



# Youth Employed

Workforce development project set to expand impressive results



*Graduates of the Generation Kenya job training program celebrate after the ceremony.*

Youth unemployment rates in Kenya are three times the adult rate. The jobs that are available to young people tend to be low-paying with little chance of advancement. Better jobs require technical skills that many youths simply do not have.

Development experts call youth unemployment one of the most critical and complex economic and social issues the world faces today.

For [Generation Kenya](#), it's about supply and demand. The Generation workforce development program, a partnership between USAID and the McKinsey Social Initiative, applies a businesslike approach to the youth-unemployment challenge. Through extensive market research, Generation teams up with employers to identify skills gaps in target industries, and secures placements for potential graduates. Then, they work with employers to customize a job training program, complete with a combination of specific technical and workplace skills, to meet the employers' needs.

The outcome: "We came in here jobless, we are now employed," [said Tracy Wahito](#), a graduate of the program.

She is one of 500 young people in Nairobi who went from unemployment, or underemployment, to a sales position in the fast-growing banking and insurance sector.

[First-year results in Kenya](#) are promising. All graduates were placed in jobs, and most received offers from multiple employers. In 2016, the activity plans to expand to Kisumu, Mombasa and Nakuru counties, potentially in the retail and agriculture sectors. The goal is to connect at least 50,000 youth with formal employment over the next five years.