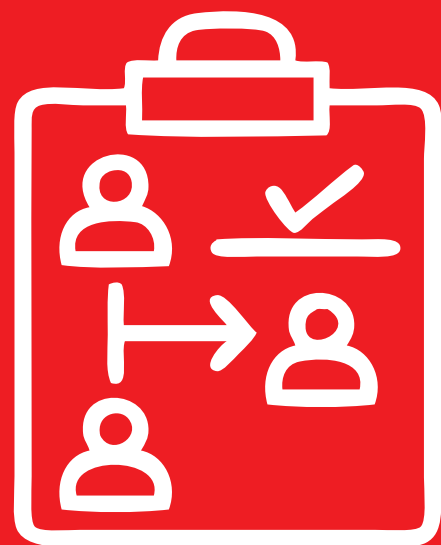
In the classroom training, the male and female trainees are handled in the same way when preparing them for employment and entrepreneurship. There is only one session observed (physiological/sanitary session) targeting female students (mainly led by female trainers/mentors) – this is informally arranged by the centres on needs basis.

Class participation and concentration by male and female youths depends on the courses and topics, and differs from batch to batch. The male youths are active and confident in courses considered 'hard' (automobile, building and construction, etc.). The female students are more active in those considered 'soft' (hospitality, hair and beauty, etc.). This perception may interfere with the extent to which the youth focus on the acquisition of skills necessary for employment and subsequent growth.

Assignments

For this process the students visit working facilities, equipment and processes that are not available (or easily acquired) by the CAP YEI training centres. The visits are arranged by youth peer groups formed during the induction stage, and consist of both males and females.

There was no difference observed in how these visits were arranged for the males and females, but most of the alumni reported being satisfied with the arrangements.





Work Readiness

This is among the final BEST training stages where the trainees are prepared for job seeking and settlement (managing interviews, grooming, etc.). There were no differences in how this is done for the male and female youths. However, the centre managers reported that male and female students had prior experience and performed better in their preferred 'choices' during training.

For instance, in automobile industry, male youths learned early to ride (motorbikes) or demonstrate better skills in auto-repair, while the female youths did better in what was reported as 'soft' courses (hairdressing, plaiting, tailoring etc.).





Placement

CAP YEI uses an Individual Youth Learning Development Plan scores (IYLDP scores) to guide student placement but the institute also applies a job matching system using intuition and personal knowledge of each graduate. This may also be depend on the gender of the graduate.

The training centres have no control over what gender should go to what opportunities. Employers dictate who they want to employ – the numbers and gender.

The perception that jobs are meant for certain genders continues to prevail when seeking employment, especially among the female youth. For instance, out of female youths who graduated from building, only 6% joined the industry of construction. Majority of them sought employment in unrelated industries such as hospitality, sales and marketing, MPesa services etc. This is different for male alumni who graduated from the building and construction where 36% of them joined the same industry. These perceptions are a reality on ground, however, CAP YEI working towards challenging some of these perceptions. For instance, initially employers were sceptical about the 'three month trainings' but CAP YEI managed to convince employers that the graduates are equally qualified. The employers still hold strong perceptions that some jobs are for either male or female – CAP YEI is gradually changing this by convincing employers especially to allow female students to demonstrate their capability in male perceived jobs.

All alumni interviewed reported that their entry-level salaries were inadequate (on average KES 6,327 for female and KES 6,740 for male). Most are below the average minimum salaries for skilled and semi-skilled employees. The female alumni reported how they are limited to the extent to which they can take up available opportunities. They presented factors such as distance away from home (they are not able to (or even allowed to by their parents and/or husbands) to travel far from their families), unfriendly working environments with harsh supervisors, being overworked, and gender discrimination. Despite a uniform completion level for both gender, the female alumni are limited by salary levels they are offered, the incremental rates, and the flexibility of working locations.

Entrepreneurship

There is supposed to be a 100% transition of all the trainees to internship. After internships, those wishing to go to or continue with their businesses are supported by the centres in the form of motivation, business skills training, opening of accounts, linking to financiers, etc. Some will run businesses while in internship.

Basic entrepreneurship is integrated into the BEST model under the classroom training step. This is offered in form of financial literacy, basic business set up and records. Youth are encouraged to practice business skills while in training and those who show interest are further supported through special 'E-Days' where they get to show case their products or services and pitch business ideas. From 2016, CAP YEI embarked on a deliberate plan to support entrepreneurship and it is expected that 4,000 youths will be in self-employment 2021. A dedicated model 'From BEST to Business' was developed and has been successfully piloted. The key support include giving more mentorship, linking them to suppliers, market information for their products etc.

At the time of the study, CAP YEI had directly reached 1,439 youths (as of August 2019) who are in entrepreneurship. Only four (4%) of the graduates (both male and female), opened small businesses immediately after graduation. However, about 21% of female and 13% male alumni were running their own businesses at the time of this study, with lack of investment capital being the major impediment.



Program Review

This is the final BEST step where CAP YEI reviews the cycle of steps but it was not clear how this directs how male and female students performance and support.

Post-training support

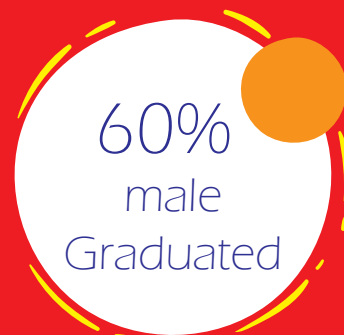
CAP YEI follows up their graduates for six months, with facilitators from the training centres monitoring the alumni through telephone calls and occasional random visits. The random visits were quite effective for both employees and employers because they later are compelled to remain alert on how they treated the former. Employees also keep alert and hardworking to prove the effectiveness of the training. It was not clear how this follow-up addressed any differences in the ways the male and youth alumni fared after the training.

Youth Status (AFTER Leaving CAP YEI)

Most of the alumni who graduated (52% female and 60% male) were still in employment by the time of this study (May 2019). Over 70% of alumni (in employment/ entrepreneurship) interviewed valued what they were doing at the time of this study. About 21% female and 13% male were operating their own businesses.



Only a moderate 15% of the female and 17% male of the graduates were unemployed. About 3% of female and 4% of male youths had gone for further studies. Another 10% female and 6% male were doing other things (mixed livelihoods) such as; online writing, supermarket attendants, bank agents, farming, sales and marketing, joined Kenya youth service, Kenya defence forces etc. There were shifts between the first placement choice (immediately after graduation) and what the youth were doing (at the time of this study).



The highest drop (83%) was female alumni who had been employed in the electrical industry. The female graduates from building and construction courses; 46% of them were unemployed. About half (47% of female and 53% of male working) had changed jobs at least once. Some female alumni went for hospitality jobs even after being trained in unrelated courses such as automobile, building and construction, electrical etc.



The highest job drop for male alumni (62%), and those were jobless, was among those had joined hair and beauty industry. They attributed this to poor salaries paid in this sector.





Employer perspectives

This study analysed the three aspects of industries that influenced how employed CAP YEI youth fared: opportunity identification, their involvement in the training, and graduate uptake and development. The employers that were interviewed did not distinctly remember being involved in CAP YEI market scans. Some remember CAP YEI facilitators approaching them for on-job training, internship and job opportunities for their trainees.

Other interactions include invitation to seminars and trainee mentorship programs. The employers presented basic work entry points that largely required physical strength, especially building and construction, security, electrical and automobile service sectors. In the hotel industry males' physical strength is favoured for moving furniture and handling unruly customers. The male graduates were favoured for being relatively more agile and ready to take on risky assignments (e.g. climbing on top of unfinished building).

This was the reason why female graduates avoided such jobs or were not readily absorbed. Male employees are more flexible in working hours, and can easily be transferred with short notices. Male staff also have the advantage of not going for extended maternity absences. According to the Employment Act of the Kenyan Law (Section 29), female employees are entitled to three months maternity leave. Male employees can only apply for two weeks paternity leave. However, the employers interviewed valued female employees for being more presentable, approachable, good in public relations, faithful and good at handling customers. They also reported that the female workers had a natural tendency to maintain cleanliness and order. In security, women are employed to specifically manage (check) female visitors, attend reception desks, maintain financial and stores records.

External factors also influence staff employment and retention. Social and family responsibilities place a greater burden on women in taking care of their families (children, parents and husbands). This affects their employment survival and longevity. Sometimes it is the parents, guardians and husbands who influence decisions made by women employees, such as choice of job, staying or relocating. The employers said that this gives little or no room for women workers to prove their capabilities, and most of them get frustrated and demotivated and resign. Employers advised that those conducting market scans to explore for female-friendly opportunities. Employers in the automobile services said they are willing to employ any CAP YEI graduate as long as they have the capacity, ability, knowledge and willingness to carry out the tasks efficiently.



Analysis

This study affirms the observation that there is a difference in career development and growth patterns for young women as compared to young men. Gender differentiated economic activities and skills are supported by cultural and traditional attitudes.

CAP YEI's pre-training activities, such as market scanning, are affected by such outlooks. It is possible for CAP YEI to design them in ways that will deepen an understanding of what can serve both male and female student and alumni.

CAP YEI may have to strengthen this line of training, counselling and support. Post-training growth projection favours the male graduates. The greatest forces influencing how the different gender prosper after training appears are the job opportunities demanded and available to the alumni and post-training growth trends. Even though CAP YEI extends its support to its graduates through limited follow-up programs a plea by the female alumni that this support be extended further shows that they require this to survive and grow (prosper).

While CAP YEI continues with its gender-inclusive training program, the institute may have to find ways of sharing this interest with communities (culture custodians), employers and policy makers. The recommendations made hereafter are based on factors within CAP YEI control and influence and factors beyond that influence.

Recommendations for factors within CAP YEI's control

Market scanning should strategically consider unique gender perceptions, interests and needs for strategy development. Employers will provide certain perceptions that can help CAP YEI in programming to ensure gender stereotypes are continuously challenged.

Course choice: CAP YEI should also address (and minimize) the job -gender stereotyping and resulting perception of 'soft' and 'hard' courses and preference by the youth and community at large. CAP YEI could find ways of the male and female graduates taking up any course as long as they are interested, feel suited and qualify. Where possible, CAP YEI could invite career counsellors to help with this.

During class room training. The formation and strengthening of peer groups should continue because the youths highly influence each other and could use the system to address their gender-based challenges. Students should be made aware of gender based employment challenges throughout the training period. There is a need for social protection/support for the female students and alumni. This includes being prepared to learn or work while taking care of family. There is need for a continuous training on ways of dealing with gender-based harassment. Inviting counsellors for motivation talks is a possible approach. CAP YEI should also ensure those female students who drop courses to attend to their families are followed up and encouraged to continue.

Entrepreneurship training. A good number of female trainees were interested in or started small business when they joined CAP YEI. This interest and the increased training in knowledge and skills should be sustained even during the three-month training. Where possible, CAP YEI can promote Business Clubs, which can also be formed during peer group formation.

Post-training support. CAP YEI needs to have close monitoring especially for female students during assignment visits. Female alumni recommended the follow-ups be extended to one year after their training. CAP YEI developed a sexual harassment policy after studies revealed harassment during training (by male trainers) and post training (during internship/employment). CAP YEI have taken action against trainers who were involved in sexual harassment cases. This needs to be further enhanced in order to see actions for offenders during internship/environment.

Recommendations for factors beyond CAP YEI's control

There is a strong cultural attitude to what professions or career are suited to which gender. CAP YEI could join forces with like-minded fair gender promoters through various approaches.

1

Communicate the gender varied prosperity trajectories through public awareness forums and policy briefs. CAP YEI is already doing advocacy work but needs to do more to create more awareness especially to the larger community.

2

Design the course publicity forums to include the suitability of both male and female youth for all professions.

3

Interact and communicate with potential employers about the suitability of gender for any profession, promoting cases where this works out.

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