



WHAT IS AJIRA DIGITAL

Ajira is an initiative of the Ministry of ICT implemented by ICT Authority that aims to introduce young people to online work and provide the tools, training and mentorship needed for young people to work and earn an income through online workspace.

Ajira initiative focuses on creating an environment for work generation and skills development where demand and supply meet on job creation

Our **OBJECTIVES**

1. Creation of Jobs
2. Skills Development
3. Matching Jobs with skills
4. Partnership and resource Mobilization
5. Consumer Education

TARGET GROUP

- All Youths within the Kenyan borders
- All TVET/ University students
- Working groups who can manage to earn extra cash
- Professional Consultant who wish to expand to online workspace
- Experienced online workers who wish to network and establish online enterprises.

Online Working Tools

- Basic computer skills
- Computer and internet connection
- Writing skills: Grammar checkers, Plagiarism checkers
- Online platform interfaces
- Payments platforms
- Mentors

Sources of Work

➤ Local sources:

- ❖ MCA's and Private Sector ,Individuals
- ❖ BPOs

➤ International Sources:

- ❖ Internet Sources from Individual and organizations, BPOs,
- ❖ Online platforms i.e upworks, essayshark, academic writer, textbroker, edusson, bluecorp, 4writers

TYPES OF ONLINE WORK

- - Article Writing
- - Transcription
- - Web Design
- - Graphics Design
- - Online Surveys
- - Reviews

START WORKING ONLINE

- Ajira Account Registration
- Ajira training
- Ajira mentorship- networks
- Ajira M & E

WHAT THE GOVERNMENT HAS DONE TO SUPPORT AJIRA

- -NOFBI
- -CCP
- -CIH
- - 8000 trained ,mentored and working online

WHY IS THE GOVERNMENT DOING THIS?



Kenya has

10,000,000

Young people
18 – 24 yrs old

UNEMPLOYMENT

25% – 35%

among 20 – 25 year olds

10%

Adult population

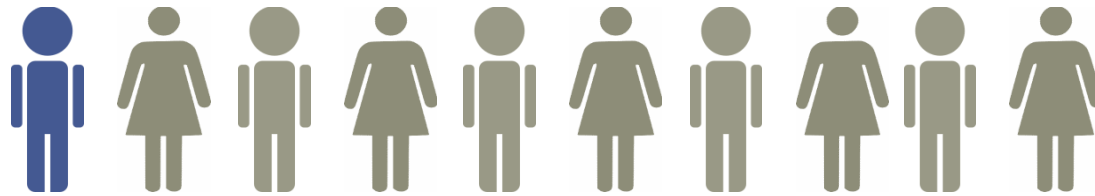
JOB MARKET

512,924

Enrolled at University in 2015 and will enter job market in 4 years

1M

Enter the job market every year



Just **1 of 10** young people
entering the job market
will get work.

Where is the work?

The workplace is changing.

1970s

Work and the worker are in the same town.

1990s

Work and the worker are in separate towns, countries or continents.

TODAY

Work is where ever you are.

Already +50,000 Kenyans
are doing digital work earning an
average of Ksh.2000 Per Day

TARGETS FOR AJIRA PHASE 2

- 5-YEAR PHASE TARGETTING 1MILLION YOUTH
- AJIRA ROLL-OUT IN ALL THE 47 COUNTIES

Thank you