



A TRACER STUDY OF  
**CAP YEI TRAINING**  
2011 TO 2018

CAP YOUTH EMPOWERMENT  
INSTITUTE

[www.capyei.org](http://www.capyei.org)  
ISO 9001:2015 Certified

CAP Youth Empowerment  
Institute 2019 Annual  
Learning workshop

# Executive Summary

CAP Youth Empowerment Institute (CAP YEI) has been implementing a 3-4-month Basic Employability Skills Training (BEST) model. The training targets vulnerable out-of-school youth who have completed primary and secondary school, and are between ages 18 and 25 years. CAP YEI is guided by three core objectives:

To ensure disadvantaged youth acquire life skills, relevant labor market skills, savings education, and small business development.

To facilitate disadvantaged youth to access internship and job opportunities through institutionalized public-private partnerships.

To ensure youth receive vital pre and post job placement counselling, support, and services including access to finance, as they transition to work.

The aim of the BEST model is to support the targeted youth in their efforts to find work and/or develop small enterprises. The BEST model and curriculum is based on a demand-led nine-step framework of activities guided by set objectives, and is guided by findings from a labor force demand survey conducted in each target locations/Counties. CAP YEI implements the BEST model through public-private partnerships.

The training courses are delivered both at CAP YEI's own centres, and in partnership with selected vocational training centres. The courses present a mix of life skills, technical skills, financial management skills, and are capped by a period of internship or attachment at workplaces to ensure the learners gain work-place based training and experience. The partnership between CAP YEI and the MasterCard Foundation started in 2011. Even though the partnership has reached more youth to date, it had directly reached 19,500 vulnerable Kenyan youth and indirectly reached about 15,800, over the seven year period under review.

In order to examine how the CAP YEI alumni trained over the seven year period 2011-2018 have fared in their 'journey to earning' whether by securing wage employment, or through entrepreneurship, or continued into further learning, CAP YEI engaged the services of Breinscope consultants to carry out a tracer study which reached a sample of 1177 of the direct youth beneficiaries. Additionally the tracer study aimed to assess the extent to which the graduates of CAP YEI training program re-engage with the program. The survey provides actionable recommendations that can benefit the project in the future. Further, the study was used to validate previous studies done on impact of skills training on youth employability.

# Methodology



The study applied a “retrospective approach” and used several methodologies with a view to triangulate multiple sources of evidence so as to ensure validity and reliability.

Data was gathered through desk review of all relevant literature and project documentation, from in-depth interviews and from quantitative survey using questionnaires. Random and purposive sampling approaches were used to select respondents for the survey.

Based on the beneficiary database, 19,500 youth have been reached directly by the program between 2011 and 2018 and relying on krejcie & morgan’s formula (krejcie & morgan, 1970), 1012 beneficiaries were targeted from this population. However the sample was increased by 20% to 1,214 to take care of the possibility of missing targeted respondents. Stratified sampling technique was used to ensure a representative sample of graduates from the various cohorts (defined by year of graduation), center locations, course/trades, employment type (self/wage/salary employment), sex and also by urban, peri-urban and rural stratification were reached.

A multi-stage system was then adopted to help in sampling of the individual youth. For the selection of key informants, a representative sample of 30% of the total of each category was relied on to select respondents. The sampling procedure for key informants was purposive and was done in consultation with cap yei staff. In summary, based on sampling procedure indicated earlier that provides for a representative sample of the 19,500 beneficiaries reached, the study reached 1,177 beneficiaries, of which 1,169 (comprising 6% of all youth from the study period) were reached through survey questionnaires, while key informant interviews reached 8 additional youth beneficiaries, 12 CAP YEI trainers and 8 CAP YEI Project staff.



# Overview of Findings

Age being a key recruitment criterion into the CAP YEI program was an important parameter for investigation and analysis in the tracer study. It was found that out of the 1,169 beneficiaries that were traced and surveyed, 81% were aged between 18 and 25 years at the time of joining the program, with the remainder aged above 25. Observations from facilitators indicate that the youth who are younger and fresh out of secondary school were somewhat not very focused during the program as compared to the older youth who are more exposed to life and its challenges. Further they observed some lack of enthusiasm towards work in their job placements and sometimes they are difficult to control and impatient. The older youth were observed to be more focused and settled, often demonstrating dedication and a sense of responsibility at the work place.

Of the beneficiaries reached in the tracer survey, 52% were male while 48% were female. A comparatively larger number of beneficiaries (38%) reached were from the 2018 cohort, as compared to all other years. The program has had more participants as the years progressed. Also the latter year graduates have a higher likelihood of still being in touch with the programme, hence higher likelihood of being more traceable, and willing to respond to the study as compared to earlier years.



One of the challenges that youth face today is adequately balancing a career with their social relationships. Interviews with project facilitators and staff indicated youth in integrated residential centers (where learners were drawn from all parts of the country and were residential) learnt to relate well with those from different cultures and regions of the country, thus better interpersonal life skills. Also, there are links between the timing of various major life events, including age at marriage and the economic development of an individual. At the time of the study more beneficiaries had established families as compared to before the training. Most of those reached in the study that the incomes secured gave them confidence to set up families as they would be able to fend for them.

Education and training are key factors of success in the employment and labor market. They also act as a strong predictors of career pathways among youth. The study established that majority of the youth (82%) in employment had a Kenya Certificate of Secondary Education (KCSE) level of education on joining the program which was a key jumpstart towards success as compared to those with below secondary school education.

**A significant proportion (37%) were found to have selected courses based on recommendations by others (parents/guardians/ friends), with fewer students (26%) selecting courses based on the career guidance received from CAPYEI trainers and a similar percentage based on their own interest and selection.** Eleven percent were unsure which course to take at entry point, but in any case still proceeded to complete the courses. Interviews revealed that some youth chose courses merely because what they wished to pursue was not on offer.

The survey further found that some courses were preferred by one gender than the others. For instance, hospitality and hair dressing and beauty are chosen mostly by female youth, whereas courses like security, electrical installation, building and construction and automotive are preferred by the male youth. Asked why they joined the program, 44% said they joined to acquire skills for salaried/wage employment while another 30% wished to acquire skills for self-employment, 16% wanted to gain more knowledge while less than 10% were not sure why they joined or were influenced by their peers.

A great number of the youth (87.3%) value the training received from CAP YEI programme most while only 0.4 percent value the attachments and counselling most. For the youth joining the CAP YEI training program, personal goals mainly revolved around acquiring skills that would enable them secure decent and gainful employment. Through the training, they have learnt how to set goals and have become self-aware and assertive in the work environment.

The youth have transited into different trajectories, with the transition rates into each of the routes (employment, entrepreneurship and further learning) varying according to the courses pursued. Transition rates to wage employment range from 40-80% depending on the training courses pursued. Entrepreneurship accounts for between 20-50% of the transitions while further learning opportunities account for approximately 3-10% of the trainees. Trainees in fields such as computer studies, hospitality and automobile initially ventured into wage /salaried employment since the cost of establishing businesses in those fields can be quite high. Some trainees may opt to pursue further learning opportunities to increase their chances of employability.

The program has yielded a great deal of success in terms of employability. Majority of the beneficiaries (72%) are earning an income, while 26% were not earning any income at the time of the study. Of those earning incomes, 73% are in wage/salaried employment, 21% are in own businesses, while 6% are engaged in both self-employment and wage/salary employment (multiple earning strategies as a way to increase their earnings). The number of those with income opportunities varied from year to year with some years recording higher proportions youth than others. 23% of those graduating in 2013 were not in any type of income earning opportunity at the time of the study with a higher percentage (29%) from 2018 cohorts.

An examination of those courses which provided higher income earning opportunities revealed that courses such as welding, sales and marketing, refrigeration and air conditioning, and plumbing had 100% youth trained being in wage employment. Some course trades, especially those linked to the construction industry tend to be seasonal which explains why a big percentage of beneficiaries of these trades were unemployed during the study. The program leaders already identified some of the courses were no longer marketable and had stopped them. For instance a course like floriculture was no longer on offer having demonstrated limited demand in the labor market.

Slightly more females (77%) are engaged in wage/salaried employment than males (71%). Conversely fewer females (18% female against 24% male) are in self-employment. Analysis on the earnings indicate that females increased their earnings just as males did, though males did so by a higher amount. This finding validates the findings of a 2011-2015 longitudinal study by the University of Minnesota which stated that females were 'getting by' and male were 'getting ahead' based on the sample that had been examined in that study. The number of alumni transitioning to self-employment increases steadily within 2 to 3 years of graduation. It can be presumed that the youth could need to build their capital base, experience and/or networks before engaging into businesses. It could also be that their need for finances increase with time, and hence they begin to venture into mixed livelihoods for added income, and as some suggested, build a capital base and experience for future businesses

The beneficiaries take varied periods before securing employment opportunities whether wage or business. Overall, a majority (84%) of those in salaried employment took between 0-3 months before their first wage/salaried employment after training. While up to 65% of the youth trained in customer relations got their first employment within the first three months, some 10% from the same course waited between 18 to 36 months before securing employment. The scarcity of job opportunities may imply that more students are graduating from similar programs across the country. Electrical course participants took longer to secure employment/self-employment as the trainees have to undergo a longer internship of minimum six months after training as part of competency certification requirement that ensures they are able to handle electrical tasks safely.

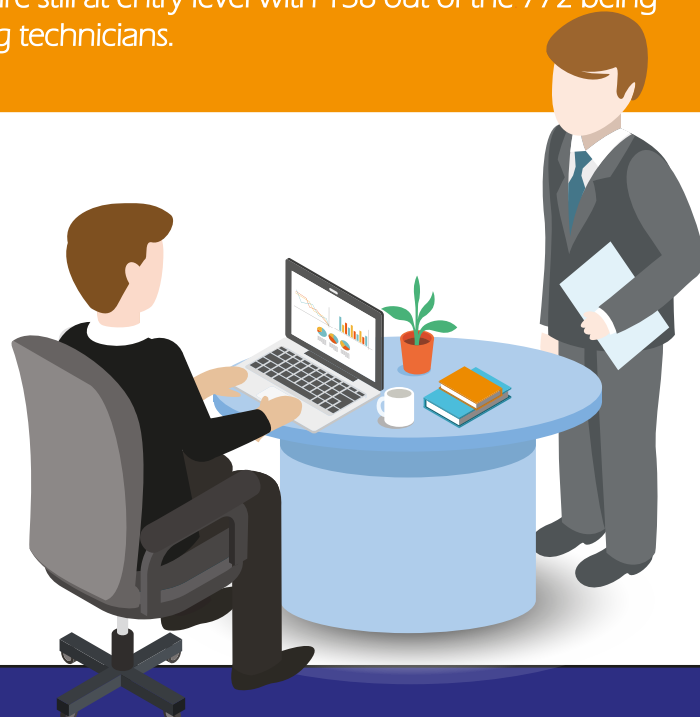
Nearly every youth (95%) reached by the survey found the training received from CAP YEI useful in solving their work related problems except 36% of those in customer relations, 20% of those in welding and 10% of those in building and construction. The usefulness of the training in solving problems at work has fluctuated over the years, being most useful for those graduating in 2017 and 2018 (97%). There could be varied reasons for this, top on the list being the fact that the training curriculum has been improving over the years, and the fact that those recently trained call into application much of what is taught, since they left CAP YEI more recently. Those that have not found the training useful indicated they have adopted such coping strategies as considering other opportunities away from what they were trained.

other than those trained in. The study established that 23% of those graduating in 2016 had not found income earning opportunities (whether salaried or self-employment) in the courses trained, while all the youth graduating from CAP YEI training in 2011 had found income earning opportunities in the trades they attended. At least 86% of those not in work related to trades attended cited lack of income opportunities in the primary trades when 3% of them blamed lack of adequate skills in the trained areas.

The beneficiaries hold varied positions, playing different roles at their places of work and this oscillates depending on years the beneficiaries completed training. A large majority of the beneficiaries in salaried employment, i.e. 469 out of 772 in salaried employment are still at entry level with 138 out of the 772 being at management levels in their work places, and 248 being technicians.

CAP YEI continues to support the youth through continuous monitoring, securing internship opportunities and converting these internships to job placements and follow up. Most of them (84%) find the follow up support given adequate or very adequate while just 4% find it not adequate for solving work related problems.

Whenever they do not quickly find work in the courses trained, the youth have found work in trades





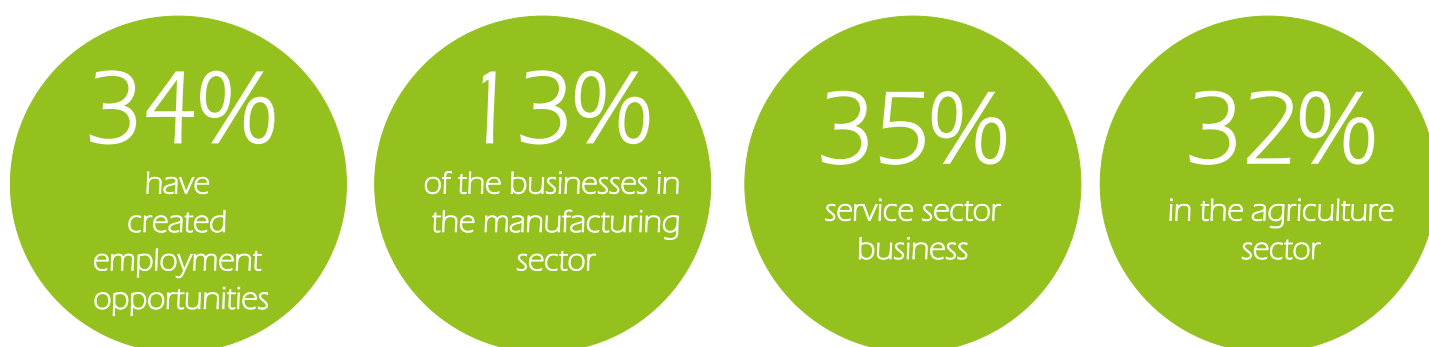
An important substantive element of decent work and a measure of employment quality is adequate earnings. The youth in wage/salaried employment have seen improvements in their incomes/earnings from what they earned before training. Before attending CAP YEI trainings, the earning for majority was in the range of Kenya shillings 5,000 to 10,000 per month. The incomes/earnings however doubled after attending the trainings and now ranges between Kenya shillings 10,000 to 20,000 per month. A significant number are earning between Kenya shillings 20,000 to 30,000. Only 29% of the youth reached reported their earnings are adequate while the rest find their earnings not adequate. Many of the youth felt that they were being underpaid.

The youth in self-employment are engaged in entrepreneurial activities in various sectors. The most common sector for most of the businesses is the service sector, such as hospitality, hairdressing and beauty, found to employ 82% of those reached, with only 5% in the manufacturing sector. The businesses are in most cases (79%) individually owned (sole proprietorships) with only 2% being limited companies. One of the factors contributing to fewer trainees entering manufacturing was the lack of start-up kits and high required start-up costs for such businesses as compared to service sector businesses.

The monthly earnings from the businesses also vary with most of them (61%) making up to Kenya Shillings 10,000 per month when only 2% make between to Kenya Shillings 50,000 to 100,000 per month. This varies by sector, for instance (45%) of the businesses in the agriculture sector make less than 5,000 per month, 50% of those in the manufacturing sector make between 5,000 to 10,000 a month and 25% of those in manufacturing sector are earning less than 5,000 per month.

Most of the businesses were financed with personal savings of the entrepreneurs even as this varied from one sector to the next. Those in agriculture sourced up to 83% of their business financing from personal savings and were least likely to access loans (11%). The service sector businesses sourced 78% from personal savings and 13% from grants from friends and relatives. The manufacturing sector sourced 57% of their business finances from personal savings and 29% from loans – this was the sector which had the highest loan sources; whilst getting 14% from grants.

Some of the businesses (34%) have created employment opportunities for other people, thus reducing unemployment. This also varies from one sector to the other - 13% of the businesses in the manufacturing sector were employing others while 35% the service sector business and 32% of those in the agriculture sector had created employment for others



In terms of further learning 19% of the beneficiaries have secured opportunities for further learning with 45% of these continuing with the same courses they took under the CAP YEI programme. Up to 60% of these report that CAP YEI training helped them secure these opportunities. Some of them were able to save to finance further studies based on the training from CAP YEI. Many of them join either Technical Training Institution - TTIs (42%) or Vocational Training Centres - VTCs (26%). At least 17% of them have joined National polytechnics when another 15% have joined universities. Many of them opt for further learning immediately after the training program to enhance their employability. In seeking further learning opportunities, the trainees generally do not join programs similar to CAP YEI. They opt for courses that are more certification driven and examined by the national examination council.

The ability to manage personal finances and make the right decisions regarding budgeting, investing and business planning, is something that every young adult should have. It allows an individual to understand and maximize whatever level of income they earn. The beneficiary youth save part of their earnings with up to 79% of those reached answering in the affirmative when asked whether they save some of their earnings. Only 21% of them said they do not save some of their earnings.

They mostly save to accumulate funds for startup capital for new business or to expand existing businesses. The program trained the youth to embrace a saving culture and even helped open bank accounts for them while at CAP YEI. However, by the time of the tracer study, not all of these accounts were still operational. Only 46% of the bank accounts were active as countless youth had moved to places away from the bank, while some of them felt the cost of maintenance was too high due to the standing monthly charges. The youth were also helped by the program to form saving groups and only 18% of those reached during the study are still in these saving groups. Despite this, several youth (47%) joined other saving organizations and facilities including banks (58%), SACCOs (30%), Microfinance Institutions (0.4%) while others save and borrow on digital/mobile banking platforms (12%).

Despite the financial literacy training received, and youth being made aware of the available financial services, not many of the youth have accessed these services. Only 29% of those reached have ever accessed credit. The most common source of credit for the youth turned out to be the digital/mobile platforms from where 62% of those accessing credit have accessed credit in the recent past. The banks account for only 12% while 11% of them have since borrowed from SACCOs.



# Key Learnings

I

Some of the courses are highly marketable – Plumbing, Air-conditioning and Refrigeration

II

Youth transition into wage employment immediately after training but over time move to self-employment or mixed livelihoods

III

Youth starting businesses in manufacturing sector have their businesses delivering higher incomes, whereas agribusiness and service sectors are providing higher employment opportunities

IV

Male incomes tend to go higher up than female after training

# Recommendations

Increase enrolments into marketable courses

Reinforce entrepreneurship training

More women need to be encouraged to take traditionally perceived male dominated courses as these deliver higher incomes.



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