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**The Role of Entrepreneurship Among the Youth to Reduce Unemployment for Sustainable  
Development in Kenya**  
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**Abstract**

Unemployment among the youth has become of major concern to many countries across the world. This study sought to determine the role of entrepreneurship to reduce unemployment in Kenya. The research was driven by the problem of the high rate of unemployment among the youth in Kenya. The acute unemployment rate of the youth is a potential source of insecurity and political and economic instability. According to the Kenya Bureau of Statistics report on the 2019 population census, the youth comprised 70% of the total population in the country. This group makes the largest pool of human capital that needs to be tapped economically. Every effort must therefore be made to ensure the youth are usefully engaged. The methodology of the research is purposive and focused on the youth in Nairobi- Kasarani Sub-county and Narok town. The sample size was 110 businesses, comprising 70 from Nairobi and 40 from Narok. The research data was collected through the use of interview schedules, observation and secondary sources. The study population was drawn from *Boda Boda*, cybercafés and groceries operators. In the opinion of the researcher, the two towns- Nairobi city and Narok town, typically represent the actual situation across the country. Data were analysed and presented using descriptive statistics. The main finding was that proper engagement of the youth enhances economic, social and political stability. This will require the youth to acquire the necessary skills and knowledge. To ensure sustainable development, there should be a clear and reliable market for the chosen products or services. The qualities of creativity, flexibility and innovativeness were critical factors for success in entrepreneurship.

**Keywords:** sustainable, development, engagement, entrepreneurship, unemployment

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