

Sama's AI 101 Training & Job Referral Programme — RCT Shows 37% Earnings Gains for Nairobi Youth

AI in Education · Good practice · Kenya

Quality score: 47/100

Evidence strength: Randomised controlled trial

Summary

A randomised trial of Sama's 'AI 101' data-annotation training combined with a guaranteed job referral raised monthly earnings by 37% and cut unemployment by 10 points among low-income Nairobi youth, sustained 2.5 years later — training alone had no effect.

Key dimensions

Dimension	Score
Evidence of learning impact	2/3
Equity & inclusion	3/3
Transparency, ethics & data protection	1/3
Teacher capability & pedagogy	0/3
Scalability & sustainability	1/3

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-09-15

[Sama \(SamaSource\)](#), evaluated by Innovations for Poverty Action / J-PAL — accessed 2026-09-15

[S4YE case study \(PDF\)](#) — accessed 2026-09-15

[J-PAL evaluation summary](#) — accessed 2026-09-15

[IPA study page](#) — accessed 2026-09-15

Cite this — Evidoria. *Sama's AI 101 Training & Job Referral Programme — RCT Shows 37% Earnings Gains for Nairobi Youth*. Persistent ID: aaa15cd9-a209-4d7e-b6f2-fb8a66c92987.