

RURAL ENTREPRENEUR ACCESS PROJECT (REAP)

PROGRAM OBJECTIVES

MAIN OBJECTIVES

Wage employment	Food security	Financial inclusion	Self-employment
Market access	Social services	Income diversification	Women's empowerment
Social cohesion	Productivity	Social inclusion	Climate resilience

PROGRAM DESCRIPTION

REAP provides the poorest and most vulnerable women with interventions such as financial literacy training, business and life skills mentoring, and cash grants, to help them start small businesses, establish savings, build resilience, and strengthen social capital.

PROGRAM COMPONENTS



TRANSFER



COACHING



BUSINESS CAPITAL



FINANCIAL SERVICES FACILITATION



WAGE EMPLOYMENT FACILITATION



MARKET LINKS



SKILLS TRAINING



CLIMATE RESILIENCE SUPPORT

AVERAGE PROGRAM DURATION FOR PARTICIPANTS

Under one year	Between one and three years	More than three years
----------------	-----------------------------	-----------------------

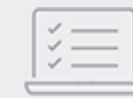
DO PARTICIPANTS ACCESS COMPONENTS IN A SPECIFIC SEQUENCE?



DIGITIZATION

COMPONENTS DELIVERED DIGITALLY

TRANSFER	COACHING	BUSINESS CAPITAL
FINANCIAL SERVICES FACILITATION	MARKET LINKS	SKILLS TRAINING
CLIMATE RESILIENCE SUPPORT	WAGE EMPLOYMENT	



BASIC PROGRAM INFORMATION

COUNTRY

Kenya

REGION

Sub-Saharan Africa

LEAD IMPLEMENTING AGENCY

BOMA

TYPE LEAD IMPLEMENTING AGENCY

NGO

START DATE

10/01/2018

END DATE

Open-ended

P-CODE (WB PROGRAMS)

DNA

GLOBAL PRACTICE (WORLD BANK)

Non-WB



COUNTRY INFORMATION

LENDING CATEGORY (WB ONLY)

Blend

FCV COUNTRY (WB FY24 LIST)

No

TOTAL POPULATION (MILLION)

53.01

POVERTY HEADCOUNT (NPL) (%)

36.10%

POVERTY HEADCOUNT (\$2.15/DAY (2017 PPP)) (%)

29.40%

POVERTY HEADCOUNT (MPI) (%)

37.48%

NO. ECONOMIC INCLUSION PROGRAMS IN THE COUNTRY

30

NO. BENEFICIARIES (DIRECT & INDIRECT) OF ECONOMIC INCLUSION PROGRAMS IN THE COUNTRY

7,866,515



PARTICIPANT PROFILE

TARGETED POVERTY GROUPS

Ultra-poor

PRIORITY VULNERABLE GROUPS

Women



ELIGIBILITY CRITERIA



PARTICIPANT IDENTIFICATION METHODS

Community-based targeting

Geographic targeting

Categorical targeting

Proxy Means Test



PLANNED RESEARCH AND EVALUATION

EVALUATION/RESEARCH TYPES

IMPACT EVALUATION TOPICS

NAME RESEARCH PARTNERS
TBA

DATE WHEN IMPACT EVALUATION RESULTS AVAILABLE
TBA

Data submitted as of 03/21/2023, through PEI's Landscaping Survey.

For more information on the survey [click here](#).

RURAL ENTREPRENEUR ACCESS PROJECT (REAP)

PROGRAM COVERAGE

DIRECT PARTICIPANTS

20,000

DIRECT & INDIRECT BENEFICIARIES

72,776

PERCENTAGE FEMALE PARTICIPANTS

All (100% of participants are female)

Share of country population (%)

: 0.14

Area/s

: Only rural

Share of poor (national poverty line) (%)

: 0.38

Geographic coverage

: Several states/regions

INSTITUTIONAL ARRANGEMENTS

ORGANIZATIONS

INVOLVED IN IMPLEMENTATION

PROVIDING FINANCING

National/central government



Regional/district government



Local/municipal government



Non-governmental organization



Community



Financial Service Provider



World Bank



Multilateral (not WB)



Bilateral organization



Private sector organization



COMMUNITY ENGAGEMENT

COMPONENTS DELIVERED THROUGH COMMUNITY

COMMUNITY STRUCTURES LEVERAGED FOR PROGRAM DELIVERY

- Transfer
- Business capital
- Wage employment facilitation
- Skills training
- Coaching
- Financial services facilitation
- Market links
- Climate resilience support

- Informal community groups
- Formal community groups
- Local governance groups
- Community individuals
- Other community structures

LEARN MORE

www.peiglobal.org

CONTACT US



PEI Management Team
peimt@worldbank.org

