

Ajira Digital Programme

City Innovation Library · Good practice · Kenya

Quality score: 57/100

Evidence strength: Descriptive / self-reported

Summary

Kenya's national digital-jobs programme has trained ~391,000 youth since 2016 via 101 empowerment centres and mentorship, linking them to online freelance/BPO work — but only about a third report earning online income, and no independent impact evaluation exists yet.

Key dimensions

Dimension	Score
Evidence of impact / measured results	1/3
Transferability / demonstrated replication	1/3
Scalability	2/3
Sustainability / continuity	2/3
Innovation	2/3
Inclusiveness / equity	1/3
Multi-stakeholder collaboration	3/3

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-07-08

[Ministry of ICT, Innovation & Youth Affairs \(Kenya\), with Mastercard Foundation, KEPSA and eMobilis Technology Training Institute](#) — accessed 2026-07-08

[Ajira Digital official site](#) — accessed 2026-07-08

[Mastercard Foundation — Ajira Digital Program](#) — accessed 2026-07-08

[Dalberg implementation evaluation \(2021\)](#) — accessed 2026-07-08

[J-PAL — no impact evaluation completed to date](#) — accessed 2026-07-08

[KIPPRA — rethinking youth employment initiatives in Kenya](#) — accessed 2026-07-08

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