



Market Assessment Report

Increasing Access to Sustainable Employment and Livelihood Opportunities
in North Kivu - Democratic Republic of Congo

December, 2023

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Acronyms

| | |
|-------|--|
| BDS | Business Development Services |
| CDP | Centre for Disaster Philanthropy |
| FGD | Focus Group Discussions |
| KII | Key Informant Interviews |
| ODK | Open Data Kit |
| TOR | Terms of Reference |
| U.S. | United States |
| USAID | United States Agency for International Development |
| WINGS | Women's Income Generating Support |
| DRC | Democratic Republic of Congo |
| M&E | Monitoring and Evaluation |
| Ms | Micro Soft |
| NGO | Non Government Organization |
| IGA | Income Generating Activity |

Executive summary

AVSI–USA has secured a grant from the Centre for Disaster Philanthropy (CDP) for a one-year youth-focused initiative in North Kivu, named "WINGS for Congolese Youth." The project aims to implement and adapt the WINGS+ model, a workforce development approach for youth created by AVSI. Its goal is to enhance the socio-economic resilience of marginalized Congolese youth, particularly those affected by armed conflicts and the lingering impact of the COVID-19 pandemic. Through the adaptation of the WINGS+ model, AVSI aims to improve participants' social and economic well-being, fostering stability and recovery in the region. To ensure the project's alignment with the market context and responsiveness, AVSI Foundation has conducted a thorough market assessment in Goma, North Kivu, DRC. This assessment identifies suitable economic, market, and job opportunities for youth aged 15 to 25 in the conflict context. Additionally, it highlights context-specific opportunities for adopting/adapting the WINGS+ model to the eastern DRC. The report presented here outlines the findings of the market assessment conducted in December 2023.

Demographic Profile:

The survey indicates that a predominant portion (67%) of the surveyed youth is aged between 20 and 25 years, with a notable representation (33%) from the 15 to 19 age group. In terms of education, a substantial majority (79%) has attained at least a primary education level. Furthermore, a significant proportion of participants (47%) have completed A' level, and 12% have achieved tertiary education. These findings suggest a diverse educational background among the surveyed youth, with a noteworthy number having successfully pursued education beyond the basic primary level.

Economic Activities:

A noteworthy percentage of young individuals (72%) are actively engaged in economic activities, with 328 respondents involved in selling items or goods, and 128 providing various services. These activities span a wide range, from selling clothing and foodstuffs to offering electronics repairs, beautician services, tailoring, and more. The data highlights that a considerable number of surveyed youth are actively contributing to the economy through diverse means, indicating a dynamic and entrepreneurial spirit. This involvement underscores the broad spectrum of economic ventures in which the surveyed youth are participating.

Market-Based Opportunities, Challenges, and Risks:

Youth in North Kivu are engaged in a variety of economic activities, indicating potential opportunities for their integration into a thriving local market ecosystem. However, several obstacles and challenges that hinder the effective integration of youth into the local market have been identified. These challenges encompass a scarcity of products that fail to meet the high demand, subpar product quality, and a lack of variety in the products available for market offerings. Additionally, barriers include insufficient funds (limited access to credit) to initiate or expand a business and an inadequate supply to meet the escalating demand. These barriers highlight areas where support and intervention may be needed to enhance the economic opportunities for youth in the region.

Other Economic Opportunities:

The data indicates a strong desire among individuals for skills development, particularly in areas such as marketing, customer care, and production. This suggests that the surveyed youth are actively seeking to enhance their expertise in these specific fields. Additionally, the observation of an entrepreneurial spirit among the youth is reinforced by the fact that initiatives encouraging self-employment resonate with their aspirations and interests in acquiring relevant skills for business and entrepreneurship.

Private Sector and Key Stakeholders:

Within the surveyed region, there is a diverse presence of private sector entities and stakeholders involved in various sectors, including agriculture, motor vehicle engineering, hardware, culinary,

electronics, telecommunications, and fashion. The economic ecosystem is characterized by a range of businesses, such as hardware stores (quincailleries), cafes, restaurants, grocery shops, electronic retailers, butcheries, tailoring workshops, and others. This diversity signifies a multifaceted and dynamic local economy, with businesses spanning different industries and contributing to the overall economic landscape of the area.

Key Conclusions:

To empower young individuals living in conflict-affected areas economically, it is imperative to implement specific and targeted measures. These include actively involving caregivers, providing better access to financial resources, offering programs to enhance both technical and soft skills, raising awareness about available market opportunities and support organizations, and providing mentorship and coaching. Collaboration with private and public sector entities is crucial to help youth access essential services like business development support and markets. Engaging youth in policy discussions will further empower them, enabling their active participation and contribution to creating an environment conducive to youth employment.

Proposed Strategies:

To strengthen young individuals living in conflict-affected areas economically, various strategies can be implemented. These include initiatives such as financial literacy programs, the promotion of savings groups, targeted training and skill development programs, job placement support, and mentorship/coaching for youth after their training. Additionally, fostering collaborations between youth entrepreneurs and private sector entities, including financial institutions, is crucial. Creating awareness about available support organizations, strengthening Business Development Service providers, providing startup assets, and regularly assessing the impact of interventions through research and monitoring are all important components of effective linkage enhancement strategies.

1. Introduction and Background

1.1 Introduction

AVSI–USA has received a grant from the Centre for Disaster Philanthropy (CDP) to implement a one-year youth-focused project in North Kivu, named "WINGS for Congolese Youth: Increasing Access to Sustainable Employment and Livelihood Opportunities in North Kivu." The project aims to adapt and implement the WINGS+ model, an inclusive workforce development approach for youth developed by AVSI, to strengthen the socio-economic resilience of marginalized Congolese youth. This includes those impacted by armed conflicts and the enduring effects of the COVID-19 pandemic.

By adapting the WINGS+ model, AVSI intends to enhance participants' social and economic well-being, thereby promoting stability and recovery in the region. To ensure that the project design aligns with the market context and is market-responsive, AVSI Foundation has designed and executed a comprehensive market assessment. This assessment identifies appropriate economic, market, and job opportunities for youth in the conflict context in Goma, North Kivu, DRC. Furthermore, the market assessment has helped identify context-specific opportunities for the adoption/adaptation of the WINGS+ model to the eastern DRC context. This report, therefore, presents the findings of the market assessment conducted in December 2023.

1.2 Objectives of the Assessment

The overarching objective of the market assessment is to identify suitable economic, market, and job opportunities for marginalized youth affected by conflict and the persistent impacts of the COVID-19 pandemic in Goma, North Kivu. The insights gathered from the market assessment will inform the collaborative design of the skills and training component of the technical assistance, ultimately aiming to strengthen the capacity of marginalized youth to address the identified market constraints and job opportunities.

1.2.1 Specific Objectives of the Assessment

The specific objectives of the market assessment included:

- To identify and assess economic activities that marginalized youth affected by conflict and COVID-19 are currently involved in. This includes Income-generating activities (IGAs) - farm and off-farm sectors and formal and informal employment.
- Analyze market-based opportunities, challenges, and risks faced by youth in conflict in running current economic/business activities.
- Identify and analyze other economic opportunities appropriate for vulnerable youth (growing markets), and potential bottlenecks and suggest strategies to enable the youth to tap into the growing sector.
- Identify private sector actors and other key stakeholders operating in the sectors youth are engaged in, plus the potential growth market. This will include vocational schools or local artisans/business owners offering skills training programs and employment opportunities, service providers, regulators, suppliers, buyers, etc.
- Propose effective engagement strategies to enhance effective linkages between the private and public sector actors/stakeholders identified and vulnerable youth.

1.2.2 Scope and Timelines

The market assessment involved engagement with key stakeholders, such as marginalized youth engaged in economic activities, government agencies, departments, and programs, NGOs supporting youth employability, private sector actors, institutions that provide vocational services, training, and capacity building, regulators, and micro, small, and medium enterprises in four quarters (Ndosho, Katindo, Katoyi, and Virunga) in North Kivu, Goma City.

Study timelines: The entire assessment was completed within a timeframe of 28 working days as per the breakdown below.

- 1) Desk review and Inception phase (7 working days): 27th November - 5th December 2023

- 2) Data collection phase (7 working days): 6th to 13th December 2023
- 3) Data management and analysis phase (7 working days): 14th-22nd December 2023
- 4) Reporting writing phase (7 working days): 27th December 2023 to 4th January 2024

1. Approach and Methodology

2.1 Study Design:

A cross-sectional research design, integrating both quantitative and qualitative data collection methods, analyses, and triangulation, was employed to comprehensively address the Market Assessment objectives outlined above. Data collection was participatory, involving all relevant stakeholders, including youth, government agencies and departments, relevant NGO programs, private sector actors, as well as institutions that provide vocational services, training, and capacity building.

Quantitative data were gathered through surveys targeting marginalized youth engaged in income-generating activities (IGA), using an individual survey tool developed for this purpose. Qualitative information was collected through key informant interviews (KIIs) with project stakeholders (government agencies and departments, relevant NGO programs supporting youth employability, regulators, micro, small, and medium enterprises, private sector actors, as well as institutions that provide vocational services, training, and capacity building). Gender-segmented focus group discussions (FGDs) with male and female marginalized youth engaged in IGA were also conducted. Key informant interview and focus group discussion guides were developed and approved by the AVSI DRC team.

2.2 Sampling Size and Strategy

2.2.1 Sample size determination and procedures

a) Quantitative sample size determination:

As the project's targeted youth were yet to be enrolled, the study focused on similar marginalized youth (both female and male) engaged in income-generating activities. The assessment considered various business categories, including Small Retail/Service Businesses, Agri-businesses, Hospitality Businesses, Manufacturing Businesses, Professional Businesses, Retail and Wholesale Businesses, and Skilled Trade and Services. To determine the sample size, Yamane's (1967) formula was applied to the total population of 1,297,139 in the four quarters (Ndosho, Katindo, Katoyi, and Virunga) in North Kivu, Goma City.

$$n = \frac{N}{1 + N(e)^2}$$

Let's define:

N: Target Population size = 1,297,139

n: Required sample size

e: level of precision=0.05

The sample for the market assessment was computed and distributed based on various factors, including the target area operations, business categories, and gender of the study participants in Goma City as detailed in Table 1 below.

Table 1: Sample distribution

| | Beneficiaries Reached | Sample size | 2% non-response rate | Total sample size | Comments |
|--------------|-----------------------|-------------|----------------------|-------------------|--|
| Total | 1,297,139 | 400 | 8 | 408 | disaggregated by location, business category, and gender |

Participants quantitative Sampling Approach:

The assessment faced the challenge of not having the 160 targeted youth for the project already selected. To address this, a sample of marginalized youth similar to the envisioned project Market Assessment – North Kivu, Democratic Republic of Congo.

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beneficiaries was established. Data collection took place in all four quarters (Ndosho, Katindo, Katoyi, and Virunga) of Goma City, as identified and selected in consultation with AVSI DRC, partners, and city authorities.

In each cluster, enumerators introduced themselves to local authority, explained the purpose of the interview, and sought permission to proceed. The enumerators then randomly selected the first youth engaged in income-generating activities that met the interview criteria, following the proportionate sample size for each business category and interview based on daily targets and location-sex disaggregation.

Enumerators skipped one or two youth engaged in IGA (under the same category) before conducting the next interview, depending on the distance between businesses in the quarters. This approach was not a randomly selected sample of actual project beneficiary youth, but it ensured participation from marginalized youth with similar characteristics to the project's targets. It covered a wider geographical scope and fairly represented potential business categories in the targeted area. The approach provided a representative and sufficient sample size to draw meaningful conclusions on the market assessment findings.

b) Qualitative sample size:

The qualitative sample size determination for the market assessment study followed the principles of saturation and sufficiency. It was purposively identified based on specific selection criteria for both the site and interviewees, including geographic location (across Goma City), gender, occupational field/expertise, and roles in the project. The study aimed to conduct 20-25 interviews with key informants and 8 gender-segmented focus group discussions (FGDs), consisting of 8-10 participants each, as detailed in Table 2 below. Finally, the study managed to conduct 8 KII (out of the targeted 25) and 5 FGD (out of the targeted 8) in the four quarters of Goma City.

The main reasons for not reaching all the targeted key informants and focus group participants included unavailability within the interview period and reaching saturation levels for some key areas of the study. Nevertheless, the sample size achieved was deemed sufficient to draw meaningful conclusions on the market assessment outcomes.

Table 2: Targeted qualitative sample

| Respondent Category | Method | Sample Target | | Reached by Quatier | | | | |
|--|--------|---------------|--------------|--------------------|----------|-----------|----------|----------|
| | | Per location | Total Sample | Ndosho | Katindo | Katoyi | Virunga | Total |
| Female youth | FGD | 1 | 4 | 1 | 1 | 1 | 0 | 3 |
| Male Youth | FGD | 1 | 4 | 1 | 1 | 0 | 0 | 2 |
| Total FGD | | 2 | 8 | 2 | 2 | 1 | 0 | 5 |
| Stakeholders: | | | | | | | | |
| Vocational/training Institutions/programs | KII | 1 | 5 | | | | | 4 |
| Government agencies, departments, and Programs | KII | 2 | 10 | | | | | 1 |
| Private sector actors | KII | 2 | 10 | | | | | 3 |
| Total KII | | 5 | 25 | 5 | 9 | 14 | | 8 |

2.3 Data Collection and Analysis

2.3.1 Quantitative Data Collection and Analysis

The survey data for the market assessment were collected using the mobile application App (Kobo Collect) and stored in an online database. The data were later downloaded and transferred to Microsoft Excel and Stata v15 for analysis. Logical checks and frequency runs were performed on all variables to ensure data accuracy and consistency.

The analysis focused on key areas of assessment related to marginalized youth entrepreneurship activities. This included biodata such as age, level of education, marital status, dependency ratio, and business description, encompassing current business, main products and services, level of satisfaction with business performance, and challenges related to business operations and expansion. The analysis also covered labor and business skills (technical and soft skills), including current business skills acquired, stakeholders involved in skilling, gaps related to business skills needed, and interest in obtaining more business skills. Additionally, the analysis addressed business management skills, specifically the ability to compete in the market.

2.3.2 Qualitative Data Analysis

Data from the KIs and FGDs were analyzed using content analysis. Qualitative data were processed by reviewing transcripts to identify emerging issues and themes aligned with the market assessment objectives and questions. These included identifying main/potential employers of the youth in the community/county, barriers related to youth acquiring gainful employment with potential employers, interventions feasible to respond to the opportunities and constraints for youth services, the situation of demand, supply, adequacy (gap), opportunities, and constraints for youth services, skills required for youth to tap into market opportunities, and effective ways to engage government agencies to enhance linkages between government programs/agencies and youth, etc.

Through content analysis, codes were generated based on the participants' words. These codes helped segment and organize the data in MS Word. The codes were then combined to form broader themes related to the study's objectives and integrated into the narrative descriptions section (Section 3) of the report. This content analysis approach allowed for a comprehensive exploration of the qualitative data, yielding valuable insights for the market assessment.

2.4 Quality Control

During the market assessment, several quality control measures were implemented to ensure the accuracy and reliability of the data:

- a. Independent Research Enumerators: A total of 8 enumerators and 1 translator (7 males and 2 females) were recruited and trained for one and a half days before data collection (5th – 6th December 2023). These trained enumerators were responsible for collecting the data.
- b. Translation of the survey questionnaires and guidelines into two languages (English and French) ensured common understanding of the tools by the enumerators, thereby improving the quality of the data collected.
- c. Supervisor Checks and Daily Meetings: Supervisors checked each completed questionnaire daily and recorded any mistakes. Regular team meetings were held in the mornings prior to fieldwork to discuss the previous day's experiences and address any issues that arose.
- d. Independent Data Monitoring: Spot-checking was conducted by supervisors on a random selection of respondents to ensure interview consistency. The team also observed enumerators during interviews to assess question handling, response recording, and respondent treatment. Moreover, the monitoring team ensured adherence to fieldwork protocols, such as appropriate respondent selection and adherence to guidelines.
- e. Mobile-Based Data Collection: The use of Android phones for data collection provided an additional quality control mechanism.

These quality control measures were instrumental in maintaining the integrity of the data collected during the market assessment, ensuring its accuracy and validity for analysis and reporting.

2.5 Key consideration for study

2.5.1 Ethics

The Market Assessment adhered to relevant policies and procedures related to Human Studies. Prior permission from local government officials was obtained before conducting the assessment.

Ethical considerations were closely followed, including the principles of integrity, accountability, respect, and beneficence.

The study implemented the following ethical measures:

1. **Informed Consent:** All study participants were provided with an informed consent form. Participants were required to read and sign the form, ensuring that they understood the study's purpose and voluntarily agreed to participate.
2. **Safety of Participants:** Fieldworkers underwent training on security protocols to ensure the safety of both themselves and the participants. Supervisors monitored local security concerns regularly to ensure a safe research environment.
3. **Cultural Sensitivity:** Enumerator training included principles of research ethics and cultural sensitivities. This emphasized the importance of respecting differences related to culture, local behaviors and norms, religious beliefs and practices, sexual orientation, gender roles, disability, age, ethnicity, and other social differences, such as class, during the study.

By adhering to these ethical considerations, the market assessment ensured the protection and well-being of participants and maintained a respectful and culturally sensitive approach throughout the research process.

2.5.2 Safeguarding

The market assessment implemented a safeguarding approach with the following core elements:

1. **Clear Reporting Procedures:** The research protocol included clear procedures for reporting safeguarding concerns. This ensured that any issues or incidents related to safeguarding would be promptly addressed and handled appropriately.
2. **Safeguarding Training:** During the enumerator training, the consultant delivered a module on safeguarding. This training covered relevant safeguarding policies, the code of good conduct, the duty to report cases of abuse, an overview of the legal context in DRC, Goma, how to respond to and report a case of abuse, and information about the right reporting mechanisms.

By incorporating these core elements of the safeguarding approach, the study aimed to create a safe and secure environment for all participants and team members, while also addressing any potential safeguarding concerns that might arise during the research process.

2.6 Risks

The market assessment team acknowledged that there were no anticipated aggravated risks to the study participants. However, participants were informed about potential risks, and their rights were ensured throughout the process. The team strictly adhered to the principle of "do no harm." Data collection was conducted ethically, with a strong emphasis on protecting participants' confidentiality. The study took all necessary measures to prioritize the well-being and rights of the participants.

2.7 Privacy and Confidentiality

To ensure data confidentiality, all data collectors were required to sign a data confidentiality statement as part of their contracts, affirming their commitment to handle the assessment data according to required practices and standards. Sensitive information, including participants' individual characteristics and qualitative data from FGDs and KIIs, was stored digitally and protected with passwords, limiting access to the study team only.

Market Assessment data will be retained for up to 10 years for programming, intervention, and other purposes. After this period, the data will be de-stored, ensuring compliance with data retention and privacy regulations. These measures were implemented to safeguard participants' information and maintain data confidentiality throughout the study.

2. Findings

3.1 Profiles and Characteristics of the Youth

The survey results (n=406) indicate that the youth demographic is diverse. A substantial number, comprising 67%, fall within the age range of 20 to 25 years, while 33% are aged 15 to 19. In terms of marital status, only 0.2% are married, and the majority, 99.8%, are unmarried. Education levels vary, with 47% having completed A' level and 12% having tertiary education. A small percentage (2%) did not attend school. Regarding household roles, 76% are not household heads, and in terms of dependents, 51% mentioned not having any.

The findings underscore the importance of implementing tailored programs and policies to address the diverse needs of the youth population. Specifically, there is a need for educational initiatives targeting those who did not attend school, while employment and skill development opportunities should be created for individuals aged 20 to 25. Moreover, directing social support systems and resources towards youth who are not household heads is recommended, recognizing the unique challenges they may face. In essence, an inclusive and comprehensive approach, considering the varying characteristics revealed in the survey, is crucial for the formulation of effective youth development strategies.

Table 3: Profile of the Youth

| Youth characteristics | | n=406 | |
|----------------------------------|------------------------------|--------|-------|
| | | Number | % |
| Age | 15 to 19 years | 135 | 33% |
| | 20 to 25 years | 271 | 67% |
| Married | No | 405 | 99.8% |
| | Yes | 1 | 0.2% |
| Highest Education level Attained | Below primary 7 | 17 | 4% |
| | Completed O'level (S 4) | 78 | 19% |
| | Completed A' level (S 6) | 189 | 47% |
| | Completed primary 7 | 66 | 16% |
| | Completed tertiary education | 49 | 12% |
| | Never attended school | 7 | 2% |
| Household head | Don't know | 2 | 0% |
| | No | 309 | 76% |
| | Yes | 95 | 23% |
| Number of dependants | 5 people | 28 | 7% |
| | 6 to 10 people | 59 | 15% |
| | Less than 5 people | 94 | 23% |
| | More than 10 people | 17 | 4% |
| | None | 208 | 51% |

3.2 Business description

The business description section includes various components such as the economic activities youth are involved in, the main products sold by the youth, the primary services offered by the youth, clients to whom youth sell their products and services, market-based opportunities, challenges, and risks faced by youth in running their businesses, the level of satisfaction of youth with suppliers of products and raw materials, the level of business competitiveness of the youth, the level of satisfaction of youth with business performance, training needed to enhance business competitiveness for youth, economic and growing market opportunities for youth, the ability to expand business, and support needed to enhance business expansion for youth.

3.2.1 Economic Activities youth are involved in

Farm and off-farm activities undertaken by youth encompass both products and services. Table 4 provides a summary of the economic activities in which the youth are involved.

Table 4: Economic activities that the Youth are involved in

| Economic activities | Avenue carmel | Katindo | Katoyi | Ndosho | Virunga |
|--|----------------------|----------------|---------------|---------------|----------------|
| Selling Cds/Dvds | √ | | | | |
| Fruits: Vegetables: Grains: Nuts | √ | √ | √ | √ | |
| Tailor | √ | | | | |
| Quainquellerie | √ | | | | |
| Boutique,Il Ya Des Articles Jus,Farine ,L,Eau... | | √ | √ | √ | √ |
| Textiles & Sewing Items | | √ | √ | √ | √ |
| Foodstuffs (Prepared /Processed) | | √ | √ | √ | √ |
| Dairy Products (Fresh) | | √ | √ | √ | √ |
| Pomme De Terre | √ | √ | √ | √ | √ |
| Mécanicien | | √ | √ | √ | √ |
| Restaurant | | √ | | | |
| Jean Paul, Est Un Quido Il Colle Les Pneux Des Motor Et Voiture | | √ | | | |
| Je Prepare Et Je Vend Des Frite Ce Odette Nabintu | √ | √ | | | √ |
| Maison D,Habillement Et Art Devant La Porte | | √ | | | |
| Articles De Cyceber Café | | √ | √ | √ | |
| Des Accessoires De Telephones, Montres Et Phones | √ | √ | | | |
| Nous Vendons Les Produits Du Secretariat Et I Imprimer Les Documents | √ | √ | | | |
| Lavadeur Des Vehicules | √ | √ | | | √ |
| Muni Alimentation Et Les Begnè Devant La Porte | √ | √ | | | |
| Les Divers Et Les Credits Ou Unites | √ | √ | | | |
| Henoc Vend De L,Eau En Carton Et En Bidon | √ | √ | | | |
| Kalebo Matata Vend Des Credit Ou Unites | √ | √ | | | |
| David Garde La Maison Ce Un Comptoir De Minerai | | √ | | √ | |
| Vetement Seulement | | √ | | | |
| Nous Vendons Des Chawarmants, Fruite Et Boisson | | √ | | | |
| Je Fais Le Transfert De Musiques Et Charge Phone | | √ | | | |

| | | | | | |
|--|---|---|---|--|--|
| If Others, Specify. | | √ | | | |
| Je Suis Un Coiffeur | | √ | | | |
| Je Ves Vends De Braise | | √ | | | |
| Dani Vend Des Unites | | √ | | | |
| Selling underwear, Supports, Hand Towels, Tablecloths, Handkerchiefs | √ | √ | | | |
| Cds/Dvds | √ | √ | | | |
| Boutique,Il Ya Des Articles Jus,Farine ,L,Eau... | √ | √ | | | |
| Textiles & Sewing Items | | √ | | | |
| Foodstuffs (Prepared /Processed) | | √ | | | |
| Dairy Products (Fresh) | | √ | | | |
| Pomme De Terre | | √ | | | |
| Mécanicien | | √ | | | |
| Restaurant | | √ | | | |
| Jean Paul, Est Un Quido Il Colle Les Pneux Des Motor Et Voiture | | √ | | | |
| "Je Prepare Et Je Vend Des Frite Ce Odette Nabintu | √ | √ | | | |
| Maison D,Habillement Et Art Devant La Porte | | √ | | | |
| Articles De Cyceber Café | | √ | | | |
| Des Accessoires De Telephones, Montres Et Phones | √ | √ | | | |
| Nous Vendons Les Produits Du Secretariat Et I Imprimer Les Documents | | √ | | | |
| Lavadeur Des Vehicules | | √ | | | |
| Muni Alimentation Et Les Begnè Devant La Porte | √ | √ | | | |
| Les Divers Et Les Credits Ou Unites | √ | √ | | | |
| Henoc Vend De L,Eau En Carton Et En Bidon | | √ | | | |
| Kalebo Matata Vend Des Credit Ou Unites | | √ | | | |
| David Garde La Maison Ce Un Comptoire De Minerai | √ | √ | | | |
| Spirits /Alcohol | | | √ | | |
| Carburant | | | √ | | |
| Books & Stationary | | √ | √ | | |
| Vente Des Unités | | √ | √ | | |
| Menuiserie | | √ | √ | | |
| Salon De Coiffure | √ | | √ | | |
| Lavage Du Véhicule | | | √ | | |
| Phone Accessories | √ | | √ | | |

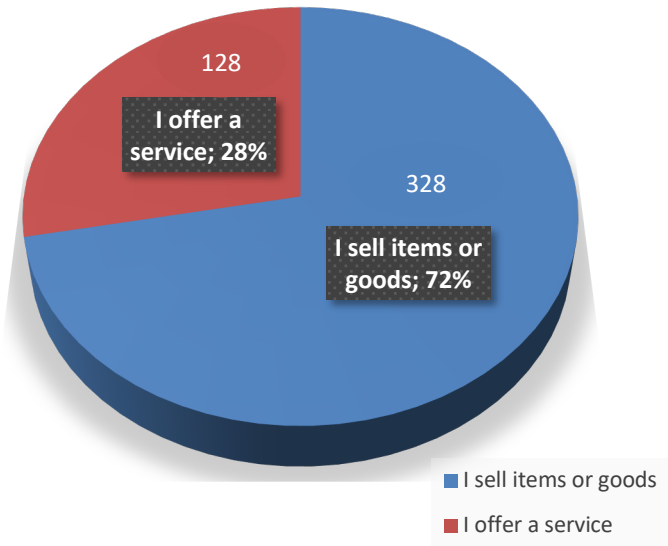
| | | | | | |
|---|---|---|---|---|--|
| Crafts & Souvenirs & Art | | | √ | | |
| Computer/Business Services | | | √ | | |
| Les Cartes Prépayées | | | √ | | |
| Maquillages | √ | | √ | | |
| Coiffeur | | | √ | | |
| Transfert Des Musiques | | | √ | | |
| Mecanicien | √ | | √ | | |
| Electrician | | | √ | | |
| Divers | | | √ | | |
| Vernues | √ | √ | √ | | |
| Epices | √ | √ | √ | | |
| Unites Et Divers | | √ | √ | | |
| Crepes | | | √ | | |
| Salon Coiffure | | | √ | | |
| Street Food (Chappati, Fresh Juice & Fruit, Etc.) | | | | √ | |
| Electronic Devices | | | | √ | |
| Bakery | √ | | | √ | |
| Phone Charging and Flash Disk Sales | √ | | | √ | |
| Kitchen Accessories | √ | | | √ | |
| Tea Shop Owner | √ | √ | √ | √ | |
| Éplucheur Des Mais Dans Les Dépôts | √ | √ | | √ | |
| Vendeur Des Unites | | √ | | √ | |
| Téléphones Avec Les Accessoires | | √ | √ | √ | |
| Des Boissons Sans Alcool Et Alcoolisé | | √ | | √ | |
| Vente De Viande De Porc | | | | √ | |
| Vente De L'Huile De Palm | √ | √ | | √ | |
| Seulement Les Chaussures Pour Les Femmes | | | | √ | |
| Tressage De Cheveux Pour Les Femmes Et Vente Des Accessoires Pour Les Cheveux | | | √ | √ | |
| Atelier De Coupe Couture Et Vente Des Accessoires De Coupe Couture | √ | | | √ | |
| Bassin, Termes,Casseroles, Assiettes, Gobelets Et Sceaux | | | | √ | |
| Des Vêtements Pour Les Enfants | | √ | | √ | |
| Vente Des Bières En Gros Et Detaille | √ | | | √ | |

| | | | | | |
|--|---|---|---|---|---|
| Quinquilleur | | | | √ | |
| Vente De Boissons De Diferent Qualité | √ | | √ | √ | |
| Maison De Vente De Pomme De Terre | √ | | | √ | |
| Je Fais La Cordonnerie | √ | | | √ | |
| Revendeur Des Unités Et Mega | √ | | √ | √ | |
| Vente Beignets,Biscuits Pampli,Bonbons Et Autres | | √ | | √ | |
| Atelier De Menuiserie | | | | √ | |
| Je Vend De Pains Des Jus Et Autres Divers | | √ | | √ | |
| Maison De Vente Vetements | √ | | √ | √ | |
| Vente Des Boissons, Tabac Et Autres Divers | | | | √ | |
| Vente Des Unités, Œufs Et Deodorat | | √ | | √ | |
| Service Quado Donc Réparation De Pneus Et Autres | | | √ | √ | |
| Revendeur Des Chaussures De Différentes Categories | √ | | | √ | |
| Je Fabrique Des Mâles Et Les Vendre | | | | √ | |
| Réparation Moto | √ | √ | √ | √ | |
| Tailor | √ | √ | √ | √ | √ |
| Fuel | √ | √ | √ | √ | √ |
| Biscuits | | | | | √ |
| Clothes & Footwear | √ | √ | √ | √ | √ |
| Memory Card/Flash Disk | | | | | √ |
| Pharmaceuticals | | | | | √ |
| Fruits: Vegetables: Grains: Nuts | √ | √ | | | √ |
| Quincaillerie | | | | | √ |
| Beverages (Non-Alcoholic) | | | | | √ |
| Cafétéria | √ | √ | √ | √ | √ |
| Plastic Products | | | | | √ |
| Bread (Freshly Baked) | | | | | √ |
| Metal Goods & Furniture | | | | | √ |
| Hair Accessories | √ | √ | √ | √ | √ |
| Wood Products & Furniture | √ | | | | √ |
| Mécanicien Moto | √ | | | | √ |
| Lavage Des Motos | √ | | | | √ |
| Beautician-Hair Stylist | √ | √ | √ | √ | √ |

| | | | | | |
|----------------------------------|---|---|---|---|---|
| Tools (Agr. And Other) | | | | | √ |
| Carpenter | | | | | √ |
| Household Goods | √ | | | | √ |
| Produit De Maquillage | | | | | √ |
| Mécanicien Des Motos | | √ | | | √ |
| Réparation Des Téléphones | | √ | | | √ |
| Vernisseur | | √ | | √ | √ |
| Eau Mineral | √ | √ | | | √ |
| Tomates Et Épices | | | | | √ |
| Spare Parts For Bikes/Cars/Bodas | √ | | | | √ |
| Vente Des Unités Du Téléphone | | √ | | √ | √ |
| Bags & Suitcases | | | | | √ |
| Vente Des Unites | | | | | √ |
| Vente Unités De Téléphone | | | √ | √ | √ |
| Réparation Appareils Électriques | √ | | | | √ |

The data represented in Figure 1 indicates that a significant portion, comprising 328 individuals (72%) of the youth surveyed, are actively involved in selling products. In contrast, a smaller percentage, accounting for 128 individuals (28%), are engaged in providing services. This insight suggests a prevalent inclination among the surveyed youth towards product-oriented business activities rather than service-oriented ones. The observed preference for product-oriented activities among the youth presents opportunities for enhancing and diversifying their businesses. Strategies such as identifying popular products, refining marketing techniques, and exploring avenues for product innovation can be implemented to capitalize on this inclination. Additionally, recognizing the lower engagement in service provision suggests potential for supporting and promoting service-oriented ventures among the youth. The recommendation includes the development of tailored training programs and resources to equip them with the skills and knowledge needed for service-based entrepreneurship. Overall, understanding and leveraging these preferences can guide targeted initiatives to empower and support the entrepreneurial endeavors of the youth, contributing to their overall success in business.

Figure 1: If Youth sell products or services

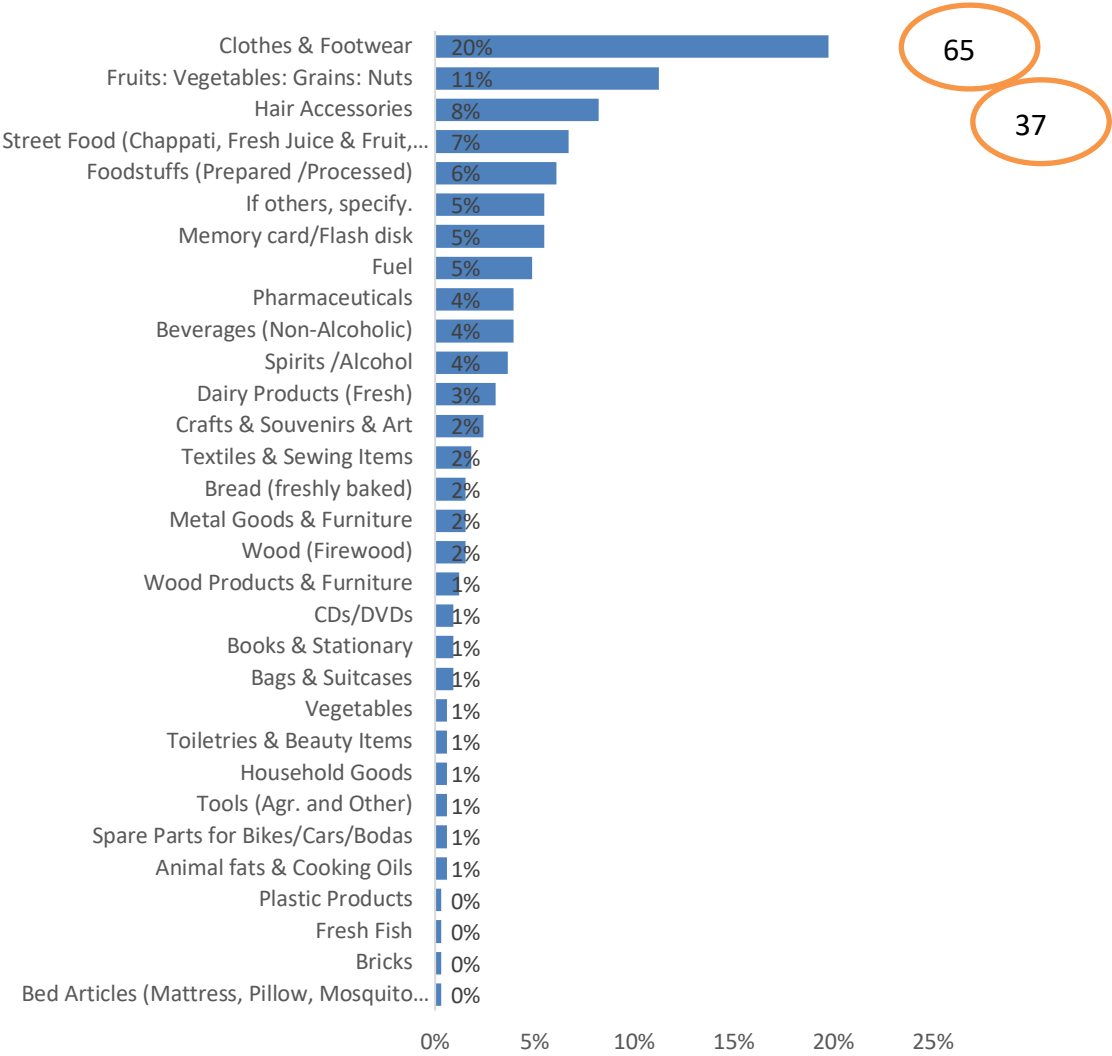


3.2.2 Main Products sold by the Youth

The youth's product offerings display a diverse range, showcasing their adaptability to varying market demands. A notable 20% of the total interviewed youth are involved in selling clothes and footwear, indicating a strong presence in the fashion sector. Additionally, 21% of the youth are active in the food industry, selling street food, processed foodstuffs, and natural products like fruits and vegetables. Other products, including beauty items, beverages, and pharmaceuticals, contribute 4-8% each. The results depict a dynamic entrepreneurial landscape, with youth engaging in a wide array of businesses, from traditional items like wood to modern goods like

memory cards. This diversity reflects the youths' efforts to tap into diverse market niches and meet varied consumer needs.

Figure 2: Main products sold by the Youth



The focus group discussions with the youth also revealed participants offering a diverse range of products and services, including internet units, driving services, and metal goods.

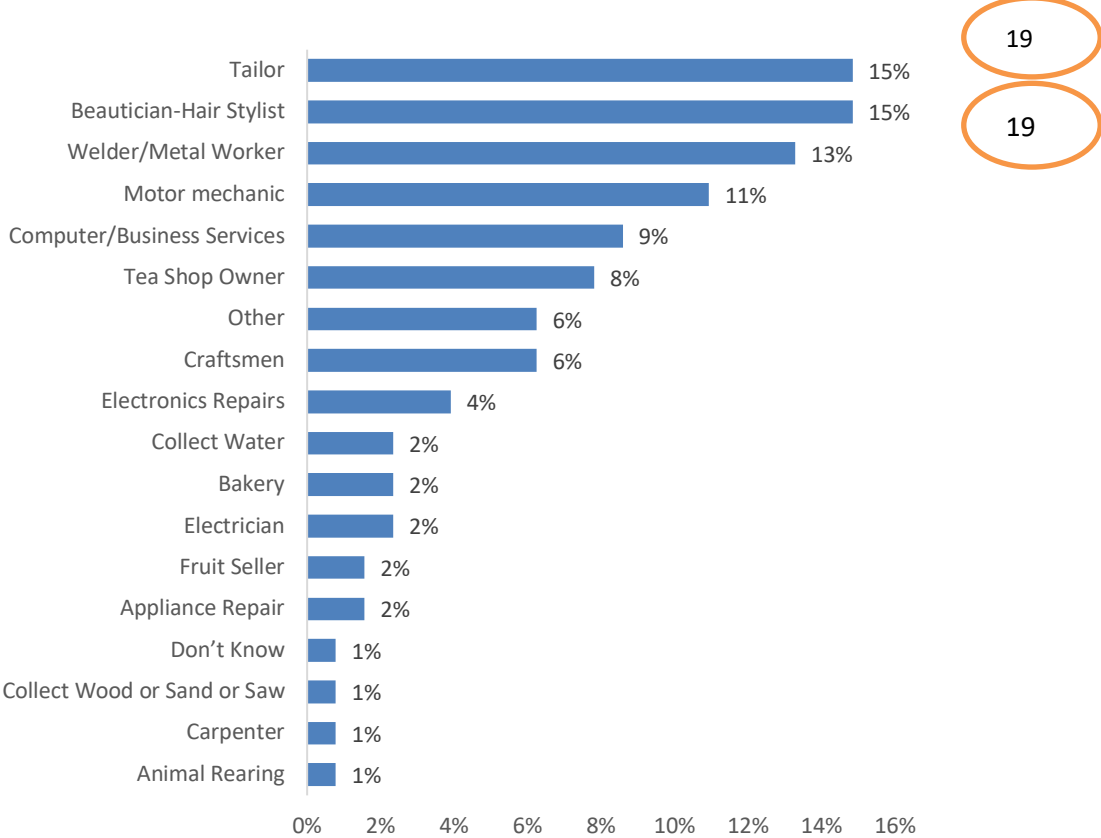
One participant mentioned, "I work for myself, selling shoes on an outpatient basis. As for me, I sell the units on the road, I work in a telephone charging house, selling also phone accessories."

Another participant shared, "I sell my telephone units on the road. I have a parasol and a table that I use, and that's where my customers meet me. I also sell my juices and drinking water along the road. As for buying, selling, and collecting irons, I use a small house at home, and that's where my customers find me. But often it's young people, children, and sometimes I buy from Rwandan women who walk the avenues. As an Atalaku (assistant driver), I first go to the parking lot in the morning to look for a driver with whom I'm going to work, then we spend the day driving around Goma looking for passengers. For those of us with a professional background, we work on construction sites, and it's often the engineers who recruit us."

3.2.3 Main Services which youth are engaged

The services that the youth are involved in are diverse, as illustrated in Figure 3 below. The main service that the youth are predominantly engaged in appears to be varied, with a notable concentration in trades and services. Welding and metalworking, motor mechanics, beautician and hair styling, and tailoring emerge as the most prevalent occupations among the surveyed youth, collectively constituting a significant portion of the respondents at 54%. These vocations highlight a spectrum of hands-on skills and craftsmanship, reflecting the youths' active involvement in sectors such as automotive repair, metal fabrication, personal grooming, and fashion. The findings suggest a robust presence of entrepreneurial spirit, technical expertise, and creative flair among the youth, underscoring the importance of vocational and artisanal pursuits in the community.

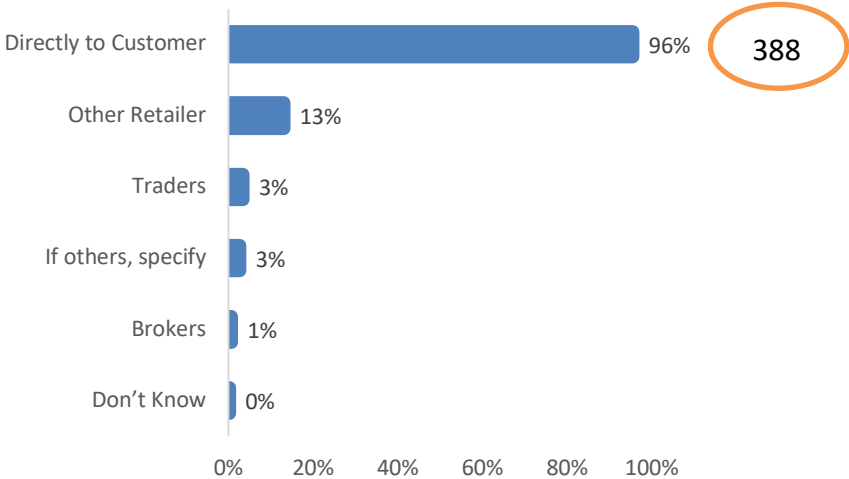
Figure 3: Main services in which the youth are engaged



3.2.4 Clients to whom youth sell their final products or services

The data indicates that the youth primarily sell their final products directly to customers, with a significant majority of 388 (96%). This suggests that the youth engage in business models that involve direct consumer interactions, possibly through retail outlets, online platforms, or other direct selling channels. Additionally, a small percentage, representing 3%, engage with brokers and traders, while 13% fall under the category of "Other Retailers." The presence of "others" at 3% implies additional diversity in the distribution channels, showcasing the versatility in how youth bring their final products to the market. This diverse distribution approach reflects the adaptability of youth entrepreneurs in reaching their customer base.

Figure 4: Clients to whom youth sell their final products or services



The focus group discussion (FGD) revealed that the youth predominantly sell their products along the main road and in busy business areas such as near churches and schools. Many operate roadside stalls, using a parasol and a table to display and sell items such as telephone units, juices, and drinking water. Additionally, some youth disclosed their involvement in buying, selling, and collecting irons, conducting these activities from a small house at home. They also mentioned purchasing goods from traders who walk the avenues. Those with a professional background often work on construction sites, with engineers being the primary recruiters for such roles.

One participant shared, *“I sell my telephone units on the road. I have a parasol and a table that I use, and that’s where my customers meet me. I also sell my juices and drinking water along the road.”* Another participant mentioned, *“As for buying, selling, and collecting irons, I use a small house at home, and that’s where my customers find me.”* One of the participants involved in transport services indicated, *“As an Atalaku (assistant driver), I first go to the parking lot in the morning to look for a driver with whom I’m going to work, then we spend the day driving around Goma looking for passengers.”* Another participant indicated, *“For those of us with a professional background, we work on construction sites, and it’s often the engineers who recruit us.”*

3.2.5 Market-based opportunities, challenges and risks faced by the youth

The findings suggest a promising opportunity for the development of a diverse and robust local market, driven by high demand for a wide range of products and services among the youth. This demand includes electronic appliances, kitchen accessories, mobile accessories, clothing, shoes, beverages, and various services like cafeteria services, snack preparation and sale, hairdressing, mechanic services, phone repair, printing, and tailoring. Meeting these demands could potentially lead to business growth and economic sustainability for youth entrepreneurs. The majority of youth source their raw materials from wholesalers (84%), frequently purchasing stock every few days (43%), and expressing satisfaction with suppliers (80%). While over half of the respondents believe they can compete with similar traders, those feeling unable to compete cite challenges such as lower quantity, lower quality, and a lack of variety. Challenges hindering business expansion include a lack of funds to buy more stock and insufficient supply.

The focus group discussion reveals additional insights into the barriers and challenges faced by youth seeking gainful employment in the community. A pervasive lack of financial resources impedes investment in skills and businesses. Discrimination and tribalism further limit opportunities, going beyond merit-based considerations. Additionally, insufficient skills and experience are significant obstacles, with some lacking access to proper training or resources for skill development. The absence of regulatory authorities contributes to fierce competition, resulting in pricing issues and market inefficiencies. Harassment from government officials and high rent costs further compound these challenges. The scarcity of job opportunities not only

leads to economic struggles but also contributes to negative behaviors among marginalized youth, including juvenile delinquency, theft, and involvement in illicit activities, emphasizing the urgent need to address these multifaceted issues.

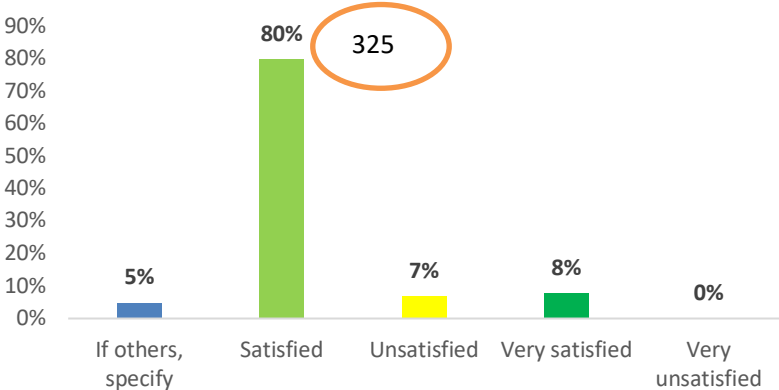
3.2.6 How often the youth purchase stock or raw materials

The data reveals varying frequencies in the procurement of stock or raw materials among the youth. The most common practice is purchasing every few days, accounting for 43% of responses, indicating a frequent and consistent restocking pattern. Additionally, a significant portion of youth engages in daily purchasing, constituting 17%, indicative of a more immediate and frequent replenishment strategy. Every few weeks and every month follow closely at 18% and 7%, respectively, highlighting diverse procurement schedules within the surveyed group. A notable percentage of respondents (8%) falls under the category "Other." When asked about where they purchase their products, a substantial majority of youth engaged in business primarily source their raw materials from wholesalers, with 84% of respondents relying on this channel. This preference for wholesalers suggests a strategic approach to procurement, allowing the youth to access goods in larger quantities at potentially discounted rates. The emphasis on wholesalers implies that the surveyed youth likely prioritize efficiency, cost-effectiveness, and convenience in acquiring their merchandise. Itinerant traders, chosen by 12% of youth, might offer a more flexible and mobile option, potentially appealing to those seeking unique or niche products, and 16% who specified "others", contributing to the overall diversity in procurement preferences among the surveyed youth.

3.2.7 Level of Satisfaction with the suppliers

The majority of the youth express a high level of satisfaction with their suppliers of raw materials or products for resale, with 80% indicating satisfaction and an additional 8% expressing very high satisfaction. This positive sentiment suggests a generally contented relationship between youth and their suppliers, possibly indicating reliability, quality, and favorable terms in the procurement process. The 7% who report being unsatisfied encountered challenges such as irregular supply, poor product quality, or unfavorable terms, while the negligible 0.3% indicating very unsatisfied reflects a rare occurrence of extreme dissatisfaction. The "others, specify" category stands at 5%. Overall, the data suggests a predominantly positive supplier relationship, indicating that the majority of youth have found reliable and satisfactory sources for their raw materials or resale products.

Figure 5: Satisfaction with level of performance of suppliers



3.2.8 Level of dissatisfaction with the suppliers of raw materials

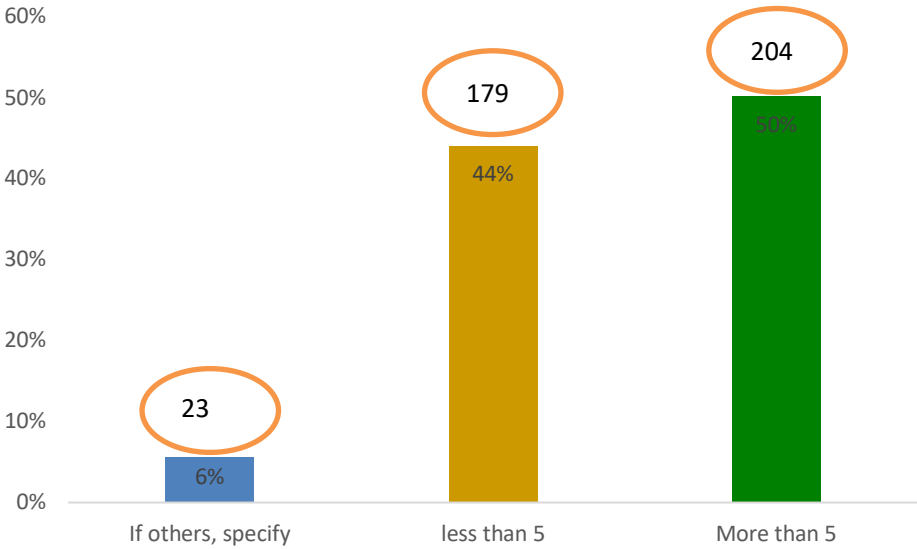
The challenges faced by youth in their interactions with raw material suppliers are diverse, as indicated by their responses. The most common issue, cited by 30% of youth, is insufficient volume or quantity of supplies, suggesting a struggle to meet demand or capitalize on business opportunities. Poor quality is a significant concern for 18% of youth, indicating issues related to the standard of the materials they acquire. Additionally, 12% report challenges with inconsistent supply, which could potentially disrupt their production or resale processes. Unprofessional

conduct by traders or suppliers is another noteworthy challenge, reported by 12% of youth. The absence of complaints regarding the hygiene of food sales indicates a relative satisfaction in this aspect, with 36% specifying "others." These challenges collectively underscore the importance of establishing reliable, quality-focused, and professional relationships with suppliers for the success of their businesses.

3.2.9 Similar businesses around Youth business operation and level of competition

Figure 6 illustrates a varied business landscape among youth in the surveyed area. About 50% of respondents indicate the presence of more than 5 similar businesses, implying a competitive and diverse market setting. Another 44% mention fewer than 5 similar businesses, suggesting a combination of competitive and potentially niche markets within the area. The "others, specify" category, standing at 6%, adds further nuance to the business environment. In essence, the data highlights the dynamic and diverse nature of the business landscape in the area, emphasizing that a considerable number of youth operate in an environment characterized by both competition and diversity.

Figure 6: Number of businesses around Youth business operation and level of competition



3.2.10 How youth measure performance of their business

The data reveals that surveyed youth employ diverse metrics to measure the performance of their businesses. A significant portion, comprising 293 individuals (72%), primarily assess success through the number of units sold, emphasizing a focus on tangible outcomes and revenue generation. For those providing services, 205 individuals (50%) use the metric of the number of clients served, emphasizing customer engagement and satisfaction, with an additional 17 individuals (4%) specifying "others." The varied range of measurement units highlights the multifaceted nature of youth entrepreneurship, where success is evaluated not only through financial metrics but also through the impact on clientele and service delivery. These diverse approaches suggest that youth adopt performance metrics aligned with the nature of their businesses, reflecting a nuanced understanding of success beyond a singular criterion.

3.2.11 Period youth feel able to estimate your business volume

The results reveal that youth employ diverse timeframes when estimating their business volume, reflecting varying preferences and approaches. A notable emphasis on shorter timeframes is evident, with a majority of 150 individuals (37%) feeling confident estimating their business volume on a weekly basis. This suggests a focus on immediate trends and adaptability to short-term fluctuations. Monthly estimations, chosen by 120 individuals (30%), indicate a slightly longer planning horizon, possibly reflecting a desire for a more comprehensive overview of their business

performance. A significant 97 individuals (24%) express the ability to estimate business volume on a daily basis, emphasizing real-time awareness and responsiveness to daily operations. The 16 individuals (4%) opting for yearly estimations may be engaged in businesses with longer sales cycles or taking a more strategic, long-term approach. The 6% responding with "Don't Know" suggests a level of uncertainty or variability in the estimation process for a segment of youth. Overall, these results highlight the dynamic and adaptive nature of how youth gauge their business volume, tailored to the unique characteristics of their respective ventures.

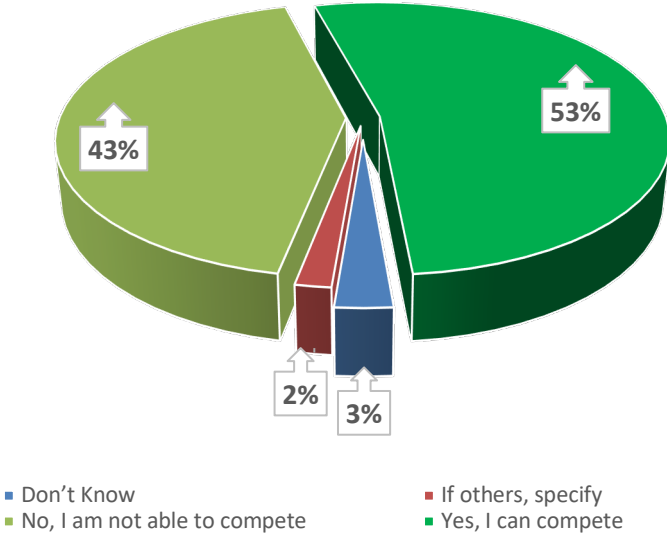
3.2.12 Level of satisfaction with business sales/performance during

The survey indicates a generally positive sentiment among youth regarding the level of sale/performance during the chosen period, with a significant 306 individuals (75%) expressing satisfaction. This high satisfaction level suggests effective business strategies, successful customer engagement, and the ability to meet demand. The relatively low percentage of dissatisfaction, at 65 individuals (16%), implies that the majority of youth entrepreneurs are managing their businesses with a degree of success. The 34 individuals (8%) reporting being very satisfied further underscore the favorable outlook, indicating a subset of youth experiencing exceptional performance or growth. The minimal 1 individual (0%) expressing very unsatisfied sentiments signals that, overall, the surveyed youth perceive their business endeavors as successful and satisfactory.

3.2.13 Youth ability to compete with other traders selling similar goods

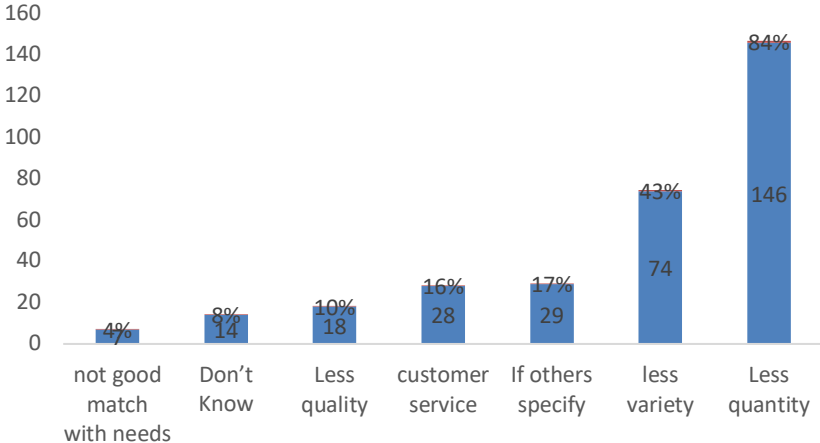
The findings suggest a relatively balanced perspective among the youth regarding their ability to compete with other traders selling similar goods. A majority of 214 individuals (53%) express confidence in their competitive capabilities, indicating that they feel well-equipped to navigate and succeed in the market alongside their counterparts. On the other hand, 174 individuals (43%) admit to feeling unable to compete, suggesting challenges or perceived limitations in their business strategies, resources, or market positioning. The "Don't Know" category at 11 individuals (3%) and the "others" at 7 individuals (2%) introduce some uncertainty and additional factors to consider. Overall, the data highlights a diverse landscape where a significant portion of youth entrepreneurs feels they can compete effectively, while others acknowledge potential barriers that may impact their competitive edge in the market.

Figure 7: Competition with other traders



Reasons cited by youth for their perceived inability to compete with other traders selling similar goods vary. Among those who feel they are unable to compete, the primary reasons identified include offering less quantity of goods or services at 146 individuals (84%). On the other hand, others cited having less variety at 74 individuals (43%) and less quality at 18 individuals (10%), highlighting potential challenges in diversifying product lines or maintaining high standards. Customer service emerges as a significant factor, with 28 individuals (16%) mentioning it as a reason for their perceived inability to compete, suggesting a recognition of the importance of service quality in the competitive landscape. The "Don't Know" category at 14 individuals (8%) and "others specify" at 29 individuals (17%). Overall, the data underscores the multifaceted nature of competition, with youth recognizing and attributing their competitive status to factors such as quantity, variety, quality, and customer service.

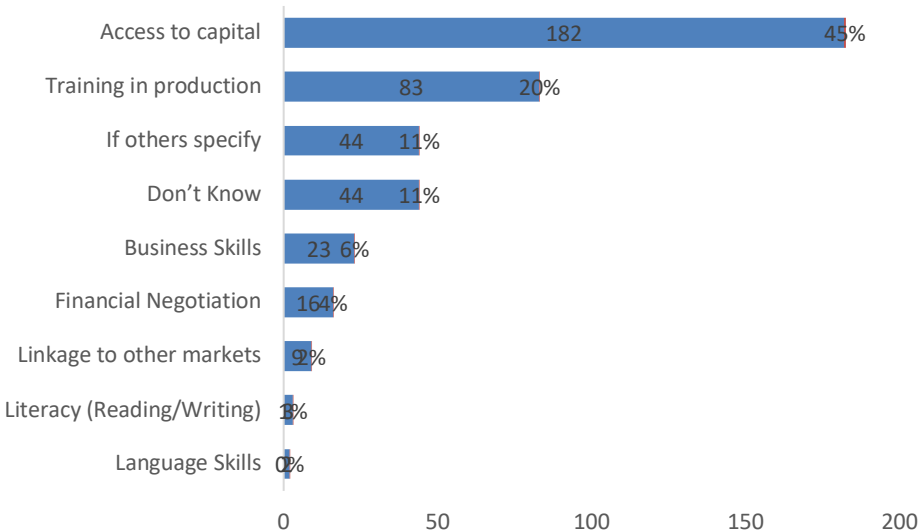
Figure 8: Reasons for not being able to compete



3.2.14 Training that would enhance youth competitiveness

The youth identified the following training needs to enhance their competitiveness in the market as illustrated in figure 9:

Figure 9: Training that would enhance youth competitiveness



The data presented in Figure 9 reveals significant areas where youth identify a need for training to improve competitiveness and expand their businesses. Access to capital and finance emerges as the foremost requirement, with 84% of respondents recognizing its significance, highlighting the pivotal role financial resources play in business growth and sustainability. The acknowledgment of business skills by 2% suggests an understanding of the value in refining

specific entrepreneurial, management, and market-related competencies. The 3% mentioning training in production indicates a desire for skill development in actual production processes, potentially aimed at enhancing efficiency and product quality. The awareness of the benefits of expanding market reach is reflected in the 1% emphasizing linkage to other markets, while the mention of financial negotiation at 1% underscores the recognition of effective financial management and negotiation skills. The "others specify" category at 6% further indicates diverse training needs perceived by youth, emphasizing the multifaceted nature of skills crucial for enhancing competitiveness and fostering business expansion.

Key informant interviews with representatives from the private sector highlight the pressing need for training among youth, emphasizing the critical role of modernizing vocational courses, providing necessary equipment, and enhancing teacher capacities to improve young people's prospects in the job market. There is a specific call for a comprehensive approach that includes marketing training, particularly in digital marketing, to enhance visibility and promote products effectively. The youth, in turn, recognize the value of acquiring management information skills to efficiently distribute tasks within their businesses and express a desire for training in financial and resource management. This comprehensive perspective reflects an awareness of the evolving demands of the job market and a commitment to acquiring skills that not only strengthen current business operations but also position them for expansion and success, potentially extending beyond the local context to the Democratic Republic of Congo as a whole. The overarching theme is a need for well-rounded, contemporary training that equips the youth with the skills necessary for business growth, management, and adaptation to the evolving economic landscape.

Quoting one of the interviewees, *"To improve young people's chances, we need to modernize vocational training courses, equip them with the necessary materials or suitable equipment, strengthen the capacity of teachers and finally, make consumables available to them to boost or launch them onto the job market so that they can update their skills and talents."*

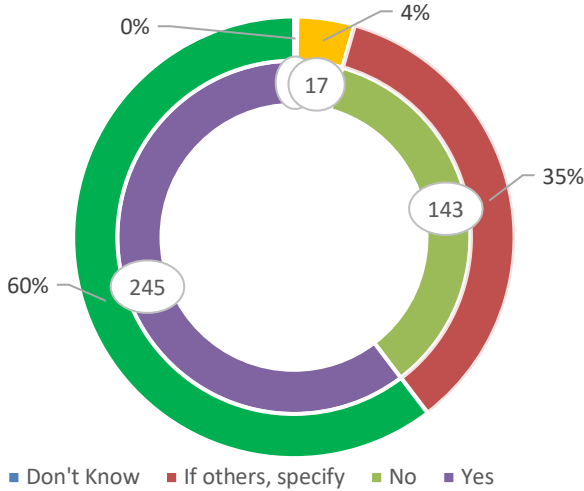
Another interviewee emphasized, *"At the moment, youth need some great skills in running their business. Youth need marketing training, much more digital marketing because that's going to help them a lot more to be known in the environment and also to promote their product. Secondly, youth need management information so that they can know how to divide up tasks. They want to expand their services throughout the DRC by learning about financial management, resource management, and any training related to management."*

3.2.15 Economic and growing market opportunities appropriate for youth

The findings indicate that a substantial majority of youth, accounting for 60%, perceive themselves as successfully meeting the demand of their current customers. This positive response aligns with the potential for growing market opportunities for the youth. On the contrary, 35% of respondents expressed a negative sentiment, stating that they are not meeting customer demand. This may suggest that these youth entrepreneurs are facing challenges such as supply chain issues, production constraints, or limitations in meeting diverse customer needs. The "others, specify" category at 4% further indicates additional factors influencing the perception of meeting customer demand. Overall, the findings highlight a dynamic market landscape for youth, where a significant portion is successfully catering to current customer demands. This success may pave the way for

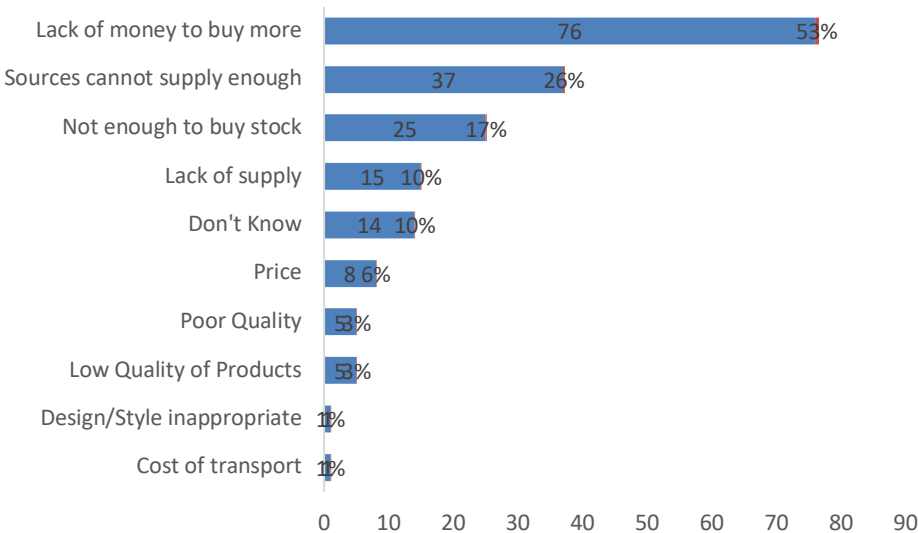
further growth and increased market opportunities as they navigate and address challenges in meeting evolving customer needs.

Figure 10: Meeting the demand of customers



The survey sought further insights into the reasons youth might not be meeting the demand of their customers. A significant majority, accounting for 53%, attributes this challenge to a lack of money to buy more stock, indicating financial constraints that hinder their ability to meet customer demand. Additionally, 26% mention that sources are unable to supply enough, suggesting potential challenges in securing a consistent and sufficient flow of raw materials or products. The lack of supply (10%) and not having enough to buy stock (17%) further underline financial and supply chain challenges. The "Don't Know" category at 10% suggests a segment of youth may face difficulties in pinpointing specific reasons for not meeting customer demand. These challenges collectively point to financial limitations, supply chain constraints, and market dynamics as key factors influencing youth's ability to fulfill customer needs.

Figure 11: Reasons for not meeting demand



3.2.16 Youth who plan to expand their businesses

The overwhelmingly positive response, with 98% of youth expressing an intention to expand their businesses in the next few years, reflects a strong entrepreneurial drive and ambition within this demographic. This high percentage suggests a collective vision for growth and an eagerness to explore opportunities that can lead to the expansion of their enterprises. The negligible percentages in the "Don't Know" and "Refuse to Answer" categories at 1% each suggest a high degree of clarity and transparency among the youth regarding their business aspirations. The data implies a forward-looking mindset among youth, reflecting their determination to capitalize on market opportunities, enhance their business operations, and contribute to their economic empowerment and community development. Strategies and support aimed at fostering this expansion, such as access to training, financial resources, and mentorship, could further empower the youth in realizing their business growth objectives.

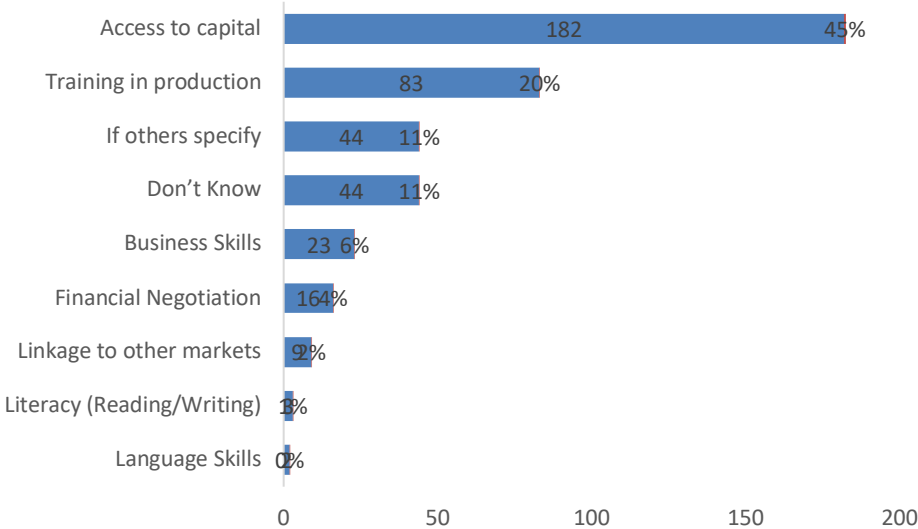
Figure 12: Plan to expand



3.2.17 Support which is needed to enhance business expansion

The youth's primary identified need for expanding their businesses is access to capital and finance, with 84% recognizing its crucial role in fueling growth. This underscores the importance of financial resources in business development. Additionally, there is a desire for broader entrepreneurial competencies, such as business skills (2%), financial negotiation (1%), and linkage to other markets (1%), reflecting an understanding of the diverse skills needed for expansion. The emphasis on training in production (3%) suggests a focus on improving the efficiency and quality of their production processes. The "others specify" category at 6% indicates additional diverse needs. Overall, the youth stress the central role of financial access while highlighting a comprehensive set of requirements, including skills development and market linkages, essential for empowering them in their pursuit of business expansion.

Figure 13: Support which youth need to enhance business expansion



3.2.18 Growing Opportunities Appropriate for the youth

In focus group discussions held within groups in Paroisse Saint François Ndosho, Katoyi, and Kyeshero, a wide array of market opportunities was identified by youth in North Kivu. These opportunities span diverse sectors, **including fuel sales, public secretariat services, stationery, meat sales, barbecue services, clothing and footwear sales from outside the country, and furniture manufacturing in carpentry workshops.** Additionally, there is **interest in culinary arts, aesthetics, cutting and sewing, handbag sales, knitting, rug-making, makeup sales, braiding, and basket making.** **Hairdressing salons emerge as a common interest, and there is potential interest in trade workshops for learning carpentry, mechanical training, and tailoring.** **Collaborating with companies offering various services is considered attractive due to the employment prospects for young people in these sectors.** These identified opportunities reflect the youth's keen interest in diverse fields, underscoring their focus on entrepreneurship, skilled trades, and service-oriented industries as pathways for economic empowerment and professional development.

"Other opportunities in the neighborhood include opening a hairdressing salon, working with companies that offer different services, as these types of businesses hire a lot of young people. Others would like to work in trade workshops (to learn carpentry, mechanical training, tailoring)."

The key informant interviews with local authorities and private entities regarding the main and potential employers of the youth in terms of opportunities for their growth revealed that the primary employers for the youth trained by the Don Bosco Vocational Training Center, Anna Micheli, and Un Jour Nouveau include local businesses, private companies, and NGOs. However, barriers to gainful employment include limited job opportunities, especially in a region where security services dominate youth employment. To address these challenges, there is a need for increased support from organizations to empower young people to create their own jobs, possibly through funding, start-up equipment provision, and collaboration with local businesses. Additionally, efforts should be directed towards modernizing vocational training courses, providing necessary materials, and fostering entrepreneurship to enhance the youth's chances of successful employment and economic independence.

In addition to the vocational training opportunities provided by organizations like Anna Micheli and the Don Bosco Youth Center, other economic opportunities for marginalized youth include exploring the growing sectors of production, information technology (IT), and tailoring. Given the demand for electronics and tailoring services in the community, young people with technical skills

can potentially venture into IT-related businesses, such as offering IT services, setting up public secretariats, or providing technological solutions, and establishing tailoring services. Moreover, there is a need for diversified businesses in the community, supporting and encouraging young entrepreneurs to establish enterprises in various fields, which could contribute to economic growth. Overall, fostering a culture of innovation, supporting diverse skill sets, linkage to the private sector, and creating an enabling environment for entrepreneurship could open up additional avenues for economic empowerment among marginalized youth in the community.

3.3 Labour Skills Assessment

3.3.1 Vocational or skills training received by the youth

The findings reveal that 40% of the surveyed youth, totaling 161 individuals, have undergone vocational and/or skills training. This suggests that a considerable portion of the surveyed group has actively engaged in targeted training to acquire specific skills relevant to their vocational pursuits.

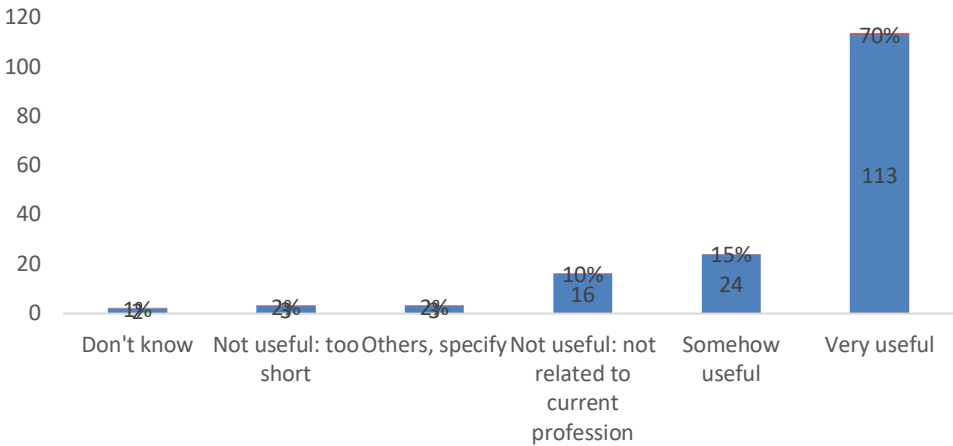
Table 5: Vocational Training skills attained by the youth

| | | |
|--------------------------------------|----|-----|
| Blacksmith | 1 | 1% |
| Business Skills | 1 | 1% |
| Construction – other | 1 | 1% |
| Plumbing | 1 | 1% |
| Auto/Boda electrician | 2 | 1% |
| Crafts | 2 | 1% |
| Teaching | 2 | 1% |
| Electrician | 3 | 2% |
| Metalwork – welding | 3 | 2% |
| Carpentry - joinery/Furniture making | 5 | 3% |
| Computers | 7 | 4% |
| Leadership | 8 | 5% |
| Auto mechanic/Car mechanic | 12 | 7% |
| Beautician/Hairdressing | 17 | 11% |
| Tailoring | 19 | 12% |
| If other, please specify | 77 | 48% |

The findings reveal that the majority of youth find the skills obtained through vocational and/or skills training highly beneficial for their current businesses. With 70% responding that the skills are "Very useful" and an additional 15% finding them "Somehow useful," it suggests a significant positive impact on their businesses. This indicates that the training they received has provided practical and applicable knowledge that aligns well with their current professions. The 10% who indicate that the skills are "Not useful," and the low percentages in the "Don't know" and "Not useful: too short" categories at 1% and 2%, respectively, suggest a general awareness and appreciation of the utility of the skills acquired. Overall, the data highlights that for the majority of

youth, the skills obtained through training have been valuable, contributing significantly to the success and effectiveness of their current business endeavors.

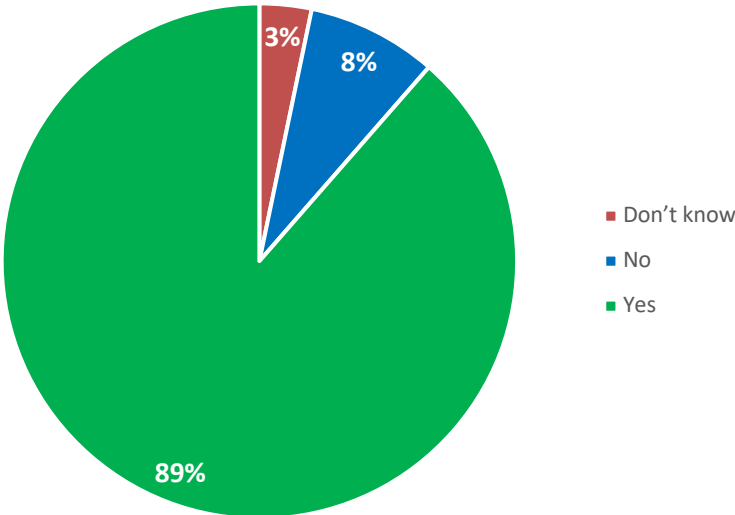
Figure 14: Usefulness of the skills



3.3.2 Youth interest in attending training to gain skills required to run business

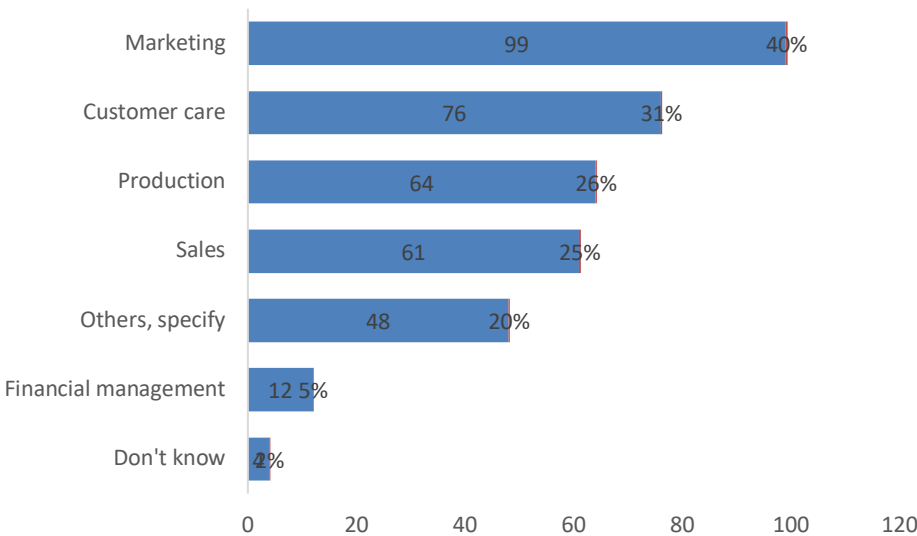
The data reveals a strong and proactive attitude among surveyed youth, with 217 (89%) expressing a keen interest in attending training sessions to acquire skills essential for their businesses. This high level of interest indicates that youth recognize the significance of continuous learning and skill development in the ever-evolving field of entrepreneurship. The findings highlight a collective eagerness among youth entrepreneurs to invest in their professional development, showcasing a commitment to enhancing business acumen, staying competitive, and contributing to their long-term success in the business world.

Figure 15: Interests in gaining skills to run business



The skills identified by youth as desirable for gaining through training reflect a well-rounded and comprehensive set of competencies crucial for successfully running their businesses. Financial management, cited by 12 (5%), highlights an awareness of the importance of sound financial practices for business sustainability. Sales (25%) and production (26%) signify a focus on honing skills related to effective selling strategies and efficient production processes. Customer care (31%) underscores the recognition of the significance of providing excellent service and building positive customer relationships. Marketing emerges as the most sought-after skill, with 99 (40%) expressing a desire for training in this area, indicating a keen interest in enhancing their ability to promote and position their products in the market. The "Others, specify" category at 48 (20%). Overall, the findings underscore the youth's awareness of the multifaceted nature of skills required to run successful businesses, encompassing financial acumen, sales, production, customer care, and marketing. Training initiatives targeting these areas can contribute significantly to empowering youth entrepreneurs and enhancing the overall resilience and competitiveness of their businesses.

Figure 16: Skills Identified by the youth



3.3.3 Most important soft skill that youth require for their business

The youth emphasize the importance of self-confidence as a crucial soft skill in running their businesses, with 64 (26%) recognizing its significance. This underscores the belief in one's abilities and decisions when facing business challenges, serving as a catalyst for effective leadership, decision-making, and risk-taking. While financial management skills also garnered attention at 53 (22%), the emphasis on self-confidence suggests that the youth acknowledge its role in psychological resilience and a proactive mindset. This enables them to communicate persuasively, rebound from setbacks, and lead with conviction. The findings highlight the nuanced interplay of both psychological and practical skills in the entrepreneurial journey, with self-confidence as a foundational pillar for success.

Figure 17: Most important soft skill that youth require to run their business



To further explore the skills required by youth, insights from key informants in the private sector and government officials emphasize that marginalized youth need a diverse skill set. Technical skills acquired through vocational training, notably from organizations like Anna Micheli, are deemed crucial for both employability and entrepreneurial pursuits. Proficiency in areas such as tailoring, culinary arts, and hairstyling, combined with formal education, enhances their marketability. Additionally, soft skills encompassing personal development, effective

communication, teamwork, leadership, and financial literacy are pivotal. These skills not only empower them to navigate the professional landscape but also foster a mindset conducive to self-employment and sustainable economic independence. The importance of adaptability and resilience is emphasized as essential traits for overcoming challenges in the job market or entrepreneurial endeavors. As the business landscape evolves, digital literacy becomes increasingly important, ensuring that youth can leverage technology for business growth and career advancement. Cultivating this comprehensive skill set is seen as instrumental in significantly improving the prospects of marginalized youth for meaningful employment and successful entrepreneurship.

Furthermore, insights from focus group discussions with the youth highlight that thriving in their respective endeavors requires a combination of personal skills and qualities. These include self-confidence, deemed essential for navigating the challenges of entrepreneurship and self-employment. Effective time management is crucial to optimize productivity, and conflict resolution skills are needed to address issues within their businesses and communities. Strong communication skills are identified as crucial for marketing and customer engagement, and creative thinking is seen as enabling innovative problem-solving. Additionally, emotional and stress management skills are deemed vital to cope with the uncertainties and pressures of entrepreneurial pursuits. The youth stress the importance of avoiding self-limitations, emphasizing the need for a positive mindset and patience. In essence, fostering a holistic set of skills and qualities is perceived as empowering youth to overcome obstacles, establish successful businesses, and contribute meaningfully to their communities.

3.3.4 Private Sector Players Operating in Goma

Various private sector initiatives in Goma aim to address youth unemployment and foster economic opportunities in a conflict zone. The Provincial Youth Division focuses on job creation through vocational training and work placements, emphasizing the resilience and adaptability of youth in the face of challenges.

Anna Micheli, a Catholic organization founded in 2007, engages in charitable and social works with its national headquarters at 037 Lulua Avenue, Q. Ndosho, Karisimbi Commune, Goma City. AMINI company collaborates with two young engineers to manufacture low-voltage light bulbs. Don Bosco, created by the Salesian Fathers to assist unemployed young people, operates the Don Bosco Youth Center, providing various services such as carpentry, masonry, cutting and sewing, welding, plumbing, and electricity. The Don Bosco Ngangi Youth Center, founded in 1988, extends these services.

Companies like Un Jour Nouveau and Savoir Plus offer support and training for entrepreneurs. Delice Unga, involved in sorghum flour production, faces challenges but seeks opportunities for large-scale production and employment diversification. Overall, the private sector significantly contributes by providing diverse services, training, and support to empower youth and foster sustainable employment in Goma city.

Table 6: Private Sector players operating in Goma

| Private Sector | Services offered | Location | Contact person |
|---------------------------|--|-----------------|-----------------------|
| Provincial Youth Division | <ul style="list-style-type: none"> ✓ Vocational training services ✓ Internship ✓ Networking ✓ Advocacy on youth employment ✓ Providing guidance and orientation to young people on available opportunities and career paths | Goma city | Ministry of Youth |

| | | | |
|-------------------------------|---|----------------------------------|--|
| AMINI MAKE IT HAPPEN | <ul style="list-style-type: none"> ✓ Production (Manufacture of Low-Voltage Light Bulbs) | Goma city | |
| Don Bosco Ngangi Youth Center | <ul style="list-style-type: none"> ✓ Vocational training services ✓ Educational, Sporting, Cultural, and Spiritual Activities ✓ Training opportunities for illiterate youth ✓ Market Opportunity Exchange Platform | Goma city | <p>Father JACQUES BALABALA</p> <p>0997116608, 0811744628</p> |
| Un Jour Nouveau | <ul style="list-style-type: none"> ✓ Street Girls and Boys empowerment program ✓ Education services ✓ Business Incubator and Acceleration Center ✓ Entrepreneurship training | Goma city | LILIANE |
| USAFI KWETU | <ul style="list-style-type: none"> ✓ Production (Manufacturing of chlorine water) ✓ Skillin g youth on entrenures ✓ Prvide start-up capital to the youth ✓ Linking youth to job and market opportunities. | Tree House, Congo Tree-Goma city | Jacques Kahassa |
| Savoir Plus | <ul style="list-style-type: none"> ✓ Communication services, including article production. ✓ Specialization in audiovisual communication and event management. ✓ Organization of a humor and slam festival to encourage learning and development | Goma city | |
| Délice Unga | <ul style="list-style-type: none"> ✓ Production (sorgo flour production and deliveries) | Himbi | |
| Anna Micheli | <ul style="list-style-type: none"> ✓ Education services ✓ Vocational training services ✓ Psychosocial support services | Ndosho | +243994404282, +243853483669 |

3. Conclusions and recommendations

4.1 Conclusion

The market assessment of youth in North Kivu reveals a vibrant entrepreneurial landscape with diverse activities spanning retail, services, manufacturing, and cultural pursuits. Youth-led businesses play a significant role in local economic development. Despite a strong interest in business expansion and skill development, challenges such as **limited access to capital, supply chain constraints, and competition pose hurdles. The recognition of soft skills, including communication and financial management, highlights the importance of a holistic approach for sustainable success. Insights from focus group discussions in Goma/North Kivu indicate youth engagement in various small-scale trades, facing competition and challenges like limited capital. Participants express a need for support in the form of financial assistance, capacity building, and training for skill enhancement, marketing, and business management.** The lack of job opportunities contributes to **negative behaviors**, emphasizing the necessity for interventions promoting skill development, employment, and community cohesion. Addressing these challenges requires a comprehensive approach integrating financial support, skills training, and community awareness initiatives. The WINGS+ MODEL is therefore well placed to provide an integrated approach to address the constraint and take advantage of the emerging opportunity

4.2 Recommendations

The key recommendations from the assessment include:

- a. Conduct detailed mapping and profiling of Vocational Training Institutes (VTI) and artisans (private sector actors) providing skilling opportunities in the identified sectors at the start of implementation.
- b. Develop appropriate targeting criteria to ensure that the interests of the youth are well-aligned with the identified economic opportunities.
- c. Adopt/adapt and deliver tailored skills training programs focusing on both technical and soft skills, such as marketing, customer care, production, and financial management, to enhance the capabilities of youth entrepreneurs, aligning with the specific needs of their businesses.
- d. Strengthen the partner's and caregiver's involvement to leverage available resources and support.
- e. Conduct a structured resource mapping activity to leverage resources from households.
- f. Make provision for start-up capital to boost their ability to grow their businesses and take advantage of emerging opportunities, including cost-sharing and group-based options.
- g. Provide structured coaching and mentorship support on both soft and technical skills to boost their capacity to manage, compete, and expand their businesses. Establish business incubation programs that offer mentorship, guidance, and resources to create a supportive environment for the growth of youth-led businesses, involving mentorship from experienced business owners and access to shared resources.
- h. Facilitate linkages to broader markets and financial institutions to enhance the growth, visibility, and reach of youth-led businesses.
- i. Integrate programs focusing on soft skills, such as communication, self-confidence, and financial literacy, into training initiatives, recognizing their importance for overall business success and personal development.
- j. Engage effectively with government agencies to enhance linkages between government programs/agencies and youth, particularly in vocational training and entrepreneurship initiatives. Advocate for streamlined procedures and reduced bureaucratic hurdles for young entrepreneurs. Collaborative efforts should influence policies that recognize and value vocational training certifications, providing young individuals a competitive edge in the job market. Ongoing dialogue is necessary to address challenges like limited resources for training and financial constraints faced by marginalized youth, creating a more supportive ecosystem.

- k. Implement a comprehensive strategy to address barriers and challenges faced by marginalized youth, including targeted vocational training programs, linkage to financial resources through initiatives like microfinance and financial literacy training, entrepreneurship support programs offering mentorship and market access, promotion of networking opportunities and collaboration through group initiatives, and awareness campaigns about available support from organizations and government initiatives. Tailor interventions to the specific needs of marginalized youth, involving them in the planning process for effectiveness and sustainability, contributing to their overall empowerment and improved socio-economic conditions.
- l. Conduct continuous research and monitoring of the youth entrepreneurial landscape to stay informed about evolving market trends, challenges, and opportunities. This enables the development of targeted and adaptive support programs.

4.3 Gallery

Figure 18: Images of the Youth Engaged in businesses

Interviews in Pictures:



Figure 19: Images of the private sector players operating in the area



4. Annex: Data collection Tools

5.1 Annex 1: Key Informant Interviews with Government Agencies

QUALITATIVE SURVEY CHECKLIST FOR KEY INFORMANT INTERVIEWS WITH GOVERNMENT AGENCIES/DISTRICT LOCAL GOVERNMENT

Hello, my name is _____ and I am working with **AVSI**. We are undertaking an assessment on behalf of **AVSI DRC** to find out more about employment and the market/economic opportunities for marginalise youth in Goma-North Kivu.

The objective of this interview is to gather sufficient information (employment and market opportunities) to inform /guide skills development and training for youth with focus on growing markets.

We're going to ask you some questions about the market, your business and/or some items you may have tried here.

Your participation is voluntary and completely confidential, and you do not have to answer any questions that you do not want to answer. You may end this interview at any time you want. No one will give you money or gifts to respond to these questions. However, your honest answers to these questions will help us make sure (organismic) program best benefits your community.

We would greatly appreciate your help in responding to this survey. It will take about 30 minutes to complete. Would you be willing to participate?

1. Interview/Survey Date: _____
2. Enumerator Code

3. Introduction of the Company/entity/Actor
4. What is your role in creating job/ employment opportunities for youth ?
5. What services does the Company/entity/actor deals in?
6. What is the situation of demand, supply, adequacy (gap), opportunities and constraints for the services (examples of services are listed below)?
7. What skills do the youth require to enable them meet the opportunities identified above?
8. To what extend do they have the required skills?
9. Do the youth have adequate skills which can enable them tap into the opportunities identified in 7 above?
10. Who are the main/potential employers of the youth in your community/county?
11. What barriers exist for the youth to get gainful employment with the potential employers
12. What can be done/what interventions are feasible to respond to the opportunities and constraints for the services (examples of services are listed below)?
 - Opportunities for interventions to building capacity of the BDS provider
 - Opportunities for interventions to strengthen the uptake of the service
13. Ask about other available employment and other economic opportunities that are appropriate for the youth – not captured in the project
14. Ask about how to effectively engage the government agency to enhance effective linkages between government programs/agencies and youth.

5.2. Annex 2: Key Informant Interviews with Private Sector Actors

**Annex II: QUALITATIVE SURVEY CHECKLIST
FOR KEY INFORMANT INTERVIEWS WITH PRIVATE SECTOR ACTORS**

Hello, my name is _____ and I am working with **AVSI**. We're undertaking an assessment on behalf of **AVSI DRC** to find out more about employment and the market opportunities for marginalize youth in Goma-North Kivu.

The objective of this interview is to gather sufficient information (employment and market opportunities) to inform /guide skills development and training for youth .

Your participation is voluntary and completely confidential, and you do not have to answer any questions that you do not want to answer. You may end this interview at any time you want. No one will give you money or gifts to respond to these questions. However, your honest answers to these questions will help us make sure (organismic) program best benefits your community.

We would greatly appreciate your help in responding to this survey. It will take about 30 minutes to complete. Would you be willing to participate? YES/NO

- 1. Interview/Survey Date: _____
- 2. Enumerator Code

- 3. Introduction of the Company/entity/Actor
- 4. What services does the Company/entity/actor deals in?
- 5. What is the situation of demand, supply, adequacy (gap), opportunities and constraints for the services?
- 6. What skills are required to meet the opportunities identified above?
- 7. Do the youth have adequate skills which can enable them tap into the opportunities identified in 6 above?

- 8. Who are the main/potential employers of the marginalised Youth in your community?

- 9. What can be done/what interventions to enhance the chances of marginalized youth to get gainful employment with the potential employers or start own business

- 10. Ask about other available economic opportunities that are appropriate for the marginalised youth – not captured in the project

Note: In between the questions, probe for clarity

5.3 Annex 3: FGDs With Marginalised Youth - Group Enterprise

Annex III: QUALITATIVE SURVEY CHECKLIST FOR FGDs WITH MARGINALISED YOUTH - GROUP ENTERPRISE

Hello, my name is _____ and I am working with **AVSI**. We're undertaking an assessment on behalf of **AVSI DRC** to find out more about employment and the market opportunities for marginalize youth in Goma-North Kivu.

The objective of this interview is to gather sufficient information (employment and market opportunities) to inform /guide skills development and training for youth.

Your participation is voluntary and completely confidential, and you do not have to answer any questions that you do not want to answer. You may end this interview at any time you want. No one will give you money or gifts to respond to these questions. However, your honest answers to these questions will help us make sure (organismic) program best benefits your community

We would greatly appreciate your help in responding to this survey. It will take about 30 minutes to complete. Would you be willing to participate? YES/NO

1. Interview/Survey Date: _____

2. Enumerator Code

SECTION 1: BACKGROUND OF THE GROUP

3. Brief background of the group – Name of group, how many members are in the group? When and why it was formed? Location of the youth group?

SECTION 2: BUSINESS DESCRIPTION

4. What enterprise/business/activity is the group undertaking?
5. What products/services does it sell?
6. Where is the market for its product or service and size of the market?
7. What volume does it produce and per what period?
8. How many similar businesses are in the area and what is the level of competition?
9. Is the group competitive? If not, what can be done to make the group competitive?
10. As a group, are you involved in marketing of your product or service?
11. If the group wants to borrow finance for its enterprise, where can it go?
12. What challenges and risks does your group face in running of its enterprise?
13. Do you know of any support agencies, private sector or NGOs who can support your enterprise to grow?
14. What other growing market opportunities have you heard about in the area that you think you would like to consider venturing into?

SECTION 3: LABOR MARKET/ SKILLS ASSESSMENT

15. Have any members of the group received vocational/skills training?
16. What was the rationale for receiving the training?
17. In which areas skills did they receive training? Who provided the training?
18. How useful/relevant is the training members received in the current activity of the group?
19. If none of the group members received training, how did the group acquire skills for the enterprise which they are currently undertaking?
20. What technical skills trainings would be relevant for the enterprise/business/activity which the group is undertaking?
21. How do YOUTH in your community find information about work opportunities
22. Who are the main/potential employers of youth in your community? Please provide names and give details.
23. What barriers/challenges do youth face in getting gainful employment with those employers
24. What needs to be done to address those barriers?
25. How has lack of work opportunities in your community contributed to problems or negative behavior among marginalized youth ?
26. What personal skills and qualities (e.g., self-confidence, time management, conflict resolution, communication skills, coping with emotions and stress, creative & critical thinking etc.) do youth need to succeed at work?

5.4 Annex 4: Quantitative Survey Questionnaire for Marginalised Youth/Beneficiaries

Annex IV QUANTITATIVE SURVEY QUESTIONNAIRE FOR MARGINALISED YOUTH/BENEFICIARIES

Hello, my name is _____ and I am working with **AVSI**. We're undertaking an assessment on behalf of **AVSI DRC** to find out more about employment and the market opportunities for marginalize youth in Goma-North Kivu.

The objective of this interview is to gather sufficient information (employment and market opportunities) to inform /guide skills development and training for youth..Your participation is voluntary and completely confidential, and you do not have to answer any questions that you do not want to answer. You may end this interview at any time you want. No one will give you money or gifts to respond to these questions. However, your honest answers to these questions will help us make sure (organismic) program best benefits your community

We would greatly appreciate your help in responding to this survey. It will take about 30 minutes to complete. Would you be willing to participate? YES/NO

1. Interview/Survey Date: _____

2. Enumerator Code

SECTION 1: BIO DATA OF RESPONDENTS

3. Gender of respondent

- Male
 Female

4. Age categories: In which age bracket are you?

- 15 to 19 years
 20 to 24 years

5. Level of education: Which level of education have you attained?

- Below primary 7
 Completed primary 7
 Completed 0'level (S 4)
 Completed A' level (S 6)
 Completed tertiary education
 Never attended school

6. Are you married?

- Yes
 No

7. Are you the head of your household?

- Yes
 No
 Don't know

8. How many people depend on you for income and livelihood (Spouse, children, other family, etc.)

- Less than 5 people
 5 people
 5 to 10 people
 More than 10 people

None

SECTION 2: BUSINESS DESCRIPTION

9. How would you describe your current business?

I sell items or goods

I offer a service

10. If product, what is the MAIN product that you sell? (Select only one). [If service, skip to question # 21].

Animal fats & Cooking Oils

Bags & Suitcases

Bed Articles (Mattress, Pillow, Mosquito Net, Sheet, etc.)

Beverages (Non-Alcoholic)

Bicycles

Books & Stationary

Bread (freshly baked)

Butter/Ghee

Cardboard items

CDs/DVDs

Charcoal

Clay/Ceramic

Clothes & Footwear

Crafts & Souvenirs & Art

Dairy Products (Fresh)

Foodstuffs (Prepared /Processed)

Fresh Fish

Fruits: Vegetables: Grains: Nuts

Fuel

Glassware

Hair Accessories

Household Goods

Leather Products

Live Animals & Animal Products

Metal Goods & Furniture

Metal Scraps

Newspapers

Pharmaceuticals

Plastic Products

Sand & Gravel

- Salt Dried Fish
- Smoke Dried Fish
- Spare Parts for Bikes/Cars/Bodas
- Spirits /Alcohol
- Soap Washing Powder
- Straw & Straw Products
- Street Food (Chappati, Fresh Juice & Fruit, etc.)
- Sun Dried Fish
- Tanning & Dyeing Extracts: Paint
- Textiles & Sewing Items
- Toiletries & Beauty Items
- Tools (Agr. and Other)
- Vegetables
- Wood (Firewood)
- Wood Products & Furniture
- Don't Know
- If others, specify.

11. What is the MAIN service that you offer? (Select ONE)

- Animal Rearing
- Appliance Repair
- Babysitting/Day Care
- Bakery
- Barber
- Beautician-Hair Stylist
- Blacksmith
- Carpenter
- Collect Wood or Sand or Saw
- Collect Water
- Computer/Business Services
- Construction Worker
- Cook
- Craftsmen
- Dairy Farming
- Wash & Iron Clothes
- Electrician

- Electronics Repairs
- Fruit Seller
- Mason/Brick Layer
- Office Work-Administration/Secretary
- Photography/Videography
- Plumber
- Porter/Attendant (carry items for \$)
- Restaurant/Bar Services
- Split Rocks
- Tailor
- Tea Shop Owner
- Welder/Metal Worker
- Other
- Don't Know

12. Who do you sell your finished product/offer your services to?

- Directly to Customer
- Other Retailer
- Traders
- Brokers
- Don't Know
- If others, specify

13. Where do you buy your raw materials or goods for resale from?

- Farmers
- Itinerant traders
- Wholesalers
- If others, specify

14. How often do you purchase your stock or raw materials?

- Every day
- Every few days
- Every few weeks
- Every month
- Every few months
- Once per year
- Other
- Don't Know

15. How satisfied are you with the suppliers of your raw materials/ products for resale?

- Very satisfied
- Satisfied
- Unsatisfied
- Very unsatisfied
- If others, specify

16. If unsatisfied/very unsatisfied, what challenges are you facing with the suppliers of your raw materials/ products for resale?

- Not enough volume/quantity
- Poor quality
- Inconsistent supply
- Traders/suppliers unprofessional
- Bad hygiene of food sales
- If others, specify

17. In this area, how many similar businesses are in operation?

- less than 5
- More than 5
- If others, specify

18. Earlier, you said your main good/service was []. I would like to ask you a few questions about your sales. What is the unit for measuring performance?

- # of clients served (if service)
- Units sold (if products)
- If others, specify

19. In what period do you feel able to estimate your business volume?

- Day
- Week
- Month
- Don't Know

20. How satisfied are you with the level of sale/performance during the period chosen?

- Very satisfied
- Satisfied
- Unsatisfied
- Very unsatisfied

21. Are you ever unable to meet the demand of your current or potential customers?

- Yes
- No
- Don't Know

22. Are you meeting the demand of your current customers?

- Yes
- No
- Don't Know
- If others, specify

23. If you are not meeting the demand of your customers, what could be the reason?

- Lack of supply
- Poor Quality
- Price
- Design/Style inappropriate
- Not enough to buy stock
- Sources cannot supply enough
- Lack of money to buy more
- Cost of transport
- Lack of workers
- Workers insufficiently trained
- Low Quality of Products
- Design and/or style products are inappropriate
- Don't Know

24. Do you feel that you are able to compete with the other traders selling similar goods?

- Yes, I can compete
- No, I am not able to compete
- Don't Know
- If others, specify

25. If not, what are the main reasons why you are unable to compete?

- Less quantity
- Less quality
- less variety
- not good match with needs
- customer service
- Don't Know
- If others specify

26. Do you think receiving training would make you more able to compete?

- Training in production

- Access to capital
- Linkage to other markets
- Business Skills
- Financial Negotiation
- Language Skills
- Literacy (Reading/Writing)
- Don't Know
- If others specify

27. Do you plan to expand your business in the next few years?

- Yes
- No
- Refuse to Answer
- Don't Know

28. What do you need to enable you expand your business?

- Training in production
- Access to capital/Finance
- Linkage to other markets
- Business Skills
- Financial Negotiation
- Language Skills
- Literacy (Reading/Writing)
- Don't Know
- If others specify

SECTION 3: LABOR SKILLS ASSESSMENT

29. Do you consider that you have enough skills which you require to run your business?

- Yes
- No
- Don't know

30. Have you ever received any vocational and/or skills training?

- Yes
- No
- Don't remember

31. If yes, specify, as below [if no, skip to question # 34]

- Agriculture
- Animal rearing

- Auto/Boda electrician
- Auto mechanic/Car mechanic
- Barber
- Beautician/Hairdressing
- Blacksmith
- Business Skills
- Carpentry - joinery/Furniture making
- Computers
- Construction/Bricklaying
- Construction – other
- Crafts
- Dairy farming
- Electrician
- Fishing/fish preservation
- Leadership
- Metalwork – welding
- Plumbing
- Tailoring
- Teaching
- Don't know
- If other, please specify

32. How long did such a vocational and/or skills training take?

- 1 month
- 3 months
- 6 months
- 1 year
- If other, specify

33. How useful are the skills you learnt to your CURRENT business? If not useful, specify why?

- Very useful
- Somehow useful
- Not useful: not related to current profession
- Not useful: too short
- Not useful: did not complete training
- Don't know
- Others, specify

34. If no [Ref. question 31] How did you acquire the skills which you are currently applying to your business?

- In a government training Centre
- In a technical school
- In a NGO training Centre (or Private Business)
- Apprenticeship - In a small business (SME)
- Apprenticeship - In a larger company (corporation)
- From parents
- I learnt the skills by myself - trying out

35. Are you interested to attend a training to give you skills, which you require to run your business?

- Yes
- No
- Don't know

36. What skills would you like to gain from such a training?

- Production
- Marketing
- Sales
- Customer care
- Financial management
- Don't know
- Others, specify

37. What is the most important soft skill that you require for your business?

- Self-confidence
- Time Management
- Conflict Resolution
- Communication Skills
- Leadership Skills
- Inter-personal Skills
- Coping with emotion & Stress
- Don't Know
- Other, specify

Thank you for answering these questions, it is much appreciated.

5.5. Annex 5 Focus Group Discussion Consent Form

Focus Group Discussion Consent Form

Hello, our names are _____ and _____(Facilitator and note taker). Thank you so much for taking time to participate in this discussion. We’re undertaking an assessment on behalf of **AVSI DRC** to find out more about employment and the market opportunities for marginalise youth in Goma-North Kivu. The objective of this FGD is to gather sufficient information to inform the recommendation for adaptation of an evidence based economic strengthening model. Your participation is voluntary and completely confidential, and you do not have to answer any questions that you do not want to answer. You may end this interview at any time you want. No one will give you money or gifts to respond to these questions. However, your honest answers to these questions will help us make sure (organismic) program best benefits your community.

We would greatly appreciate your help in responding to this survey. It will take about 30 minutes to complete. Would you be willing to participate? YES/NO All the information we obtain will remain strictly confidential, and your answers will never be shared with anyone other than members of our team for the purpose of our study. You will experience no physical or emotional harm or discomfort by participating in this study, but if like to stop at any time, you are free to do so.

In case of any further questions after you have participated, you can always contact a data collection team member like me or you can call the at or AVSI offices in Goma. You may also call the WINGS project coordinator at

Would you like to participate? If yes, please print and sign your name or place your thumb print here.

Print Name Signature Date

For those participants who are unable to read and write and would like a witness to sign for them, please have the witness write their name and sign here.

Print Name Signature Date

AVSI Facilitator

Print Name Signature Date

AVSI Note Taker

Print Name Signature Date

5.6 Annex 6: Consent Form for Key Informant Interview
Key Informant Interview Consent Form

Hello, our names are _____ and -----(Facilitator and note taker). Thank you so much for taking time to participate in this discussion. We're undertaking an assessment on behalf of **AVSI DRC** to find out more about employment and the market opportunities for marginalise youth in Goma-North Kivu

The objective of this interview is to gather sufficient information to inform the recommendation for adaptation of an evidence based economic strengthening model. Your participation is voluntary and completely confidential, and you do not have to answer any questions that you do not want to answer. You may end this interview at any time you want. No one will give you money or gifts to respond to these questions. However, your honest answers to these questions will help us make sure (organismic) program best benefits your community.

We would greatly appreciate your help in responding to this survey. It will take about 30 minutes to complete. Would you be willing to participate? YES/NO All the information we obtain will remain strictly confidential, and your answers will never be shared with anyone other than members of our team for the purpose of our study. You will experience no physical or emotional harm or discomfort by participating in this study, but if like to stop at any time, you are free to do so.

In case of any further questions after you have participated, you can always contact a data collection team member like me or you can call the at or AVSI offices in Goma. You may also call the WINGS project coordinator at

Would you like to participate? If yes, please print and sign your name or place your thumb print here.

| | | |
|------------|-----------|------|
| | | |
| Print Name | Signature | Date |

For those participants who are unable to read and write and would like a witness to sign for them, please have the witness write their name and sign here.

| | | |
|------------|-----------|------|
| | | |
| Print Name | Signature | Date |

AVSI Facilitator

| | | |
|------------|-----------|------|
| | | |
| Print Name | Signature | Date |

AVSI Note Taker

| | | |
|------------|-----------|------|
| | | |
| Print Name | Signature | Date |



Market Assessment Report

Increasing Access to Sustainable Employment and Livelihood Opportunities
in North Kivu - Democratic Republic of Congo

December, 2024

This publication has been realized with the contribution of the Center for Disaster Philanthropy. The content of this publication does not necessarily reflect the official opinion of the Center for Disaster Philanthropy. Responsibility for the information and views expressed therein lies entirely with AVSI Foundation.

**Market Assessment Report:
Increasing Access to Sustainable Employment and Livelihood
Opportunities in North Kivu - Democratic Republic of Congo**

Final Report

Commissioned by: AVSI, USA
Conducted by: AVSI Foundation Uganda
Submission: December 2023

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Acronyms

| | |
|-------|--|
| BDS | Business Development Services |
| CDP | Centre for Disaster Philanthropy |
| FGD | Focus Group Discussions |
| KII | Key Informant Interviews |
| ODK | Open Data Kit |
| TOR | Terms of Reference |
| U.S. | United States |
| USAID | United States Agency for International Development |
| WINGS | Women's Income Generating Support |
| DRC | Democratic Republic of Congo |
| M&E | Monitoring and Evaluation |
| Ms | Micro Soft |
| NGO | Non Government Organization |
| IGA | Income Generating Activity |

Executive summary

AVSI–USA has secured a grant from the Centre for Disaster Philanthropy (CDP) for a one-year youth-focused initiative in North Kivu, named "WINGS for Congolese Youth." The project aims to implement and adapt the WINGS+ model, a workforce development approach for youth created by AVSI. Its goal is to enhance the socio-economic resilience of marginalized Congolese youth, particularly those affected by armed conflicts and the lingering impact of the COVID-19 pandemic. Through the adaptation of the WINGS+ model, AVSI aims to improve participants' social and economic well-being, fostering stability and recovery in the region. To ensure the project's alignment with the market context and responsiveness, AVSI Foundation has conducted a thorough market assessment in Goma, North Kivu, DRC. This assessment identifies suitable economic, market, and job opportunities for youth aged 15 to 25 in the conflict context. Additionally, it highlights context-specific opportunities for adopting/adapting the WINGS+ model to the eastern DRC. The report presented here outlines the findings of the market assessment conducted in December 2023.

Demographic Profile:

The survey indicates that a predominant portion (67%) of the surveyed youth is aged between 20 and 25 years, with a notable representation (33%) from the 15 to 19 age group. In terms of education, a substantial majority (79%) has attained at least a primary education level. Furthermore, a significant proportion of participants (47%) have completed A' level, and 12% have achieved tertiary education. These findings suggest a diverse educational background among the surveyed youth, with a noteworthy number having successfully pursued education beyond the basic primary level.

Economic Activities:

A noteworthy percentage of young individuals (72%) are actively engaged in economic activities, with 328 respondents involved in selling items or goods, and 128 providing various services. These activities span a wide range, from selling clothing and foodstuffs to offering electronics repairs, beautician services, tailoring, and more. The data highlights that a considerable number of surveyed youth are actively contributing to the economy through diverse means, indicating a dynamic and entrepreneurial spirit. This involvement underscores the broad spectrum of economic ventures in which the surveyed youth are participating.

Market-Based Opportunities, Challenges, and Risks:

Youth in North Kivu are engaged in a variety of economic activities, indicating potential opportunities for their integration into a thriving local market ecosystem. However, several obstacles and challenges that hinder the effective integration of youth into the local market have been identified. These challenges encompass a scarcity of products that fail to meet the high demand, subpar product quality, and a lack of variety in the products available for market offerings. Additionally, barriers include insufficient funds (limited access to credit) to initiate or expand a business and an inadequate supply to meet the escalating demand. These barriers highlight areas where support and intervention may be needed to enhance the economic opportunities for youth in the region.

Other Economic Opportunities:

The data indicates a strong desire among individuals for skills development, particularly in areas such as marketing, customer care, and production. This suggests that the surveyed youth are actively seeking to enhance their expertise in these specific fields. Additionally, the observation of an entrepreneurial spirit among the youth is reinforced by the fact that initiatives encouraging self-employment resonate with their aspirations and interests in acquiring relevant skills for business and entrepreneurship.

Private Sector and Key Stakeholders:

Within the surveyed region, there is a diverse presence of private sector entities and stakeholders involved in various sectors, including agriculture, motor vehicle engineering, hardware, culinary,

electronics, telecommunications, and fashion. The economic ecosystem is characterized by a range of businesses, such as hardware stores (quincailleries), cafes, restaurants, grocery shops, electronic retailers, butcheries, tailoring workshops, and others. This diversity signifies a multifaceted and dynamic local economy, with businesses spanning different industries and contributing to the overall economic landscape of the area.

Key Conclusions:

To empower young individuals living in conflict-affected areas economically, it is imperative to implement specific and targeted measures. These include actively involving caregivers, providing better access to financial resources, offering programs to enhance both technical and soft skills, raising awareness about available market opportunities and support organizations, and providing mentorship and coaching. Collaboration with private and public sector entities is crucial to help youth access essential services like business development support and markets. Engaging youth in policy discussions will further empower them, enabling their active participation and contribution to creating an environment conducive to youth employment.

Proposed Strategies:

To strengthen young individuals living in conflict-affected areas economically, various strategies can be implemented. These include initiatives such as financial literacy programs, the promotion of savings groups, targeted training and skill development programs, job placement support, and mentorship/coaching for youth after their training. Additionally, fostering collaborations between youth entrepreneurs and private sector entities, including financial institutions, is crucial. Creating awareness about available support organizations, strengthening Business Development Service providers, providing startup assets, and regularly assessing the impact of interventions through research and monitoring are all important components of effective linkage enhancement strategies.

1. Introduction and Background

1.1 Introduction

AVSI–USA has received a grant from the Centre for Disaster Philanthropy (CDP) to implement a one-year youth-focused project in North Kivu, named "WINGS for Congolese Youth: Increasing Access to Sustainable Employment and Livelihood Opportunities in North Kivu." The project aims to adapt and implement the WINGS+ model, an inclusive workforce development approach for youth developed by AVSI, to strengthen the socio-economic resilience of marginalized Congolese youth. This includes those impacted by armed conflicts and the enduring effects of the COVID-19 pandemic.

By adapting the WINGS+ model, AVSI intends to enhance participants' social and economic well-being, thereby promoting stability and recovery in the region. To ensure that the project design aligns with the market context and is market-responsive, AVSI Foundation has designed and executed a comprehensive market assessment. This assessment identifies appropriate economic, market, and job opportunities for youth in the conflict context in Goma, North Kivu, DRC. Furthermore, the market assessment has helped identify context-specific opportunities for the adoption/adaptation of the WINGS+ model to the eastern DRC context. This report, therefore, presents the findings of the market assessment conducted in December 2023.

1.2 Objectives of the Assessment

The overarching objective of the market assessment is to identify suitable economic, market, and job opportunities for marginalized youth affected by conflict and the persistent impacts of the COVID-19 pandemic in Goma, North Kivu. The insights gathered from the market assessment will inform the collaborative design of the skills and training component of the technical assistance, ultimately aiming to strengthen the capacity of marginalized youth to address the identified market constraints and job opportunities.

1.2.1 Specific Objectives of the Assessment

The specific objectives of the market assessment included:

- To identify and assess economic activities that marginalized youth affected by conflict and COVID-19 are currently involved in. This includes Income-generating activities (IGAs) - farm and off-farm sectors and formal and informal employment.
- Analyze market-based opportunities, challenges, and risks faced by youth in conflict in running current economic/business activities.
- Identify and analyze other economic opportunities appropriate for vulnerable youth (growing markets), and potential bottlenecks and suggest strategies to enable the youth to tap into the growing sector.
- Identify private sector actors and other key stakeholders operating in the sectors youth are engaged in, plus the potential growth market. This will include vocational schools or local artisans/business owners offering skills training programs and employment opportunities, service providers, regulators, suppliers, buyers, etc.
- Propose effective engagement strategies to enhance effective linkages between the private and public sector actors/stakeholders identified and vulnerable youth.

1.2.2 Scope and Timelines

The market assessment involved engagement with key stakeholders, such as marginalized youth engaged in economic activities, government agencies, departments, and programs, NGOs supporting youth employability, private sector actors, institutions that provide vocational services, training, and capacity building, regulators, and micro, small, and medium enterprises in four quarters (Ndosho, Katindo, Katoyi, and Virunga) in North Kivu, Goma City.

Study timelines: The entire assessment was completed within a timeframe of 28 working days as per the breakdown below.

- 1) Desk review and Inception phase (7 working days): 27th November - 5th December 2023

- 2) Data collection phase (7 working days): 6th to 13th December 2023
- 3) Data management and analysis phase (7 working days): 14th-22nd December 2023
- 4) Reporting writing phase (7 working days): 27th December 2023 to 4th January 2024

1. Approach and Methodology

2.1 Study Design:

A cross-sectional research design, integrating both quantitative and qualitative data collection methods, analyses, and triangulation, was employed to comprehensively address the Market Assessment objectives outlined above. Data collection was participatory, involving all relevant stakeholders, including youth, government agencies and departments, relevant NGO programs, private sector actors, as well as institutions that provide vocational services, training, and capacity building.

Quantitative data were gathered through surveys targeting marginalized youth engaged in income-generating activities (IGA), using an individual survey tool developed for this purpose. Qualitative information was collected through key informant interviews (KIIs) with project stakeholders (government agencies and departments, relevant NGO programs supporting youth employability, regulators, micro, small, and medium enterprises, private sector actors, as well as institutions that provide vocational services, training, and capacity building). Gender-segmented focus group discussions (FGDs) with male and female marginalized youth engaged in IGA were also conducted. Key informant interview and focus group discussion guides were developed and approved by the AVSI DRC team.

2.2 Sampling Size and Strategy

2.2.1 Sample size determination and procedures

a) Quantitative sample size determination:

As the project's targeted youth were yet to be enrolled, the study focused on similar marginalized youth (both female and male) engaged in income-generating activities. The assessment considered various business categories, including Small Retail/Service Businesses, Agri-businesses, Hospitality Businesses, Manufacturing Businesses, Professional Businesses, Retail and Wholesale Businesses, and Skilled Trade and Services. To determine the sample size, Yamane's (1967) formula was applied to the total population of 1,297,139 in the four quarters (Ndosho, Katindo, Katoyi, and Virunga) in North Kivu, Goma City.

$$n = \frac{N}{1 + N(e)^2}$$

Let's define:

N: Target Population size = 1,297,139

n: Required sample size

e: level of precision=0.05

The sample for the market assessment was computed and distributed based on various factors, including the target area operations, business categories, and gender of the study participants in Goma City as detailed in Table 1 below.

Table 1: Sample distribution

| | Beneficiaries Reached | Sample size | 2% non-response rate | Total sample size | Comments |
|--------------|-----------------------|-------------|----------------------|-------------------|--|
| Total | 1,297,139 | 400 | 8 | 408 | disaggregated by location, business category, and gender |

Participants quantitative Sampling Approach:

The assessment faced the challenge of not having the 160 targeted youth for the project already selected. To address this, a sample of marginalized youth similar to the envisioned project Market Assessment – North Kivu, Democratic Republic of Congo.

December 2023

beneficiaries was established. Data collection took place in all four quarters (Ndosho, Katindo, Katoyi, and Virunga) of Goma City, as identified and selected in consultation with AVSI DRC, partners, and city authorities.

In each cluster, enumerators introduced themselves to local authority, explained the purpose of the interview, and sought permission to proceed. The enumerators then randomly selected the first youth engaged in income-generating activities that met the interview criteria, following the proportionate sample size for each business category and interview based on daily targets and location-sex disaggregation.

Enumerators skipped one or two youth engaged in IGA (under the same category) before conducting the next interview, depending on the distance between businesses in the quarters. This approach was not a randomly selected sample of actual project beneficiary youth, but it ensured participation from marginalized youth with similar characteristics to the project's targets. It covered a wider geographical scope and fairly represented potential business categories in the targeted area. The approach provided a representative and sufficient sample size to draw meaningful conclusions on the market assessment findings.

b) Qualitative sample size:

The qualitative sample size determination for the market assessment study followed the principles of saturation and sufficiency. It was purposively identified based on specific selection criteria for both the site and interviewees, including geographic location (across Goma City), gender, occupational field/expertise, and roles in the project. The study aimed to conduct 20-25 interviews with key informants and 8 gender-segmented focus group discussions (FGDs), consisting of 8-10 participants each, as detailed in Table 2 below. Finally, the study managed to conduct 8 KII (out of the targeted 25) and 5 FGD (out of the targeted 8) in the four quarters of Goma City.

The main reasons for not reaching all the targeted key informants and focus group participants included unavailability within the interview period and reaching saturation levels for some key areas of the study. Nevertheless, the sample size achieved was deemed sufficient to draw meaningful conclusions on the market assessment outcomes.

Table 2: Targeted qualitative sample

| Respondent Category | Method | Sample Target | | Reached by Quatier | | | | |
|--|--------|---------------|--------------|--------------------|----------|-----------|----------|----------|
| | | Per location | Total Sample | Ndosho | Katindo | Katoyi | Virunga | Total |
| Female youth | FGD | 1 | 4 | 1 | 1 | 1 | 0 | 3 |
| Male Youth | FGD | 1 | 4 | 1 | 1 | 0 | 0 | 2 |
| Total FGD | | 2 | 8 | 2 | 2 | 1 | 0 | 5 |
| Stakeholders: | | | | | | | | |
| Vocational/training Institutions/programs | KII | 1 | 5 | | | | | 4 |
| Government agencies, departments, and Programs | KII | 2 | 10 | | | | | 1 |
| Private sector actors | KII | 2 | 10 | | | | | 3 |
| Total KII | | 5 | 25 | 5 | 9 | 14 | | 8 |

2.3 Data Collection and Analysis

2.3.1 Quantitative Data Collection and Analysis

The survey data for the market assessment were collected using the mobile application App (Kobo Collect) and stored in an online database. The data were later downloaded and transferred to Microsoft Excel and Stata v15 for analysis. Logical checks and frequency runs were performed on all variables to ensure data accuracy and consistency.

The analysis focused on key areas of assessment related to marginalized youth entrepreneurship activities. This included biodata such as age, level of education, marital status, dependency ratio, and business description, encompassing current business, main products and services, level of satisfaction with business performance, and challenges related to business operations and expansion. The analysis also covered labor and business skills (technical and soft skills), including current business skills acquired, stakeholders involved in skilling, gaps related to business skills needed, and interest in obtaining more business skills. Additionally, the analysis addressed business management skills, specifically the ability to compete in the market.

2.3.2 Qualitative Data Analysis

Data from the KIs and FGDs were analyzed using content analysis. Qualitative data were processed by reviewing transcripts to identify emerging issues and themes aligned with the market assessment objectives and questions. These included identifying main/potential employers of the youth in the community/county, barriers related to youth acquiring gainful employment with potential employers, interventions feasible to respond to the opportunities and constraints for youth services, the situation of demand, supply, adequacy (gap), opportunities, and constraints for youth services, skills required for youth to tap into market opportunities, and effective ways to engage government agencies to enhance linkages between government programs/agencies and youth, etc.

Through content analysis, codes were generated based on the participants' words. These codes helped segment and organize the data in MS Word. The codes were then combined to form broader themes related to the study's objectives and integrated into the narrative descriptions section (Section 3) of the report. This content analysis approach allowed for a comprehensive exploration of the qualitative data, yielding valuable insights for the market assessment.

2.4 Quality Control

During the market assessment, several quality control measures were implemented to ensure the accuracy and reliability of the data:

- a. Independent Research Enumerators: A total of 8 enumerators and 1 translator (7 males and 2 females) were recruited and trained for one and a half days before data collection (5th – 6th December 2023). These trained enumerators were responsible for collecting the data.
- b. Translation of the survey questionnaires and guidelines into two languages (English and French) ensured common understanding of the tools by the enumerators, thereby improving the quality of the data collected.
- c. Supervisor Checks and Daily Meetings: Supervisors checked each completed questionnaire daily and recorded any mistakes. Regular team meetings were held in the mornings prior to fieldwork to discuss the previous day's experiences and address any issues that arose.
- d. Independent Data Monitoring: Spot-checking was conducted by supervisors on a random selection of respondents to ensure interview consistency. The team also observed enumerators during interviews to assess question handling, response recording, and respondent treatment. Moreover, the monitoring team ensured adherence to fieldwork protocols, such as appropriate respondent selection and adherence to guidelines.
- e. Mobile-Based Data Collection: The use of Android phones for data collection provided an additional quality control mechanism.

These quality control measures were instrumental in maintaining the integrity of the data collected during the market assessment, ensuring its accuracy and validity for analysis and reporting.

2.5 Key consideration for study

2.5.1 Ethics

The Market Assessment adhered to relevant policies and procedures related to Human Studies. Prior permission from local government officials was obtained before conducting the assessment.

Ethical considerations were closely followed, including the principles of integrity, accountability, respect, and beneficence.

The study implemented the following ethical measures:

1. **Informed Consent:** All study participants were provided with an informed consent form. Participants were required to read and sign the form, ensuring that they understood the study's purpose and voluntarily agreed to participate.
2. **Safety of Participants:** Fieldworkers underwent training on security protocols to ensure the safety of both themselves and the participants. Supervisors monitored local security concerns regularly to ensure a safe research environment.
3. **Cultural Sensitivity:** Enumerator training included principles of research ethics and cultural sensitivities. This emphasized the importance of respecting differences related to culture, local behaviors and norms, religious beliefs and practices, sexual orientation, gender roles, disability, age, ethnicity, and other social differences, such as class, during the study.

By adhering to these ethical considerations, the market assessment ensured the protection and well-being of participants and maintained a respectful and culturally sensitive approach throughout the research process.

2.5.2 Safeguarding

The market assessment implemented a safeguarding approach with the following core elements:

1. **Clear Reporting Procedures:** The research protocol included clear procedures for reporting safeguarding concerns. This ensured that any issues or incidents related to safeguarding would be promptly addressed and handled appropriately.
2. **Safeguarding Training:** During the enumerator training, the consultant delivered a module on safeguarding. This training covered relevant safeguarding policies, the code of good conduct, the duty to report cases of abuse, an overview of the legal context in DRC, Goma, how to respond to and report a case of abuse, and information about the right reporting mechanisms.

By incorporating these core elements of the safeguarding approach, the study aimed to create a safe and secure environment for all participants and team members, while also addressing any potential safeguarding concerns that might arise during the research process.

2.6 Risks

The market assessment team acknowledged that there were no anticipated aggravated risks to the study participants. However, participants were informed about potential risks, and their rights were ensured throughout the process. The team strictly adhered to the principle of "do no harm." Data collection was conducted ethically, with a strong emphasis on protecting participants' confidentiality. The study took all necessary measures to prioritize the well-being and rights of the participants.

2.7 Privacy and Confidentiality

To ensure data confidentiality, all data collectors were required to sign a data confidentiality statement as part of their contracts, affirming their commitment to handle the assessment data according to required practices and standards. Sensitive information, including participants' individual characteristics and qualitative data from FGDs and KIIs, was stored digitally and protected with passwords, limiting access to the study team only.

Market Assessment data will be retained for up to 10 years for programming, intervention, and other purposes. After this period, the data will be de-stored, ensuring compliance with data retention and privacy regulations. These measures were implemented to safeguard participants' information and maintain data confidentiality throughout the study.

2. Findings

3.1 Profiles and Characteristics of the Youth

The survey results (n=406) indicate that the youth demographic is diverse. A substantial number, comprising 67%, fall within the age range of 20 to 25 years, while 33% are aged 15 to 19. In terms of marital status, only 0.2% are married, and the majority, 99.8%, are unmarried. Education levels vary, with 47% having completed A' level and 12% having tertiary education. A small percentage (2%) did not attend school. Regarding household roles, 76% are not household heads, and in terms of dependents, 51% mentioned not having any.

The findings underscore the importance of implementing tailored programs and policies to address the diverse needs of the youth population. Specifically, there is a need for educational initiatives targeting those who did not attend school, while employment and skill development opportunities should be created for individuals aged 20 to 25. Moreover, directing social support systems and resources towards youth who are not household heads is recommended, recognizing the unique challenges they may face. In essence, an inclusive and comprehensive approach, considering the varying characteristics revealed in the survey, is crucial for the formulation of effective youth development strategies.

Table 3: Profile of the Youth

| Youth characteristics | | n=406 | |
|----------------------------------|------------------------------|--------|-------|
| | | Number | % |
| Age | 15 to 19 years | 135 | 33% |
| | 20 to 25 years | 271 | 67% |
| Married | No | 405 | 99.8% |
| | Yes | 1 | 0.2% |
| Highest Education level Attained | Below primary 7 | 17 | 4% |
| | Completed O'level (S 4) | 78 | 19% |
| | Completed A' level (S 6) | 189 | 47% |
| | Completed primary 7 | 66 | 16% |
| | Completed tertiary education | 49 | 12% |
| | Never attended school | 7 | 2% |
| Household head | Don't know | 2 | 0% |
| | No | 309 | 76% |
| | Yes | 95 | 23% |
| Number of dependants | 5 people | 28 | 7% |
| | 6 to 10 people | 59 | 15% |
| | Less than 5 people | 94 | 23% |
| | More than 10 people | 17 | 4% |
| | None | 208 | 51% |

3.2 Business description

The business description section includes various components such as the economic activities youth are involved in, the main products sold by the youth, the primary services offered by the youth, clients to whom youth sell their products and services, market-based opportunities, challenges, and risks faced by youth in running their businesses, the level of satisfaction of youth with suppliers of products and raw materials, the level of business competitiveness of the youth, the level of satisfaction of youth with business performance, training needed to enhance business competitiveness for youth, economic and growing market opportunities for youth, the ability to expand business, and support needed to enhance business expansion for youth.

3.2.1 Economic Activities youth are involved in

Farm and off-farm activities undertaken by youth encompass both products and services. Table 4 provides a summary of the economic activities in which the youth are involved.

Table 4: Economic activities that the Youth are involved in

| Economic activities | Avenue carmel | Katindo | Katoyi | Ndosho | Virunga |
|--|----------------------|----------------|---------------|---------------|----------------|
| Selling Cds/Dvds | √ | | | | |
| Fruits: Vegetables: Grains: Nuts | √ | √ | √ | √ | |
| Tailor | √ | | | | |
| Quainquellerie | √ | | | | |
| Boutique,Il Ya Des Articles Jus,Farine ,L,Eau... | | √ | √ | √ | √ |
| Textiles & Sewing Items | | √ | √ | √ | √ |
| Foodstuffs (Prepared /Processed) | | √ | √ | √ | √ |
| Dairy Products (Fresh) | | √ | √ | √ | √ |
| Pomme De Terre | √ | √ | √ | √ | √ |
| Mécanicien | | √ | √ | √ | √ |
| Restaurant | | √ | | | |
| Jean Paul, Est Un Quido Il Colle Les Pneux Des Motor Et Voiture | | √ | | | |
| Je Prepare Et Je Vend Des Frite Ce Odette Nabintu | √ | √ | | | √ |
| Maison D,Habillement Et Art Devant La Porte | | √ | | | |
| Articles De Cyceber Café | | √ | √ | √ | |
| Des Accessoires De Telephones, Montres Et Phones | √ | √ | | | |
| Nous Vendons Les Produits Du Secretariat Et I Imprimer Les Documents | √ | √ | | | |
| Lavadeur Des Vehicules | √ | √ | | | √ |
| Muni Alimentation Et Les Begnè Devant La Porte | √ | √ | | | |
| Les Divers Et Les Credits Ou Unites | √ | √ | | | |
| Henoc Vend De L,Eau En Carton Et En Bidon | √ | √ | | | |
| Kalebo Matata Vend Des Credit Ou Unites | √ | √ | | | |
| David Garde La Maison Ce Un Comptoir De Minerai | | √ | | √ | |
| Vetement Seulement | | √ | | | |
| Nous Vendons Des Chawarmants, Fruite Et Boisson | | √ | | | |
| Je Fais Le Transfert De Musiques Et Charge Phone | | √ | | | |

| | | | | | |
|--|---|---|---|--|--|
| If Others, Specify. | | √ | | | |
| Je Suis Un Coiffeur | | √ | | | |
| Je Ves Vends De Braise | | √ | | | |
| Dani Vend Des Unites | | √ | | | |
| Selling underwear, Supports, Hand Towels, Tablecloths, Handkerchiefs | √ | √ | | | |
| Cds/Dvds | √ | √ | | | |
| Boutique,Il Ya Des Articles Jus,Farine ,L,Eau... | √ | √ | | | |
| Textiles & Sewing Items | | √ | | | |
| Foodstuffs (Prepared /Processed) | | √ | | | |
| Dairy Products (Fresh) | | √ | | | |
| Pomme De Terre | | √ | | | |
| Mécanicien | | √ | | | |
| Restaurant | | √ | | | |
| Jean Paul, Est Un Quido Il Colle Les Pneux Des Motor Et Voiture | | √ | | | |
| "Je Prepare Et Je Vend Des Frite Ce Odette Nabintu | √ | √ | | | |
| Maison D,Habillement Et Art Devant La Porte | | √ | | | |
| Articles De Cyceber Café | | √ | | | |
| Des Accessoires De Telephones, Montres Et Phones | √ | √ | | | |
| Nous Vendons Les Produits Du Secretariat Et I Imprimer Les Documents | | √ | | | |
| Lavadeur Des Vehicules | | √ | | | |
| Muni Alimentation Et Les Begnè Devant La Porte | √ | √ | | | |
| Les Divers Et Les Credits Ou Unites | √ | √ | | | |
| Henoc Vend De L,Eau En Carton Et En Bidon | | √ | | | |
| Kalebo Matata Vend Des Credit Ou Unites | | √ | | | |
| David Garde La Maison Ce Un Comptoire De Minerai | √ | √ | | | |
| Spirits /Alcohol | | | √ | | |
| Carburant | | | √ | | |
| Books & Stationary | | √ | √ | | |
| Vente Des Unités | | √ | √ | | |
| Menuiserie | | √ | √ | | |
| Salon De Coiffure | √ | | √ | | |
| Lavage Du Véhicule | | | √ | | |
| Phone Accessories | √ | | √ | | |

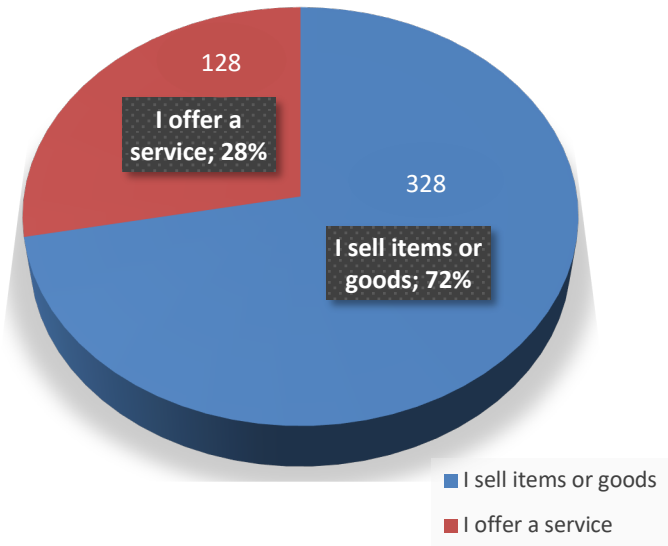
| | | | | | |
|---|---|---|---|---|--|
| Crafts & Souvenirs & Art | | | √ | | |
| Computer/Business Services | | | √ | | |
| Les Cartes Prépayées | | | √ | | |
| Maquillages | √ | | √ | | |
| Coiffeur | | | √ | | |
| Transfert Des Musiques | | | √ | | |
| Mecanicien | √ | | √ | | |
| Electrician | | | √ | | |
| Divers | | | √ | | |
| Vernues | √ | √ | √ | | |
| Epices | √ | √ | √ | | |
| Unites Et Divers | | √ | √ | | |
| Crepes | | | √ | | |
| Salon Coiffure | | | √ | | |
| Street Food (Chappati, Fresh Juice & Fruit, Etc.) | | | | √ | |
| Electronic Devices | | | | √ | |
| Bakery | √ | | | √ | |
| Phone Charging and Flash Disk Sales | √ | | | √ | |
| Kitchen Accessories | √ | | | √ | |
| Tea Shop Owner | √ | √ | √ | √ | |
| Éplucheur Des Mais Dans Les Dépôts | √ | √ | | √ | |
| Vendeur Des Unites | | √ | | √ | |
| Téléphones Avec Les Accessoires | | √ | √ | √ | |
| Des Boissons Sans Alcool Et Alcoolisé | | √ | | √ | |
| Vente De Viande De Porc | | | | √ | |
| Vente De L'Huile De Palm | √ | √ | | √ | |
| Seulement Les Chaussures Pour Les Femmes | | | | √ | |
| Tressage De Cheveux Pour Les Femmes Et Vente Des Accessoires Pour Les Cheveux | | | √ | √ | |
| Atelier De Coupe Couture Et Vente Des Accessoires De Coupe Couture | √ | | | √ | |
| Bassin, Termes, Casseroles, Assiettes, Gobelets Et Sceaux | | | | √ | |
| Des Vêtements Pour Les Enfants | | √ | | √ | |
| Vente Des Bières En Gros Et Detaille | √ | | | √ | |

| | | | | | |
|--|---|---|---|---|---|
| Quinquilleur | | | | √ | |
| Vente De Boissons De Diferent Qualité | √ | | √ | √ | |
| Maison De Vente De Pomme De Terre | √ | | | √ | |
| Je Fais La Cordonnerie | √ | | | √ | |
| Revendeur Des Unités Et Mega | √ | | √ | √ | |
| Vente Beignets,Biscuits Pampli,Bonbons Et Autres | | √ | | √ | |
| Atelier De Menuiserie | | | | √ | |
| Je Vend De Pains Des Jus Et Autres Divers | | √ | | √ | |
| Maison De Vente Vetements | √ | | √ | √ | |
| Vente Des Boissons, Tabac Et Autres Divers | | | | √ | |
| Vente Des Unités, Œufs Et Deodorat | | √ | | √ | |
| Service Quado Donc Réparation De Pneus Et Autres | | | √ | √ | |
| Revendeur Des Chaussures De Différentes Categories | √ | | | √ | |
| Je Fabrique Des Mâles Et Les Vendre | | | | √ | |
| Réparation Moto | √ | √ | √ | √ | |
| Tailor | √ | √ | √ | √ | √ |
| Fuel | √ | √ | √ | √ | √ |
| Biscuits | | | | | √ |
| Clothes & Footwear | √ | √ | √ | √ | √ |
| Memory Card/Flash Disk | | | | | √ |
| Pharmaceuticals | | | | | √ |
| Fruits: Vegetables: Grains: Nuts | √ | √ | | | √ |
| Quincaillerie | | | | | √ |
| Beverages (Non-Alcoholic) | | | | | √ |
| Cafétéria | √ | √ | √ | √ | √ |
| Plastic Products | | | | | √ |
| Bread (Freshly Baked) | | | | | √ |
| Metal Goods & Furniture | | | | | √ |
| Hair Accessories | √ | √ | √ | √ | √ |
| Wood Products & Furniture | √ | | | | √ |
| Mécanicien Moto | √ | | | | √ |
| Lavage Des Motos | √ | | | | √ |
| Beautician-Hair Stylist | √ | √ | √ | √ | √ |

| | | | | | |
|----------------------------------|---|---|---|---|---|
| Tools (Agr. And Other) | | | | | √ |
| Carpenter | | | | | √ |
| Household Goods | √ | | | | √ |
| Produit De Maquillage | | | | | √ |
| Mécanicien Des Motos | | √ | | | √ |
| Réparation Des Téléphones | | √ | | | √ |
| Vernisseur | | √ | | √ | √ |
| Eau Mineral | √ | √ | | | √ |
| Tomates Et Épices | | | | | √ |
| Spare Parts For Bikes/Cars/Bodas | √ | | | | √ |
| Vente Des Unités Du Téléphone | | √ | | √ | √ |
| Bags & Suitcases | | | | | √ |
| Vente Des Unites | | | | | √ |
| Vente Unités De Téléphone | | | √ | √ | √ |
| Réparation Appareils Électriques | √ | | | | √ |

The data represented in Figure 1 indicates that a significant portion, comprising 328 individuals (72%) of the youth surveyed, are actively involved in selling products. In contrast, a smaller percentage, accounting for 128 individuals (28%), are engaged in providing services. This insight suggests a prevalent inclination among the surveyed youth towards product-oriented business activities rather than service-oriented ones. The observed preference for product-oriented activities among the youth presents opportunities for enhancing and diversifying their businesses. Strategies such as identifying popular products, refining marketing techniques, and exploring avenues for product innovation can be implemented to capitalize on this inclination. Additionally, recognizing the lower engagement in service provision suggests potential for supporting and promoting service-oriented ventures among the youth. The recommendation includes the development of tailored training programs and resources to equip them with the skills and knowledge needed for service-based entrepreneurship. Overall, understanding and leveraging these preferences can guide targeted initiatives to empower and support the entrepreneurial endeavors of the youth, contributing to their overall success in business.

Figure 1: If Youth sell products or services

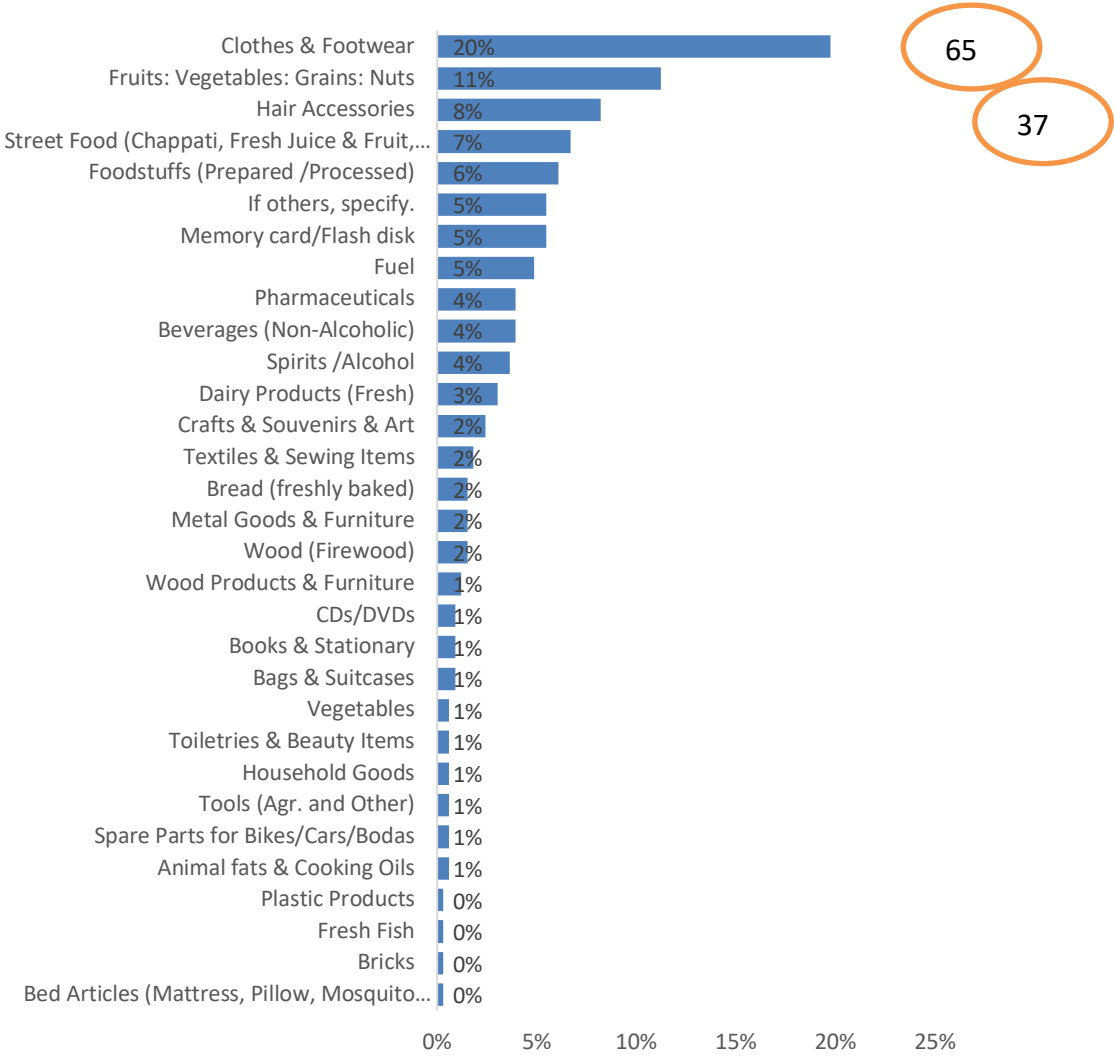


3.2.2 Main Products sold by the Youth

The youth's product offerings display a diverse range, showcasing their adaptability to varying market demands. A notable 20% of the total interviewed youth are involved in selling clothes and footwear, indicating a strong presence in the fashion sector. Additionally, 21% of the youth are active in the food industry, selling street food, processed foodstuffs, and natural products like fruits and vegetables. Other products, including beauty items, beverages, and pharmaceuticals, contribute 4-8% each. The results depict a dynamic entrepreneurial landscape, with youth engaging in a wide array of businesses, from traditional items like wood to modern goods like

memory cards. This diversity reflects the youths' efforts to tap into diverse market niches and meet varied consumer needs.

Figure 2: Main products sold by the Youth



The focus group discussions with the youth also revealed participants offering a diverse range of products and services, including internet units, driving services, and metal goods.

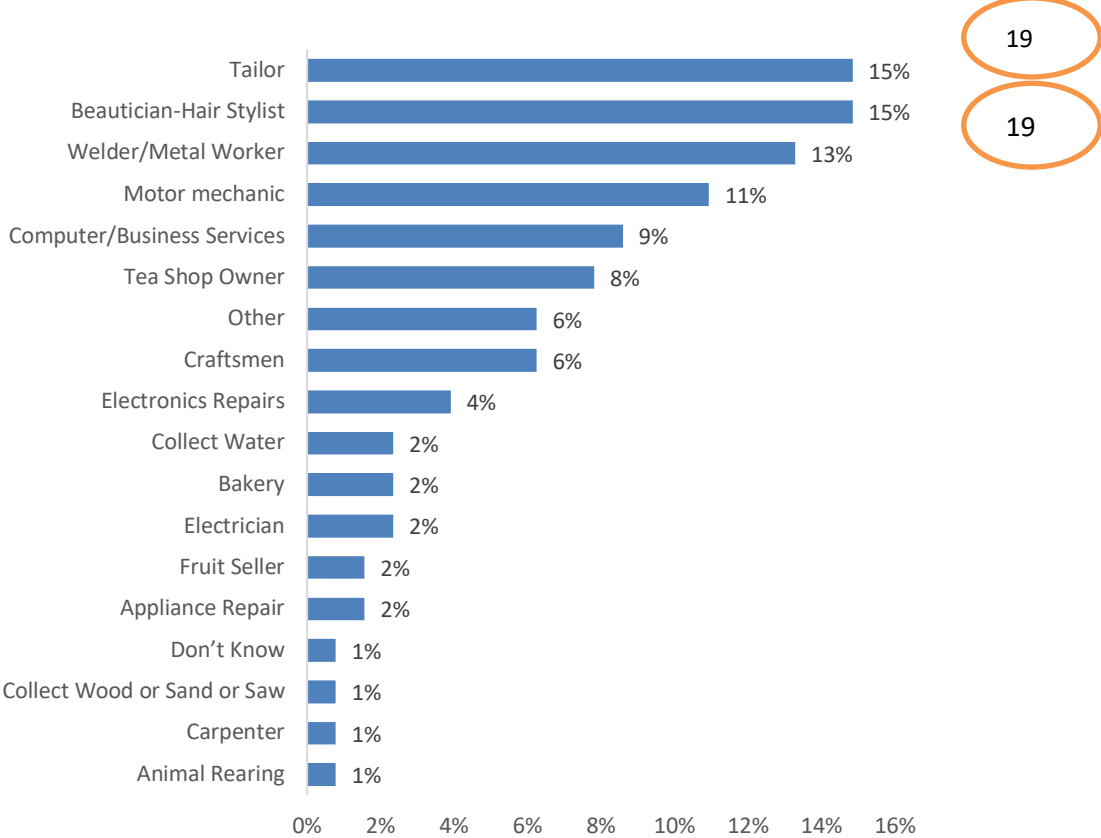
One participant mentioned, "I work for myself, selling shoes on an outpatient basis. As for me, I sell the units on the road, I work in a telephone charging house, selling also phone accessories."

Another participant shared, "I sell my telephone units on the road. I have a parasol and a table that I use, and that's where my customers meet me. I also sell my juices and drinking water along the road. As for buying, selling, and collecting irons, I use a small house at home, and that's where my customers find me. But often it's young people, children, and sometimes I buy from Rwandan women who walk the avenues. As an Atalaku (assistant driver), I first go to the parking lot in the morning to look for a driver with whom I'm going to work, then we spend the day driving around Goma looking for passengers. For those of us with a professional background, we work on construction sites, and it's often the engineers who recruit us."

3.2.3 Main Services which youth are engaged

The services that the youth are involved in are diverse, as illustrated in Figure 3 below. The main service that the youth are predominantly engaged in appears to be varied, with a notable concentration in trades and services. Welding and metalworking, motor mechanics, beautician and hair styling, and tailoring emerge as the most prevalent occupations among the surveyed youth, collectively constituting a significant portion of the respondents at 54%. These vocations highlight a spectrum of hands-on skills and craftsmanship, reflecting the youths' active involvement in sectors such as automotive repair, metal fabrication, personal grooming, and fashion. The findings suggest a robust presence of entrepreneurial spirit, technical expertise, and creative flair among the youth, underscoring the importance of vocational and artisanal pursuits in the community.

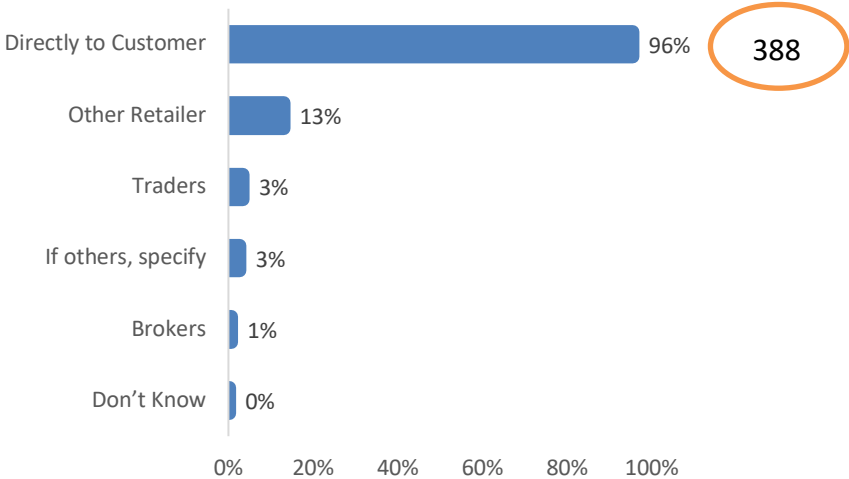
Figure 3: Main services in which the youth are engaged



3.2.4 Clients to whom youth sell their final products or services

The data indicates that the youth primarily sell their final products directly to customers, with a significant majority of 388 (96%). This suggests that the youth engage in business models that involve direct consumer interactions, possibly through retail outlets, online platforms, or other direct selling channels. Additionally, a small percentage, representing 3%, engage with brokers and traders, while 13% fall under the category of "Other Retailers." The presence of "others" at 3% implies additional diversity in the distribution channels, showcasing the versatility in how youth bring their final products to the market. This diverse distribution approach reflects the adaptability of youth entrepreneurs in reaching their customer base.

Figure 4: Clients to whom youth sell their final products or services



The focus group discussion (FGD) revealed that the youth predominantly sell their products along the main road and in busy business areas such as near churches and schools. Many operate roadside stalls, using a parasol and a table to display and sell items such as telephone units, juices, and drinking water. Additionally, some youth disclosed their involvement in buying, selling, and collecting irons, conducting these activities from a small house at home. They also mentioned purchasing goods from traders who walk the avenues. Those with a professional background often work on construction sites, with engineers being the primary recruiters for such roles.

One participant shared, *“I sell my telephone units on the road. I have a parasol and a table that I use, and that’s where my customers meet me. I also sell my juices and drinking water along the road.”* Another participant mentioned, *“As for buying, selling, and collecting irons, I use a small house at home, and that’s where my customers find me.”* One of the participants involved in transport services indicated, *“As an Atalaku (assistant driver), I first go to the parking lot in the morning to look for a driver with whom I’m going to work, then we spend the day driving around Goma looking for passengers.”* Another participant indicated, *“For those of us with a professional background, we work on construction sites, and it’s often the engineers who recruit us.”*

3.2.5 Market-based opportunities, challenges and risks faced by the youth

The findings suggest a promising opportunity for the development of a diverse and robust local market, driven by high demand for a wide range of products and services among the youth. This demand includes electronic appliances, kitchen accessories, mobile accessories, clothing, shoes, beverages, and various services like cafeteria services, snack preparation and sale, hairdressing, mechanic services, phone repair, printing, and tailoring. Meeting these demands could potentially lead to business growth and economic sustainability for youth entrepreneurs. The majority of youth source their raw materials from wholesalers (84%), frequently purchasing stock every few days (43%), and expressing satisfaction with suppliers (80%). While over half of the respondents believe they can compete with similar traders, those feeling unable to compete cite challenges such as lower quantity, lower quality, and a lack of variety. Challenges hindering business expansion include a lack of funds to buy more stock and insufficient supply.

The focus group discussion reveals additional insights into the barriers and challenges faced by youth seeking gainful employment in the community. A pervasive lack of financial resources impedes investment in skills and businesses. Discrimination and tribalism further limit opportunities, going beyond merit-based considerations. Additionally, insufficient skills and experience are significant obstacles, with some lacking access to proper training or resources for skill development. The absence of regulatory authorities contributes to fierce competition, resulting in pricing issues and market inefficiencies. Harassment from government officials and high rent costs further compound these challenges. The scarcity of job opportunities not only

leads to economic struggles but also contributes to negative behaviors among marginalized youth, including juvenile delinquency, theft, and involvement in illicit activities, emphasizing the urgent need to address these multifaceted issues.

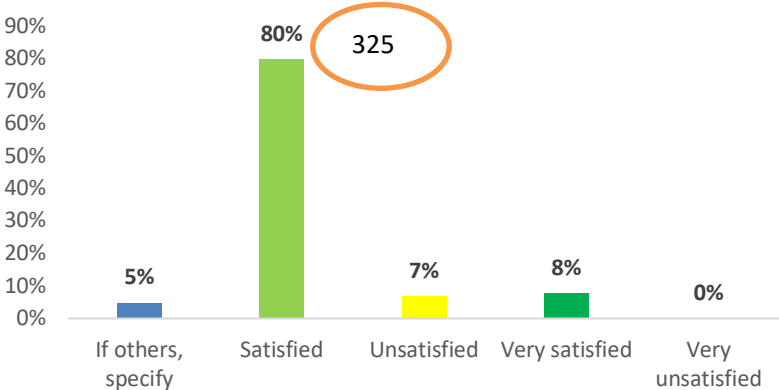
3.2.6 How often the youth purchase stock or raw materials

The data reveals varying frequencies in the procurement of stock or raw materials among the youth. The most common practice is purchasing every few days, accounting for 43% of responses, indicating a frequent and consistent restocking pattern. Additionally, a significant portion of youth engages in daily purchasing, constituting 17%, indicative of a more immediate and frequent replenishment strategy. Every few weeks and every month follow closely at 18% and 7%, respectively, highlighting diverse procurement schedules within the surveyed group. A notable percentage of respondents (8%) falls under the category "Other." When asked about where they purchase their products, a substantial majority of youth engaged in business primarily source their raw materials from wholesalers, with 84% of respondents relying on this channel. This preference for wholesalers suggests a strategic approach to procurement, allowing the youth to access goods in larger quantities at potentially discounted rates. The emphasis on wholesalers implies that the surveyed youth likely prioritize efficiency, cost-effectiveness, and convenience in acquiring their merchandise. Itinerant traders, chosen by 12% of youth, might offer a more flexible and mobile option, potentially appealing to those seeking unique or niche products, and 16% who specified "others", contributing to the overall diversity in procurement preferences among the surveyed youth.

3.2.7 Level of Satisfaction with the suppliers

The majority of the youth express a high level of satisfaction with their suppliers of raw materials or products for resale, with 80% indicating satisfaction and an additional 8% expressing very high satisfaction. This positive sentiment suggests a generally contented relationship between youth and their suppliers, possibly indicating reliability, quality, and favorable terms in the procurement process. The 7% who report being unsatisfied encountered challenges such as irregular supply, poor product quality, or unfavorable terms, while the negligible 0.3% indicating very unsatisfied reflects a rare occurrence of extreme dissatisfaction. The "others, specify" category stands at 5%. Overall, the data suggests a predominantly positive supplier relationship, indicating that the majority of youth have found reliable and satisfactory sources for their raw materials or resale products.

Figure 5: Satisfaction with level of performance of suppliers



3.2.8 Level of dissatisfaction with the suppliers of raw materials

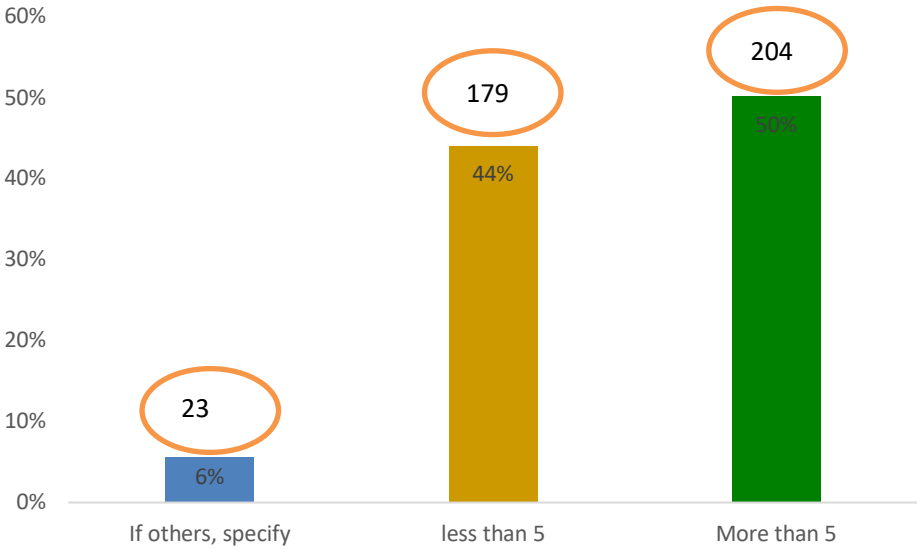
The challenges faced by youth in their interactions with raw material suppliers are diverse, as indicated by their responses. The most common issue, cited by 30% of youth, is insufficient volume or quantity of supplies, suggesting a struggle to meet demand or capitalize on business opportunities. Poor quality is a significant concern for 18% of youth, indicating issues related to the standard of the materials they acquire. Additionally, 12% report challenges with inconsistent supply, which could potentially disrupt their production or resale processes. Unprofessional

conduct by traders or suppliers is another noteworthy challenge, reported by 12% of youth. The absence of complaints regarding the hygiene of food sales indicates a relative satisfaction in this aspect, with 36% specifying "others." These challenges collectively underscore the importance of establishing reliable, quality-focused, and professional relationships with suppliers for the success of their businesses.

3.2.9 Similar businesses around Youth business operation and level of competition

Figure 6 illustrates a varied business landscape among youth in the surveyed area. About 50% of respondents indicate the presence of more than 5 similar businesses, implying a competitive and diverse market setting. Another 44% mention fewer than 5 similar businesses, suggesting a combination of competitive and potentially niche markets within the area. The "others, specify" category, standing at 6%, adds further nuance to the business environment. In essence, the data highlights the dynamic and diverse nature of the business landscape in the area, emphasizing that a considerable number of youth operate in an environment characterized by both competition and diversity.

Figure 6: Number of businesses around Youth business operation and level of competition



3.2.10 How youth measure performance of their business

The data reveals that surveyed youth employ diverse metrics to measure the performance of their businesses. A significant portion, comprising 293 individuals (72%), primarily assess success through the number of units sold, emphasizing a focus on tangible outcomes and revenue generation. For those providing services, 205 individuals (50%) use the metric of the number of clients served, emphasizing customer engagement and satisfaction, with an additional 17 individuals (4%) specifying "others." The varied range of measurement units highlights the multifaceted nature of youth entrepreneurship, where success is evaluated not only through financial metrics but also through the impact on clientele and service delivery. These diverse approaches suggest that youth adopt performance metrics aligned with the nature of their businesses, reflecting a nuanced understanding of success beyond a singular criterion.

3.2.11 Period youth feel able to estimate your business volume

The results reveal that youth employ diverse timeframes when estimating their business volume, reflecting varying preferences and approaches. A notable emphasis on shorter timeframes is evident, with a majority of 150 individuals (37%) feeling confident estimating their business volume on a weekly basis. This suggests a focus on immediate trends and adaptability to short-term fluctuations. Monthly estimations, chosen by 120 individuals (30%), indicate a slightly longer planning horizon, possibly reflecting a desire for a more comprehensive overview of their business

performance. A significant 97 individuals (24%) express the ability to estimate business volume on a daily basis, emphasizing real-time awareness and responsiveness to daily operations. The 16 individuals (4%) opting for yearly estimations may be engaged in businesses with longer sales cycles or taking a more strategic, long-term approach. The 6% responding with "Don't Know" suggests a level of uncertainty or variability in the estimation process for a segment of youth. Overall, these results highlight the dynamic and adaptive nature of how youth gauge their business volume, tailored to the unique characteristics of their respective ventures.

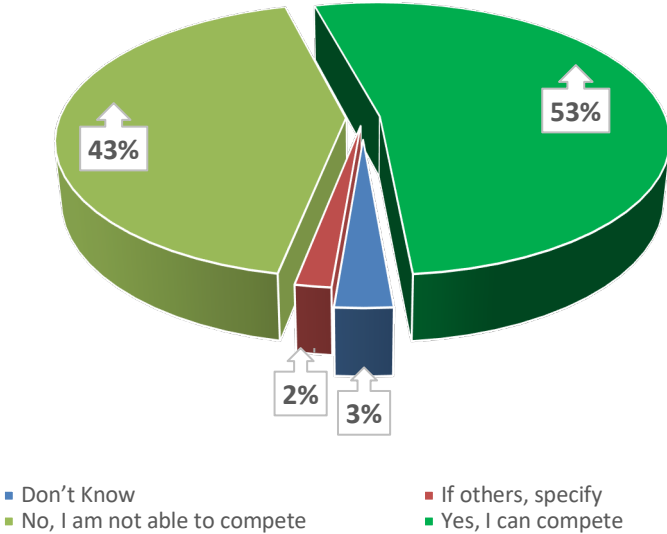
3.2.12 Level of satisfaction with business sales/performance during

The survey indicates a generally positive sentiment among youth regarding the level of sale/performance during the chosen period, with a significant 306 individuals (75%) expressing satisfaction. This high satisfaction level suggests effective business strategies, successful customer engagement, and the ability to meet demand. The relatively low percentage of dissatisfaction, at 65 individuals (16%), implies that the majority of youth entrepreneurs are managing their businesses with a degree of success. The 34 individuals (8%) reporting being very satisfied further underscore the favorable outlook, indicating a subset of youth experiencing exceptional performance or growth. The minimal 1 individual (0%) expressing very unsatisfied sentiments signals that, overall, the surveyed youth perceive their business endeavors as successful and satisfactory.

3.2.13 Youth ability to compete with other traders selling similar goods

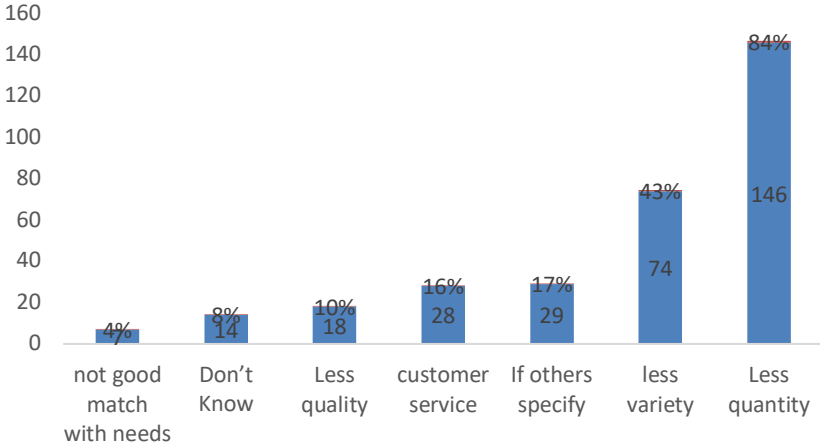
The findings suggest a relatively balanced perspective among the youth regarding their ability to compete with other traders selling similar goods. A majority of 214 individuals (53%) express confidence in their competitive capabilities, indicating that they feel well-equipped to navigate and succeed in the market alongside their counterparts. On the other hand, 174 individuals (43%) admit to feeling unable to compete, suggesting challenges or perceived limitations in their business strategies, resources, or market positioning. The "Don't Know" category at 11 individuals (3%) and the "others" at 7 individuals (2%) introduce some uncertainty and additional factors to consider. Overall, the data highlights a diverse landscape where a significant portion of youth entrepreneurs feels they can compete effectively, while others acknowledge potential barriers that may impact their competitive edge in the market.

Figure 7: Competition with other traders



Reasons cited by youth for their perceived inability to compete with other traders selling similar goods vary. Among those who feel they are unable to compete, the primary reasons identified include offering less quantity of goods or services at 146 individuals (84%). On the other hand, others cited having less variety at 74 individuals (43%) and less quality at 18 individuals (10%), highlighting potential challenges in diversifying product lines or maintaining high standards. Customer service emerges as a significant factor, with 28 individuals (16%) mentioning it as a reason for their perceived inability to compete, suggesting a recognition of the importance of service quality in the competitive landscape. The "Don't Know" category at 14 individuals (8%) and "others specify" at 29 individuals (17%). Overall, the data underscores the multifaceted nature of competition, with youth recognizing and attributing their competitive status to factors such as quantity, variety, quality, and customer service.

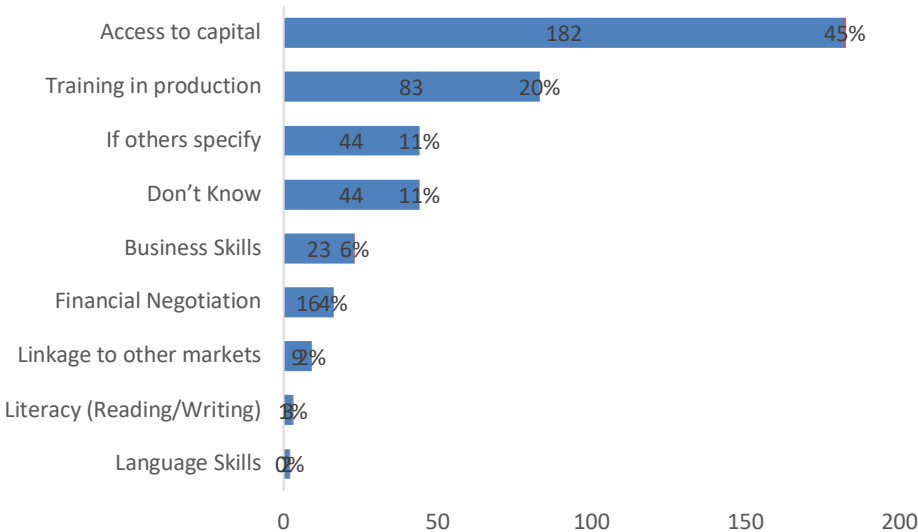
Figure 8: Reasons for not being able to compete



3.2.14 Training that would enhance youth competitiveness

The youth identified the following training needs to enhance their competitiveness in the market as illustrated in figure 9:

Figure 9: Training that would enhance youth competitiveness



The data presented in Figure 9 reveals significant areas where youth identify a need for training to improve competitiveness and expand their businesses. Access to capital and finance emerges as the foremost requirement, with 84% of respondents recognizing its significance, highlighting the pivotal role financial resources play in business growth and sustainability. The acknowledgment of business skills by 2% suggests an understanding of the value in refining

specific entrepreneurial, management, and market-related competencies. The 3% mentioning training in production indicates a desire for skill development in actual production processes, potentially aimed at enhancing efficiency and product quality. The awareness of the benefits of expanding market reach is reflected in the 1% emphasizing linkage to other markets, while the mention of financial negotiation at 1% underscores the recognition of effective financial management and negotiation skills. The "others specify" category at 6% further indicates diverse training needs perceived by youth, emphasizing the multifaceted nature of skills crucial for enhancing competitiveness and fostering business expansion.

Key informant interviews with representatives from the private sector highlight the pressing need for training among youth, emphasizing the critical role of modernizing vocational courses, providing necessary equipment, and enhancing teacher capacities to improve young people's prospects in the job market. There is a specific call for a comprehensive approach that includes marketing training, particularly in digital marketing, to enhance visibility and promote products effectively. The youth, in turn, recognize the value of acquiring management information skills to efficiently distribute tasks within their businesses and express a desire for training in financial and resource management. This comprehensive perspective reflects an awareness of the evolving demands of the job market and a commitment to acquiring skills that not only strengthen current business operations but also position them for expansion and success, potentially extending beyond the local context to the Democratic Republic of Congo as a whole. The overarching theme is a need for well-rounded, contemporary training that equips the youth with the skills necessary for business growth, management, and adaptation to the evolving economic landscape.

Quoting one of the interviewees, *"To improve young people's chances, we need to modernize vocational training courses, equip them with the necessary materials or suitable equipment, strengthen the capacity of teachers and finally, make consumables available to them to boost or launch them onto the job market so that they can update their skills and talents."*

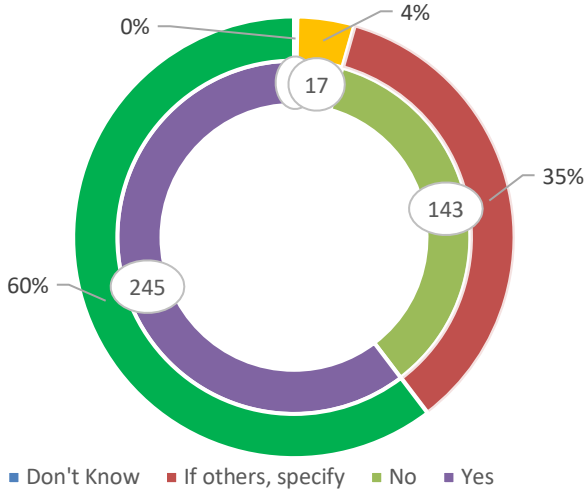
Another interviewee emphasized, *"At the moment, youth need some great skills in running their business. Youth need marketing training, much more digital marketing because that's going to help them a lot more to be known in the environment and also to promote their product. Secondly, youth need management information so that they can know how to divide up tasks. They want to expand their services throughout the DRC by learning about financial management, resource management, and any training related to management."*

3.2.15 Economic and growing market opportunities appropriate for youth

The findings indicate that a substantial majority of youth, accounting for 60%, perceive themselves as successfully meeting the demand of their current customers. This positive response aligns with the potential for growing market opportunities for the youth. On the contrary, 35% of respondents expressed a negative sentiment, stating that they are not meeting customer demand. This may suggest that these youth entrepreneurs are facing challenges such as supply chain issues, production constraints, or limitations in meeting diverse customer needs. The "others, specify" category at 4% further indicates additional factors influencing the perception of meeting customer demand. Overall, the findings highlight a dynamic market landscape for youth, where a significant portion is successfully catering to current customer demands. This success may pave the way for

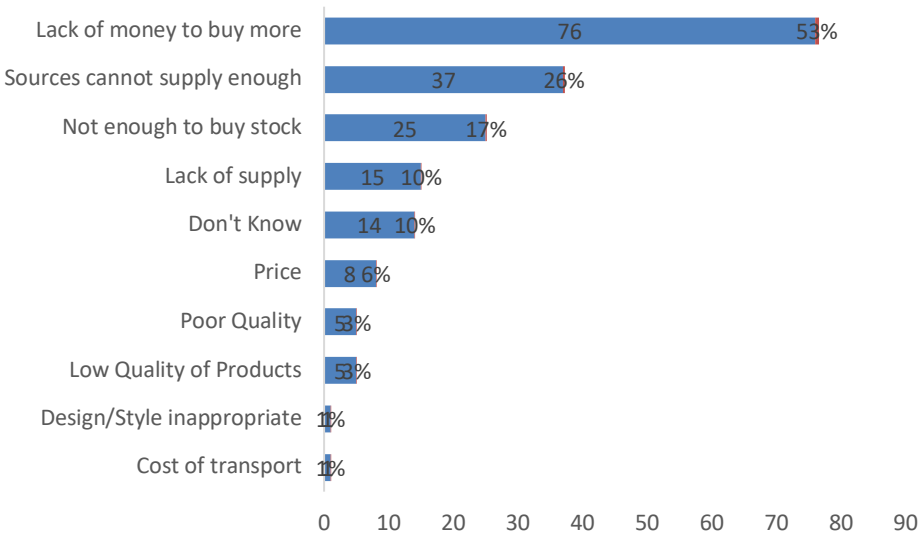
further growth and increased market opportunities as they navigate and address challenges in meeting evolving customer needs.

Figure 10: Meeting the demand of customers



The survey sought further insights into the reasons youth might not be meeting the demand of their customers. A significant majority, accounting for 53%, attributes this challenge to a lack of money to buy more stock, indicating financial constraints that hinder their ability to meet customer demand. Additionally, 26% mention that sources are unable to supply enough, suggesting potential challenges in securing a consistent and sufficient flow of raw materials or products. The lack of supply (10%) and not having enough to buy stock (17%) further underline financial and supply chain challenges. The "Don't Know" category at 10% suggests a segment of youth may face difficulties in pinpointing specific reasons for not meeting customer demand. These challenges collectively point to financial limitations, supply chain constraints, and market dynamics as key factors influencing youth's ability to fulfill customer needs.

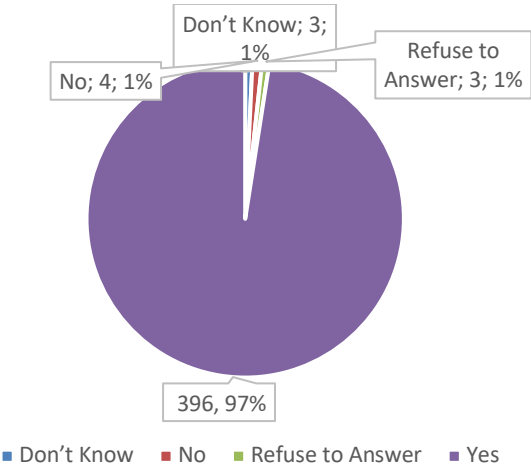
Figure 11: Reasons for not meeting demand



3.2.16 Youth who plan to expand their businesses

The overwhelmingly positive response, with 98% of youth expressing an intention to expand their businesses in the next few years, reflects a strong entrepreneurial drive and ambition within this demographic. This high percentage suggests a collective vision for growth and an eagerness to explore opportunities that can lead to the expansion of their enterprises. The negligible percentages in the "Don't Know" and "Refuse to Answer" categories at 1% each suggest a high degree of clarity and transparency among the youth regarding their business aspirations. The data implies a forward-looking mindset among youth, reflecting their determination to capitalize on market opportunities, enhance their business operations, and contribute to their economic empowerment and community development. Strategies and support aimed at fostering this expansion, such as access to training, financial resources, and mentorship, could further empower the youth in realizing their business growth objectives.

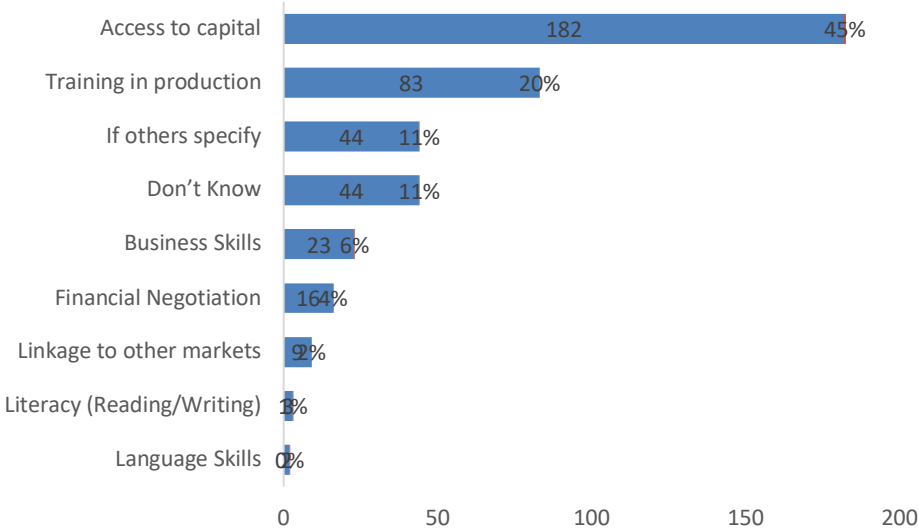
Figure 12: Plan to expand



3.2.17 Support which is needed to enhance business expansion

The youth's primary identified need for expanding their businesses is access to capital and finance, with 84% recognizing its crucial role in fueling growth. This underscores the importance of financial resources in business development. Additionally, there is a desire for broader entrepreneurial competencies, such as business skills (2%), financial negotiation (1%), and linkage to other markets (1%), reflecting an understanding of the diverse skills needed for expansion. The emphasis on training in production (3%) suggests a focus on improving the efficiency and quality of their production processes. The "others specify" category at 6% indicates additional diverse needs. Overall, the youth stress the central role of financial access while highlighting a comprehensive set of requirements, including skills development and market linkages, essential for empowering them in their pursuit of business expansion.

Figure 13: Support which youth need to enhance business expansion



3.2.18 Growing Opportunities Appropriate for the youth

In focus group discussions held within groups in Paroisse Saint François Ndosho, Katoyi, and Kyeshero, a wide array of market opportunities was identified by youth in North Kivu. These opportunities span diverse sectors, **including fuel sales, public secretariat services, stationery, meat sales, barbecue services, clothing and footwear sales from outside the country, and furniture manufacturing in carpentry workshops.** Additionally, there is **interest in culinary arts, aesthetics, cutting and sewing, handbag sales, knitting, rug-making, makeup sales, braiding, and basket making.** **Hairdressing salons emerge as a common interest, and there is potential interest in trade workshops for learning carpentry, mechanical training, and tailoring. Collaborating with companies offering various services is considered attractive due to the employment prospects for young people in these sectors.** These identified opportunities reflect the youth's keen interest in diverse fields, underscoring their focus on entrepreneurship, skilled trades, and service-oriented industries as pathways for economic empowerment and professional development.

"Other opportunities in the neighborhood include opening a hairdressing salon, working with companies that offer different services, as these types of businesses hire a lot of young people. Others would like to work in trade workshops (to learn carpentry, mechanical training, tailoring)."

The key informant interviews with local authorities and private entities regarding the main and potential employers of the youth in terms of opportunities for their growth revealed that the primary employers for the youth trained by the Don Bosco Vocational Training Center, Anna Micheli, and Un Jour Nouveau include local businesses, private companies, and NGOs. However, barriers to gainful employment include limited job opportunities, especially in a region where security services dominate youth employment. To address these challenges, there is a need for increased support from organizations to empower young people to create their own jobs, possibly through funding, start-up equipment provision, and collaboration with local businesses. Additionally, efforts should be directed towards modernizing vocational training courses, providing necessary materials, and fostering entrepreneurship to enhance the youth's chances of successful employment and economic independence.

In addition to the vocational training opportunities provided by organizations like Anna Micheli and the Don Bosco Youth Center, other economic opportunities for marginalized youth include exploring the growing sectors of production, information technology (IT), and tailoring. Given the demand for electronics and tailoring services in the community, young people with technical skills

can potentially venture into IT-related businesses, such as offering IT services, setting up public secretariats, or providing technological solutions, and establishing tailoring services. Moreover, there is a need for diversified businesses in the community, supporting and encouraging young entrepreneurs to establish enterprises in various fields, which could contribute to economic growth. Overall, fostering a culture of innovation, supporting diverse skill sets, linkage to the private sector, and creating an enabling environment for entrepreneurship could open up additional avenues for economic empowerment among marginalized youth in the community.

3.3 Labour Skills Assessment

3.3.1 Vocational or skills training received by the youth

The findings reveal that 40% of the surveyed youth, totaling 161 individuals, have undergone vocational and/or skills training. This suggests that a considerable portion of the surveyed group has actively engaged in targeted training to acquire specific skills relevant to their vocational pursuits.

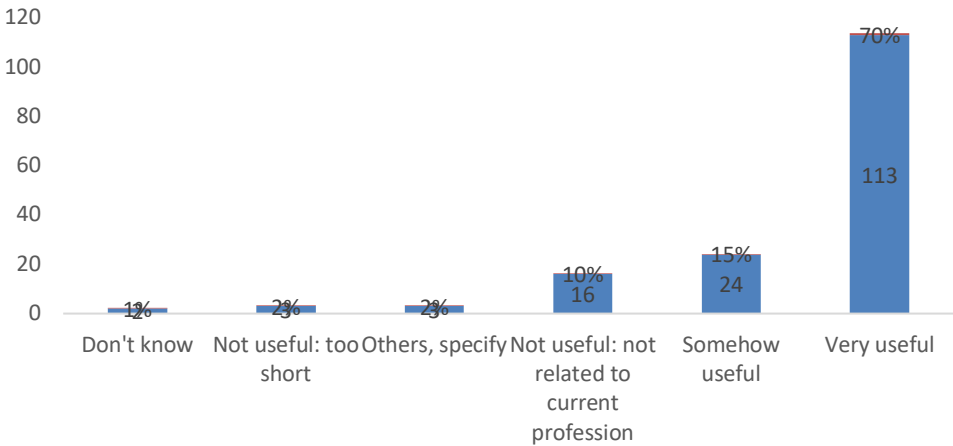
Table 5: Vocational Training skills attained by the youth

| | | |
|--------------------------------------|----|-----|
| Blacksmith | 1 | 1% |
| Business Skills | 1 | 1% |
| Construction – other | 1 | 1% |
| Plumbing | 1 | 1% |
| Auto/Boda electrician | 2 | 1% |
| Crafts | 2 | 1% |
| Teaching | 2 | 1% |
| Electrician | 3 | 2% |
| Metalwork – welding | 3 | 2% |
| Carpentry - joinery/Furniture making | 5 | 3% |
| Computers | 7 | 4% |
| Leadership | 8 | 5% |
| Auto mechanic/Car mechanic | 12 | 7% |
| Beautician/Hairdressing | 17 | 11% |
| Tailoring | 19 | 12% |
| If other, please specify | 77 | 48% |

The findings reveal that the majority of youth find the skills obtained through vocational and/or skills training highly beneficial for their current businesses. With 70% responding that the skills are "Very useful" and an additional 15% finding them "Somehow useful," it suggests a significant positive impact on their businesses. This indicates that the training they received has provided practical and applicable knowledge that aligns well with their current professions. The 10% who indicate that the skills are "Not useful," and the low percentages in the "Don't know" and "Not useful: too short" categories at 1% and 2%, respectively, suggest a general awareness and appreciation of the utility of the skills acquired. Overall, the data highlights that for the majority of

youth, the skills obtained through training have been valuable, contributing significantly to the success and effectiveness of their current business endeavors.

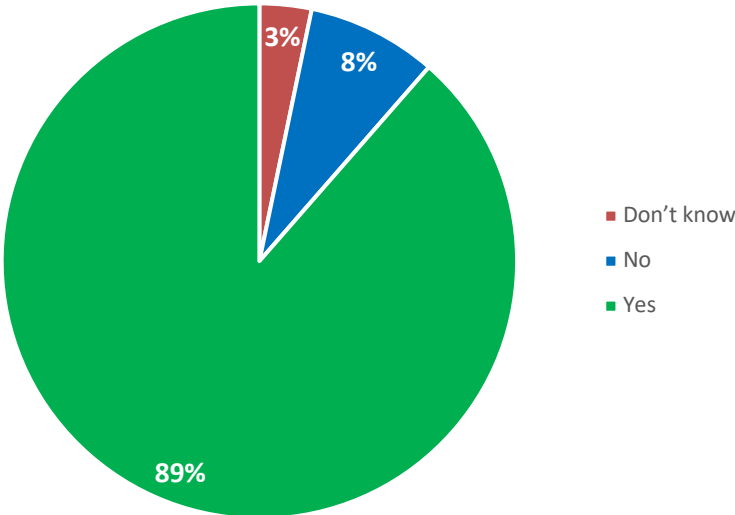
Figure 14: Usefulness of the skills



3.3.2 Youth interest in attending training to gain skills required to run business

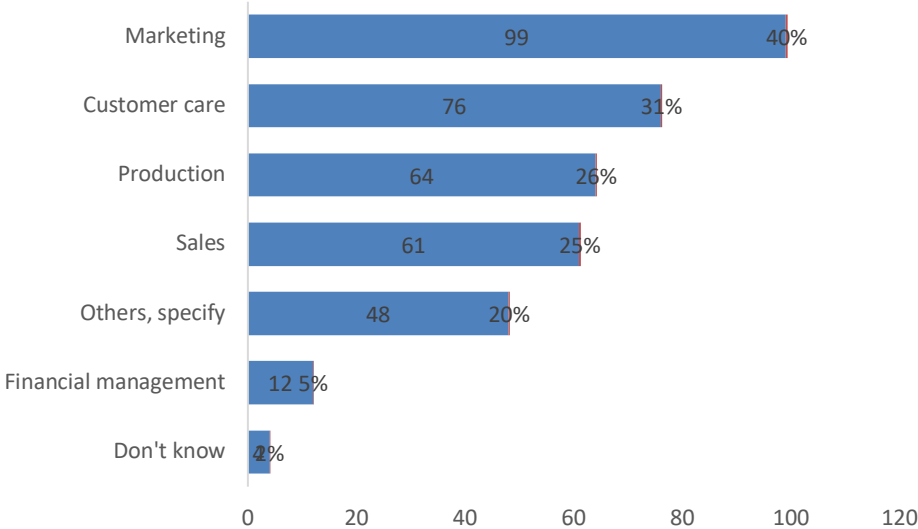
The data reveals a strong and proactive attitude among surveyed youth, with 217 (89%) expressing a keen interest in attending training sessions to acquire skills essential for their businesses. This high level of interest indicates that youth recognize the significance of continuous learning and skill development in the ever-evolving field of entrepreneurship. The findings highlight a collective eagerness among youth entrepreneurs to invest in their professional development, showcasing a commitment to enhancing business acumen, staying competitive, and contributing to their long-term success in the business world.

Figure 15: Interests in gaining skills to run business



The skills identified by youth as desirable for gaining through training reflect a well-rounded and comprehensive set of competencies crucial for successfully running their businesses. Financial management, cited by 12 (5%), highlights an awareness of the importance of sound financial practices for business sustainability. Sales (25%) and production (26%) signify a focus on honing skills related to effective selling strategies and efficient production processes. Customer care (31%) underscores the recognition of the significance of providing excellent service and building positive customer relationships. Marketing emerges as the most sought-after skill, with 99 (40%) expressing a desire for training in this area, indicating a keen interest in enhancing their ability to promote and position their products in the market. The "Others, specify" category at 48 (20%). Overall, the findings underscore the youth's awareness of the multifaceted nature of skills required to run successful businesses, encompassing financial acumen, sales, production, customer care, and marketing. Training initiatives targeting these areas can contribute significantly to empowering youth entrepreneurs and enhancing the overall resilience and competitiveness of their businesses.

Figure 16: Skills Identified by the youth



3.3.3 Most important soft skill that youth require for their business

The youth emphasize the importance of self-confidence as a crucial soft skill in running their businesses, with 64 (26%) recognizing its significance. This underscores the belief in one's abilities and decisions when facing business challenges, serving as a catalyst for effective leadership, decision-making, and risk-taking. While financial management skills also garnered attention at 53 (22%), the emphasis on self-confidence suggests that the youth acknowledge its role in psychological resilience and a proactive mindset. This enables them to communicate persuasively, rebound from setbacks, and lead with conviction. The findings highlight the nuanced interplay of both psychological and practical skills in the entrepreneurial journey, with self-confidence as a foundational pillar for success.

Figure 17: Most important soft skill that youth require to run their business



To further explore the skills required by youth, insights from key informants in the private sector and government officials emphasize that marginalized youth need a diverse skill set. Technical skills acquired through vocational training, notably from organizations like Anna Micheli, are deemed crucial for both employability and entrepreneurial pursuits. Proficiency in areas such as tailoring, culinary arts, and hairstyling, combined with formal education, enhances their marketability. Additionally, soft skills encompassing personal development, effective

communication, teamwork, leadership, and financial literacy are pivotal. These skills not only empower them to navigate the professional landscape but also foster a mindset conducive to self-employment and sustainable economic independence. The importance of adaptability and resilience is emphasized as essential traits for overcoming challenges in the job market or entrepreneurial endeavors. As the business landscape evolves, digital literacy becomes increasingly important, ensuring that youth can leverage technology for business growth and career advancement. Cultivating this comprehensive skill set is seen as instrumental in significantly improving the prospects of marginalized youth for meaningful employment and successful entrepreneurship.

Furthermore, insights from focus group discussions with the youth highlight that thriving in their respective endeavors requires a combination of personal skills and qualities. These include self-confidence, deemed essential for navigating the challenges of entrepreneurship and self-employment. Effective time management is crucial to optimize productivity, and conflict resolution skills are needed to address issues within their businesses and communities. Strong communication skills are identified as crucial for marketing and customer engagement, and creative thinking is seen as enabling innovative problem-solving. Additionally, emotional and stress management skills are deemed vital to cope with the uncertainties and pressures of entrepreneurial pursuits. The youth stress the importance of avoiding self-limitations, emphasizing the need for a positive mindset and patience. In essence, fostering a holistic set of skills and qualities is perceived as empowering youth to overcome obstacles, establish successful businesses, and contribute meaningfully to their communities.

3.3.4 Private Sector Players Operating in Goma

Various private sector initiatives in Goma aim to address youth unemployment and foster economic opportunities in a conflict zone. The Provincial Youth Division focuses on job creation through vocational training and work placements, emphasizing the resilience and adaptability of youth in the face of challenges.

Anna Micheli, a Catholic organization founded in 2007, engages in charitable and social works with its national headquarters at 037 Lulua Avenue, Q. Ndosho, Karisimbi Commune, Goma City. AMINI company collaborates with two young engineers to manufacture low-voltage light bulbs. Don Bosco, created by the Salesian Fathers to assist unemployed young people, operates the Don Bosco Youth Center, providing various services such as carpentry, masonry, cutting and sewing, welding, plumbing, and electricity. The Don Bosco Ngangi Youth Center, founded in 1988, extends these services.

Companies like Un Jour Nouveau and Savoir Plus offer support and training for entrepreneurs. Delice Unga, involved in sorghum flour production, faces challenges but seeks opportunities for large-scale production and employment diversification. Overall, the private sector significantly contributes by providing diverse services, training, and support to empower youth and foster sustainable employment in Goma city.

Table 6: Private Sector players operating in Goma

| Private Sector | Services offered | Location | Contact person |
|---------------------------|--|-----------------|-----------------------|
| Provincial Youth Division | <ul style="list-style-type: none"> ✓ Vocational training services ✓ Internship ✓ Networking ✓ Advocacy on youth employment ✓ Providing guidance and orientation to young people on available opportunities and career paths | Goma city | Ministry of Youth |

| | | | |
|-------------------------------|---|----------------------------------|--|
| AMINI MAKE IT HAPPEN | <ul style="list-style-type: none"> ✓ Production (Manufacture of Low-Voltage Light Bulbs) | Goma city | |
| Don Bosco Ngangi Youth Center | <ul style="list-style-type: none"> ✓ Vocational training services ✓ Educational, Sporting, Cultural, and Spiritual Activities ✓ Training opportunities for illiterate youth ✓ Market Opportunity Exchange Platform | Goma city | Father JACQUES BALABALA 0997116608, 0811744628 |
| Un Jour Nouveau | <ul style="list-style-type: none"> ✓ Street Girls and Boys empowerment program ✓ Education services ✓ Business Incubator and Acceleration Center ✓ Entrepreneurship training | Goma city | LILIANE |
| USAFI KWETU | <ul style="list-style-type: none"> ✓ Production (Manufacturing of chlorine water) ✓ Skillin g youth on entrenures ✓ Prvide start-up capital to the youth ✓ Linking youth to job and market opportunities. | Tree House, Congo Tree-Goma city | Jacques Kahassa |
| Savoir Plus | <ul style="list-style-type: none"> ✓ Communication services, including article production. ✓ Specialization in audiovisual communication and event management. ✓ Organization of a humor and slam festival to encourage learning and development | Goma city | |
| Délice Unga | <ul style="list-style-type: none"> ✓ Production (sorgo flour production and deliveries) | Himbi | |
| Anna Micheli | <ul style="list-style-type: none"> ✓ Education services ✓ Vocational training services ✓ Psychosocial support services | Ndosho | +243994404282, +243853483669 |

3. Conclusions and recommendations

4.1 Conclusion

The market assessment of youth in North Kivu reveals a vibrant entrepreneurial landscape with diverse activities spanning retail, services, manufacturing, and cultural pursuits. Youth-led businesses play a significant role in local economic development. Despite a strong interest in business expansion and skill development, challenges such as **limited access to capital, supply chain constraints, and competition pose hurdles. The recognition of soft skills, including communication and financial management, highlights the importance of a holistic approach for sustainable success. Insights from focus group discussions in Goma/North Kivu indicate youth engagement in various small-scale trades, facing competition and challenges like limited capital. Participants express a need for support in the form of financial assistance, capacity building, and training for skill enhancement, marketing, and business management.** The lack of job opportunities contributes to **negative behaviors**, emphasizing the necessity for interventions promoting skill development, employment, and community cohesion. Addressing these challenges requires a comprehensive approach integrating financial support, skills training, and community awareness initiatives. The WINGS+ MODEL is therefore well placed to provide an integrated approach to address the constraint and take advantage of the emerging opportunity

4.2 Recommendations

The key recommendations from the assessment include:

- a. Conduct detailed mapping and profiling of Vocational Training Institutes (VTI) and artisans (private sector actors) providing skilling opportunities in the identified sectors at the start of implementation.
- b. Develop appropriate targeting criteria to ensure that the interests of the youth are well-aligned with the identified economic opportunities.
- c. Adopt/adapt and deliver tailored skills training programs focusing on both technical and soft skills, such as marketing, customer care, production, and financial management, to enhance the capabilities of youth entrepreneurs, aligning with the specific needs of their businesses.
- d. Strengthen the partner's and caregiver's involvement to leverage available resources and support.
- e. Conduct a structured resource mapping activity to leverage resources from households.
- f. Make provision for start-up capital to boost their ability to grow their businesses and take advantage of emerging opportunities, including cost-sharing and group-based options.
- g. Provide structured coaching and mentorship support on both soft and technical skills to boost their capacity to manage, compete, and expand their businesses. Establish business incubation programs that offer mentorship, guidance, and resources to create a supportive environment for the growth of youth-led businesses, involving mentorship from experienced business owners and access to shared resources.
- h. Facilitate linkages to broader markets and financial institutions to enhance the growth, visibility, and reach of youth-led businesses.
- i. Integrate programs focusing on soft skills, such as communication, self-confidence, and financial literacy, into training initiatives, recognizing their importance for overall business success and personal development.
- j. Engage effectively with government agencies to enhance linkages between government programs/agencies and youth, particularly in vocational training and entrepreneurship initiatives. Advocate for streamlined procedures and reduced bureaucratic hurdles for young entrepreneurs. Collaborative efforts should influence policies that recognize and value vocational training certifications, providing young individuals a competitive edge in the job market. Ongoing dialogue is necessary to address challenges like limited resources for training and financial constraints faced by marginalized youth, creating a more supportive ecosystem.

- k. Implement a comprehensive strategy to address barriers and challenges faced by marginalized youth, including targeted vocational training programs, linkage to financial resources through initiatives like microfinance and financial literacy training, entrepreneurship support programs offering mentorship and market access, promotion of networking opportunities and collaboration through group initiatives, and awareness campaigns about available support from organizations and government initiatives. Tailor interventions to the specific needs of marginalized youth, involving them in the planning process for effectiveness and sustainability, contributing to their overall empowerment and improved socio-economic conditions.
- l. Conduct continuous research and monitoring of the youth entrepreneurial landscape to stay informed about evolving market trends, challenges, and opportunities. This enables the development of targeted and adaptive support programs.

4.3 Gallery

Figure 18: Images of the Youth Engaged in businesses

Interviews in Pictures:



Figure 19: Images of the private sector players operating in the area



4. Annex: Data collection Tools

5.1 Annex 1: Key Informant Interviews with Government Agencies

QUALITATIVE SURVEY CHECKLIST FOR KEY INFORMANT INTERVIEWS WITH GOVERNMENT AGENCIES/DISTRICT LOCAL GOVERNMENT

Hello, my name is _____ and I am working with **AVSI**. We are undertaking an assessment on behalf of **AVSI DRC** to find out more about employment and the market/economic opportunities for marginalise youth in Goma-North Kivu.

The objective of this interview is to gather sufficient information (employment and market opportunities) to inform /guide skills development and training for youth with focus on growing markets.

We're going to ask you some questions about the market, your business and/or some items you may have tried here.

Your participation is voluntary and completely confidential, and you do not have to answer any questions that you do not want to answer. You may end this interview at any time you want. No one will give you money or gifts to respond to these questions. However, your honest answers to these questions will help us make sure (organismic) program best benefits your community.

We would greatly appreciate your help in responding to this survey. It will take about 30 minutes to complete. Would you be willing to participate?

1. Interview/Survey Date: _____
2. Enumerator Code

3. Introduction of the Company/entity/Actor
4. What is your role in creating job/ employment opportunities for youth ?
5. What services does the Company/entity/actor deals in?
6. What is the situation of demand, supply, adequacy (gap), opportunities and constraints for the services (examples of services are listed below)?
7. What skills do the youth require to enable them meet the opportunities identified above?
8. To what extend do they have the required skills?
9. Do the youth have adequate skills which can enable them tap into the opportunities identified in 7 above?
10. Who are the main/potential employers of the youth in your community/county?
11. What barriers exist for the youth to get gainful employment with the potential employers
12. What can be done/what interventions are feasible to respond to the opportunities and constraints for the services (examples of services are listed below)?
 - Opportunities for interventions to building capacity of the BDS provider
 - Opportunities for interventions to strengthen the uptake of the service
13. Ask about other available employment and other economic opportunities that are appropriate for the youth – not captured in the project
14. Ask about how to effectively engage the government agency to enhance effective linkages between government programs/agencies and youth.

5.2. Annex 2: Key Informant Interviews with Private Sector Actors

**Annex II: QUALITATIVE SURVEY CHECKLIST
FOR KEY INFORMANT INTERVIEWS WITH PRIVATE SECTOR ACTORS**

Hello, my name is _____ and I am working with **AVSI**. We're undertaking an assessment on behalf of **AVSI DRC** to find out more about employment and the market opportunities for marginalize youth in Goma-North Kivu.

The objective of this interview is to gather sufficient information (employment and market opportunities) to inform /guide skills development and training for youth .

Your participation is voluntary and completely confidential, and you do not have to answer any questions that you do not want to answer. You may end this interview at any time you want. No one will give you money or gifts to respond to these questions. However, your honest answers to these questions will help us make sure (organismic) program best benefits your community.

We would greatly appreciate your help in responding to this survey. It will take about 30 minutes to complete. Would you be willing to participate? YES/NO

- 1. Interview/Survey Date: _____
- 2. Enumerator Code

- 3. Introduction of the Company/entity/Actor
- 4. What services does the Company/entity/actor deals in?
- 5. What is the situation of demand, supply, adequacy (gap), opportunities and constraints for the services?
- 6. What skills are required to meet the opportunities identified above?
- 7. Do the youth have adequate skills which can enable them tap into the opportunities identified in 6 above?

- 8. Who are the main/potential employers of the marginalised Youth in your community?

- 9. What can be done/what interventions to enhance the chances of marginalized youth to get gainful employment with the potential employers or start own business

- 10. Ask about other available economic opportunities that are appropriate for the marginalised youth – not captured in the project

Note: In between the questions, probe for clarity

5.3 Annex 3: FGDs With Marginalised Youth - Group Enterprise

Annex III: QUALITATIVE SURVEY CHECKLIST FOR FGDs WITH MARGINALISED YOUTH - GROUP ENTERPRISE

Hello, my name is _____ and I am working with **AVSI**. We're undertaking an assessment on behalf of **AVSI DRC** to find out more about employment and the market opportunities for marginalize youth in Goma-North Kivu.

The objective of this interview is to gather sufficient information (employment and market opportunities) to inform /guide skills development and training for youth.

Your participation is voluntary and completely confidential, and you do not have to answer any questions that you do not want to answer. You may end this interview at any time you want. No one will give you money or gifts to respond to these questions. However, your honest answers to these questions will help us make sure (organismic) program best benefits your community

We would greatly appreciate your help in responding to this survey. It will take about 30 minutes to complete. Would you be willing to participate? YES/NO

1. Interview/Survey Date: _____

2. Enumerator Code

SECTION 1: BACKGROUND OF THE GROUP

3. Brief background of the group – Name of group, how many members are in the group? When and why it was formed? Location of the youth group?

SECTION 2: BUSINESS DESCRIPTION

4. What enterprise/business/activity is the group undertaking?
5. What products/services does it sell?
6. Where is the market for its product or service and size of the market?
7. What volume does it produce and per what period?
8. How many similar businesses are in the area and what is the level of competition?
9. Is the group competitive? If not, what can be done to make the group competitive?
10. As a group, are you involved in marketing of your product or service?
11. If the group wants to borrow finance for its enterprise, where can it go?
12. What challenges and risks does your group face in running of its enterprise?
13. Do you know of any support agencies, private sector or NGOs who can support your enterprise to grow?
14. What other growing market opportunities have you heard about in the area that you think you would like to consider venturing into?

SECTION 3: LABOR MARKET/ SKILLS ASSESSMENT

15. Have any members of the group received vocational/skills training?
16. What was the rationale for receiving the training?
17. In which areas skills did they receive training? Who provided the training?
18. How useful/relevant is the training members received in the current activity of the group?
19. If none of the group members received training, how did the group acquire skills for the enterprise which they are currently undertaking?
20. What technical skills trainings would be relevant for the enterprise/business/activity which the group is undertaking?
21. How do YOUTH in your community find information about work opportunities
22. Who are the main/potential employers of youth in your community? Please provide names and give details.
23. What barriers/challenges do youth face in getting gainful employment with those employers
24. What needs to be done to address those barriers?
25. How has lack of work opportunities in your community contributed to problems or negative behavior among marginalized youth ?
26. What personal skills and qualities (e.g., self-confidence, time management, conflict resolution, communication skills, coping with emotions and stress, creative & critical thinking etc.) do youth need to succeed at work?

5.4 Annex 4: Quantitative Survey Questionnaire for Marginalised Youth/Beneficiaries

Annex IV QUANTITATIVE SURVEY QUESTIONNAIRE FOR MARGINALISED YOUTH/BENEFICIARIES

Hello, my name is _____ and I am working with **AVSI**. We're undertaking an assessment on behalf of **AVSI DRC** to find out more about employment and the market opportunities for marginalize youth in Goma-North Kivu.

The objective of this interview is to gather sufficient information (employment and market opportunities) to inform /guide skills development and training for youth..Your participation is voluntary and completely confidential, and you do not have to answer any questions that you do not want to answer. You may end this interview at any time you want. No one will give you money or gifts to respond to these questions. However, your honest answers to these questions will help us make sure (organismic) program best benefits your community

We would greatly appreciate your help in responding to this survey. It will take about 30 minutes to complete. Would you be willing to participate? YES/NO

1. Interview/Survey Date: _____

2. Enumerator Code

SECTION 1: BIO DATA OF RESPONDENTS

3. Gender of respondent

- Male
 Female

4. Age categories: In which age bracket are you?

- 15 to 19 years
 20 to 24 years

5. Level of education: Which level of education have you attained?

- Below primary 7
 Completed primary 7
 Completed 0'level (S 4)
 Completed A' level (S 6)
 Completed tertiary education
 Never attended school

6. Are you married?

- Yes
 No

7. Are you the head of your household?

- Yes
 No
 Don't know

8. How many people depend on you for income and livelihood (Spouse, children, other family, etc.)

- Less than 5 people
 5 people
 5 to 10 people
 More than 10 people

None

SECTION 2: BUSINESS DESCRIPTION

9. How would you describe your current business?

I sell items or goods

I offer a service

10. If product, what is the MAIN product that you sell? (Select only one). [If service, skip to question # 21].

Animal fats & Cooking Oils

Bags & Suitcases

Bed Articles (Mattress, Pillow, Mosquito Net, Sheet, etc.)

Beverages (Non-Alcoholic)

Bicycles

Books & Stationary

Bread (freshly baked)

Butter/Ghee

Cardboard items

CDs/DVDs

Charcoal

Clay/Ceramic

Clothes & Footwear

Crafts & Souvenirs & Art

Dairy Products (Fresh)

Foodstuffs (Prepared /Processed)

Fresh Fish

Fruits: Vegetables: Grains: Nuts

Fuel

Glassware

Hair Accessories

Household Goods

Leather Products

Live Animals & Animal Products

Metal Goods & Furniture

Metal Scraps

Newspapers

Pharmaceuticals

Plastic Products

Sand & Gravel

- Salt Dried Fish
- Smoke Dried Fish
- Spare Parts for Bikes/Cars/Bodas
- Spirits /Alcohol
- Soap Washing Powder
- Straw & Straw Products
- Street Food (Chappati, Fresh Juice & Fruit, etc.)
- Sun Dried Fish
- Tanning & Dyeing Extracts: Paint
- Textiles & Sewing Items
- Toiletries & Beauty Items
- Tools (Agr. and Other)
- Vegetables
- Wood (Firewood)
- Wood Products & Furniture
- Don't Know
- If others, specify.

11. What is the MAIN service that you offer? (Select ONE)

- Animal Rearing
- Appliance Repair
- Babysitting/Day Care
- Bakery
- Barber
- Beautician-Hair Stylist
- Blacksmith
- Carpenter
- Collect Wood or Sand or Saw
- Collect Water
- Computer/Business Services
- Construction Worker
- Cook
- Craftsmen
- Dairy Farming
- Wash & Iron Clothes
- Electrician

- Electronics Repairs
- Fruit Seller
- Mason/Brick Layer
- Office Work-Administration/Secretary
- Photography/Videography
- Plumber
- Porter/Attendant (carry items for \$)
- Restaurant/Bar Services
- Split Rocks
- Tailor
- Tea Shop Owner
- Welder/Metal Worker
- Other
- Don't Know

12. Who do you sell your finished product/offer your services to?

- Directly to Customer
- Other Retailer
- Traders
- Brokers
- Don't Know
- If others, specify

13. Where do you buy your raw materials or goods for resale from?

- Farmers
- Itinerant traders
- Wholesalers
- If others, specify

14. How often do you purchase your stock or raw materials?

- Every day
- Every few days
- Every few weeks
- Every month
- Every few months
- Once per year
- Other
- Don't Know

15. How satisfied are you with the suppliers of your raw materials/ products for resale?

- Very satisfied
- Satisfied
- Unsatisfied
- Very unsatisfied
- If others, specify

16. If unsatisfied/very unsatisfied, what challenges are you facing with the suppliers of your raw materials/ products for resale?

- Not enough volume/quantity
- Poor quality
- Inconsistent supply
- Traders/suppliers unprofessional
- Bad hygiene of food sales
- If others, specify

17. In this area, how many similar businesses are in operation?

- less than 5
- More than 5
- If others, specify

18. Earlier, you said your main good/service was []. I would like to ask you a few questions about your sales. What is the unit for measuring performance?

- # of clients served (if service)
- Units sold (if products)
- If others, specify

19. In what period do you feel able to estimate your business volume?

- Day
- Week
- Month
- Don't Know

20. How satisfied are you with the level of sale/performance during the period chosen?

- Very satisfied
- Satisfied
- Unsatisfied
- Very unsatisfied

21. Are you ever unable to meet the demand of your current or potential customers?

- Yes
- No
- Don't Know

22. Are you meeting the demand of your current customers?

- Yes
- No
- Don't Know
- If others, specify

23. If you are not meeting the demand of your customers, what could be the reason?

- Lack of supply
- Poor Quality
- Price
- Design/Style inappropriate
- Not enough to buy stock
- Sources cannot supply enough
- Lack of money to buy more
- Cost of transport
- Lack of workers
- Workers insufficiently trained
- Low Quality of Products
- Design and/or style products are inappropriate
- Don't Know

24. Do you feel that you are able to compete with the other traders selling similar goods?

- Yes, I can compete
- No, I am not able to compete
- Don't Know
- If others, specify

25. If not, what are the main reasons why you are unable to compete?

- Less quantity
- Less quality
- less variety
- not good match with needs
- customer service
- Don't Know
- If others specify

26. Do you think receiving training would make you more able to compete?

- Training in production

- Access to capital
- Linkage to other markets
- Business Skills
- Financial Negotiation
- Language Skills
- Literacy (Reading/Writing)
- Don't Know
- If others specify

27. Do you plan to expand your business in the next few years?

- Yes
- No
- Refuse to Answer
- Don't Know

28. What do you need to enable you expand your business?

- Training in production
- Access to capital/Finance
- Linkage to other markets
- Business Skills
- Financial Negotiation
- Language Skills
- Literacy (Reading/Writing)
- Don't Know
- If others specify

SECTION 3: LABOR SKILLS ASSESSMENT

29. Do you consider that you have enough skills which you require to run your business?

- Yes
- No
- Don't know

30. Have you ever received any vocational and/or skills training?

- Yes
- No
- Don't remember

31. If yes, specify, as below [if no, skip to question # 34]

- Agriculture
- Animal rearing

- Auto/Boda electrician
- Auto mechanic/Car mechanic
- Barber
- Beautician/Hairdressing
- Blacksmith
- Business Skills
- Carpentry - joinery/Furniture making
- Computers
- Construction/Bricklaying
- Construction – other
- Crafts
- Dairy farming
- Electrician
- Fishing/fish preservation
- Leadership
- Metalwork – welding
- Plumbing
- Tailoring
- Teaching
- Don't know
- If other, please specify

32. How long did such a vocational and/or skills training take?

- 1 month
- 3 months
- 6 months
- 1 year
- If other, specify

33. How useful are the skills you learnt to your CURRENT business? If not useful, specify why?

- Very useful
- Somehow useful
- Not useful: not related to current profession
- Not useful: too short
- Not useful: did not complete training
- Don't know
- Others, specify

34. If no [Ref. question 31] How did you acquire the skills which you are currently applying to your business?

- In a government training Centre
- In a technical school
- In a NGO training Centre (or Private Business)
- Apprenticeship - In a small business (SME)
- Apprenticeship - In a larger company (corporation)
- From parents
- I learnt the skills by myself - trying out

35. Are you interested to attend a training to give you skills, which you require to run your business?

- Yes
- No
- Don't know

36. What skills would you like to gain from such a training?

- Production
- Marketing
- Sales
- Customer care
- Financial management
- Don't know
- Others, specify

37. What is the most important soft skill that you require for your business?

- Self-confidence
- Time Management
- Conflict Resolution
- Communication Skills
- Leadership Skills
- Inter-personal Skills
- Coping with emotion & Stress
- Don't Know
- Other, specify

Thank you for answering these questions, it is much appreciated.

5.5. Annex 5 Focus Group Discussion Consent Form
Focus Group Discussion Consent Form

Hello, our names are _____ and _____(Facilitator and note taker). Thank you so much for taking time to participate in this discussion. We're undertaking an assessment on behalf of **AVSI DRC** to find out more about employment and the market opportunities for marginalise youth in Goma-North Kivu. The objective of this FGD is to gather sufficient information to inform the recommendation for adaptation of an evidence based economic strengthening model. Your participation is voluntary and completely confidential, and you do not have to answer any questions that you do not want to answer. You may end this interview at any time you want. No one will give you money or gifts to respond to these questions. However, your honest answers to these questions will help us make sure (organismic) program best benefits your community.

We would greatly appreciate your help in responding to this survey. It will take about 30 minutes to complete. Would you be willing to participate? YES/NO All the information we obtain will remain strictly confidential, and your answers will never be shared with anyone other than members of our team for the purpose of our study. You will experience no physical or emotional harm or discomfort by participating in this study, but if like to stop at any time, you are free to do so.

In case of any further questions after you have participated, you can always contact a data collection team member like me or you can call the at or AVSI offices in Goma. You may also call the WINGS project coordinator at

Would you like to participate? If yes, please print and sign your name or place your thumb print here.

| | | |
|------------|-----------|------|
| | | |
| Print Name | Signature | Date |

For those participants who are unable to read and write and would like a witness to sign for them, please have the witness write their name and sign here.

| | | |
|------------|-----------|------|
| | | |
| Print Name | Signature | Date |

AVSI Facilitator

| | | |
|------------|-----------|------|
| | | |
| Print Name | Signature | Date |

AVSI Note Taker

| | | |
|------------|-----------|------|
| | | |
| Print Name | Signature | Date |

5.6 Annex 6: Consent Form for Key Informant Interview
Key Informant Interview Consent Form

Hello, our names are _____ and -----(Facilitator and note taker). Thank you so much for taking time to participate in this discussion. We're undertaking an assessment on behalf of **AVSI DRC** to find out more about employment and the market opportunities for marginalise youth in Goma-North Kivu

The objective of this interview is to gather sufficient information to inform the recommendation for adaptation of an evidence based economic strengthening model. Your participation is voluntary and completely confidential, and you do not have to answer any questions that you do not want to answer. You may end this interview at any time you want. No one will give you money or gifts to respond to these questions. However, your honest answers to these questions will help us make sure (organismic) program best benefits your community.

We would greatly appreciate your help in responding to this survey. It will take about 30 minutes to complete. Would you be willing to participate? YES/NO All the information we obtain will remain strictly confidential, and your answers will never be shared with anyone other than members of our team for the purpose of our study. You will experience no physical or emotional harm or discomfort by participating in this study, but if like to stop at any time, you are free to do so.

In case of any further questions after you have participated, you can always contact a data collection team member like me or you can call the at or AVSI offices in Goma. You may also call the WINGS project coordinator at

Would you like to participate? If yes, please print and sign your name or place your thumb print here.

| | | |
|------------|-----------|-------|
| _____ | _____ | _____ |
| Print Name | Signature | Date |

For those participants who are unable to read and write and would like a witness to sign for them, please have the witness write their name and sign here.

| | | |
|------------|-----------|-------|
| _____ | _____ | _____ |
| Print Name | Signature | Date |

AVSI Facilitator

| | | |
|------------|-----------|-------|
| _____ | _____ | _____ |
| Print Name | Signature | Date |

AVSI Note Taker

| | | |
|------------|-----------|-------|
| _____ | _____ | _____ |
| Print Name | Signature | Date |



Market Assessment Report

Increasing Access to Sustainable Employment and Livelihood Opportunities
in North Kivu - Democratic Republic of Congo

December, 2024

This publication has been realized with the contribution of the Center for Disaster Philanthropy. The content of this publication does not necessarily reflect the official opinion of the Center for Disaster Philanthropy. Responsibility for the information and views expressed therein lies entirely with AVSI Foundation.

**Market Assessment Report:
Increasing Access to Sustainable Employment and Livelihood
Opportunities in North Kivu - Democratic Republic of Congo**

Final Report

Commissioned by: AVSI, USA
Conducted by: AVSI Foundation Uganda
Submission: December 2023

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Acronyms

| | |
|-------|--|
| BDS | Business Development Services |
| CDP | Centre for Disaster Philanthropy |
| FGD | Focus Group Discussions |
| KII | Key Informant Interviews |
| ODK | Open Data Kit |
| TOR | Terms of Reference |
| U.S. | United States |
| USAID | United States Agency for International Development |
| WINGS | Women's Income Generating Support |
| DRC | Democratic Republic of Congo |
| M&E | Monitoring and Evaluation |
| Ms | Micro Soft |
| NGO | Non Government Organization |
| IGA | Income Generating Activity |

Executive summary

AVSI–USA has secured a grant from the Centre for Disaster Philanthropy (CDP) for a one-year youth-focused initiative in North Kivu, named "WINGS for Congolese Youth." The project aims to implement and adapt the WINGS+ model, a workforce development approach for youth created by AVSI. Its goal is to enhance the socio-economic resilience of marginalized Congolese youth, particularly those affected by armed conflicts and the lingering impact of the COVID-19 pandemic. Through the adaptation of the WINGS+ model, AVSI aims to improve participants' social and economic well-being, fostering stability and recovery in the region. To ensure the project's alignment with the market context and responsiveness, AVSI Foundation has conducted a thorough market assessment in Goma, North Kivu, DRC. This assessment identifies suitable economic, market, and job opportunities for youth aged 15 to 25 in the conflict context. Additionally, it highlights context-specific opportunities for adopting/adapting the WINGS+ model to the eastern DRC. The report presented here outlines the findings of the market assessment conducted in December 2023.

Demographic Profile:

The survey indicates that a predominant portion (67%) of the surveyed youth is aged between 20 and 25 years, with a notable representation (33%) from the 15 to 19 age group. In terms of education, a substantial majority (79%) has attained at least a primary education level. Furthermore, a significant proportion of participants (47%) have completed A' level, and 12% have achieved tertiary education. These findings suggest a diverse educational background among the surveyed youth, with a noteworthy number having successfully pursued education beyond the basic primary level.

Economic Activities:

A noteworthy percentage of young individuals (72%) are actively engaged in economic activities, with 328 respondents involved in selling items or goods, and 128 providing various services. These activities span a wide range, from selling clothing and foodstuffs to offering electronics repairs, beautician services, tailoring, and more. The data highlights that a considerable number of surveyed youth are actively contributing to the economy through diverse means, indicating a dynamic and entrepreneurial spirit. This involvement underscores the broad spectrum of economic ventures in which the surveyed youth are participating.

Market-Based Opportunities, Challenges, and Risks:

Youth in North Kivu are engaged in a variety of economic activities, indicating potential opportunities for their integration into a thriving local market ecosystem. However, several obstacles and challenges that hinder the effective integration of youth into the local market have been identified. These challenges encompass a scarcity of products that fail to meet the high demand, subpar product quality, and a lack of variety in the products available for market offerings. Additionally, barriers include insufficient funds (limited access to credit) to initiate or expand a business and an inadequate supply to meet the escalating demand. These barriers highlight areas where support and intervention may be needed to enhance the economic opportunities for youth in the region.

Other Economic Opportunities:

The data indicates a strong desire among individuals for skills development, particularly in areas such as marketing, customer care, and production. This suggests that the surveyed youth are actively seeking to enhance their expertise in these specific fields. Additionally, the observation of an entrepreneurial spirit among the youth is reinforced by the fact that initiatives encouraging self-employment resonate with their aspirations and interests in acquiring relevant skills for business and entrepreneurship.

Private Sector and Key Stakeholders:

Within the surveyed region, there is a diverse presence of private sector entities and stakeholders involved in various sectors, including agriculture, motor vehicle engineering, hardware, culinary,

electronics, telecommunications, and fashion. The economic ecosystem is characterized by a range of businesses, such as hardware stores (quincailleries), cafes, restaurants, grocery shops, electronic retailers, butcheries, tailoring workshops, and others. This diversity signifies a multifaceted and dynamic local economy, with businesses spanning different industries and contributing to the overall economic landscape of the area.

Key Conclusions:

To empower young individuals living in conflict-affected areas economically, it is imperative to implement specific and targeted measures. These include actively involving caregivers, providing better access to financial resources, offering programs to enhance both technical and soft skills, raising awareness about available market opportunities and support organizations, and providing mentorship and coaching. Collaboration with private and public sector entities is crucial to help youth access essential services like business development support and markets. Engaging youth in policy discussions will further empower them, enabling their active participation and contribution to creating an environment conducive to youth employment.

Proposed Strategies:

To strengthen young individuals living in conflict-affected areas economically, various strategies can be implemented. These include initiatives such as financial literacy programs, the promotion of savings groups, targeted training and skill development programs, job placement support, and mentorship/coaching for youth after their training. Additionally, fostering collaborations between youth entrepreneurs and private sector entities, including financial institutions, is crucial. Creating awareness about available support organizations, strengthening Business Development Service providers, providing startup assets, and regularly assessing the impact of interventions through research and monitoring are all important components of effective linkage enhancement strategies.

1. Introduction and Background

1.1 Introduction

AVSI–USA has received a grant from the Centre for Disaster Philanthropy (CDP) to implement a one-year youth-focused project in North Kivu, named "WINGS for Congolese Youth: Increasing Access to Sustainable Employment and Livelihood Opportunities in North Kivu." The project aims to adapt and implement the WINGS+ model, an inclusive workforce development approach for youth developed by AVSI, to strengthen the socio-economic resilience of marginalized Congolese youth. This includes those impacted by armed conflicts and the enduring effects of the COVID-19 pandemic.

By adapting the WINGS+ model, AVSI intends to enhance participants' social and economic well-being, thereby promoting stability and recovery in the region. To ensure that the project design aligns with the market context and is market-responsive, AVSI Foundation has designed and executed a comprehensive market assessment. This assessment identifies appropriate economic, market, and job opportunities for youth in the conflict context in Goma, North Kivu, DRC. Furthermore, the market assessment has helped identify context-specific opportunities for the adoption/adaptation of the WINGS+ model to the eastern DRC context. This report, therefore, presents the findings of the market assessment conducted in December 2023.

1.2 Objectives of the Assessment

The overarching objective of the market assessment is to identify suitable economic, market, and job opportunities for marginalized youth affected by conflict and the persistent impacts of the COVID-19 pandemic in Goma, North Kivu. The insights gathered from the market assessment will inform the collaborative design of the skills and training component of the technical assistance, ultimately aiming to strengthen the capacity of marginalized youth to address the identified market constraints and job opportunities.

1.2.1 Specific Objectives of the Assessment

The specific objectives of the market assessment included:

- To identify and assess economic activities that marginalized youth affected by conflict and COVID-19 are currently involved in. This includes Income-generating activities (IGAs) - farm and off-farm sectors and formal and informal employment.
- Analyze market-based opportunities, challenges, and risks faced by youth in conflict in running current economic/business activities.
- Identify and analyze other economic opportunities appropriate for vulnerable youth (growing markets), and potential bottlenecks and suggest strategies to enable the youth to tap into the growing sector.
- Identify private sector actors and other key stakeholders operating in the sectors youth are engaged in, plus the potential growth market. This will include vocational schools or local artisans/business owners offering skills training programs and employment opportunities, service providers, regulators, suppliers, buyers, etc.
- Propose effective engagement strategies to enhance effective linkages between the private and public sector actors/stakeholders identified and vulnerable youth.

1.2.2 Scope and Timelines

The market assessment involved engagement with key stakeholders, such as marginalized youth engaged in economic activities, government agencies, departments, and programs, NGOs supporting youth employability, private sector actors, institutions that provide vocational services, training, and capacity building, regulators, and micro, small, and medium enterprises in four quarters (Ndosho, Katindo, Katoyi, and Virunga) in North Kivu, Goma City.

Study timelines: The entire assessment was completed within a timeframe of 28 working days as per the breakdown below.

- 1) Desk review and Inception phase (7 working days): 27th November - 5th December 2023

- 2) Data collection phase (7 working days): 6th to 13th December 2023
- 3) Data management and analysis phase (7 working days): 14th-22nd December 2023
- 4) Reporting writing phase (7 working days): 27th December 2023 to 4th January 2024

1. Approach and Methodology

2.1 Study Design:

A cross-sectional research design, integrating both quantitative and qualitative data collection methods, analyses, and triangulation, was employed to comprehensively address the Market Assessment objectives outlined above. Data collection was participatory, involving all relevant stakeholders, including youth, government agencies and departments, relevant NGO programs, private sector actors, as well as institutions that provide vocational services, training, and capacity building.

Quantitative data were gathered through surveys targeting marginalized youth engaged in income-generating activities (IGA), using an individual survey tool developed for this purpose. Qualitative information was collected through key informant interviews (KIIs) with project stakeholders (government agencies and departments, relevant NGO programs supporting youth employability, regulators, micro, small, and medium enterprises, private sector actors, as well as institutions that provide vocational services, training, and capacity building). Gender-segmented focus group discussions (FGDs) with male and female marginalized youth engaged in IGA were also conducted. Key informant interview and focus group discussion guides were developed and approved by the AVSI DRC team.

2.2 Sampling Size and Strategy

2.2.1 Sample size determination and procedures

a) Quantitative sample size determination:

As the project's targeted youth were yet to be enrolled, the study focused on similar marginalized youth (both female and male) engaged in income-generating activities. The assessment considered various business categories, including Small Retail/Service Businesses, Agri-businesses, Hospitality Businesses, Manufacturing Businesses, Professional Businesses, Retail and Wholesale Businesses, and Skilled Trade and Services. To determine the sample size, Yamane's (1967) formula was applied to the total population of 1,297,139 in the four quarters (Ndosho, Katindo, Katoyi, and Virunga) in North Kivu, Goma City.

$$n = \frac{N}{1 + N(e)^2}$$

Let's define:

N: Target Population size = 1,297,139

n: Required sample size

e: level of precision=0.05

The sample for the market assessment was computed and distributed based on various factors, including the target area operations, business categories, and gender of the study participants in Goma City as detailed in Table 1 below.

Table 1: Sample distribution

| | Beneficiaries Reached | Sample size | 2% non-response rate | Total sample size | Comments |
|--------------|-----------------------|-------------|----------------------|-------------------|--|
| Total | 1,297,139 | 400 | 8 | 408 | disaggregated by location, business category, and gender |

Participants quantitative Sampling Approach:

The assessment faced the challenge of not having the 160 targeted youth for the project already selected. To address this, a sample of marginalized youth similar to the envisioned project Market Assessment – North Kivu, Democratic Republic of Congo.

December 2023

beneficiaries was established. Data collection took place in all four quarters (Ndosho, Katindo, Katoyi, and Virunga) of Goma City, as identified and selected in consultation with AVSI DRC, partners, and city authorities.

In each cluster, enumerators introduced themselves to local authority, explained the purpose of the interview, and sought permission to proceed. The enumerators then randomly selected the first youth engaged in income-generating activities that met the interview criteria, following the proportionate sample size for each business category and interview based on daily targets and location-sex disaggregation.

Enumerators skipped one or two youth engaged in IGA (under the same category) before conducting the next interview, depending on the distance between businesses in the quarters. This approach was not a randomly selected sample of actual project beneficiary youth, but it ensured participation from marginalized youth with similar characteristics to the project's targets. It covered a wider geographical scope and fairly represented potential business categories in the targeted area. The approach provided a representative and sufficient sample size to draw meaningful conclusions on the market assessment findings.

b) Qualitative sample size:

The qualitative sample size determination for the market assessment study followed the principles of saturation and sufficiency. It was purposively identified based on specific selection criteria for both the site and interviewees, including geographic location (across Goma City), gender, occupational field/expertise, and roles in the project. The study aimed to conduct 20-25 interviews with key informants and 8 gender-segmented focus group discussions (FGDs), consisting of 8-10 participants each, as detailed in Table 2 below. Finally, the study managed to conduct 8 KII (out of the targeted 25) and 5 FGD (out of the targeted 8) in the four quarters of Goma City.

The main reasons for not reaching all the targeted key informants and focus group participants included unavailability within the interview period and reaching saturation levels for some key areas of the study. Nevertheless, the sample size achieved was deemed sufficient to draw meaningful conclusions on the market assessment outcomes.

Table 2: Targeted qualitative sample

| Respondent Category | Method | Sample Target | | Reached by Quatier | | | | |
|--|--------|---------------|--------------|--------------------|----------|-----------|----------|----------|
| | | Per location | Total Sample | Ndosho | Katindo | Katoyi | Virunga | Total |
| Female youth | FGD | 1 | 4 | 1 | 1 | 1 | 0 | 3 |
| Male Youth | FGD | 1 | 4 | 1 | 1 | 0 | 0 | 2 |
| Total FGD | | 2 | 8 | 2 | 2 | 1 | 0 | 5 |
| Stakeholders: | | | | | | | | |
| Vocational/training Institutions/programs | KII | 1 | 5 | | | | | 4 |
| Government agencies, departments, and Programs | KII | 2 | 10 | | | | | 1 |
| Private sector actors | KII | 2 | 10 | | | | | 3 |
| Total KII | | 5 | 25 | 5 | 9 | 14 | | 8 |

2.3 Data Collection and Analysis

2.3.1 Quantitative Data Collection and Analysis

The survey data for the market assessment were collected using the mobile application App (Kobo Collect) and stored in an online database. The data were later downloaded and transferred to Microsoft Excel and Stata v15 for analysis. Logical checks and frequency runs were performed on all variables to ensure data accuracy and consistency.

The analysis focused on key areas of assessment related to marginalized youth entrepreneurship activities. This included biodata such as age, level of education, marital status, dependency ratio, and business description, encompassing current business, main products and services, level of satisfaction with business performance, and challenges related to business operations and expansion. The analysis also covered labor and business skills (technical and soft skills), including current business skills acquired, stakeholders involved in skilling, gaps related to business skills needed, and interest in obtaining more business skills. Additionally, the analysis addressed business management skills, specifically the ability to compete in the market.

2.3.2 Qualitative Data Analysis

Data from the KIs and FGDs were analyzed using content analysis. Qualitative data were processed by reviewing transcripts to identify emerging issues and themes aligned with the market assessment objectives and questions. These included identifying main/potential employers of the youth in the community/county, barriers related to youth acquiring gainful employment with potential employers, interventions feasible to respond to the opportunities and constraints for youth services, the situation of demand, supply, adequacy (gap), opportunities, and constraints for youth services, skills required for youth to tap into market opportunities, and effective ways to engage government agencies to enhance linkages between government programs/agencies and youth, etc.

Through content analysis, codes were generated based on the participants' words. These codes helped segment and organize the data in MS Word. The codes were then combined to form broader themes related to the study's objectives and integrated into the narrative descriptions section (Section 3) of the report. This content analysis approach allowed for a comprehensive exploration of the qualitative data, yielding valuable insights for the market assessment.

2.4 Quality Control

During the market assessment, several quality control measures were implemented to ensure the accuracy and reliability of the data:

- a. Independent Research Enumerators: A total of 8 enumerators and 1 translator (7 males and 2 females) were recruited and trained for one and a half days before data collection (5th – 6th December 2023). These trained enumerators were responsible for collecting the data.
- b. Translation of the survey questionnaires and guidelines into two languages (English and French) ensured common understanding of the tools by the enumerators, thereby improving the quality of the data collected.
- c. Supervisor Checks and Daily Meetings: Supervisors checked each completed questionnaire daily and recorded any mistakes. Regular team meetings were held in the mornings prior to fieldwork to discuss the previous day's experiences and address any issues that arose.
- d. Independent Data Monitoring: Spot-checking was conducted by supervisors on a random selection of respondents to ensure interview consistency. The team also observed enumerators during interviews to assess question handling, response recording, and respondent treatment. Moreover, the monitoring team ensured adherence to fieldwork protocols, such as appropriate respondent selection and adherence to guidelines.
- e. Mobile-Based Data Collection: The use of Android phones for data collection provided an additional quality control mechanism.

These quality control measures were instrumental in maintaining the integrity of the data collected during the market assessment, ensuring its accuracy and validity for analysis and reporting.

2.5 Key consideration for study

2.5.1 Ethics

The Market Assessment adhered to relevant policies and procedures related to Human Studies. Prior permission from local government officials was obtained before conducting the assessment.

Ethical considerations were closely followed, including the principles of integrity, accountability, respect, and beneficence.

The study implemented the following ethical measures:

1. **Informed Consent:** All study participants were provided with an informed consent form. Participants were required to read and sign the form, ensuring that they understood the study's purpose and voluntarily agreed to participate.
2. **Safety of Participants:** Fieldworkers underwent training on security protocols to ensure the safety of both themselves and the participants. Supervisors monitored local security concerns regularly to ensure a safe research environment.
3. **Cultural Sensitivity:** Enumerator training included principles of research ethics and cultural sensitivities. This emphasized the importance of respecting differences related to culture, local behaviors and norms, religious beliefs and practices, sexual orientation, gender roles, disability, age, ethnicity, and other social differences, such as class, during the study.

By adhering to these ethical considerations, the market assessment ensured the protection and well-being of participants and maintained a respectful and culturally sensitive approach throughout the research process.

2.5.2 Safeguarding

The market assessment implemented a safeguarding approach with the following core elements:

1. **Clear Reporting Procedures:** The research protocol included clear procedures for reporting safeguarding concerns. This ensured that any issues or incidents related to safeguarding would be promptly addressed and handled appropriately.
2. **Safeguarding Training:** During the enumerator training, the consultant delivered a module on safeguarding. This training covered relevant safeguarding policies, the code of good conduct, the duty to report cases of abuse, an overview of the legal context in DRC, Goma, how to respond to and report a case of abuse, and information about the right reporting mechanisms.

By incorporating these core elements of the safeguarding approach, the study aimed to create a safe and secure environment for all participants and team members, while also addressing any potential safeguarding concerns that might arise during the research process.

2.6 Risks

The market assessment team acknowledged that there were no anticipated aggravated risks to the study participants. However, participants were informed about potential risks, and their rights were ensured throughout the process. The team strictly adhered to the principle of "do no harm." Data collection was conducted ethically, with a strong emphasis on protecting participants' confidentiality. The study took all necessary measures to prioritize the well-being and rights of the participants.

2.7 Privacy and Confidentiality

To ensure data confidentiality, all data collectors were required to sign a data confidentiality statement as part of their contracts, affirming their commitment to handle the assessment data according to required practices and standards. Sensitive information, including participants' individual characteristics and qualitative data from FGDs and KIIs, was stored digitally and protected with passwords, limiting access to the study team only.

Market Assessment data will be retained for up to 10 years for programming, intervention, and other purposes. After this period, the data will be de-stored, ensuring compliance with data retention and privacy regulations. These measures were implemented to safeguard participants' information and maintain data confidentiality throughout the study.

2. Findings

3.1 Profiles and Characteristics of the Youth

The survey results (n=406) indicate that the youth demographic is diverse. A substantial number, comprising 67%, fall within the age range of 20 to 25 years, while 33% are aged 15 to 19. In terms of marital status, only 0.2% are married, and the majority, 99.8%, are unmarried. Education levels vary, with 47% having completed A' level and 12% having tertiary education. A small percentage (2%) did not attend school. Regarding household roles, 76% are not household heads, and in terms of dependents, 51% mentioned not having any.

The findings underscore the importance of implementing tailored programs and policies to address the diverse needs of the youth population. Specifically, there is a need for educational initiatives targeting those who did not attend school, while employment and skill development opportunities should be created for individuals aged 20 to 25. Moreover, directing social support systems and resources towards youth who are not household heads is recommended, recognizing the unique challenges they may face. In essence, an inclusive and comprehensive approach, considering the varying characteristics revealed in the survey, is crucial for the formulation of effective youth development strategies.

Table 3: Profile of the Youth

| Youth characteristics | | n=406 | |
|----------------------------------|------------------------------|--------|-------|
| | | Number | % |
| Age | 15 to 19 years | 135 | 33% |
| | 20 to 25 years | 271 | 67% |
| Married | No | 405 | 99.8% |
| | Yes | 1 | 0.2% |
| Highest Education level Attained | Below primary 7 | 17 | 4% |
| | Completed O'level (S 4) | 78 | 19% |
| | Completed A' level (S 6) | 189 | 47% |
| | Completed primary 7 | 66 | 16% |
| | Completed tertiary education | 49 | 12% |
| | Never attended school | 7 | 2% |
| Household head | Don't know | 2 | 0% |
| | No | 309 | 76% |
| | Yes | 95 | 23% |
| Number of dependants | 5 people | 28 | 7% |
| | 6 to 10 people | 59 | 15% |
| | Less than 5 people | 94 | 23% |
| | More than 10 people | 17 | 4% |
| | None | 208 | 51% |

3.2 Business description

The business description section includes various components such as the economic activities youth are involved in, the main products sold by the youth, the primary services offered by the youth, clients to whom youth sell their products and services, market-based opportunities, challenges, and risks faced by youth in running their businesses, the level of satisfaction of youth with suppliers of products and raw materials, the level of business competitiveness of the youth, the level of satisfaction of youth with business performance, training needed to enhance business competitiveness for youth, economic and growing market opportunities for youth, the ability to expand business, and support needed to enhance business expansion for youth.

3.2.1 Economic Activities youth are involved in

Farm and off-farm activities undertaken by youth encompass both products and services. Table 4 provides a summary of the economic activities in which the youth are involved.

Table 4: Economic activities that the Youth are involved in

| Economic activities | Avenue carmel | Katindo | Katoyi | Ndosho | Virunga |
|--|----------------------|----------------|---------------|---------------|----------------|
| Selling Cds/Dvds | √ | | | | |
| Fruits: Vegetables: Grains: Nuts | √ | √ | √ | √ | |
| Tailor | √ | | | | |
| Quainquellerie | √ | | | | |
| Boutique,Il Ya Des Articles Jus,Farine ,L,Eau... | | √ | √ | √ | √ |
| Textiles & Sewing Items | | √ | √ | √ | √ |
| Foodstuffs (Prepared /Processed) | | √ | √ | √ | √ |
| Dairy Products (Fresh) | | √ | √ | √ | √ |
| Pomme De Terre | √ | √ | √ | √ | √ |
| Mécanicien | | √ | √ | √ | √ |
| Restaurant | | √ | | | |
| Jean Paul, Est Un Quido Il Colle Les Pneux Des Motor Et Voiture | | √ | | | |
| Je Prepare Et Je Vend Des Frite Ce Odette Nabintu | √ | √ | | | √ |
| Maison D,Habillement Et Art Devant La Porte | | √ | | | |
| Articles De Cyceber Café | | √ | √ | √ | |
| Des Accessoires De Telephones, Montres Et Phones | √ | √ | | | |
| Nous Vendons Les Produits Du Secretariat Et I Imprimer Les Documents | √ | √ | | | |
| Lavadeur Des Vehicules | √ | √ | | | √ |
| Muni Alimentation Et Les Begnè Devant La Porte | √ | √ | | | |
| Les Divers Et Les Credits Ou Unites | √ | √ | | | |
| Henoc Vend De L,Eau En Carton Et En Bidon | √ | √ | | | |
| Kalebo Matata Vend Des Credit Ou Unites | √ | √ | | | |
| David Garde La Maison Ce Un Comptoir De Minerai | | √ | | √ | |
| Vetement Seulement | | √ | | | |
| Nous Vendons Des Chawarmants, Fruite Et Boisson | | √ | | | |
| Je Fais Le Transferf De Musiques Et Charge Phone | | √ | | | |

| | | | | | |
|--|---|---|---|--|--|
| If Others, Specify. | | √ | | | |
| Je Suis Un Coiffeur | | √ | | | |
| Je Ves Vends De Braise | | √ | | | |
| Dani Vend Des Unites | | √ | | | |
| Selling underwear, Supports, Hand Towels, Tablecloths, Handkerchiefs | √ | √ | | | |
| Cds/Dvds | √ | √ | | | |
| Boutique,Il Ya Des Articles Jus,Farine ,L,Eau... | √ | √ | | | |
| Textiles & Sewing Items | | √ | | | |
| Foodstuffs (Prepared /Processed) | | √ | | | |
| Dairy Products (Fresh) | | √ | | | |
| Pomme De Terre | | √ | | | |
| Mécanicien | | √ | | | |
| Restaurant | | √ | | | |
| Jean Paul, Est Un Quido Il Colle Les Pneux Des Motor Et Voiture | | √ | | | |
| "Je Prepare Et Je Vend Des Frite Ce Odette Nabintu | √ | √ | | | |
| Maison D,Habillement Et Art Devant La Porte | | √ | | | |
| Articles De Cyceber Café | | √ | | | |
| Des Accessoires De Telephones, Montres Et Phones | √ | √ | | | |
| Nous Vendons Les Produits Du Secretariat Et I Imprimer Les Documents | | √ | | | |
| Lavadeur Des Vehicules | | √ | | | |
| Muni Alimentation Et Les Begnè Devant La Porte | √ | √ | | | |
| Les Divers Et Les Credits Ou Unites | √ | √ | | | |
| Henoc Vend De L,Eau En Carton Et En Bidon | | √ | | | |
| Kalebo Matata Vend Des Credit Ou Unites | | √ | | | |
| David Garde La Maison Ce Un Comptoire De Minerai | √ | √ | | | |
| Spirits /Alcohol | | | √ | | |
| Carburant | | | √ | | |
| Books & Stationary | | √ | √ | | |
| Vente Des Unités | | √ | √ | | |
| Menuiserie | | √ | √ | | |
| Salon De Coiffure | √ | | √ | | |
| Lavage Du Véhicule | | | √ | | |
| Phone Accessories | √ | | √ | | |

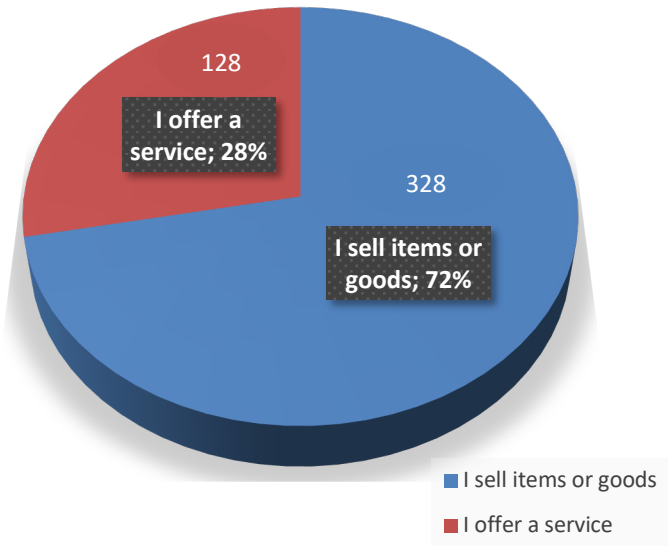
| | | | | | |
|---|---|---|---|---|--|
| Crafts & Souvenirs & Art | | | √ | | |
| Computer/Business Services | | | √ | | |
| Les Cartes Prépayées | | | √ | | |
| Maquillages | √ | | √ | | |
| Coiffeur | | | √ | | |
| Transfert Des Musiques | | | √ | | |
| Mecanicien | √ | | √ | | |
| Electrician | | | √ | | |
| Divers | | | √ | | |
| Vernues | √ | √ | √ | | |
| Epices | √ | √ | √ | | |
| Unites Et Divers | | √ | √ | | |
| Crepes | | | √ | | |
| Salon Coiffure | | | √ | | |
| Street Food (Chappati, Fresh Juice & Fruit, Etc.) | | | | √ | |
| Electronic Devices | | | | √ | |
| Bakery | √ | | | √ | |
| Phone Charging and Flash Disk Sales | √ | | | √ | |
| Kitchen Accessories | √ | | | √ | |
| Tea Shop Owner | √ | √ | √ | √ | |
| Éplucheur Des Mais Dans Les Dépôts | √ | √ | | √ | |
| Vendeur Des Unites | | √ | | √ | |
| Téléphones Avec Les Accessoires | | √ | √ | √ | |
| Des Boissons Sans Alcool Et Alcoolisé | | √ | | √ | |
| Vente De Viande De Porc | | | | √ | |
| Vente De L'Huile De Palm | √ | √ | | √ | |
| Seulement Les Chaussures Pour Les Femmes | | | | √ | |
| Tressage De Cheveux Pour Les Femmes Et Vente Des Accessoires Pour Les Cheveux | | | √ | √ | |
| Atelier De Coupe Couture Et Vente Des Accessoires De Coupe Couture | √ | | | √ | |
| Bassin, Termes,Casseroles, Assiettes, Gobelets Et Sceaux | | | | √ | |
| Des Vêtements Pour Les Enfants | | √ | | √ | |
| Vente Des Bières En Gros Et Detaille | √ | | | √ | |

| | | | | | |
|--|---|---|---|---|---|
| Quinquilleur | | | | √ | |
| Vente De Boissons De Diferent Qualité | √ | | √ | √ | |
| Maison De Vente De Pomme De Terre | √ | | | √ | |
| Je Fais La Cordonnerie | √ | | | √ | |
| Revendeur Des Unités Et Mega | √ | | √ | √ | |
| Vente Beignets,Biscuits Pampli,Bonbons Et Autres | | √ | | √ | |
| Atelier De Menuiserie | | | | √ | |
| Je Vend De Pains Des Jus Et Autres Divers | | √ | | √ | |
| Maison De Vente Vetements | √ | | √ | √ | |
| Vente Des Boissons, Tabac Et Autres Divers | | | | √ | |
| Vente Des Unités, Œufs Et Deodorat | | √ | | √ | |
| Service Quado Donc Réparation De Pneus Et Autres | | | √ | √ | |
| Revendeur Des Chaussures De Différentes Categories | √ | | | √ | |
| Je Fabrique Des Mâles Et Les Vendre | | | | √ | |
| Réparation Moto | √ | √ | √ | √ | |
| Tailor | √ | √ | √ | √ | √ |
| Fuel | √ | √ | √ | √ | √ |
| Biscuits | | | | | √ |
| Clothes & Footwear | √ | √ | √ | √ | √ |
| Memory Card/Flash Disk | | | | | √ |
| Pharmaceuticals | | | | | √ |
| Fruits: Vegetables: Grains: Nuts | √ | √ | | | √ |
| Quincaillerie | | | | | √ |
| Beverages (Non-Alcoholic) | | | | | √ |
| Cafétéria | √ | √ | √ | √ | √ |
| Plastic Products | | | | | √ |
| Bread (Freshly Baked) | | | | | √ |
| Metal Goods & Furniture | | | | | √ |
| Hair Accessories | √ | √ | √ | √ | √ |
| Wood Products & Furniture | √ | | | | √ |
| Mécanicien Moto | √ | | | | √ |
| Lavage Des Motos | √ | | | | √ |
| Beautician-Hair Stylist | √ | √ | √ | √ | √ |

| | | | | | |
|----------------------------------|---|---|---|---|---|
| Tools (Agr. And Other) | | | | | √ |
| Carpenter | | | | | √ |
| Household Goods | √ | | | | √ |
| Produit De Maquillage | | | | | √ |
| Mécanicien Des Motos | | √ | | | √ |
| Réparation Des Téléphones | | √ | | | √ |
| Vernisseur | | √ | | √ | √ |
| Eau Mineral | √ | √ | | | √ |
| Tomates Et Épices | | | | | √ |
| Spare Parts For Bikes/Cars/Bodas | √ | | | | √ |
| Vente Des Unités Du Téléphone | | √ | | √ | √ |
| Bags & Suitcases | | | | | √ |
| Vente Des Unites | | | | | √ |
| Vente Unités De Téléphone | | | √ | √ | √ |
| Réparation Appareils Électriques | √ | | | | √ |

The data represented in Figure 1 indicates that a significant portion, comprising 328 individuals (72%) of the youth surveyed, are actively involved in selling products. In contrast, a smaller percentage, accounting for 128 individuals (28%), are engaged in providing services. This insight suggests a prevalent inclination among the surveyed youth towards product-oriented business activities rather than service-oriented ones. The observed preference for product-oriented activities among the youth presents opportunities for enhancing and diversifying their businesses. Strategies such as identifying popular products, refining marketing techniques, and exploring avenues for product innovation can be implemented to capitalize on this inclination. Additionally, recognizing the lower engagement in service provision suggests potential for supporting and promoting service-oriented ventures among the youth. The recommendation includes the development of tailored training programs and resources to equip them with the skills and knowledge needed for service-based entrepreneurship. Overall, understanding and leveraging these preferences can guide targeted initiatives to empower and support the entrepreneurial endeavors of the youth, contributing to their overall success in business.

Figure 1: If Youth sell products or services

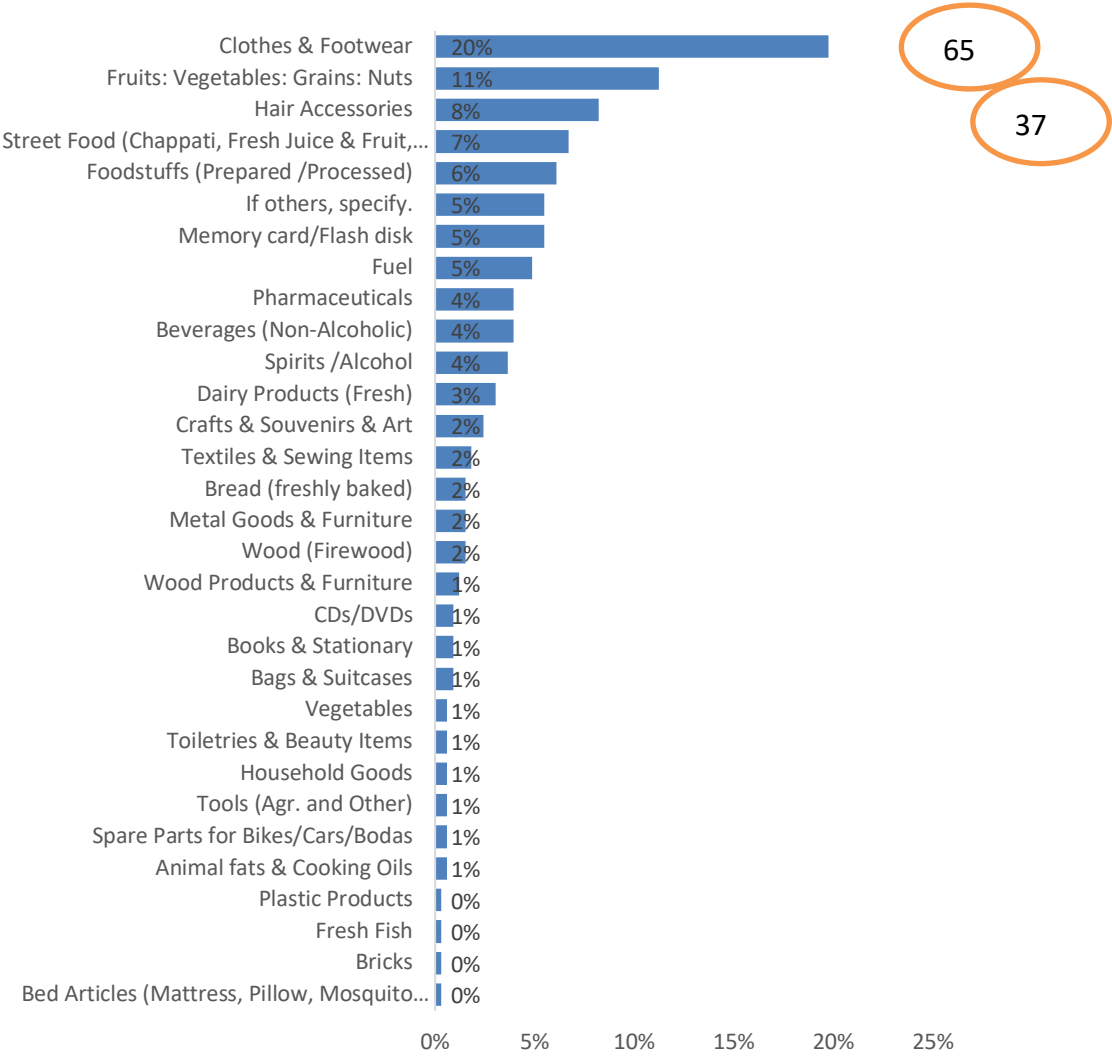


3.2.2 Main Products sold by the Youth

The youth's product offerings display a diverse range, showcasing their adaptability to varying market demands. A notable 20% of the total interviewed youth are involved in selling clothes and footwear, indicating a strong presence in the fashion sector. Additionally, 21% of the youth are active in the food industry, selling street food, processed foodstuffs, and natural products like fruits and vegetables. Other products, including beauty items, beverages, and pharmaceuticals, contribute 4-8% each. The results depict a dynamic entrepreneurial landscape, with youth engaging in a wide array of businesses, from traditional items like wood to modern goods like

memory cards. This diversity reflects the youths' efforts to tap into diverse market niches and meet varied consumer needs.

Figure 2: Main products sold by the Youth



The focus group discussions with the youth also revealed participants offering a diverse range of products and services, including internet units, driving services, and metal goods.

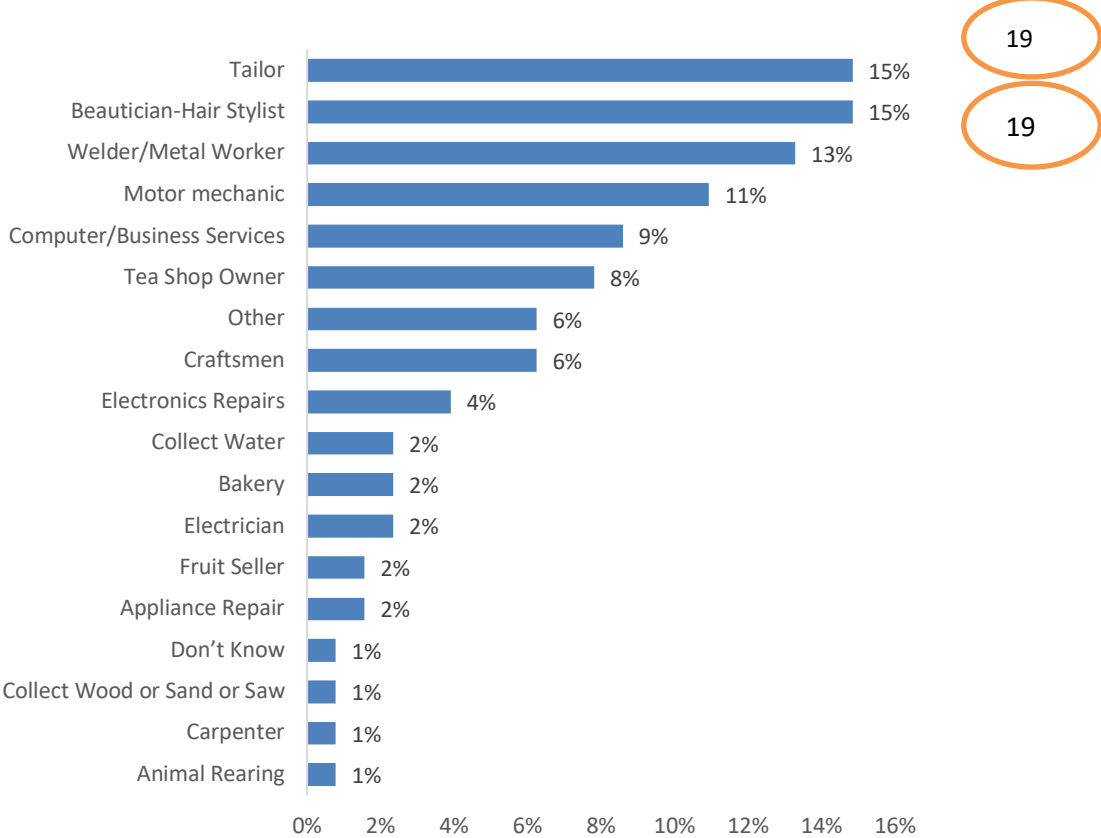
One participant mentioned, "I work for myself, selling shoes on an outpatient basis. As for me, I sell the units on the road, I work in a telephone charging house, selling also phone accessories."

Another participant shared, "I sell my telephone units on the road. I have a parasol and a table that I use, and that's where my customers meet me. I also sell my juices and drinking water along the road. As for buying, selling, and collecting irons, I use a small house at home, and that's where my customers find me. But often it's young people, children, and sometimes I buy from Rwandan women who walk the avenues. As an Atalaku (assistant driver), I first go to the parking lot in the morning to look for a driver with whom I'm going to work, then we spend the day driving around Goma looking for passengers. For those of us with a professional background, we work on construction sites, and it's often the engineers who recruit us."

3.2.3 Main Services which youth are engaged

The services that the youth are involved in are diverse, as illustrated in Figure 3 below. The main service that the youth are predominantly engaged in appears to be varied, with a notable concentration in trades and services. Welding and metalworking, motor mechanics, beautician and hair styling, and tailoring emerge as the most prevalent occupations among the surveyed youth, collectively constituting a significant portion of the respondents at 54%. These vocations highlight a spectrum of hands-on skills and craftsmanship, reflecting the youths' active involvement in sectors such as automotive repair, metal fabrication, personal grooming, and fashion. The findings suggest a robust presence of entrepreneurial spirit, technical expertise, and creative flair among the youth, underscoring the importance of vocational and artisanal pursuits in the community.

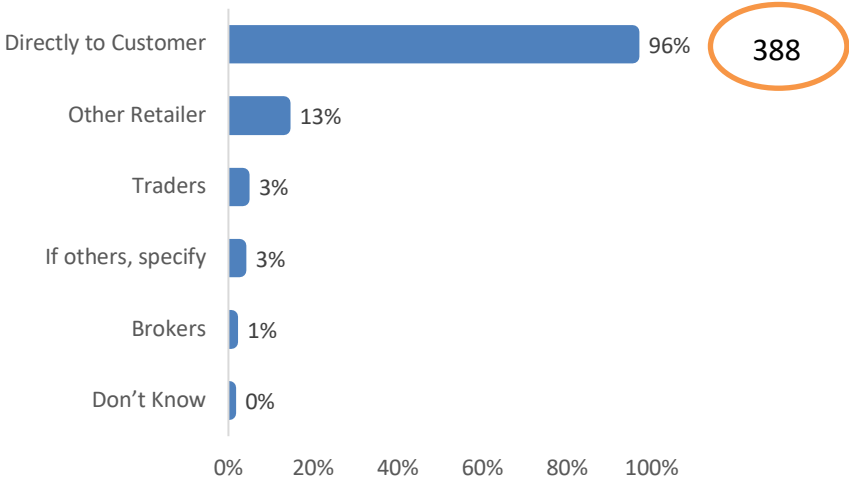
Figure 3: Main services in which the youth are engaged



3.2.4 Clients to whom youth sell their final products or services

The data indicates that the youth primarily sell their final products directly to customers, with a significant majority of 388 (96%). This suggests that the youth engage in business models that involve direct consumer interactions, possibly through retail outlets, online platforms, or other direct selling channels. Additionally, a small percentage, representing 3%, engage with brokers and traders, while 13% fall under the category of "Other Retailers." The presence of "others" at 3% implies additional diversity in the distribution channels, showcasing the versatility in how youth bring their final products to the market. This diverse distribution approach reflects the adaptability of youth entrepreneurs in reaching their customer base.

Figure 4: Clients to whom youth sell their final products or services



The focus group discussion (FGD) revealed that the youth predominantly sell their products along the main road and in busy business areas such as near churches and schools. Many operate roadside stalls, using a parasol and a table to display and sell items such as telephone units, juices, and drinking water. Additionally, some youth disclosed their involvement in buying, selling, and collecting irons, conducting these activities from a small house at home. They also mentioned purchasing goods from traders who walk the avenues. Those with a professional background often work on construction sites, with engineers being the primary recruiters for such roles.

One participant shared, *“I sell my telephone units on the road. I have a parasol and a table that I use, and that’s where my customers meet me. I also sell my juices and drinking water along the road.”* Another participant mentioned, *“As for buying, selling, and collecting irons, I use a small house at home, and that’s where my customers find me.”* One of the participants involved in transport services indicated, *“As an Atalaku (assistant driver), I first go to the parking lot in the morning to look for a driver with whom I’m going to work, then we spend the day driving around Goma looking for passengers.”* Another participant indicated, *“For those of us with a professional background, we work on construction sites, and it’s often the engineers who recruit us.”*

3.2.5 Market-based opportunities, challenges and risks faced by the youth

The findings suggest a promising opportunity for the development of a diverse and robust local market, driven by high demand for a wide range of products and services among the youth. This demand includes electronic appliances, kitchen accessories, mobile accessories, clothing, shoes, beverages, and various services like cafeteria services, snack preparation and sale, hairdressing, mechanic services, phone repair, printing, and tailoring. Meeting these demands could potentially lead to business growth and economic sustainability for youth entrepreneurs. The majority of youth source their raw materials from wholesalers (84%), frequently purchasing stock every few days (43%), and expressing satisfaction with suppliers (80%). While over half of the respondents believe they can compete with similar traders, those feeling unable to compete cite challenges such as lower quantity, lower quality, and a lack of variety. Challenges hindering business expansion include a lack of funds to buy more stock and insufficient supply.

The focus group discussion reveals additional insights into the barriers and challenges faced by youth seeking gainful employment in the community. A pervasive lack of financial resources impedes investment in skills and businesses. Discrimination and tribalism further limit opportunities, going beyond merit-based considerations. Additionally, insufficient skills and experience are significant obstacles, with some lacking access to proper training or resources for skill development. The absence of regulatory authorities contributes to fierce competition, resulting in pricing issues and market inefficiencies. Harassment from government officials and high rent costs further compound these challenges. The scarcity of job opportunities not only

leads to economic struggles but also contributes to negative behaviors among marginalized youth, including juvenile delinquency, theft, and involvement in illicit activities, emphasizing the urgent need to address these multifaceted issues.

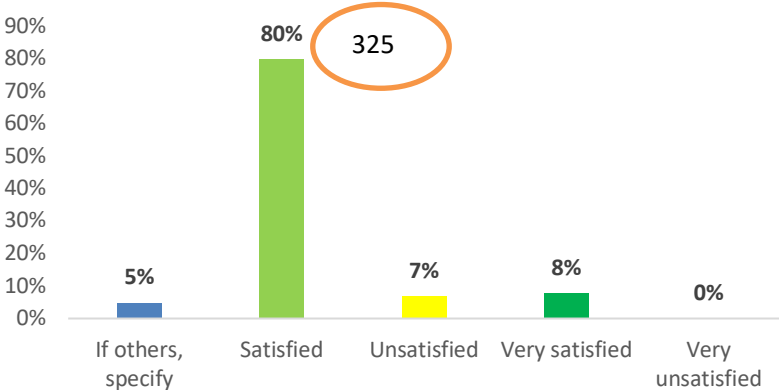
3.2.6 How often the youth purchase stock or raw materials

The data reveals varying frequencies in the procurement of stock or raw materials among the youth. The most common practice is purchasing every few days, accounting for 43% of responses, indicating a frequent and consistent restocking pattern. Additionally, a significant portion of youth engages in daily purchasing, constituting 17%, indicative of a more immediate and frequent replenishment strategy. Every few weeks and every month follow closely at 18% and 7%, respectively, highlighting diverse procurement schedules within the surveyed group. A notable percentage of respondents (8%) falls under the category "Other." When asked about where they purchase their products, a substantial majority of youth engaged in business primarily source their raw materials from wholesalers, with 84% of respondents relying on this channel. This preference for wholesalers suggests a strategic approach to procurement, allowing the youth to access goods in larger quantities at potentially discounted rates. The emphasis on wholesalers implies that the surveyed youth likely prioritize efficiency, cost-effectiveness, and convenience in acquiring their merchandise. Itinerant traders, chosen by 12% of youth, might offer a more flexible and mobile option, potentially appealing to those seeking unique or niche products, and 16% who specified "others", contributing to the overall diversity in procurement preferences among the surveyed youth.

3.2.7 Level of Satisfaction with the suppliers

The majority of the youth express a high level of satisfaction with their suppliers of raw materials or products for resale, with 80% indicating satisfaction and an additional 8% expressing very high satisfaction. This positive sentiment suggests a generally contented relationship between youth and their suppliers, possibly indicating reliability, quality, and favorable terms in the procurement process. The 7% who report being unsatisfied encountered challenges such as irregular supply, poor product quality, or unfavorable terms, while the negligible 0.3% indicating very unsatisfied reflects a rare occurrence of extreme dissatisfaction. The "others, specify" category stands at 5%. Overall, the data suggests a predominantly positive supplier relationship, indicating that the majority of youth have found reliable and satisfactory sources for their raw materials or resale products.

Figure 5: Satisfaction with level of performance of suppliers



3.2.8 Level of dissatisfaction with the suppliers of raw materials

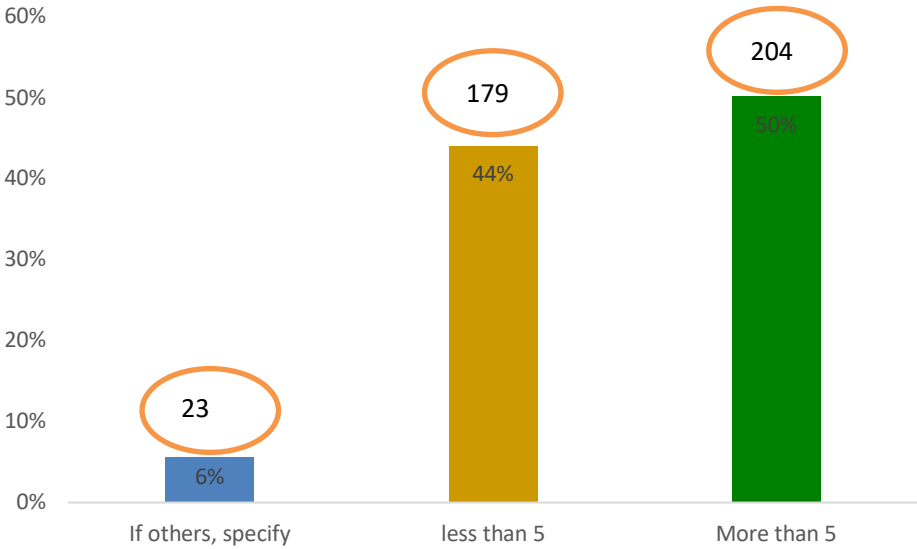
The challenges faced by youth in their interactions with raw material suppliers are diverse, as indicated by their responses. The most common issue, cited by 30% of youth, is insufficient volume or quantity of supplies, suggesting a struggle to meet demand or capitalize on business opportunities. Poor quality is a significant concern for 18% of youth, indicating issues related to the standard of the materials they acquire. Additionally, 12% report challenges with inconsistent supply, which could potentially disrupt their production or resale processes. Unprofessional

conduct by traders or suppliers is another noteworthy challenge, reported by 12% of youth. The absence of complaints regarding the hygiene of food sales indicates a relative satisfaction in this aspect, with 36% specifying "others." These challenges collectively underscore the importance of establishing reliable, quality-focused, and professional relationships with suppliers for the success of their businesses.

3.2.9 Similar businesses around Youth business operation and level of competition

Figure 6 illustrates a varied business landscape among youth in the surveyed area. About 50% of respondents indicate the presence of more than 5 similar businesses, implying a competitive and diverse market setting. Another 44% mention fewer than 5 similar businesses, suggesting a combination of competitive and potentially niche markets within the area. The "others, specify" category, standing at 6%, adds further nuance to the business environment. In essence, the data highlights the dynamic and diverse nature of the business landscape in the area, emphasizing that a considerable number of youth operate in an environment characterized by both competition and diversity.

Figure 6: Number of businesses around Youth business operation and level of competition



3.2.10 How youth measure performance of their business

The data reveals that surveyed youth employ diverse metrics to measure the performance of their businesses. A significant portion, comprising 293 individuals (72%), primarily assess success through the number of units sold, emphasizing a focus on tangible outcomes and revenue generation. For those providing services, 205 individuals (50%) use the metric of the number of clients served, emphasizing customer engagement and satisfaction, with an additional 17 individuals (4%) specifying "others." The varied range of measurement units highlights the multifaceted nature of youth entrepreneurship, where success is evaluated not only through financial metrics but also through the impact on clientele and service delivery. These diverse approaches suggest that youth adopt performance metrics aligned with the nature of their businesses, reflecting a nuanced understanding of success beyond a singular criterion.

3.2.11 Period youth feel able to estimate your business volume

The results reveal that youth employ diverse timeframes when estimating their business volume, reflecting varying preferences and approaches. A notable emphasis on shorter timeframes is evident, with a majority of 150 individuals (37%) feeling confident estimating their business volume on a weekly basis. This suggests a focus on immediate trends and adaptability to short-term fluctuations. Monthly estimations, chosen by 120 individuals (30%), indicate a slightly longer planning horizon, possibly reflecting a desire for a more comprehensive overview of their business

performance. A significant 97 individuals (24%) express the ability to estimate business volume on a daily basis, emphasizing real-time awareness and responsiveness to daily operations. The 16 individuals (4%) opting for yearly estimations may be engaged in businesses with longer sales cycles or taking a more strategic, long-term approach. The 6% responding with "Don't Know" suggests a level of uncertainty or variability in the estimation process for a segment of youth. Overall, these results highlight the dynamic and adaptive nature of how youth gauge their business volume, tailored to the unique characteristics of their respective ventures.

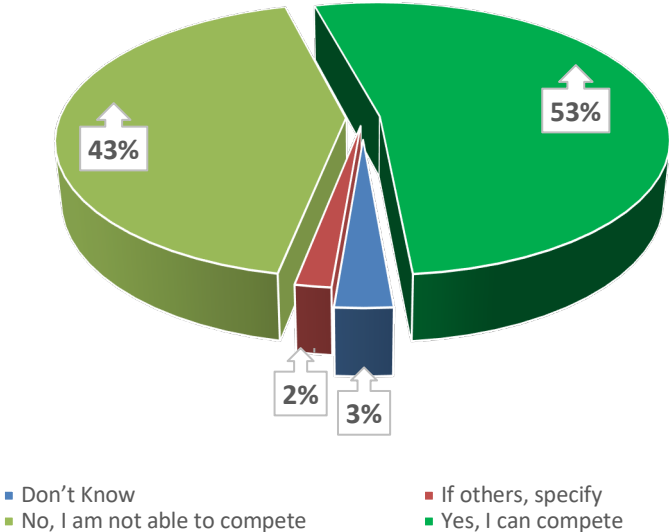
3.2.12 Level of satisfaction with business sales/performance during

The survey indicates a generally positive sentiment among youth regarding the level of sale/performance during the chosen period, with a significant 306 individuals (75%) expressing satisfaction. This high satisfaction level suggests effective business strategies, successful customer engagement, and the ability to meet demand. The relatively low percentage of dissatisfaction, at 65 individuals (16%), implies that the majority of youth entrepreneurs are managing their businesses with a degree of success. The 34 individuals (8%) reporting being very satisfied further underscore the favorable outlook, indicating a subset of youth experiencing exceptional performance or growth. The minimal 1 individual (0%) expressing very unsatisfied sentiments signals that, overall, the surveyed youth perceive their business endeavors as successful and satisfactory.

3.2.13 Youth ability to compete with other traders selling similar goods

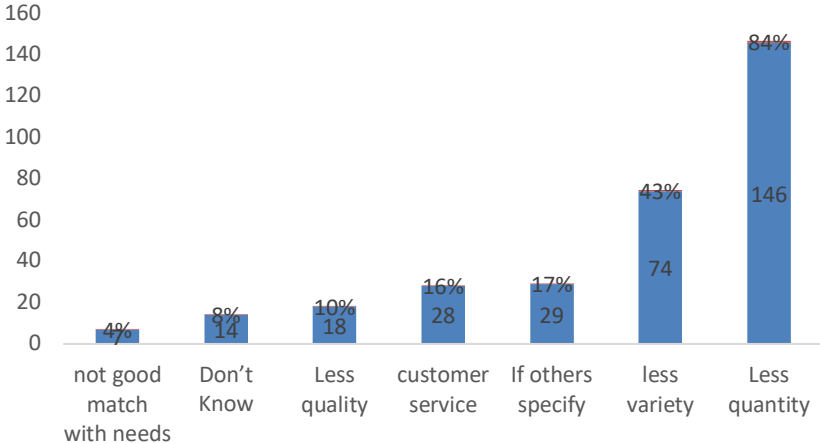
The findings suggest a relatively balanced perspective among the youth regarding their ability to compete with other traders selling similar goods. A majority of 214 individuals (53%) express confidence in their competitive capabilities, indicating that they feel well-equipped to navigate and succeed in the market alongside their counterparts. On the other hand, 174 individuals (43%) admit to feeling unable to compete, suggesting challenges or perceived limitations in their business strategies, resources, or market positioning. The "Don't Know" category at 11 individuals (3%) and the "others" at 7 individuals (2%) introduce some uncertainty and additional factors to consider. Overall, the data highlights a diverse landscape where a significant portion of youth entrepreneurs feels they can compete effectively, while others acknowledge potential barriers that may impact their competitive edge in the market.

Figure 7: Competition with other traders



Reasons cited by youth for their perceived inability to compete with other traders selling similar goods vary. Among those who feel they are unable to compete, the primary reasons identified include offering less quantity of goods or services at 146 individuals (84%). On the other hand, others cited having less variety at 74 individuals (43%) and less quality at 18 individuals (10%), highlighting potential challenges in diversifying product lines or maintaining high standards. Customer service emerges as a significant factor, with 28 individuals (16%) mentioning it as a reason for their perceived inability to compete, suggesting a recognition of the importance of service quality in the competitive landscape. The "Don't Know" category at 14 individuals (8%) and "others specify" at 29 individuals (17%). Overall, the data underscores the multifaceted nature of competition, with youth recognizing and attributing their competitive status to factors such as quantity, variety, quality, and customer service.

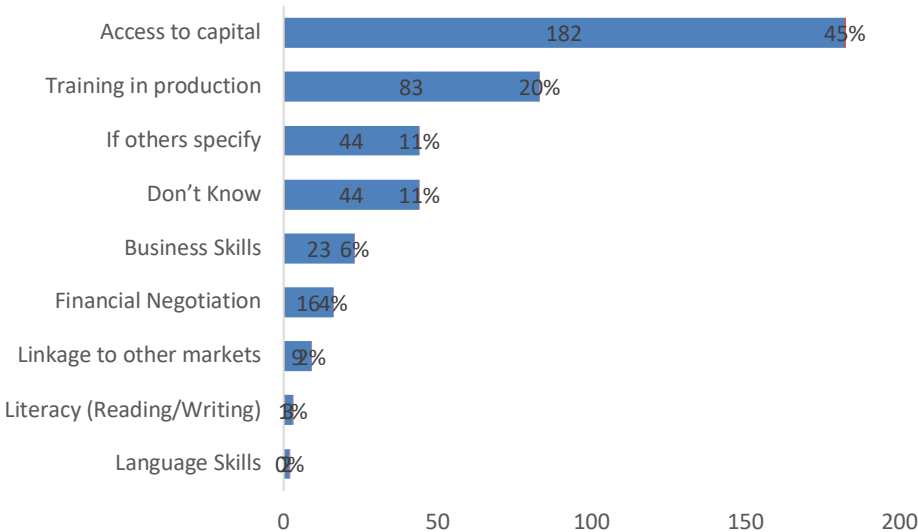
Figure 8: Reasons for not being able to compete



3.2.14 Training that would enhance youth competitiveness

The youth identified the following training needs to enhance their competitiveness in the market as illustrated in figure 9:

Figure 9: Training that would enhance youth competitiveness



The data presented in Figure 9 reveals significant areas where youth identify a need for training to improve competitiveness and expand their businesses. Access to capital and finance emerges as the foremost requirement, with 84% of respondents recognizing its significance, highlighting the pivotal role financial resources play in business growth and sustainability. The acknowledgment of business skills by 2% suggests an understanding of the value in refining

specific entrepreneurial, management, and market-related competencies. The 3% mentioning training in production indicates a desire for skill development in actual production processes, potentially aimed at enhancing efficiency and product quality. The awareness of the benefits of expanding market reach is reflected in the 1% emphasizing linkage to other markets, while the mention of financial negotiation at 1% underscores the recognition of effective financial management and negotiation skills. The "others specify" category at 6% further indicates diverse training needs perceived by youth, emphasizing the multifaceted nature of skills crucial for enhancing competitiveness and fostering business expansion.

Key informant interviews with representatives from the private sector highlight the pressing need for training among youth, emphasizing the critical role of modernizing vocational courses, providing necessary equipment, and enhancing teacher capacities to improve young people's prospects in the job market. There is a specific call for a comprehensive approach that includes marketing training, particularly in digital marketing, to enhance visibility and promote products effectively. The youth, in turn, recognize the value of acquiring management information skills to efficiently distribute tasks within their businesses and express a desire for training in financial and resource management. This comprehensive perspective reflects an awareness of the evolving demands of the job market and a commitment to acquiring skills that not only strengthen current business operations but also position them for expansion and success, potentially extending beyond the local context to the Democratic Republic of Congo as a whole. The overarching theme is a need for well-rounded, contemporary training that equips the youth with the skills necessary for business growth, management, and adaptation to the evolving economic landscape.

Quoting one of the interviewees, *"To improve young people's chances, we need to modernize vocational training courses, equip them with the necessary materials or suitable equipment, strengthen the capacity of teachers and finally, make consumables available to them to boost or launch them onto the job market so that they can update their skills and talents."*

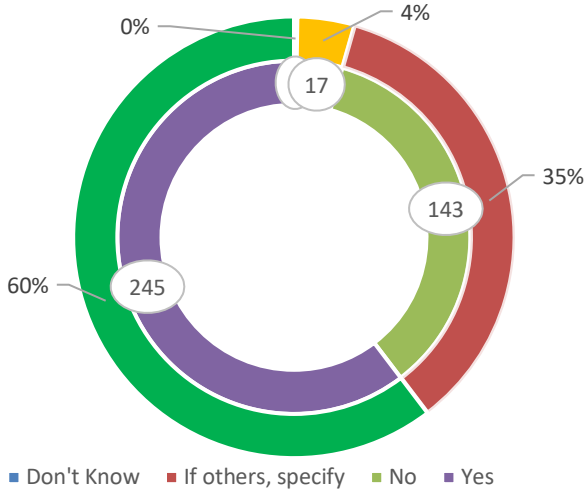
Another interviewee emphasized, *"At the moment, youth need some great skills in running their business. Youth need marketing training, much more digital marketing because that's going to help them a lot more to be known in the environment and also to promote their product. Secondly, youth need management information so that they can know how to divide up tasks. They want to expand their services throughout the DRC by learning about financial management, resource management, and any training related to management."*

3.2.15 Economic and growing market opportunities appropriate for youth

The findings indicate that a substantial majority of youth, accounting for 60%, perceive themselves as successfully meeting the demand of their current customers. This positive response aligns with the potential for growing market opportunities for the youth. On the contrary, 35% of respondents expressed a negative sentiment, stating that they are not meeting customer demand. This may suggest that these youth entrepreneurs are facing challenges such as supply chain issues, production constraints, or limitations in meeting diverse customer needs. The "others, specify" category at 4% further indicates additional factors influencing the perception of meeting customer demand. Overall, the findings highlight a dynamic market landscape for youth, where a significant portion is successfully catering to current customer demands. This success may pave the way for

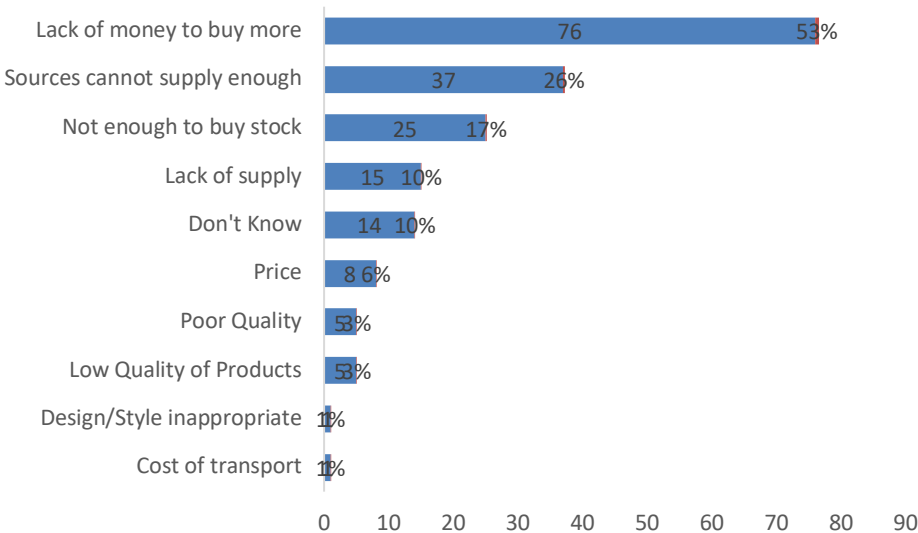
further growth and increased market opportunities as they navigate and address challenges in meeting evolving customer needs.

Figure 10: Meeting the demand of customers



The survey sought further insights into the reasons youth might not be meeting the demand of their customers. A significant majority, accounting for 53%, attributes this challenge to a lack of money to buy more stock, indicating financial constraints that hinder their ability to meet customer demand. Additionally, 26% mention that sources are unable to supply enough, suggesting potential challenges in securing a consistent and sufficient flow of raw materials or products. The lack of supply (10%) and not having enough to buy stock (17%) further underline financial and supply chain challenges. The "Don't Know" category at 10% suggests a segment of youth may face difficulties in pinpointing specific reasons for not meeting customer demand. These challenges collectively point to financial limitations, supply chain constraints, and market dynamics as key factors influencing youth's ability to fulfill customer needs.

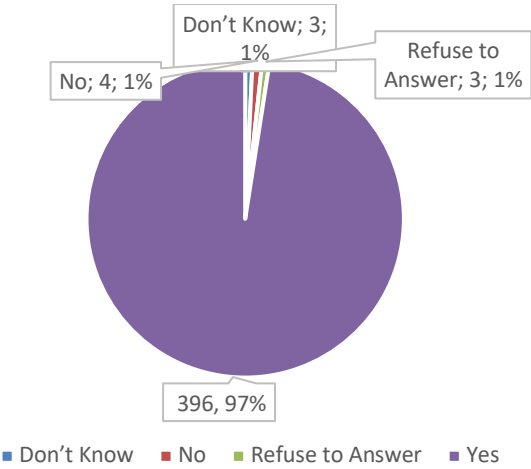
Figure 11: Reasons for not meeting demand



3.2.16 Youth who plan to expand their businesses

The overwhelmingly positive response, with 98% of youth expressing an intention to expand their businesses in the next few years, reflects a strong entrepreneurial drive and ambition within this demographic. This high percentage suggests a collective vision for growth and an eagerness to explore opportunities that can lead to the expansion of their enterprises. The negligible percentages in the "Don't Know" and "Refuse to Answer" categories at 1% each suggest a high degree of clarity and transparency among the youth regarding their business aspirations. The data implies a forward-looking mindset among youth, reflecting their determination to capitalize on market opportunities, enhance their business operations, and contribute to their economic empowerment and community development. Strategies and support aimed at fostering this expansion, such as access to training, financial resources, and mentorship, could further empower the youth in realizing their business growth objectives.

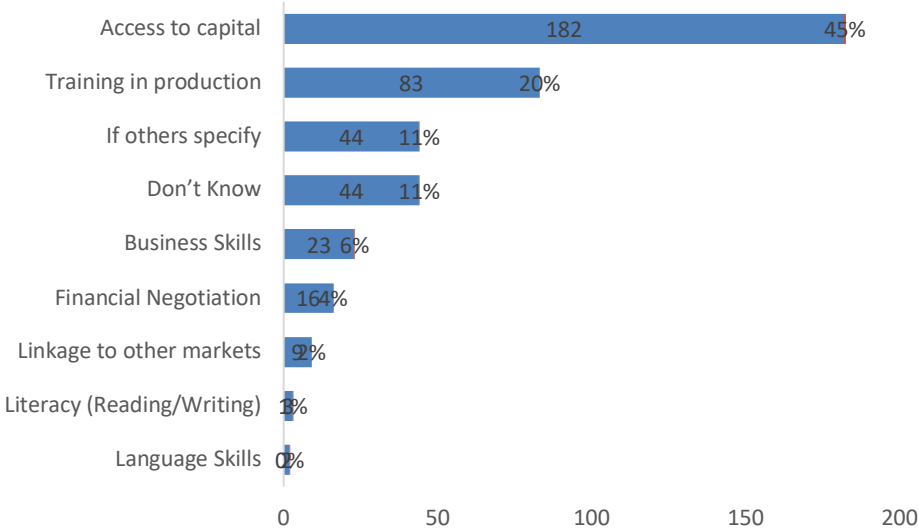
Figure 12: Plan to expand



3.2.17 Support which is needed to enhance business expansion

The youth's primary identified need for expanding their businesses is access to capital and finance, with 84% recognizing its crucial role in fueling growth. This underscores the importance of financial resources in business development. Additionally, there is a desire for broader entrepreneurial competencies, such as business skills (2%), financial negotiation (1%), and linkage to other markets (1%), reflecting an understanding of the diverse skills needed for expansion. The emphasis on training in production (3%) suggests a focus on improving the efficiency and quality of their production processes. The "others specify" category at 6% indicates additional diverse needs. Overall, the youth stress the central role of financial access while highlighting a comprehensive set of requirements, including skills development and market linkages, essential for empowering them in their pursuit of business expansion.

Figure 13: Support which youth need to enhance business expansion



3.2.18 Growing Opportunities Appropriate for the youth

In focus group discussions held within groups in Paroisse Saint François Ndosho, Katoyi, and Kyeshero, a wide array of market opportunities was identified by youth in North Kivu. These opportunities span diverse sectors, **including fuel sales, public secretariat services, stationery, meat sales, barbecue services, clothing and footwear sales from outside the country, and furniture manufacturing in carpentry workshops.** Additionally, there is **interest in culinary arts, aesthetics, cutting and sewing, handbag sales, knitting, rug-making, makeup sales, braiding, and basket making.** **Hairdressing salons emerge as a common interest, and there is potential interest in trade workshops for learning carpentry, mechanical training, and tailoring.** **Collaborating with companies offering various services is considered attractive due to the employment prospects for young people in these sectors.** These identified opportunities reflect the youth's keen interest in diverse fields, underscoring their focus on entrepreneurship, skilled trades, and service-oriented industries as pathways for economic empowerment and professional development.

"Other opportunities in the neighborhood include opening a hairdressing salon, working with companies that offer different services, as these types of businesses hire a lot of young people. Others would like to work in trade workshops (to learn carpentry, mechanical training, tailoring)."

The key informant interviews with local authorities and private entities regarding the main and potential employers of the youth in terms of opportunities for their growth revealed that the primary employers for the youth trained by the Don Bosco Vocational Training Center, Anna Micheli, and Un Jour Nouveau include local businesses, private companies, and NGOs. However, barriers to gainful employment include limited job opportunities, especially in a region where security services dominate youth employment. To address these challenges, there is a need for increased support from organizations to empower young people to create their own jobs, possibly through funding, start-up equipment provision, and collaboration with local businesses. Additionally, efforts should be directed towards modernizing vocational training courses, providing necessary materials, and fostering entrepreneurship to enhance the youth's chances of successful employment and economic independence.

In addition to the vocational training opportunities provided by organizations like Anna Micheli and the Don Bosco Youth Center, other economic opportunities for marginalized youth include exploring the growing sectors of production, information technology (IT), and tailoring. Given the demand for electronics and tailoring services in the community, young people with technical skills

can potentially venture into IT-related businesses, such as offering IT services, setting up public secretariats, or providing technological solutions, and establishing tailoring services. Moreover, there is a need for diversified businesses in the community, supporting and encouraging young entrepreneurs to establish enterprises in various fields, which could contribute to economic growth. Overall, fostering a culture of innovation, supporting diverse skill sets, linkage to the private sector, and creating an enabling environment for entrepreneurship could open up additional avenues for economic empowerment among marginalized youth in the community.

3.3 Labour Skills Assessment

3.3.1 Vocational or skills training received by the youth

The findings reveal that 40% of the surveyed youth, totaling 161 individuals, have undergone vocational and/or skills training. This suggests that a considerable portion of the surveyed group has actively engaged in targeted training to acquire specific skills relevant to their vocational pursuits.

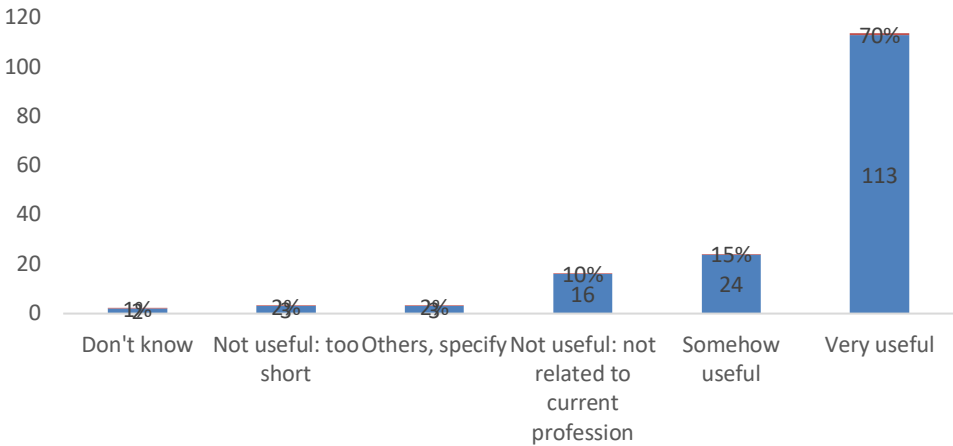
Table 5: Vocational Training skills attained by the youth

| | | |
|--------------------------------------|----|-----|
| Blacksmith | 1 | 1% |
| Business Skills | 1 | 1% |
| Construction – other | 1 | 1% |
| Plumbing | 1 | 1% |
| Auto/Boda electrician | 2 | 1% |
| Crafts | 2 | 1% |
| Teaching | 2 | 1% |
| Electrician | 3 | 2% |
| Metalwork – welding | 3 | 2% |
| Carpentry - joinery/Furniture making | 5 | 3% |
| Computers | 7 | 4% |
| Leadership | 8 | 5% |
| Auto mechanic/Car mechanic | 12 | 7% |
| Beautician/Hairdressing | 17 | 11% |
| Tailoring | 19 | 12% |
| If other, please specify | 77 | 48% |

The findings reveal that the majority of youth find the skills obtained through vocational and/or skills training highly beneficial for their current businesses. With 70% responding that the skills are "Very useful" and an additional 15% finding them "Somehow useful," it suggests a significant positive impact on their businesses. This indicates that the training they received has provided practical and applicable knowledge that aligns well with their current professions. The 10% who indicate that the skills are "Not useful," and the low percentages in the "Don't know" and "Not useful: too short" categories at 1% and 2%, respectively, suggest a general awareness and appreciation of the utility of the skills acquired. Overall, the data highlights that for the majority of

youth, the skills obtained through training have been valuable, contributing significantly to the success and effectiveness of their current business endeavors.

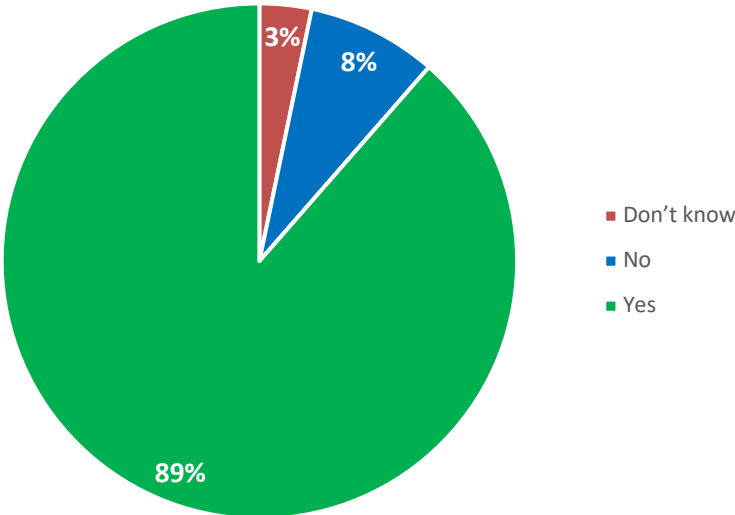
Figure 14: Usefulness of the skills



3.3.2 Youth interest in attending training to gain skills required to run business

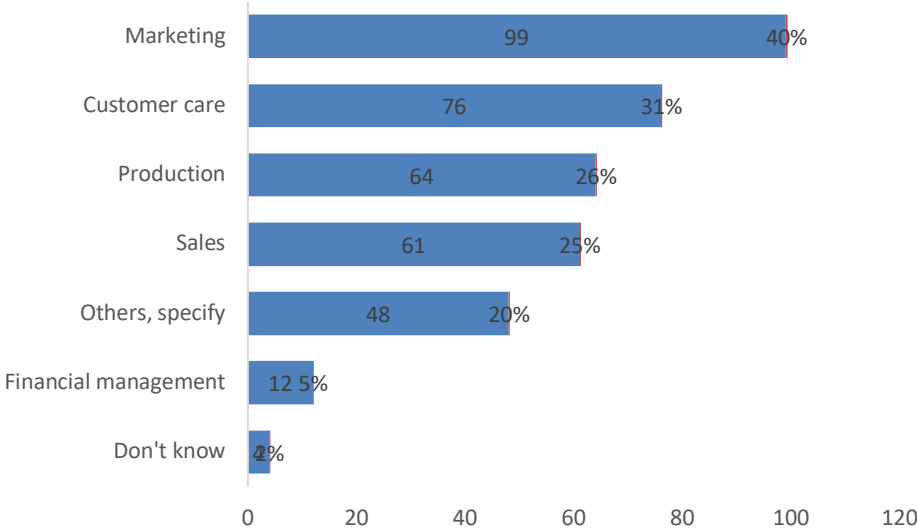
The data reveals a strong and proactive attitude among surveyed youth, with 217 (89%) expressing a keen interest in attending training sessions to acquire skills essential for their businesses. This high level of interest indicates that youth recognize the significance of continuous learning and skill development in the ever-evolving field of entrepreneurship. The findings highlight a collective eagerness among youth entrepreneurs to invest in their professional development, showcasing a commitment to enhancing business acumen, staying competitive, and contributing to their long-term success in the business world.

Figure 15: Interests in gaining skills to run business



The skills identified by youth as desirable for gaining through training reflect a well-rounded and comprehensive set of competencies crucial for successfully running their businesses. Financial management, cited by 12 (5%), highlights an awareness of the importance of sound financial practices for business sustainability. Sales (25%) and production (26%) signify a focus on honing skills related to effective selling strategies and efficient production processes. Customer care (31%) underscores the recognition of the significance of providing excellent service and building positive customer relationships. Marketing emerges as the most sought-after skill, with 99 (40%) expressing a desire for training in this area, indicating a keen interest in enhancing their ability to promote and position their products in the market. The "Others, specify" category at 48 (20%). Overall, the findings underscore the youth's awareness of the multifaceted nature of skills required to run successful businesses, encompassing financial acumen, sales, production, customer care, and marketing. Training initiatives targeting these areas can contribute significantly to empowering youth entrepreneurs and enhancing the overall resilience and competitiveness of their businesses.

Figure 16: Skills Identified by the youth



3.3.3 Most important soft skill that youth require for their business

The youth emphasize the importance of self-confidence as a crucial soft skill in running their businesses, with 64 (26%) recognizing its significance. This underscores the belief in one's abilities and decisions when facing business challenges, serving as a catalyst for effective leadership, decision-making, and risk-taking. While financial management skills also garnered attention at 53 (22%), the emphasis on self-confidence suggests that the youth acknowledge its role in psychological resilience and a proactive mindset. This enables them to communicate persuasively, rebound from setbacks, and lead with conviction. The findings highlight the nuanced interplay of both psychological and practical skills in the entrepreneurial journey, with self-confidence as a foundational pillar for success.

Figure 17: Most important soft skill that youth require to run their business



To further explore the skills required by youth, insights from key informants in the private sector and government officials emphasize that marginalized youth need a diverse skill set. Technical skills acquired through vocational training, notably from organizations like Anna Micheli, are deemed crucial for both employability and entrepreneurial pursuits. Proficiency in areas such as tailoring, culinary arts, and hairstyling, combined with formal education, enhances their marketability. Additionally, soft skills encompassing personal development, effective

communication, teamwork, leadership, and financial literacy are pivotal. These skills not only empower them to navigate the professional landscape but also foster a mindset conducive to self-employment and sustainable economic independence. The importance of adaptability and resilience is emphasized as essential traits for overcoming challenges in the job market or entrepreneurial endeavors. As the business landscape evolves, digital literacy becomes increasingly important, ensuring that youth can leverage technology for business growth and career advancement. Cultivating this comprehensive skill set is seen as instrumental in significantly improving the prospects of marginalized youth for meaningful employment and successful entrepreneurship.

Furthermore, insights from focus group discussions with the youth highlight that thriving in their respective endeavors requires a combination of personal skills and qualities. These include self-confidence, deemed essential for navigating the challenges of entrepreneurship and self-employment. Effective time management is crucial to optimize productivity, and conflict resolution skills are needed to address issues within their businesses and communities. Strong communication skills are identified as crucial for marketing and customer engagement, and creative thinking is seen as enabling innovative problem-solving. Additionally, emotional and stress management skills are deemed vital to cope with the uncertainties and pressures of entrepreneurial pursuits. The youth stress the importance of avoiding self-limitations, emphasizing the need for a positive mindset and patience. In essence, fostering a holistic set of skills and qualities is perceived as empowering youth to overcome obstacles, establish successful businesses, and contribute meaningfully to their communities.

3.3.4 Private Sector Players Operating in Goma

Various private sector initiatives in Goma aim to address youth unemployment and foster economic opportunities in a conflict zone. The Provincial Youth Division focuses on job creation through vocational training and work placements, emphasizing the resilience and adaptability of youth in the face of challenges.

Anna Micheli, a Catholic organization founded in 2007, engages in charitable and social works with its national headquarters at 037 Lulua Avenue, Q. Ndosho, Karisimbi Commune, Goma City. AMINI company collaborates with two young engineers to manufacture low-voltage light bulbs. Don Bosco, created by the Salesian Fathers to assist unemployed young people, operates the Don Bosco Youth Center, providing various services such as carpentry, masonry, cutting and sewing, welding, plumbing, and electricity. The Don Bosco Ngangi Youth Center, founded in 1988, extends these services.

Companies like Un Jour Nouveau and Savoir Plus offer support and training for entrepreneurs. Delice Unga, involved in sorghum flour production, faces challenges but seeks opportunities for large-scale production and employment diversification. Overall, the private sector significantly contributes by providing diverse services, training, and support to empower youth and foster sustainable employment in Goma city.

Table 6: Private Sector players operating in Goma

| Private Sector | Services offered | Location | Contact person |
|---------------------------|--|-----------------|-----------------------|
| Provincial Youth Division | <ul style="list-style-type: none"> ✓ Vocational training services ✓ Internship ✓ Networking ✓ Advocacy on youth employment ✓ Providing guidance and orientation to young people on available opportunities and career paths | Goma city | Ministry of Youth |

| | | | |
|-------------------------------|---|----------------------------------|--|
| AMINI MAKE IT HAPPEN | <ul style="list-style-type: none"> ✓ Production (Manufacture of Low-Voltage Light Bulbs) | Goma city | |
| Don Bosco Ngangi Youth Center | <ul style="list-style-type: none"> ✓ Vocational training services ✓ Educational, Sporting, Cultural, and Spiritual Activities ✓ Training opportunities for illiterate youth ✓ Market Opportunity Exchange Platform | Goma city | <p>Father JACQUES BALABALA</p> <p>0997116608, 0811744628</p> |
| Un Jour Nouveau | <ul style="list-style-type: none"> ✓ Street Girls and Boys empowerment program ✓ Education services ✓ Business Incubator and Acceleration Center ✓ Entrepreneurship training | Goma city | LILIANE |
| USAFI KWETU | <ul style="list-style-type: none"> ✓ Production (Manufacturing of chlorine water) ✓ Skillin g youth on entrenures ✓ Prvide start-up capital to the youth ✓ Linking youth to job and market opportunities. | Tree House, Congo Tree-Goma city | Jacques Kahassa |
| Savoir Plus | <ul style="list-style-type: none"> ✓ Communication services, including article production. ✓ Specialization in audiovisual communication and event management. ✓ Organization of a humor and slam festival to encourage learning and development | Goma city | |
| Délice Unga | <ul style="list-style-type: none"> ✓ Production (sorgo flour production and deliveries) | Himbi | |
| Anna Micheli | <ul style="list-style-type: none"> ✓ Education services ✓ Vocational training services ✓ Psychosocial support services | Ndosho | +243994404282, +243853483669 |

3. Conclusions and recommendations

4.1 Conclusion

The market assessment of youth in North Kivu reveals a vibrant entrepreneurial landscape with diverse activities spanning retail, services, manufacturing, and cultural pursuits. Youth-led businesses play a significant role in local economic development. Despite a strong interest in business expansion and skill development, challenges such as **limited access to capital, supply chain constraints, and competition pose hurdles. The recognition of soft skills, including communication and financial management, highlights the importance of a holistic approach for sustainable success. Insights from focus group discussions in Goma/North Kivu indicate youth engagement in various small-scale trades, facing competition and challenges like limited capital. Participants express a need for support in the form of financial assistance, capacity building, and training for skill enhancement, marketing, and business management.** The lack of job opportunities contributes to **negative behaviors**, emphasizing the necessity for interventions promoting skill development, employment, and community cohesion. Addressing these challenges requires a comprehensive approach integrating financial support, skills training, and community awareness initiatives. The WINGS+ MODEL is therefore well placed to provide an integrated approach to address the constraint and take advantage of the emerging opportunity

4.2 Recommendations

The key recommendations from the assessment include:

- a. Conduct detailed mapping and profiling of Vocational Training Institutes (VTI) and artisans (private sector actors) providing skilling opportunities in the identified sectors at the start of implementation.
- b. Develop appropriate targeting criteria to ensure that the interests of the youth are well-aligned with the identified economic opportunities.
- c. Adopt/adapt and deliver tailored skills training programs focusing on both technical and soft skills, such as marketing, customer care, production, and financial management, to enhance the capabilities of youth entrepreneurs, aligning with the specific needs of their businesses.
- d. Strengthen the partner's and caregiver's involvement to leverage available resources and support.
- e. Conduct a structured resource mapping activity to leverage resources from households.
- f. Make provision for start-up capital to boost their ability to grow their businesses and take advantage of emerging opportunities, including cost-sharing and group-based options.
- g. Provide structured coaching and mentorship support on both soft and technical skills to boost their capacity to manage, compete, and expand their businesses. Establish business incubation programs that offer mentorship, guidance, and resources to create a supportive environment for the growth of youth-led businesses, involving mentorship from experienced business owners and access to shared resources.
- h. Facilitate linkages to broader markets and financial institutions to enhance the growth, visibility, and reach of youth-led businesses.
- i. Integrate programs focusing on soft skills, such as communication, self-confidence, and financial literacy, into training initiatives, recognizing their importance for overall business success and personal development.
- j. Engage effectively with government agencies to enhance linkages between government programs/agencies and youth, particularly in vocational training and entrepreneurship initiatives. Advocate for streamlined procedures and reduced bureaucratic hurdles for young entrepreneurs. Collaborative efforts should influence policies that recognize and value vocational training certifications, providing young individuals a competitive edge in the job market. Ongoing dialogue is necessary to address challenges like limited resources for training and financial constraints faced by marginalized youth, creating a more supportive ecosystem.

- k. Implement a comprehensive strategy to address barriers and challenges faced by marginalized youth, including targeted vocational training programs, linkage to financial resources through initiatives like microfinance and financial literacy training, entrepreneurship support programs offering mentorship and market access, promotion of networking opportunities and collaboration through group initiatives, and awareness campaigns about available support from organizations and government initiatives. Tailor interventions to the specific needs of marginalized youth, involving them in the planning process for effectiveness and sustainability, contributing to their overall empowerment and improved socio-economic conditions.
- l. Conduct continuous research and monitoring of the youth entrepreneurial landscape to stay informed about evolving market trends, challenges, and opportunities. This enables the development of targeted and adaptive support programs.

4.3 Gallery

Figure 18: Images of the Youth Engaged in businesses

Interviews in Pictures:



Figure 19: Images of the private sector players operating in the area



4. Annex: Data collection Tools

5.1 Annex 1: Key Informant Interviews with Government Agencies

QUALITATIVE SURVEY CHECKLIST FOR KEY INFORMANT INTERVIEWS WITH GOVERNMENT AGENCIES/DISTRICT LOCAL GOVERNMENT

Hello, my name is _____ and I am working with **AVSI**. We are undertaking an assessment on behalf of **AVSI DRC** to find out more about employment and the market/economic opportunities for marginalise youth in Goma-North Kivu.

The objective of this interview is to gather sufficient information (employment and market opportunities) to inform /guide skills development and training for youth with focus on growing markets.

We're going to ask you some questions about the market, your business and/or some items you may have tried here.

Your participation is voluntary and completely confidential, and you do not have to answer any questions that you do not want to answer. You may end this interview at any time you want. No one will give you money or gifts to respond to these questions. However, your honest answers to these questions will help us make sure (organismic) program best benefits your community.

We would greatly appreciate your help in responding to this survey. It will take about 30 minutes to complete. Would you be willing to participate?

1. Interview/Survey Date: _____
2. Enumerator Code

3. Introduction of the Company/entity/Actor
4. What is your role in creating job/ employment opportunities for youth ?
5. What services does the Company/entity/actor deals in?
6. What is the situation of demand, supply, adequacy (gap), opportunities and constraints for the services (examples of services are listed below)?
7. What skills do the youth require to enable them meet the opportunities identified above?
8. To what extend do they have the required skills?
9. Do the youth have adequate skills which can enable them tap into the opportunities identified in 7 above?
10. Who are the main/potential employers of the youth in your community/county?
11. What barriers exist for the youth to get gainful employment with the potential employers
12. What can be done/what interventions are feasible to respond to the opportunities and constraints for the services (examples of services are listed below)?
 - o Opportunities for interventions to building capacity of the BDS provider
 - o Opportunities for interventions to strengthen the uptake of the service
13. Ask about other available employment and other economic opportunities that are appropriate for the youth – not captured in the project
14. Ask about how to effectively engage the government agency to enhance effective linkages between government programs/agencies and youth.

5.2. Annex 2: Key Informant Interviews with Private Sector Actors

**Annex II: QUALITATIVE SURVEY CHECKLIST
FOR KEY INFORMANT INTERVIEWS WITH PRIVATE SECTOR ACTORS**

Hello, my name is _____ and I am working with **AVSI**. We're undertaking an assessment on behalf of **AVSI DRC** to find out more about employment and the market opportunities for marginalize youth in Goma-North Kivu.

The objective of this interview is to gather sufficient information (employment and market opportunities) to inform /guide skills development and training for youth .

Your participation is voluntary and completely confidential, and you do not have to answer any questions that you do not want to answer. You may end this interview at any time you want. No one will give you money or gifts to respond to these questions. However, your honest answers to these questions will help us make sure (organismic) program best benefits your community.

We would greatly appreciate your help in responding to this survey. It will take about 30 minutes to complete. Would you be willing to participate? YES/NO

- 1. Interview/Survey Date: _____
- 2. Enumerator Code

- 3. Introduction of the Company/entity/Actor
- 4. What services does the Company/entity/actor deals in?
- 5. What is the situation of demand, supply, adequacy (gap), opportunities and constraints for the services?
- 6. What skills are required to meet the opportunities identified above?
- 7. Do the youth have adequate skills which can enable them tap into the opportunities identified in 6 above?

- 8. Who are the main/potential employers of the marginalised Youth in your community?

- 9. What can be done/what interventions to enhance the chances of marginalized youth to get gainful employment with the potential employers or start own business

- 10. Ask about other available economic opportunities that are appropriate for the marginalised youth – not captured in the project

Note: In between the questions, probe for clarity

5.3 Annex 3: FGDs With Marginalised Youth - Group Enterprise

Annex III: QUALITATIVE SURVEY CHECKLIST FOR FGDs WITH MARGINALISED YOUTH - GROUP ENTERPRISE

Hello, my name is _____ and I am working with **AVSI**. We're undertaking an assessment on behalf of **AVSI DRC** to find out more about employment and the market opportunities for marginalize youth in Goma-North Kivu.

The objective of this interview is to gather sufficient information (employment and market opportunities) to inform /guide skills development and training for youth.

Your participation is voluntary and completely confidential, and you do not have to answer any questions that you do not want to answer. You may end this interview at any time you want. No one will give you money or gifts to respond to these questions. However, your honest answers to these questions will help us make sure (organismic) program best benefits your community

We would greatly appreciate your help in responding to this survey. It will take about 30 minutes to complete. Would you be willing to participate? YES/NO

1. Interview/Survey Date: _____

2. Enumerator Code

SECTION 1: BACKGROUND OF THE GROUP

3. Brief background of the group – Name of group, how many members are in the group? When and why it was formed? Location of the youth group?

SECTION 2: BUSINESS DESCRIPTION

4. What enterprise/business/activity is the group undertaking?

5. What products/services does it sell?

6. Where is the market for its product or service and size of the market?

7. What volume does it produce and per what period?

8. How many similar businesses are in the area and what is the level of competition?

9. Is the group competitive? If not, what can be done to make the group competitive?

10. As a group, are you involved in marketing of your product or service?

11. If the group wants to borrow finance for its enterprise, where can it go?

12. What challenges and risks does your group face in running of its enterprise?

13. Do you know of any support agencies, private sector or NGOs who can support your enterprise to grow?

14. What other growing market opportunities have you heard about in the area that you think you would like to consider venturing into?

SECTION 3: LABOR MARKET/ SKILLS ASSESSMENT

15. Have any members of the group received vocational/skills training?
16. What was the rationale for receiving the training?
17. In which areas skills did they receive training? Who provided the training?
18. How useful/relevant is the training members received in the current activity of the group?
19. If none of the group members received training, how did the group acquire skills for the enterprise which they are currently undertaking?
20. What technical skills trainings would be relevant for the enterprise/business/activity which the group is undertaking?
21. How do YOUTH in your community find information about work opportunities
22. Who are the main/potential employers of youth in your community? Please provide names and give details.
23. What barriers/challenges do youth face in getting gainful employment with those employers
24. What needs to be done to address those barriers?
25. How has lack of work opportunities in your community contributed to problems or negative behavior among marginalized youth ?
26. What personal skills and qualities (e.g., self-confidence, time management, conflict resolution, communication skills, coping with emotions and stress, creative & critical thinking etc.) do youth need to succeed at work?

5.4 Annex 4: Quantitative Survey Questionnaire for Marginalised Youth/Beneficiaries

Annex IV QUANTITATIVE SURVEY QUESTIONNAIRE FOR MARGINALISED YOUTH/BENEFICIARIES

Hello, my name is _____ and I am working with **AVSI**. We're undertaking an assessment on behalf of **AVSI DRC** to find out more about employment and the market opportunities for marginalize youth in Goma-North Kivu.

The objective of this interview is to gather sufficient information (employment and market opportunities) to inform /guide skills development and training for youth..Your participation is voluntary and completely confidential, and you do not have to answer any questions that you do not want to answer. You may end this interview at any time you want. No one will give you money or gifts to respond to these questions. However, your honest answers to these questions will help us make sure (organismic) program best benefits your community

We would greatly appreciate your help in responding to this survey. It will take about 30 minutes to complete. Would you be willing to participate? YES/NO

1. Interview/Survey Date: _____

2. Enumerator Code

SECTION 1: BIO DATA OF RESPONDENTS

3. Gender of respondent

- Male
 Female

4. Age categories: In which age bracket are you?

- 15 to 19 years
 20 to 24 years

5. Level of education: Which level of education have you attained?

- Below primary 7
 Completed primary 7
 Completed 0'level (S 4)
 Completed A' level (S 6)
 Completed tertiary education
 Never attended school

6. Are you married?

- Yes
 No

7. Are you the head of your household?

- Yes
 No
 Don't know

8. How many people depend on you for income and livelihood (Spouse, children, other family, etc.)

- Less than 5 people
 5 people
 5 to 10 people
 More than 10 people

None

SECTION 2: BUSINESS DESCRIPTION

9. How would you describe your current business?

I sell items or goods

I offer a service

10. If product, what is the MAIN product that you sell? (Select only one). [If service, skip to question # 21].

Animal fats & Cooking Oils

Bags & Suitcases

Bed Articles (Mattress, Pillow, Mosquito Net, Sheet, etc.)

Beverages (Non-Alcoholic)

Bicycles

Books & Stationary

Bread (freshly baked)

Butter/Ghee

Cardboard items

CDs/DVDs

Charcoal

Clay/Ceramic

Clothes & Footwear

Crafts & Souvenirs & Art

Dairy Products (Fresh)

Foodstuffs (Prepared /Processed)

Fresh Fish

Fruits: Vegetables: Grains: Nuts

Fuel

Glassware

Hair Accessories

Household Goods

Leather Products

Live Animals & Animal Products

Metal Goods & Furniture

Metal Scraps

Newspapers

Pharmaceuticals

Plastic Products

Sand & Gravel

- Salt Dried Fish
- Smoke Dried Fish
- Spare Parts for Bikes/Cars/Bodas
- Spirits /Alcohol
- Soap Washing Powder
- Straw & Straw Products
- Street Food (Chappati, Fresh Juice & Fruit, etc.)
- Sun Dried Fish
- Tanning & Dyeing Extracts: Paint
- Textiles & Sewing Items
- Toiletries & Beauty Items
- Tools (Agr. and Other)
- Vegetables
- Wood (Firewood)
- Wood Products & Furniture
- Don't Know
- If others, specify.

11. What is the MAIN service that you offer? (Select ONE)

- Animal Rearing
- Appliance Repair
- Babysitting/Day Care
- Bakery
- Barber
- Beautician-Hair Stylist
- Blacksmith
- Carpenter
- Collect Wood or Sand or Saw
- Collect Water
- Computer/Business Services
- Construction Worker
- Cook
- Craftsmen
- Dairy Farming
- Wash & Iron Clothes
- Electrician

- Electronics Repairs
- Fruit Seller
- Mason/Brick Layer
- Office Work-Administration/Secretary
- Photography/Videography
- Plumber
- Porter/Attendant (carry items for \$)
- Restaurant/Bar Services
- Split Rocks
- Tailor
- Tea Shop Owner
- Welder/Metal Worker
- Other
- Don't Know

12. Who do you sell your finished product/offer your services to?

- Directly to Customer
- Other Retailer
- Traders
- Brokers
- Don't Know
- If others, specify

13. Where do you buy your raw materials or goods for resale from?

- Farmers
- Itinerant traders
- Wholesalers
- If others, specify

14. How often do you purchase your stock or raw materials?

- Every day
- Every few days
- Every few weeks
- Every month
- Every few months
- Once per year
- Other
- Don't Know

15. How satisfied are you with the suppliers of your raw materials/ products for resale?

- Very satisfied
- Satisfied
- Unsatisfied
- Very unsatisfied
- If others, specify

16. If unsatisfied/very unsatisfied, what challenges are you facing with the suppliers of your raw materials/ products for resale?

- Not enough volume/quantity
- Poor quality
- Inconsistent supply
- Traders/suppliers unprofessional
- Bad hygiene of food sales
- If others, specify

17. In this area, how many similar businesses are in operation?

- less than 5
- More than 5
- If others, specify

18. Earlier, you said your main good/service was []. I would like to ask you a few questions about your sales. What is the unit for measuring performance?

- # of clients served (if service)
- Units sold (if products)
- If others, specify

19. In what period do you feel able to estimate your business volume?

- Day
- Week
- Month
- Don't Know

20. How satisfied are you with the level of sale/performance during the period chosen?

- Very satisfied
- Satisfied
- Unsatisfied
- Very unsatisfied

21. Are you ever unable to meet the demand of your current or potential customers?

- Yes
- No
- Don't Know

22. Are you meeting the demand of your current customers?

- Yes
- No
- Don't Know
- If others, specify

23. If you are not meeting the demand of your customers, what could be the reason?

- Lack of supply
- Poor Quality
- Price
- Design/Style inappropriate
- Not enough to buy stock
- Sources cannot supply enough
- Lack of money to buy more
- Cost of transport
- Lack of workers
- Workers insufficiently trained
- Low Quality of Products
- Design and/or style products are inappropriate
- Don't Know

24. Do you feel that you are able to compete with the other traders selling similar goods?

- Yes, I can compete
- No, I am not able to compete
- Don't Know
- If others, specify

25. If not, what are the main reasons why you are unable to compete?

- Less quantity
- Less quality
- less variety
- not good match with needs
- customer service
- Don't Know
- If others specify

26. Do you think receiving training would make you more able to compete?

- Training in production

- Access to capital
- Linkage to other markets
- Business Skills
- Financial Negotiation
- Language Skills
- Literacy (Reading/Writing)
- Don't Know
- If others specify

27. Do you plan to expand your business in the next few years?

- Yes
- No
- Refuse to Answer
- Don't Know

28. What do you need to enable you expand your business?

- Training in production
- Access to capital/Finance
- Linkage to other markets
- Business Skills
- Financial Negotiation
- Language Skills
- Literacy (Reading/Writing)
- Don't Know
- If others specify

SECTION 3: LABOR SKILLS ASSESSMENT

29. Do you consider that you have enough skills which you require to run your business?

- Yes
- No
- Don't know

30. Have you ever received any vocational and/or skills training?

- Yes
- No
- Don't remember

31. If yes, specify, as below [if no, skip to question # 34]

- Agriculture
- Animal rearing

- Auto/Boda electrician
- Auto mechanic/Car mechanic
- Barber
- Beautician/Hairdressing
- Blacksmith
- Business Skills
- Carpentry - joinery/Furniture making
- Computers
- Construction/Bricklaying
- Construction – other
- Crafts
- Dairy farming
- Electrician
- Fishing/fish preservation
- Leadership
- Metalwork – welding
- Plumbing
- Tailoring
- Teaching
- Don't know
- If other, please specify

32. How long did such a vocational and/or skills training take?

- 1 month
- 3 months
- 6 months
- 1 year
- If other, specify

33. How useful are the skills you learnt to your CURRENT business? If not useful, specify why?

- Very useful
- Somehow useful
- Not useful: not related to current profession
- Not useful: too short
- Not useful: did not complete training
- Don't know
- Others, specify

34. If no [Ref. question 31] How did you acquire the skills which you are currently applying to your business?

- In a government training Centre
- In a technical school
- In a NGO training Centre (or Private Business)
- Apprenticeship - In a small business (SME)
- Apprenticeship - In a larger company (corporation)
- From parents
- I learnt the skills by myself - trying out

35. Are you interested to attend a training to give you skills, which you require to run your business?

- Yes
- No
- Don't know

36. What skills would you like to gain from such a training?

- Production
- Marketing
- Sales
- Customer care
- Financial management
- Don't know
- Others, specify

37. What is the most important soft skill that you require for your business?

- Self-confidence
- Time Management
- Conflict Resolution
- Communication Skills
- Leadership Skills
- Inter-personal Skills
- Coping with emotion & Stress
- Don't Know
- Other, specify

Thank you for answering these questions, it is much appreciated.

5.5. Annex 5 Focus Group Discussion Consent Form

Focus Group Discussion Consent Form

Hello, our names are _____ and _____(Facilitator and note taker). Thank you so much for taking time to participate in this discussion. We’re undertaking an assessment on behalf of **AVSI DRC** to find out more about employment and the market opportunities for marginalise youth in Goma-North Kivu. The objective of this FGD is to gather sufficient information to inform the recommendation for adaptation of an evidence based economic strengthening model. Your participation is voluntary and completely confidential, and you do not have to answer any questions that you do not want to answer. You may end this interview at any time you want. No one will give you money or gifts to respond to these questions. However, your honest answers to these questions will help us make sure (organismic) program best benefits your community.

We would greatly appreciate your help in responding to this survey. It will take about 30 minutes to complete. Would you be willing to participate? YES/NO All the information we obtain will remain strictly confidential, and your answers will never be shared with anyone other than members of our team for the purpose of our study. You will experience no physical or emotional harm or discomfort by participating in this study, but if like to stop at any time, you are free to do so.

In case of any further questions after you have participated, you can always contact a data collection team member like me or you can call the at or AVSI offices in Goma. You may also call the WINGS project coordinator at

Would you like to participate? If yes, please print and sign your name or place your thumb print here.

| | | |
|------------|-----------|------|
| Print Name | Signature | Date |
|------------|-----------|------|

For those participants who are unable to read and write and would like a witness to sign for them, please have the witness write their name and sign here.

| | | |
|------------|-----------|------|
| Print Name | Signature | Date |
|------------|-----------|------|

AVSI Facilitator

| | | |
|------------|-----------|------|
| Print Name | Signature | Date |
|------------|-----------|------|

AVSI Note Taker

| | | |
|------------|-----------|------|
| Print Name | Signature | Date |
|------------|-----------|------|

5.6 Annex 6: Consent Form for Key Informant Interview

Key Informant Interview Consent Form

Hello, our names are _____ and -----(Facilitator and note taker). Thank you so much for taking time to participate in this discussion. We're undertaking an assessment on behalf of **AVSI DRC** to find out more about employment and the market opportunities for marginalise youth in Goma-North Kivu

The objective of this interview is to gather sufficient information to inform the recommendation for adaptation of an evidence based economic strengthening model. Your participation is voluntary and completely confidential, and you do not have to answer any questions that you do not want to answer. You may end this interview at any time you want. No one will give you money or gifts to respond to these questions. However, your honest answers to these questions will help us make sure (organismic) program best benefits your community.

We would greatly appreciate your help in responding to this survey. It will take about 30 minutes to complete. Would you be willing to participate? YES/NO All the information we obtain will remain strictly confidential, and your answers will never be shared with anyone other than members of our team for the purpose of our study. You will experience no physical or emotional harm or discomfort by participating in this study, but if like to stop at any time, you are free to do so.

In case of any further questions after you have participated, you can always contact a data collection team member like me or you can call the at or AVSI offices in Goma. You may also call the WINGS project coordinator at

Would you like to participate? If yes, please print and sign your name or place your thumb print here.

 Print Name Signature Date

For those participants who are unable to read and write and would like a witness to sign for them, please have the witness write their name and sign here.

 Print Name Signature Date

AVSI Facilitator

 Print Name Signature Date

AVSI Note Taker

 Print Name Signature Date