



## NATIONAL YOUTH OPPORTUNITIES TOWARDS ADVANCEMENT (NYOTA) PROJECT IMPLEMENTATION STATUS UPDATE

### About the NYOTA Project

The National Youth Opportunities Towards Advancement (NYOTA) Project is a five-year Government of Kenya initiative, supported by the World Bank. Its goal is simple but powerful: **empower young people to create jobs, build businesses, grow savings, and shape Kenya's future.**

We aim to reach **820,000 unemployed youth** aged 18–29 years (and up to 35 years for Persons with Disabilities) with Form 4 level education and below.

Through NYOTA, young people gain:

- ☒ Skills to get jobs
- ☒ Support to start businesses
- ☒ Financial literacy and savings culture
- ☒ Access to digital opportunities

### What Does NYOTA Offer?

#### 1. Improving Youth Employability

- **90,000 youth** to receive in-demand skills through training, work-readiness, and apprenticeships.
- **20,000 youth** to be certified through *Recognition of Prior Learning (RPL)* – proving their skills gained informally.
- Implemented by **SDYACE, NEA, NITA, and SDL.**

#### 2. Expanding Employment Opportunities

- **110,000 youth entrepreneurs** supported to start or grow businesses.
- Benefits include: training, mentorship, startup funding, and financial linkages.

- Implemented by **MSEA**.

### 3. Supporting Youth Savings

- **190,000 youth** trained in financial literacy and supported to save through NSSF's '**Haba Haba**' scheme.
- Includes incentives such as savings matches and maternity benefits.
- Implemented by **NSSF**.

### 4. Strengthening Youth Systems

- Builds capacity of government and counties to coordinate youth initiatives.
- Provides **digital skills training for 600,000 youth** to access government opportunities.
- Implemented by **SDYACE** and **SD-MSMED**.

## Current Status

### Labour Market Insights

- Real-time data on trending jobs, business opportunities, and high-growth sectors now available.
- Youth can use this data to choose careers and business ventures wisely.

### Business Support

- Over **1 million applications** received (May 2025).
- Shortlisted applicants will undertake the **Entrepreneurship Aptitude Test (EAT)**.
- The first cohort of **54,000 youth** starts on **29th August 2025**.

### On-the-Job Experience (OJE)

- **144,239 applications** received (closed 15th August 2025).
- Successful applicants start training on **29th September 2025**.

### Recognition of Prior Learning (RPL)

- **40,142 applications** received (closed 7th July 2025).
- Next step: sensitization, competency assessment, and certification.

## Youth Savings

- All beneficiaries automatically enrolled in **NSSF Haba Haba Scheme**.
- Business support and OJE participants save through automatic deposits and contributions.
- **2:1 matching incentive** for voluntary savers – save KES 2, get KES 1 extra from the project (up to KES 6,000).
- Expectant mothers saving KES 400/month for 4 months get a maternity benefit of **KES 16,000**