

Ajira Digital Program (Kenya)

Good practice: Boosting skills and employment opportunities through online platforms

Relevant DFI commitment: Support digital literacy, skills acquisition, and development so that individuals can overcome the digital divide, participate in the Internet safely, and realise the economic and social potential of the digital economy.

Type of the initiative: Program

Stakeholder Group: Government

Launch/adoption: 2017 - Now

Goals

The Ajira Digital Program in Kenya aims to empower youth with digital skills and connect them to online work opportunities. Its primary goals are to position Kenya as a global hub for digital work, create a pool of skilled digital workers, and provide an alternative form of employment for young people. The program seeks to address the challenge of youth unemployment by equipping participants with the necessary skills to thrive in the digital economy.

Description

Launched by the Kenyan government through the Ministry of Information, Communications and Technology, the Ajira Digital Program is a comprehensive initiative that provides training, mentorship, and access to digital work platforms. The program offers online and offline training modules covering various digital skills, including content writing, transcription, digital marketing, and virtual assistance. It also facilitates access to online work through partnerships with local and international digital platforms. The initiative includes the establishment of Ajira Digital Clubs in universities and technical institutions to create awareness and support students interested in online work. Additionally, the program has set up Ajira Youth Empowerment Centres in constituencies nationwide to provide free internet access, computers, and training to youth in urban and rural areas.

The program has established over 300 Ajira Youth Empowerment Centers nationwide, where the youth can access resources such as broadband connectivity, computer equipment, training and mentorship. Since its inception, over 366,000 young people have been trained in digital work-readiness skills, and over 120,000 youth have been directly linked to online freelance jobs. Ajira Digital illustrates how inclusivity programs can address compounding issues of youth unemployment, low levels of awareness, and the need for digital skills. It also demonstrates the benefits of cross-sectoral collaboration and partnerships, as the program has been institutionalised in schools and university curricula nationwide.

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