

The contribution of youth entrepreneurship towards livelihoods in the rural area of Ekulindeni, Mpumalanga province

By

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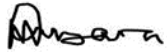
DECLARATION

I, Mezeny Naledi Khoza, hereby declare that this dissertation submitted to the University of Mpumalanga for a Master's Degree in Development Studies has not been previously submitted by me for a degree at this or any other university. This dissertation is my own work in design and execution and all the materials contained therein have been duly acknowledged.



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DEDICATION

To my strong, loving, and beautiful mother, Thandiwe Dube, the woman who gave me the gift of life — thank you for the lessons that you have given me. Thank you for supporting me and always guiding me on the right path.

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First and foremost, I express my gratitude to the Lord of Mount Zion for bestowing me such strength and insight during my study time. He continues to lead and shield me in whatever I do, and for that, I am incredibly thankful.

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Lastly, I would like to express my gratitude to all the business owners who participated in this study. I sincerely appreciate their time and commitment.

ABSTRACT

The gap between urban and rural areas has continued to widen; those living in rural areas have not seen the benefits of a recovering economy like their urban counterparts. As a result, young people residing in rural areas are affected by various developmental issues that keep them in a disadvantaged state in comparison to the youth in urban areas. Some developmental issues include scarcity of well-paying jobs in different fields, lack of access to training opportunities, and advancement in formal education. Under these conditions, youth entrepreneurship can play a role as a means of improving rural livelihoods. Considering this, this study investigated youth entrepreneurship's contribution to livelihoods in rural communities. Semi-structured interviews were used in the study to collect data from the participants using qualitative research methodology. A purposive sampling strategy was employed to choose 25 business owners who lived in the rural area of Ekulindeni, Mpumalanga, in South Africa. The study was framed around the sustainable livelihoods approach, which explores the contribution of youth entrepreneurship to livelihoods. The study's conclusions demonstrated that being an entrepreneur involves more than just establishing an enterprise. Nonetheless, entrepreneurship is defined as using the resources at hand to produce something novel, accepting the associated risks on a personal, professional, emotional, and societal level, and reaping the benefits. The study also found that youth entrepreneurs have better chances of improving the livelihoods of the poor than many other initiatives because of their familiarity with the local situation and their typical knowledge of the low-income environments in which they live. Thus, youth entrepreneurship has been identified to play a contributory role in economic development, as well as in improving people's quality of life. Hence, the study calls for local authorities and community members worldwide to realize youth entrepreneurship as a viable means of promoting prosperity and regional growth of rural communities in contemporary society.

Keywords: Youth entrepreneurship, rural livelihoods, South Africa

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LIST OF ABBREVIATIONS

AAP	ActionAid Palestine
DTI	Department of Trade and Industry
GDP	Gross Domestic Products
ILO	International Labor Organization
MDGs	Millennium Development Goals
NYDA	National Youth Development Agency
QLFS	Quarterly Labor Force Survey
SEDA	Small Enterprise Development Agency

CHAPTER ONE

ORIENTATION OF THE STUDY

1.1 INTRODUCTION AND BACKGROUND TO THE STUDY

Many African countries are progressively considering youth entrepreneurship as a significant tool to develop their economy by promoting the creation of jobs, improvement of technology and invention (Olaniran & Mncube, 2018). According to Ihejiamaizu (2019), for many African young people without job opportunities, productive entrepreneurship provides not only an opportunity to build sustainable livelihoods but also a chance for integrating themselves into society. Therefore, youth entrepreneurship is important. Youth entrepreneurship refers to the practical application of enterprising abilities, such as creativity, innovation, and risk-taking, into the work environment, by an individual or a group of people aged between 15-35 (Chauhan & Aggarwal, 2017). Youth entrepreneurs are seen to have better chances of improving the livelihoods of the underprivileged than many other initiatives, because of their comprehensiveness in the local situation and their typical knowledge of the low-income environment they live in (Smith & Chimucheka, 2014).

Young entrepreneurs possess innovative knowledge of local community systems which is important in the establishment of successful local economic development strategies (Mngonyama, 2018). Effective and efficient local economic development strategies have the potential to decrease the level of unemployment in local communities while improving the economy and people's livelihoods (Chauhan & Aggarwal, 2017). This point is well supported by Bjorvatn (2015), who argued that youth entrepreneurship can contribute to local economic growth and the standards of living and reduce inequality within communities. As a result, the public sector and other institutions have been tasked to produce ways that promote entrepreneurship skills and talent amongst the youth (Baporika, 2014).

To this end, a number of entrepreneurship programs have been designed to find sustainable mitigations aimed at addressing the pressing issues of unemployment and poverty among the youth in developing countries and South Africa in particular (Turulja *et al.*, 2020). However, the major challenge regarding the advancement of youth entrepreneurship has been the lack of political will when it comes to the implementation of the strategies highlighted (Fiseha & Wadzani, 2018). Consequently, there is an absence of a suitable understanding of the possible benefits of youth entrepreneurship as a way of enlightening livelihoods (Bjorvatn, 2015). The call is for governments and local communities across the world to realize that youth

entrepreneurship is a viable means of fostering prosperity and regional growth in contemporary society and improving livelihoods in local communities (Baporika, 2014).

Many regions of the world have adopted entrepreneurship as a strategy for economic growth (Noss, 2014). Entrepreneurship is progressively being encouraged as an effective way to fight the predicament of youth joblessness and as one of the key drivers of economic and social conversion in developing countries and other countries of the world (Lishilo & Lethoko, 2018). For example, in Palestine, to build professional capacities in labor market and decreasing the unemployment rate, they came up with the ActionAid Palestine (AAP), which is a non-profit organization that supports entrepreneurial enterprises among the youth (18-29 years old) who are interested to improve their entrepreneurial ideas and forming small and medium-sized enterprises. Thus, the youth is encouraged to be job makers rather than job hunters (Gough & Langevang, 2017).

President Nelson Mandela declared in 1994 that the youth of South Africa held the key to the country's development and should be given the necessary skills to ensure that they could play a significant role. His line of argument is well reflected in the initiatives that his government pursued, such as the National Youth Development Agency (NYDA), Department of Trade and Industry (DTI) programs, Small Enterprise Development Agency (SEDA) and the Small Enterprise Finance Agency, since they are all designed to provide young people with both financial and non- financial support for them to establish or grow their businesses. This essentially indicates that the South African entrepreneurial community has to understand the critical role that young people may play in advancing both their means of subsistence and the national economy (Chauhan & Aggarwal, 2017). Hence, after the Umsobomvu Youth Fund was established in 2001, South African youth entrepreneurship attracted a lot of attention (Bjorvatn, 2015).

The Umsobomvu Youth Fund aimed to provide young people with business capital and market access, as well as to encourage an entrepreneurial mindset and drive (Harrington *et al.*, 2017). The National Youth Commission and the Umsobomvu Youth Fund came together to form the National Youth Development Agency (NYDA) in 2009 (Bjorvatn, 2015). The NYDA is in charge of creating policies and initiatives to address issues facing South African youth, such as the Entrepreneurship Development Programme, which aims to create an environment that is conducive to young entrepreneurs acquiring critical entrepreneurship knowledge, skills, values, and attitudes for their enterprises (Mngonyama, 2018). However, according to Baporika

(2014), despite all the resources and laws put in place to help them, the youth still live in abject poverty 10 years after the agency's founding.

Still 29 years after South Africa's democratic transition, recent graduates continue to face discrimination in their communities and the exclusion from the country's economy (Bjorvatn, 2015). Similarly, the NYDA is thought to have neglected youth development, which has led to criticism of its inability to represent youth (Justo & Castro, 2018). This is because, during the last ten years, the young unemployment rate in South Africa has continued to climb, making it impossible for the NYDA to reach its targets for youth employment (Olaniran & Mncube, 2018). To put this into perspective, the province of Mpumalanga has seen a significant increase in youth unemployment and poverty in recent years (Olugbola, 2017). Consequently, a lot of young people especially graduates face socioeconomic difficulties that make it hard for them to support themselves, especially those who live in rural areas (Mngonyama, 2018). To support youth development in Ekulindeni, Mpumalanga province, this study aimed to record the ways in which youth entrepreneurial activities within rural communities could be practical livelihood options.

1.2 STATEMENT OF THE RESEARCH PROBLEM

As more and more resources and privileged circumstances are concentrated in urban areas, those living in rural areas do not see the benefits of a recovering economy in the same way such urban areas have (Edeme, 2019). According to Ihejiamaizu (2019), youth in rural areas are affected by various developmental issues that may not be pertinent within urban areas. These consist of a decreased median income, limited access to training and continuing education options, and a shortage of well-paying employment options across a range of industries. Beyond these obstacles to work, there are infrastructure issues as well, like a lack of dependable transit and limited access to telecommunications (Hamilton, 2020). Hence, there is a need to look at the importance of youth entrepreneurship in rural areas as they are more likely to be affected by the issue of youth unemployment.

According to the Quarterly Labor Force Survey (QLFS) of the 1st quarter of 2022 in South Africa, youth aged between 15–24 years and 25–34 years recorded the highest unemployment rates, of 63,9% and 42,1% respectively. Nonetheless, the current increasing number of young people offers an opportunity for practitioners and governments to connect to the energy, motivation, and innovation of these young people to encourage economic development and social change, while addressing pressing food security needs (Opondo, et al., 2014). Thus,

young people are thought to be the most essential method for accelerating economic growth and creating jobs (Abbas, 2018). However, the province of Mpumalanga has seen a significant increase in youth unemployment and poverty in recent years (Olugbola, 2017). Consequently, a lot of young people especially graduates face socioeconomic difficulties that makes it hard for them to support themselves, especially those who live in rural areas (Mngonyama, 2018).

The contribution of youth entrepreneurship towards livelihoods is currently unclear, particularly in rural contexts like Ekulindeni. Youth entrepreneurship is seen as a strategy to decrease the level of unemployment in local communities while improving the economy and people's livelihoods. However, there is no clear evidence as to how this strategy has addressed the economic challenges. In South Africa, several studies (see for example, Bjorvatn, 2015; Bunten, 2010; Dessalegne, 2013; Dhaliwal, 2016), among others, revealed that youth entrepreneurship contributes towards economic development but very few research focused on the contribution of youth entrepreneurship towards livelihoods, especially in rural areas. Such gaps in literature call for further research that focuses mainly on a rural setting. Therefore, this study sought to add to the body of knowledge on youth entrepreneurship in rural development as a general plan for improving livelihoods in Ekulindeni, Mpumalanga province.

1.3 RESEARCH QUESTIONS

The general research question of the study is how does youth entrepreneurship contribute to rural livelihoods?

The specific research questions are formulated as follows:

1. What is the nature of youth entrepreneurship in rural areas?
2. What are the potential benefits of youth entrepreneurship in rural areas?
3. What are the barriers to youth entrepreneurship?
4. What are the strategies that can be used to promote youth entrepreneurship?
5. What are the measures that can promote youth entrepreneurship in rural areas?

1.4 RESEARCH AIM AND OBJECTIVES

The study aimed to investigate the contribution of youth entrepreneurship toward livelihoods.

From the aim, several objectives were drawn:

- To examine the nature of youth entrepreneurship in rural areas.
- To analyze the potential benefits of youth entrepreneurship in rural areas.
- To evaluate the barriers to youth entrepreneurship.

- To examine strategies used to promote youth entrepreneurship.
- To recommend measures that can promote youth entrepreneurship in rural areas.

1.5 DEFINITION OF TERMS

Youth refer to a citizen aged between 15 and 34 years old (Olaniran & Mncube, 2018). For the purpose of this study, anybody between the ages of 14 and 35 will also be considered "youth". Moreover, the terms "youth" and "young people" will be used interchangeably.

Entrepreneurship is defined as the process of using available resources to create something new, taking on associated financial, emotional, personal, and societal risks, and reaping the rewards (Chauhan & Aggarwal, 2017). Entrepreneurship is the process through which people learn that owning a business is a viable alternative, develop business ideas, become aware of the process of becoming an entrepreneur, and initiate and develop a business (Bichara, 2018). This study views entrepreneurship as a tool to improve livelihoods in rural areas.

Youth entrepreneurship is seen as the utilization of innovative abilities, for example creativity, invention, and thrill-seeking, into the workspace, by an individual or a group of people aged between 15-35 years old (Chauhan & Aggarwal, 2017).

Livelihoods refer to different ways in which people structure their means of survival using their capabilities, assets, as well as activities, to energetically look for opportunities (Mngonyama, 2018). In this study, livelihoods are the activities that people do in communities as a way of surviving.

1.6 SIGNIFICANCE OF THE STUDY

The purpose of the study was to investigate the contribution of youth entrepreneurship towards livelihoods. Hence, the study was conducted to examine this relationship. This study is different because it was undertaken in the rural area of Ekulindeni. Studies have been conducted in this research area in the past; however, no studies of a similar nature have been done in Ekulindeni before. Therefore, the study will help local authorities and local representatives to view the youth as valuable resources to contribute towards livelihoods and support them in every step they take to grow themselves and the rural area of Ekulindeni. The study is valued theoretically because it will expand knowledge about the contribution of youth entrepreneurship towards rural livelihoods. Thus, it will shape the future of youth entrepreneurship in rural areas will be shaped by this research, which will also aid in the creation and enhancement of government policies and initiatives targeted at improving rural

livelihoods. Moreover, it will encourage more young people to start their own businesses with the help of the development programs designed to educate and support young people in starting enterprises. Therefore, it will help in reducing the unemployment rates in the rural area of Ekulindeni.

1.7 RESEARCH METHODOLOGY

This study focused on the youth entrepreneurs of Ekulindeni and their perceptions about the contribution they have towards livelihoods. Hence, semi-structured interviews were used in the study to collect data from the participants through the qualitative research methodology. This study adopted a descriptive research design, following phenomenological research which involves studying the way a person experiences or understands their world as real or meaningful. This was to describe the contribution of youth entrepreneurship towards livelihoods. Hence, a qualitative research approach was appropriate for this study since it examines people in their natural environments.

In accordance with both the qualitative research approach and descriptive research design, the study used an interpretivism paradigm which believes that reality is multi-layered and complex, and a single phenomenon can have multiple interpretations (Herrington, et al., 2017). This is because researchers are exposed to different theories, methods, and belief systems which are already existing to guide the study (Potrac, et al., 2014). Thus, interpretivism involves researchers interpreting elements of the study, as it integrates human interest into a study (Ghichuru, 2017). A purposive sampling technique was used to select 25 participants who were business owners residing in Ekulindeni rural area, Mpumalanga province.

For this study, the qualitative data were analyzed through the use of the thematic analysis method, whereby the audio data were transcribed, translated, and analyzed. Afterwards, emerging themes were drawn from the transcripts, formulating the main and sub-themes of the study. This helped in addressing the aim and the objectives of the study. To ensure the reliability and validity of this study, ethical considerations and measures of trustworthiness were employed. The detailed methodological approach for this study is presented in chapter three.

1.8 STRUCTURE OF THE PROPOSED DISSERTATION

Chapter one: Introduction and background of the study

The introduction, study background, problem statement, research questions, aim, and objectives have all been covered in this chapter. This chapter examined the existing body of information and highlighted the importance of studying youth entrepreneurship in relation to livelihoods. This chapter focused on the research methodology and the study's addition to the body of knowledge.

Chapter two: Theoretical framework and literature review

This chapter will outline the study's theoretical foundation as well as the corpus of research that different scholars have produced on youth entrepreneurship and livelihoods. After providing definitions and an overview of the study's core terminology, the chapter will look at the nature of young entrepreneurship. There would be provision for the livelihood activities created in rural areas. This chapter will examine how youth entrepreneurship contributes to the creation of livelihood plans.

Chapter three: Research methodology

The research approach employed for the study will be presented and explained in this chapter. This covers the study's design, participant selection, data gathering methods, and analytical procedures. The chapter will also cover the study's limitations, ethical concerns, and data collection methods.

Chapter four: Interpretation and findings

The study's conclusions will be presented in this chapter, along with a thorough analysis and discussion of the information collected from each data gathering tool.

Chapter five: Conclusion and recommendations

This chapter provides an overview of the study's findings and a critical analysis of its key conclusions. This chapter will examine the information that the research has contributed, recommendations that align with the study's objectives, and ideas for additional research.

1.9 CHAPTER SUMMARY

This chapter offered an overview of the research on youth entrepreneurship and its contribution towards rural livelihoods. Descriptions of the study background, problem statement, aim and objectives, and key terms are outlined. Five broad objectives addressing nature, benefits,

barriers, contributions, and measures to promote youth entrepreneurship are appropriately linked to the aim and significance of the study. Moreover, a brief research methodology was presented. The final section outlines the structure of the dissertation. Thus, the next chapter presents the literature review which is aligned with the theoretical framework used for this study.

CHAPTER TWO

THEORETICAL FRAMEWORK AND LITERATURE REVIEW

2.1 INTRODUCTION

In emerging nations, socio-economic issues including poverty, unemployment, and inequality continue to be the biggest obstacles, especially in rural areas (Bjorvatn, 2015). According to Belas *et al.* (2017), a large number of people in developing rural countries live in extreme poverty and lack access to basic necessities including power, clean water, sanitary conditions, education, and health care. It has been acknowledged that one important tactic for addressing inequality, unemployment, and poverty is entrepreneurship (Fiseha & Wadzani, 2018).

Gobbi (2014) states that there are a lot of advantages to entrepreneurship in rural areas. Entrepreneurship offers chances for skill diversification among rural populations and draws in newcomers, which boosts the expansion of the rural economy (Kew, et al., 2013). According to Brixiová *et al.* (2015), entrepreneurship is therefore viewed as a driver of sustained economic growth since it creates new enterprises, improves existing ones, accelerates structural changes in the economy, introduces new competition, and raises productivity.

Governments have given priority to entrepreneurship because they think it can persuade fundamental change in economic activity by generating growth to fulfill the Millennium Development Goals (MDGs) of ending poverty and hunger (Dash & Kaur, 2020). Governments have therefore created a variety of initiatives to support entrepreneurship in order for it to fulfill its social and economic objectives (Chauhan & Aggarwal, 2017). Nevertheless, the problem of unemployment still exists since South Africa's youth are particularly suffering from high rates of job loss (Belas *et al.*, 2017). This assertion is supported by data from South Africa's Quarterly Labor Force Survey (QLFS) for the first quarter of 2022, which shows that the highest unemployment rates were recorded by youth between the ages of 15 and 24, and 25 and 34, respectively, at 63.9% and 42.1% (Statistics SA, 2022). Hence, it is imperative to create sustainable economic possibilities to empower rural youth (Fiseha & Wadzani, 2018).

This chapter discusses the literature on the contribution of youth entrepreneurship towards livelihoods. It is imperative for this study because it provides a section of research fundamentals, going beyond the modest element of collecting data (Arshed & Danso, 2015). It brings a reasonable string of past suitable findings on the contribution of youth entrepreneurship towards livelihoods that would support, disprove, or create a new path

(Benachrine, 2019). Furthermore, it aids in the development of theoretical and conceptual frameworks as well as the refining, focusing, and structuring of research topics (O’Gorman & MacIntosh, 2016).

The chapter begins by exploring the nature of youth entrepreneurship, focusing on the global, African, and South African context. The benefits of young people starting their businesses are also examined. The chapter also looks at the barriers and support to young people starting their own businesses, the contribution of youth entrepreneurship towards livelihoods; a discussion on youths’ sustainable livelihoods, and what steps may be taken to encourage young people to start their own businesses in rural regions. Therefore, the theoretical framework was presented. Thus, employing the sustainable livelihoods approach to analyze and understand the relationship between youth entrepreneurship and livelihoods. The chapter also explores the strength of the sustainable livelihoods approach, focusing on its importance to this study.

2.2 YOUTH ENTREPRENEURSHIP IN THE GLOBAL CONTEXT

A quarter of the world’s working population, or around 1.3 billion individuals, are between the ages of 15 and 24 (Shongwe, 2020). However, this is a representation of the global unemployment due to a lack of youth employment, which is one of the main concerns for governments as nations fail to meet the necessary development targets to generate employment possibilities (Herrington *et al.*, 2017). Most governments worldwide have made youth unemployment a priority. Thus, entrepreneurship has gained traction around the globe as a tactic to encourage young people to participate in the economy (Belas *et al.*, 2017). Currently, there are many institutes and organizations responsible for entrepreneurship growth activities and young people join these programs as a way to develop themselves as entrepreneurs (Khanna, 2015).

Youth entrepreneurship is a powerful tool for fostering sustainable growth, releasing young people’s economic potential, and developing the human capital needed for the future (Chauhan & Aggarwal, 2017). According to Hamilton (2020), there are several programs in place to support young people who aspire to establish their own enterprises, ranging from offering training to those interested in doing so, to providing venture capital funding to support these ventures. However, comprehensive impact evaluation is lacking, and there is a dearth of solid information regarding what is most effective, especially when it comes to varied situations (Bjorvatn, 2015). According to Gwija *et al.* (2018), developing leaders with entrepreneurial abilities and mindsets are therefore necessary for future innovation and economic progress.

2.3 YOUTH ENTREPRENEURSHIP IN THE AFRICAN CONTEXT

Approximately 70% of jobs in developing nations are created by youth entrepreneurship, especially for those living in low-income households (Gine & Mansuri, 2014). Of all the regions in the globe, Sub-Saharan Africa has the largest percentage of potential young entrepreneurs, between 60% and 70% of the youth, according to the 2023 Global Entrepreneurship Monitor report. However, it should be highlighted that 32% of these young people are entrepreneurs driven by necessity, indicating that they view entrepreneurship as a survival tactic rather than a commercial opportunity (Belas *et al.*, 2017).

According to Hamilton (2020), examining particular data, mainly from Malawi and Zambia, may reveal some variations in the rates of young entrepreneurship among Sub-Saharan African nations. Sub-Saharan Africa has a relatively youthful population overall (Edeme, 2019). According to a recent International Labor Organization (ILO) survey, young people make up roughly 20% of the population in each of the eight Sub-Saharan African nations. However, Malawi has indicated an extremely youthful population, having a median age of 17 in 2009 (Fiseha & Wadzani, 2018). According to Edeme (2019), over 63% of young Malawians work for themselves, largely as own-account contractors and only 2% of them are employers with staff. The majority of young self-employed people (35.6%) stated that they chose self-employment to have more independence (Gobbi, 2014). According to these results, young Malawian entrepreneurs are somewhat more motivated by opportunities than by needs (Gwija *et al.*, 2018). It should be noted that 75.4% of the young Malawians who expressed extreme job satisfaction were independent contractors (Hulsink & Koek, 2014).

In 2010, about 75% of Zambians were under 35 years of age, demonstrating the country's youthful population (Edeme, 2019). According to Bichara (2018), over 30% of young Zambians work for themselves, primarily as own-account contractors, and only 6% are employers of employees. Herrington *et al.* (2017) state that of the young self-employed surveyed, 22% stated they chose self-employment to have more independence, and 53.2% indicated they were self-employed because they could not find any paid work. This claim is well supported by Abbas (2018) who articulated that youth entrepreneurship in Zambia is more driven by necessity than by opportunity, as evidenced by the fact that waged employment is more common in Zambia than in Malawi. Thus, 39% of youth in Zambia were employed compared to just 20.8% in Malawi (Bichara, 2018). Taking this latter finding into account, the size of enterprises in Zambia that are run by young people who are self-employed is larger than in Malawi, and a higher percentage of businesses employ more than one person (Gobbi, 2014).

Entrepreneurship is beneficial to any country's economic growth, competitiveness, economic independence, self-esteem, and job creation, as well as social welfare, political stability, and national security (Bjorvatn, 2015). Thus, entrepreneurship would be especially beneficial for the nation's economy, society as a whole, youth, and their families (Bichara, 2018).

When it comes to starting their own businesses, South African youngsters lag behind their international counterparts (Gobbi, 2014). Given that South African young are now experiencing unemployment, the continuation of this condition may not be favorable for youth economic involvement (Fiseha & Wadzani, 2018).

A generation of employers would be far more helpful than a generation of employees, according to Shongwe (2020), who also emphasizes that matriculants and university graduates should be prepared with entrepreneurial skills to create more jobs rather than seek out paid employment. Chauhan and Aggarwal (2017) agreed, arguing that fostering an entrepreneurial culture among school dropouts would help uncover young people's potential and improve their livelihoods. These authors also noted that the educational system should be able to develop entrepreneurial attitudes, knowledge, and skills in students. Edeme (2019) noted that entrepreneurship education is offered in several higher education institutions in South Africa. However, he recommended that the creation of business incubators on campus is another requirement for universities to successfully address the issue of unemployment.

Dlamini and Bimha (2017) carried out research in Swaziland to determine the efficacy of youth entrepreneurship education programs in postsecondary institutions. The authors stated that the main objective of this program, which was started by the Swaziland government in 2002, is to teach young people about the practical side of entrepreneurship in postsecondary institutions. Youth programs, especially those at the tertiary level, must be designed with an emphasis on entrepreneurship, with the goal of equipping graduates and young people with the skills and competencies necessary to launch their own businesses (Brixiová *et al.*, 2015). Dlamini and Bimha (2017) contended that as entrepreneurship education is thought to be a powerful weapon in the fight against unemployment, it must be a part of youth initiatives. According to numerous academics, governments in Sub-Saharan African nations must include entrepreneurship education in their youth initiatives (Gobbi, 2014).

2.4 YOUTH ENTREPRENEURSHIP IN SOUTH AFRICA

Entrepreneurship has been considered a vital component to open opportunities for youth employment in the 21st century (Chigunta *et al.*, 2015). The number of young people in South Africa between the ages of 15 and 34 is 20,4 million, according to the Quarterly Labor Force Survey for the first quarter of 2022. This represents a significant and leading percentage of the population, since young people are increasingly important to development efforts (Edeme, 2019). Despite the fact that there may be fewer entrepreneurs in South Africa, it is noteworthy that over 50% of them are young people (Bjorvatn, 2015). Thus, young people who engage in entrepreneurship develop a sense of self-worth and become more useful members of their families and communities (Chauhan & Aggarwal, 2017).

Youth are defined as young individuals who are between the ages of 15 and 35 years old, according to the African Union (2006). Conversely, South Africa adopted a definition of youth that was marginally broader than the African Union's (Chigunta *et al.*, 2015). Young individuals between the ages of 14 and 35 years old are considered to be members of the youth in South Africa (Dash & Kaur, 2020). Due to historical and present inequities that have not yet been completely addressed, the upper age restriction for youth in South Africa is still 35 years old (Fiseha & Wadzani, 2018). Hence, young people between the ages of 16 and 35 years old are considered youth for the purposes of this study.

Smith and Chimucheka (2014) claimed in a paper on the socioeconomic side of things that youth entrepreneurship can benefit society by lowering rates of poverty, crime, and income inequality. By implementing the newest innovations in the production of a wide range of goods and services on a big scale at a reduced cost, entrepreneurs play a critical role in changing people's quality of life (Bjorvatn, 2015). This raises the people's level of living by enabling them to buy things of higher quality at cheaper prices (Lishilo & Lethoko, 2018). Consequently, the general quality of society is raised by youth entrepreneurship, which promotes political stability and national security (Chauhan & Aggarwal, 2017).

Some of South Africa's youth belonged to a vulnerable social category before the country became democratic (Fiseha & Wadzani, 2018). Disparities and hardships were left behind by the apartheid era's restriction of black South Africans from freely participating in the nation's economy, notably within the socioeconomic landscape (Chigunta *et al.*, 2015). To alleviate the unfavorable circumstances brought about by the previous apartheid administration, South Africa produced new policies and implemented some transformation initiatives after 1994

(Chauhan & Aggarwal, 2017). However, the nation's challenges still include reducing poverty, lowering the unemployment rate, and developing a welcoming business climate for young people to engage in the economy actively and completely (Belas *et al.*, 2017). Hamilton (2020) also agrees that even though these initiatives have resulted in the creation of more economic opportunities for young people, it appears that they have no significant impact on reducing the high unemployment rate among young people in the country. Thus, Edeme (2019) argues that during this era of high unemployment in the country, fostering youth entrepreneurship could provide a vital solution.

2.5 BENEFITS OF YOUTH ENTREPRENEURSHIP

According to Chigunta *et al.* (2015), the role of young entrepreneurs varies depending on the industrial climate, material resources, and political system's openness (Edeme, 2019). Since it is thought that youth entrepreneurship is linked to an increase in social welfare, wealth creation, and technological innovation, it has been the main focus of attention globally (Dhaliwal, 2016). Similarly, Lavesson (2017) notes that youth entrepreneurship is important for different developing countries' economic strategies.

It is well known that the economy of rural areas depends heavily on agriculture (Akko, 2015). But today's youth in the moat are branching out into non-agricultural fields including gardening, carpentry, hair salons, and tuck shops, among others (Belas *et al.*, 2017). One of the main factors credited with improving the nation's economy is youth entrepreneurship (Olugbola, 2017). Young individuals who start their own businesses are more likely to seek out new chances, which boosts employment and economic growth (Belas *et al.*, 2017). Additionally, young people starting their own businesses are creating something common in the market, which might increase its worth and create work chances for them (Chauhan & Aggarwal, 2017). According to Nimvyap *et al.* (2020), youth entrepreneurship is viewed as the cornerstone of employment, economic advancement, the promotion of high-quality goods and services, invention, economic flexibility, and competitiveness.

2.5.1 Employment Creation

According to Ihejiamaizu (2018), entrepreneurship is the ability to create or manufacture something valuable by using resources to meet market demand or seize an opportunity. Young people's businesses, according to Lavesson (2017), provide large-scale, rapid employment to the unemployed, a persistent issue in underdeveloped nations. According to Mngonyama

(2018), entrepreneurs are crucial in mitigating the problem of unemployment, hence promoting economic development.

Akko (2015) asserts, however, that sufficient encouragement is necessary for entrepreneurship to generate job prospects. Chauhan and Aggarwal (2017) contend that in an economy where there is a low demand for labor and a high prevalence of youth unemployment, entrepreneurship training is likely to encourage young people to develop their talents and create their own jobs. Thus, Hulsink and Koek (2014) demonstrate that job creation is a direct as well as an indirect result of entrepreneurship. As entrepreneurs, they work for themselves directly, and indirectly, they create jobs for millions of others by starting several enterprises (Baporika, 2014). Therefore, the most effective strategy to combat unemployment is entrepreneurship (Shongwe, 2020).

2.5.2 Improve Standard of Living

Improvements in entrepreneurship will raise rural residents' standards of living through inventions, claims Ihejimaizu (2019). Rural entrepreneurship has the potential to raise rural residents' literacy rates (Lishilo & Lethoko, 2018). In a similar vein, Shongwe (2020) points out that families can take their children to school and perhaps potentially enhance social infrastructure with increased wealth and material comfort. Additionally, increased self-employment and education will boost the community and raise everyone's standard of living (Korsgaard *et al.*, 2015). According to Dhaliwal (2016), the creation of jobs through entrepreneurial endeavors raises income and purchasing power, which is then used for consumer spending. Industrial activity is boosted by rising consumer demand for products and services (Chauhan & Aggarwal, 2017). Additionally, according to Edeme (2019), a hallmark of the nation's economic success is an increase in the standard of life for the populace. By using the most recent technologies in the production of a wide range of goods and services on a big scale at a lower cost, entrepreneurs play a crucial role in raising the community's standard of living (Edeme, 2019). Thus, people's level of life rises as a result of their ability to purchase things of higher quality at less cost (Nimvyap *et al.*, 2020).

2.5.3 Increase Countries' Gross National Product and Per Capita Income

Young entrepreneurs make extensive use of resources to produce goods and services that they then sell to other nations, boosting both national wealth and their own income (Dhaliwal, 2016). An essential part of economic development is export trade, which is aided by entrepreneurs (Chauhan & Aggarwal, 2017). To avoid the import dues requirement, prosperous young

entrepreneurs seek to create on a large scale with the intention of generating money through exporting (Nimvyap *et al.*, 2020). Therefore, export promotion and import substitution guarantee economic growth and independence (Adeyanju, et al., 2023).

According to Shongwe (2020), young entrepreneurs seek and seize chances, promote efficient capital and skill mobilization, provide novel goods and services, and create marketplaces for the expansion of the economy. Thus, they contribute to raising a nation's gross national product and per capita income in this way (Againglo & Gao, 2016).

2.5.4 Create Social Change

According to Bjorvatn (2015), entrepreneurship fosters social change by introducing novel products and services that enhance people's lives and lead to higher morale, better quality of life, and financial independence. Therefore, it is thought that promoting youth entrepreneurship will benefit many communities on both an individual and a collective level (Fiseha & Wadzani, 2018). Entrepreneurs defy convention and thereby promote freedom by lowering reliance on antiquated systems and technologies through their distinctive provision of novel goods and services (Ramirez, 2016). For instance, smart phones and associated apps have completely changed the nature of work everywhere (Againglo & Gao, 2016). Technological entrepreneurship will have significant, long-lasting effects on the human species as a whole, as demonstrated by the expansion of China's smartphone sector and smart phone market (Lishilo & Lethoko, 2018). In addition, entrepreneurs in less developed nations now have access to the same resources as their counterparts in more developed nations due to the globalization of technology (Chauhan & Aggarwal, 2017). A young entrepreneur from an impoverished country can compete with the multi-million-dollar current product from a wealthy country since they also have the benefit of a reduced cost of living (Baporika, 2014). Hence, entrepreneurship is very essential in creating social change for rural people (Belas, et al., 2017).

2.6 BARRIERS TO YOUTH ENTREPRENEURSHIP

While governments across the African continent are deeply concerned about high unemployment rates, Bichara (2018) notes in his analysis of the function of entrepreneurship in society that numerous governments now recognize the importance of entrepreneurship in attaining economic expansion and generating job opportunities. The growing realization that high unemployment rates must be sharply lowered has spurred interest in the possibility of youth entrepreneurship as a tactic to support socioeconomic development in emerging nations (Hulsink & Koek, 2014).

Despite the many advantages that entrepreneurship offers worldwide, young people in rural areas face several obstacles (Chauhan & Aggarwal, 2017). Lack of infrastructure, strict government policies and regulations, ignorance about government initiatives promoting youth entrepreneurship, and a lack of entrepreneurship education are some of the barriers to youth entrepreneurship.

2.6.1 Lack of Entrepreneurship Education

Bichara (2018) highlights the need to provide young people with good entrepreneurship education to prepare them to be responsible, entrepreneurial adults who eventually become entrepreneurs and contribute to economic development. According to Bjorvatn (2015), who conducted a study on entrepreneurship education in Sub-Saharan African tertiary institutions, the reason for the deterrent to entrepreneurial activity in developing countries is a lack of entrepreneurial skills. Additionally, formal education is designed to prepare students for jobs in the public sector and in already-existing businesses, rather than fostering entrepreneurship so they can establish their own businesses and generate employment opportunities. For instance, the South African educational system falls short in providing students with a solid foundational grasp of market, business, and finance management, as well as how to operate a business. Consequently, a lot of youth find it difficult to see business as a way out of poverty (Brixiová *et al.*, 2015).

2.6.2 Deficiency of Infrastructure

Shehan (2017) postulates that the mental and physical growth of youth is contingent upon the availability of fundamental infrastructure inside their communities. According to Peng *et al.* (2019), this involves having access to reliable power, good roads, a sufficient water supply, and information and communication technologies. Nevertheless, the majority of rural communities lack these resources as well as an atmosphere that encourages people to expand their enterprises (Emeana, 2016). For example, in South Africa, loadshedding has a significant impact on people's businesses (Chauhan & Aggarwal, 2017). These businesses face a rise in waste expenses and frequent equipment damage (Gwija *et al.*, 2018). Many young people who may have creative ideas and the drive to improve their communities have been frustrated by this (Emeana, 2016). Due to the adverse effects of energy crises on businesses, particularly those owned by fast food chains, hairdressers, internet cafés, and dry cleaners, young people are finding it difficult to expand their enterprises (Shongwe, 2020). This is because of their

need to find alternate power sources, like generators, which raises their expenses (Shehan, 2017).

According to Emeana (2016), most rural communities do not have enough roads for transportation. This raises transportation expenses and increases traffic accidents, which have an impact on numerous enterprises (Fiseha & Wadzani, 2018). Since young people in rural areas find it difficult to access the internet, telecommunications present another obstacle for aspiring young entrepreneurs (Bichara, 2018). When they are unable to advertise their company's goods or services, they subsequently struggle to come up with creative approaches to expand their enterprises (Gine & Mansuri, 2014). Furthermore, many young people's enterprises have been impacted by inadequate security (Gough & Langevang, 2017). Young individuals conducting business face threats to their lives and property in many rural locations (Lazarus, 2015). Some businesses are able to implement security, which frequently has an effect on the company's earnings (Gwija *et al.*, 2018). For young people, crime deters them from pursuing entrepreneurship and renders it unprofitable (Juneja, 2015). As a result, a large number of youthful entrepreneurs in rural areas gave up on their businesses (Shehan, 2017).

2.6.3 Lack of Awareness of Government Initiatives Supporting Youth Entrepreneurship

Juneja (2015) claimed that a lot of young people do not make use of the government assistance that is accessible to them because of drawn-out bureaucratic procedures or a lack of knowledge about particular interferences. According to Bjorvatn (2015), youth entrepreneurship has been found to be hindered by a lack of knowledge regarding where and how to obtain business capital, or by a lack of access to this type of information. However, because they have not received enough publicity, government programs that support youth entrepreneurship—such as those that provide access to markets, funding, and training—are not necessarily well-known or obvious (Chigunta *et al.*, 2015).

According to Baporika (2014), these initiatives are only known to individuals who have already made a name for themselves in respective industries; additionally, they are vulnerable to misuse by public servants who may utilize them for unethical practices like nepotism or their own personal gain. Thus, due to the drawn-out application processes, bureaucratic red tape, and lengthy wait times before they may receive benefits, young people who are aware of these programs frequently hesitate to apply (Hamilton, 2020).

2.6.4 Stringent Government Policies and Regulations

Institutional barriers may potentially impede entrepreneurial activities (Bichara, 2018). The economic climate, which can be advantageous or disadvantageous, influences a young person's desire to pursue a career in entrepreneurship (Brixiová *et al.*, 2015). Institutional barriers encompass laws and policies, property rights, and the efficiency of government services and their agencies (Gwija *et al.*, 2018). According to Belas *et al.* (2017), government rules and regulations are frequently viewed as problematic and do not always encourage youth entrepreneurship to the amount that was first intended. These laws and rules should be loosened. For instance, small businesses that are just getting started should not be required to file tax returns, pay taxes, or register for certain types of taxes, like VAT, until they have grown (Dhaliwal, 2016). This is because these laws and regulations put undue financial strain on these businesses (Chauhan & Aggarwal, 2017).

2.7 THE SUPPORT FOR YOUTH ENTREPRENEURSHIP

Youth entrepreneurship is recognized as a driver for job creation, innovation, and economic growth, especially in developing countries (Horton, et al., 2020). However, the growth of youth entrepreneurship needs support from different sectors (Juneja, 2015). Youth entrepreneurship development calls for promoting awareness and providing training through education (Belas, et al., 2017). Edeme (2019) states that if young people want to pursue their own business, they need to grow their skills and knowledge about business. However, supporting youth entrepreneurship does not end with providing training for the youth but there needs to be a sustained effort by providing governing frameworks, dedicated support systems, and ways to assist in financing the start-up of their business such as providing seed capital (Fiseha & Wadzani, 2018). As a result, financing organizations in numerous nations offer financial support to young individuals pursuing business (Brixiová *et al.*, 2015). Loans, subsidies, debt re-financing, and many more methods make this possible (Juneja, 2015).

2.7.1 Grants and Subsidies

Three main forms of financial assistance mechanisms are typically used in different nations to fund young entrepreneurship (Fiseha & Wadzani, 2018). According to Brixiová *et al.* (2015), the typical choices include loan funding, fee money, and free grants. Different grant programs are in place in industrialized nations to assist aspiring business owners with funding their startup costs and means of subsistence (Dash & Kaur, 2020). Thus, government grants and subsidies are essential for new businesses because they give them the cash boost they need and

foster an atmosphere that supports their expansion and success (Againglo & Gao, 2016). Furthermore, Edeme (2019) stated that these initiatives seek to boost economic expansion, foster innovation, and generate employment opportunities.

2.7.2 Finance Counselling and Assistance

Young entrepreneurs can receive assistance from a number of agencies and non-profit groups in formulating their business proposals, as well as guidance and support (Horton *et al.*, 2020). These groups support young people who are eager to launch their own enterprises as well as those who already do (Abbas, 2018). According to Altman *et al.* (2019), young people are thus receiving assistance with research into financing choices accessible to start their businesses. However, it can occasionally be challenging for young people to access this kind of assistance if they live in rural locations (Hamilton, 2020).

2.7.3 Soft Loans and Micro Finance

To foster the growth of this emerging industry, banks and other financial institutions provide soft loans to young entrepreneurs in the majority of developed and developing nations (Belas *et al.*, 2017). Young business owners that apply for "soft" loans receive them at discounted interest rates or have their debt arranged so that interest payments are deferred (Fiseha & Wadzani, 2018). In an effort to be more customer-friendly, the banks may decide to loosen their requirements for collateral and other paperwork (Gobbi, 2014). Thus, microfinance has advanced significantly in the majority of nations (Gwija *et al.*, 2018). According to Hulsink and Koek (2014), microfinance institutions are typically social enterprises such as NGOs, credit unions, and trusts that have extensive networks and exposure to both the organized and unorganized sectors in rural areas. It is simpler for young business owners to get small loans without having to worry about paperwork or collateral (Edeme, 2019).

2.7.4 Venture Capital and Angel Investors

Private fund managers seeking investment opportunities have come to understand the boundless potential of financing some of the best business ideas in emerging high-tech fields like biotechnology, medical sciences, and information technology, as well as in other industries like commercial and service (Belas *et al.*, 2017). Businesses such as Hotmail, Google, Facebook, and many more technological businesses have benefited greatly from investments made by these companies in start-ups and new enterprises (Chigunta *et al.*, 2015). Considering their accomplishment, they concentrate on funding fresh, bright, and creative business owners and assisting them in establishing their enterprises (Hulsink & Koek, 2014).

2.8 YOUTH ENTREPRENEURSHIP AND LIVELIHOOD STRATEGIES

Shongwe (2020) asserted that youth entrepreneurship contributes to poverty alleviation in a variety of ways. As a result of new markets, industries, technology, institutional forms, jobs, net increases in real productivity, and income increases, as well as the establishment of new entrepreneurial businesses or the expansion of existing ones, social wealth increases and people's standards of living rise (Turulja *et al.*, 2020). Olugbola (2017) stated that livelihoods are complex, and they are determined by the individuals' or a household's socio-economic characteristics and skills, together with the resources available to either the individual or the household. Livelihoods are associated with employment creation and income generation, as well as poverty reduction, mostly in rural areas (Bichara, 2018). Thus, livelihoods are regarded as viable contributors to the welfare of communities, and they can improve the living standards of people through socioeconomic development within rural areas (Lishilo & Lethoko, 2018).

Despite the potential that livelihoods have in enhancing local economic development, particularly in rural areas, the development of these strategies can be undermined by several factors (Justo & Castro, 2018). It is important to remember that a number of limiting constraints will probably make developing livelihood strategies in rural areas extremely difficult (Ihejiamaizu, 2019). For instance, rural areas have a large populace that is living under the poverty line (Bichara, 2018). Rural areas are confronted with an impoverished environment, with limited or no access to basic services (Smith & Chimucheka, 2014). Moreover, some rural areas are isolated, so it becomes a challenge for them to reach out for opportunities and this then hinders their chance of improving or sustaining their welfare (Herrington *et al.*, 2017). Hence, entrepreneurial activity in rural areas helps to diversify the economic network to avoid relying too much on mono-production (Shongwe, 2020).

Entrepreneurship is defined as one of the development mechanisms by which individuals and teams create value by integrating specific resource input packages to take advantage of environmental opportunities and make a living (Bjorvatn, 2015). Entrepreneurship is a process that involves identifying unmet needs and pursuing chances to generate value without being constrained by available resources (Bjorvatn, 2015). Entrepreneurship goes beyond simply starting a business; it is a process by which an individual identifies unmet needs and pursues opportunities to create value, without being limited by the resources at hand (Bjorvatn, 2015). Entrepreneurial activity in rural areas helps to diversify the economic network and thus avoid dependence on mono-production (Shongwe, 2020). A study by Edeme (2019) shows that diversifying livelihoods has always been a challenge mostly in rural areas. Hence, it has been

realized that people in rural areas are no longer limited to crop farming, livestock rearing, forest management, and fishing but they have evolved to engage in various activities of the time (Hamilton, 2020).

2.9 YOUTH SUSTAINABLE LIVELIHOODS

All young people share some resources that help them make the transition from childhood to successful adulthood (Mngonyama, 2018). Edeme (2019) states that to sustainable livelihoods for youth, it is important to research how to combine young people's assets, both tangible and intangible, in their lives. Natural, physical, human, financial, and social capital are the five assets that are typically considered by the sustainable livelihood approach. Therefore, enhancing these assets is fundamentally linked to youth sustainable livelihoods (Chauhan & Aggarwal, 2017).

According to Edeme (2019), the most valuable asset that rural adolescents possess is their human capital. Massoud *et al.* (2016) articulates that better human capital is constantly linked to factors like education, health, work skill level, entrepreneurial education, leadership potential, and planning. Possessing these attributes enables young people to overcome poverty and realize their livelihood goals. Thus, young people who enter the workforce get the benefits of prior health and education investments and continue to acquire the skills necessary to expand their alternatives for employment (Lishilo & Lethoko, 2018).

2.10 MEASURES THAT CAN PROMOTE YOUTH ENTREPRENEURSHIP IN RURAL AREAS

With an estimated 81 million young people between the ages of 15 and 24 without jobs, youth entrepreneurship has emerged as a development approach on a global scale to solve a number of difficulties (Lishilo & Lethoko, 2018). However, these figures might be considerably higher since other countries classify youth according to a broad age range (Abbas, 2018).

According to Bjorvatn (2015), there is evidence that high unemployment rates among this generation worsen food insecurity, poverty, rural-urban migration, criminality, and violence. The idea that entrepreneurship will alleviate systemic poverty through the integration of youth into domestic and international markets is the foundation of frameworks for developing youth entrepreneurship (Hulsink & Koek, 2014). Therefore, promoting increased economic activity and the launch of new initiatives through entrepreneurship development is the best way to combat poverty in any part of the world (Altman *et al.*, 2019).

The growth of entrepreneurship has enormous potential to improve the economy and standard of living (Lavesson, 2017). Therefore, the main goal of entrepreneurship development for employment promotion should be to create an environment that is conducive to entrepreneurship through policy, strategy, and institutional arrangements (Hamilton, 2020). the creation of an environment that is conducive to business for the private sector's growth, with a focus on entrepreneurship and skill development. Additionally important to the development of young people's means of subsistence is startup capital (Chauhan & Aggarwal, 2017). In addition to promoting the growth of businesses, the extension of business development services that may offer coaching and mentorship to entrepreneurs will also act as a catalyst for the creation of jobs and other targeted youth development outcomes (Edeme, 2019).

Incentives for rural entrepreneurs to reinvest revenues for scaling and expansion, such as tax relief and concessions, should be extended for a minimum of ten years to foster and stimulate rural entrepreneurship (Justo & Castro, 2018). According to Baporika (2014), developing and maintaining infrastructure in rural areas is important since it promotes commerce and economic transactions within rural communities. Infrastructure, such as steady energy and paved, well-maintained roads, will significantly lower costs and lessen poverty in rural areas (Bjorvatn, 2015). This will stimulate growth in the rural sector and enhance the socioeconomic well-being of rural residents (Ihejimaizu, 2019). Therefore, the ongoing violence is likely to limit the ability to interfere, but implementation considerations should consider market opportunities, access to financing, and training (Belas, et al., 2017).

2.10.1 Market Opportunities

The government should focus on supporting young entrepreneurs in developing their business ideas instead of limiting access to programs such as the NYDA to prospective entrepreneurs who already have business ideas, especially for necessity-driven entrepreneurs (Chauhan & Aggarwal, 2017). To prevent the risk of oversaturating the market, the government should refrain from assisting an excessive number of micro-entrepreneurs in the same industry (Fiseha & Wadzani, 2018). Hence, the government needs to place more emphasis on developing networks and institutions and trust, which have been broken down by conflict (Belas, et al., 2017). Furthermore, in areas with limited electrification, the government must give access to IT resources such as IT labs (Belas *et al.*, 2017). Thus, there need to include security issues when assessing market opportunities, cost, and options for insurance by young people (Gwija, et al., 2018).

2.10.2 Access to Finance

The government should refrain from granting loans where there are little market prospects (Dash & Kaur, 2020). Avoid getting entrepreneurs into unserviceable debt by ensuring realistic assessments of viability of proposed businesses and associated risks, especially for necessity driven entrepreneurs (Edeme, 2019). Grant financing could be a possibility for the government as a means of subsidizing the livelihoods of entrepreneurs, particularly those who are motivated by necessity (Brixiová *et al.*, 2015). Therefore, in the lack of official collateral and operational asset registers, one should think about using social capital mechanisms, such as group-based lending, as a kind of credit security (Hulsink & Koek, 2014). Furthermore, the government should think about working with banks to offer guarantees based on program-driven evaluations of entrepreneurs' creditworthiness, particularly for those who are growth-oriented and opportunity-driven (Hamilton, 2020).

Therefore, the government should consider youthful entrepreneurs' comparatively limited investment horizons (Ihejimaizu, 2019). Consider providing more extensive financial services or finance-related services, but only if they would not otherwise be available, given the comparatively low levels of access to finance in rural areas (Gobbi, 2014). Create innovative delivery models, such as mobile solutions or links to semi-formal service providers, to reach distant locations (Justo & Castro, 2018).

2.10.3 Training and education

Governments should encourage business owners to evaluate their perceived talents realistically and to pinpoint certain areas for skill and enterprise development (Chauhan & Aggarwal, 2017). Especially for enterprises driven by necessity, invest in fundamental training such as financial literacy (Fiseha & Wadzani, 2018). Especially for opportunity-driven and growth-oriented businesses, customize training to comparatively lower educational levels (Gwija *et al.*, 2018). In the absence of more formal policies and programs for cluster creation, encourage collaboration among entrepreneurs (Gobbi, 2014). Prioritize restoring the confidence of young business owners first, as it may have been damaged by the ongoing war (Chigunta *et al.*, 2015). Make sure the program does not treat some groups better than others, since this could escalate conflict-induced tensions (Dash & Kaur, 2020). Consider the comparatively high beneficiary drop-out rates (Hulsink & Koek, 2014). Beneficiaries might not be able to travel to classes, thus consider giving training services close to beneficiaries and developing adaptable curricula

(Gwija *et al.*, 2018). Thus, program curricula should address the relatively high-risk aversion associated with starting a business in rural locations (Lishilo & Lethoko, 2018).

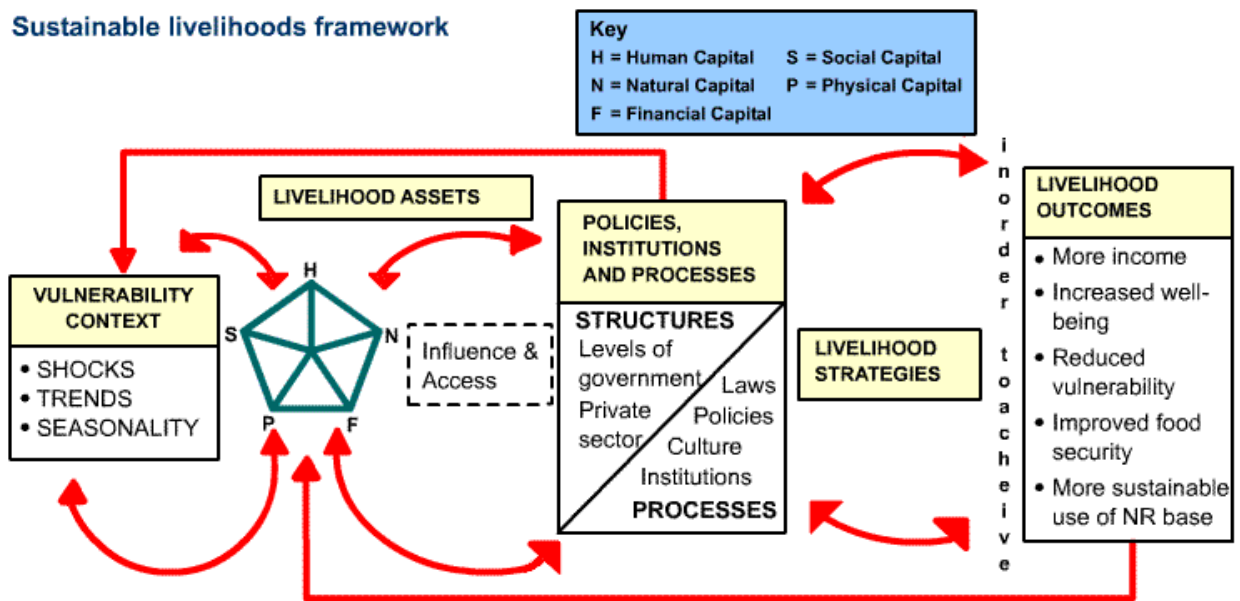
According to Bjorvatn (2015), as not all students who study commercial topics become entrepreneurs, entrepreneurship education and training need to be established as a required subject at the secondary school level for all subject streams that are provided. Additionally, rather than concentrating only on exams, entrepreneurship education and training should align with the actual issues of the business sector (Chigunta *et al.*, 2015). All aspects of running a business, such as marketing, finance, procurement, and project management, should be handled by one person (Olaniran & Mncube, 2018).

2.11 THEORETICAL FRAMEWORK

To explore the contribution of youth entrepreneurship toward livelihoods, the sustainable livelihoods approach was utilized. This is because, according to Peng *et al.* (2019), the sustainable livelihoods approach may be used as a tool to comprehend how the home livelihood system interacts with the external environment. One way to approach rural development is via the lens of sustainable livelihoods (Massoud *et al.*, 2016). Rather than simply analyzing poverty through income conditions or reducing poverty, it advocates for integrated thinking in poverty reduction (Serrat, 2017).

Serrat (2018) claimed that because the sustainable livelihoods approach considers the resources and capacities to reduce poverty in rural regions, it is a useful framework in rural entrepreneurship. Masuku (2020), who explained that the sustainable livelihood approach describes the different approaches that people employ to achieve outcomes that are crucial in preserving their wellbeing, including through entrepreneurship, provides strong support for this claim. As a result, the sustainable livelihoods approach is employed to determine the concepts, opportunities, and implications for the expansion of activities (Massoud *et al.*, 2016). According to Mngonyama (2018), the benefit of this method is that it focuses on disadvantaged people as it is customary on values that provide the public with the right to take initiatives when making decisions about improving their livelihoods.

Figure 4.1: The Sustainable Livelihoods Framework



Source: Adapted from DFID (1999)

The first indication of this framework being suitable for the research is its priority on rural areas. This framework emphasizes the development of impoverished people, which includes the people of Ekulindeni, which is a rural area situated in Mpumalanga. According to Ihejiamaizu (2019), rural areas are affected by various developmental issues that may not be pertinent within the urban areas. These consist of a decreased median salary, limited access to training and continuing education options, and a dearth of well-paying positions across a range of industries. Beyond these obstacles to work, there are infrastructure issues as well, like a lack of dependable transit and limited access to telecommunications (Hamilton, 2020).

Accordingly, since the 1990s, discussions about rural development, poverty alleviation, and environmental management have placed a greater emphasis on sustainable livelihoods techniques (Shen *et al.*, 2019). The importance of the sustainable livelihoods approach is to empower the extremely poor by increasing the knowledge, skills, and resources they need (Mngonyama, 2018), thus, enabling the poor households to overcome their poverty by helping them with their development projects, which includes entrepreneurship (Peng *et al.*, 2019).

The sustainable livelihoods approach is designed to capture the many effects of social and economic exclusion on people's lives (Quandt, 2018). Therefore, it focuses on supporting individuals and communities to develop asset-building strategies that can move them towards empowering livelihoods (Massoud *et al.*, 2016). Although they are not a solution, the sustainable livelihoods approach makes it easier to identify realistic goals for activities that are

based on the opinions and interests of the people involved (Serrat, 2017). It is not a substitute for other instruments, such as integrated rural development, sector-wide approaches, or participatory development (Quandt, 2018). Nevertheless, it interacts with people and the environment, which affects how livelihood options work out (Peng *et al.*, 2019). People's potential in terms of their abilities, social networks, access to material and financial resources, and capacity to influence key institutions are all considered (Mngonyama, 2018). Thus, the sustainable livelihoods approach offers strategies for promoting social justice and livelihood development to practitioners and funders (Shen *et al.*, 2019).

According to this method, a person's ability to access capital assets, the ways in which they combine these assets to form a livelihood, and how they can expand their asset base through interactions with other actors and institutions are all important factors to consider when defining their livelihood (Quandt, 2018). Human capital in terms of health care, nutrition, education, knowledge, and skills, as well as the capacity to work and adapt, are among the livelihood assets that the impoverished must regularly consider (Mngonyama, 2018). It also includes social capital, with an emphasis on networks and connections, relationships based on mutual respect, understanding, and support, shared norms and consequences, common behaviors and values, and opportunities to participate in leadership and decision-making (Massoud *et al.*, 2016). According to Serrat (2018), the sustainable livelihoods method may be understood as a basic and resource-based step in the creation of necessary livelihood goods for relegated collections.

The problem statement of the study made it clear that young people, particularly those who reside in rural regions, are particularly susceptible since they must contend with high rates of youth unemployment and fragile livelihoods. The goal of livelihood strategies, according to Quandt (2018), is to attain livelihood outcomes. More money, better health, less vulnerability, enhanced food security, more sustainable use of the foundation of natural resources, and the restoration of human dignity are examples of possible livelihood outcomes (Massoud *et al.*, 2016). Youth entrepreneurship is therefore considered a means of achieving livelihood objectives (Shen *et al.*, 2019). Olugbola (2017) provided strong support for this claim, stating that youth entrepreneurship is a dynamic process of wealth creation by people or groups of individuals, as it may be utilized to attain livelihood objectives (Serrat, 2018).

Consequently, the sustainable livelihood approach is important to this research since it clearly illustrates how entrepreneurship and livelihoods are related. As was previously said, the sustainable livelihoods approach invites individuals to devise concepts that can aid in creating

the necessary framework and ability for involvement (Massoud *et al.*, 2016). It focuses on the importance of institutions and policies as well as the lives of the impoverished and vulnerable (Mngonyama, 2018). According to Quandt (2018), the sustainable livelihoods strategy aids in the creation of development initiatives that are multilayered, responsive, people-centered, and carried out in collaboration with the public and private sectors (Serrat, 2018). The framework for sustainable livelihoods elucidates the interrelationships among the factors that enhance livelihood opportunities (Shen *et al.*, 2019). Therefore, the sustainable livelihoods strategy seeks to develop the diverse ways that young people have access to livelihood assets (Peng *et al.*, 2019). As a result, this framework can guide policy and practice aimed at improving rural livelihoods through youth entrepreneurship.

2.12 SUMMARY OF THE CHAPTER

This chapter has demonstrated how entrepreneurs, by embracing the most recent advancements in the production of a wide range of goods and services on a big scale at a reduced cost, play a critical role in raising the standard of life of people. Entrepreneurship is considered essential to open opportunities for youth employment in the 21st century. Literature proves that entrepreneurship is a source of livelihood in many communities, but very little is known about its viability in rural areas. Furthermore, rural areas are known to rely on agricultural economic activities, thus their ability to diversify into non-agricultural activities such as hair salons, tuck shops, carpentry, gardening and so forth require further empirical investigations.

Moreover, youth entrepreneurship has been identified as a viable strategy to improve livelihood in rural areas. Many people living in rural communities adopt entrepreneurship to develop and expand their livelihood strategies by undertaking different business ventures. Hence, this study uses the term “entrepreneurship” loosely to describe the “risks” taken in rural environments to secure livelihoods. Most importantly it has been discovered that entrepreneurs start their businesses for different reasons but most commonly it is to increase income to make a living. The various literature reviewed highlighted the importance of youth entrepreneurship among young people. Youth entrepreneurship is effective in contributing to livelihoods. The chapter revealed literature gaps which call for further research.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1 INTRODUCTION

The aim of the study was to investigate the contribution of youth entrepreneurship toward livelihoods. The study investigated the nature of youth entrepreneurship; the potential benefits of youth entrepreneurship in rural areas; the barriers to youth entrepreneurship; the contribution of youth entrepreneurship towards livelihoods; and the measures that can promote youth entrepreneurship in rural areas. Therefore, to satisfy the aim and the objectives of this study, the research process made use of research design and methodology. This is well defined by Sileyew (2019) who articulated that research design and methodology is a path that a researcher follows to conduct their research. It guides the study on how the outcomes at the end will be attained. Therefore, this chapter provides details as to how the data were collected and explains the steps that were followed for the data to be analyzed.

The study plan, which includes research design, research paradigm, data required, study area, targeted population, sampling procedure, data collection technique, data analysis procedure, measures of trustworthiness, study limitations, and ethical considerations, is implemented through the use of research design and methodology.

3.2 RESEARCH PARADIGM

A research paradigm, according to Shongwe (2020), is a set of common attitudes, presumptions, and beliefs held by researchers. In a similar vein, Kivunja and Kuyini (2017) define a paradigm as a customary set of norms or attitudes regarding significant aspects of realism that give rise to a particular worldview that acts as an organizing principle through which realism is understood. According to Potrac *et al.* (2014), a paradigm is a suggested structure, design, and arrangement of hypothetical and technological ideas, morality, and expectations. Thus, the categories of research paradigms are as follows:

3.2.1 Interpretivism

This paradigm emerged from the presumption that methods for gathering data related to the social sciences differ from those employed in the physical sciences because people behave in (Gerring, 2017). According to Kivunja and Kuyini (2017), this paradigm aids researchers in better comprehending the phenomenon and its complexities. Therefore, Groenewald (2014)

states that one of the challenges that interpretivists want to tackle is to raise awareness of wonders in their complexity, rather than oversimplifying these results for certain individuals.

This study used the interpretivism paradigm, which holds that reality is multifaceted and complex and that a single phenomenon can have multiple interpretations (Herrington *et al.*, 2017). This is because researchers are exposed to various theories, methods, and belief systems that are already in place to guide the study (Potrac *et al.*, 2014). As a result, interpretivism involves researchers interpreting study elements as it integrates human interest into a study (Rehman & Alharthi, 2016). Gerring (2017) defines interpretivism as a research paradigm that is based on a bottomless consideration of truth and the reasons that have led it to be that way, rather than residual in the overall and essential explanations.

According to Potrac *et al.*, (2014), the interpretive paradigm in research aims to learn more about various cultures through examining customs, religious beliefs, behavioral patterns, politics, and economics.

Interpretivism was pertinent to this study because it provided information gleaned from the researcher's interactions with the study participants, which improved the understanding of how youth entrepreneurship contributes to livelihoods. While connecting the opinions of the young entrepreneurs on this topic, it assisted in deeply elucidating the experiences and encounters of youth entrepreneurs. Thus, the purpose of the study was to investigate how young people in Ekulindeni perceive the role that youth entrepreneurship plays in sustaining their livelihoods and creating job prospects.

3.3 RESEARCH DESIGN

A research design is a methodical approach to identifying research questions and gathering data to answer the research (Shongwe, 2020). The qualitative, quantitative, and mixed methods research approaches are thus the three types of research approaches.

According to Gerring (2017), qualitative studies allow participants to freely express their opinions without being constrained by the researcher's requests. This allows research to evaluate participants' perspectives or ideas about how a group of people makes decisions. On the other hand, quantitative studies concentrate on the researcher's collection of numerical data (Castleberry & Nolen, 2018). Both numerical and non-numerical data are used in various ways as research methods (Herrington *et al.*, 2017).

This study concentrated on the opinions of the young Ekulindeni entrepreneurs regarding their role in sustaining livelihoods. As a result, this study used a qualitative approach and a

descriptive research methodology. Furthermore, adhering to phenomenology research, which examines how an individual perceives or comprehends their environment as genuine or significant. This was used to explain how youth entrepreneurship helps people make ends meet. Hence, a qualitative research approach was appropriate for this study since it examines people in their natural environments.

According to Rahman (2016), qualitative research examines people's knowledge, actions, and emotions as well as how organizations function, social movements, cultural occurrences, and cross-national contacts occur. Gathering, evaluating, and interpreting non-numerical data are all parts of qualitative research (Gerring, 2017).

Research on historical and developmental processes in organizations, communities, and marketplaces might also benefit from the application of qualitative approaches (Wilson *et al.*, 2021).

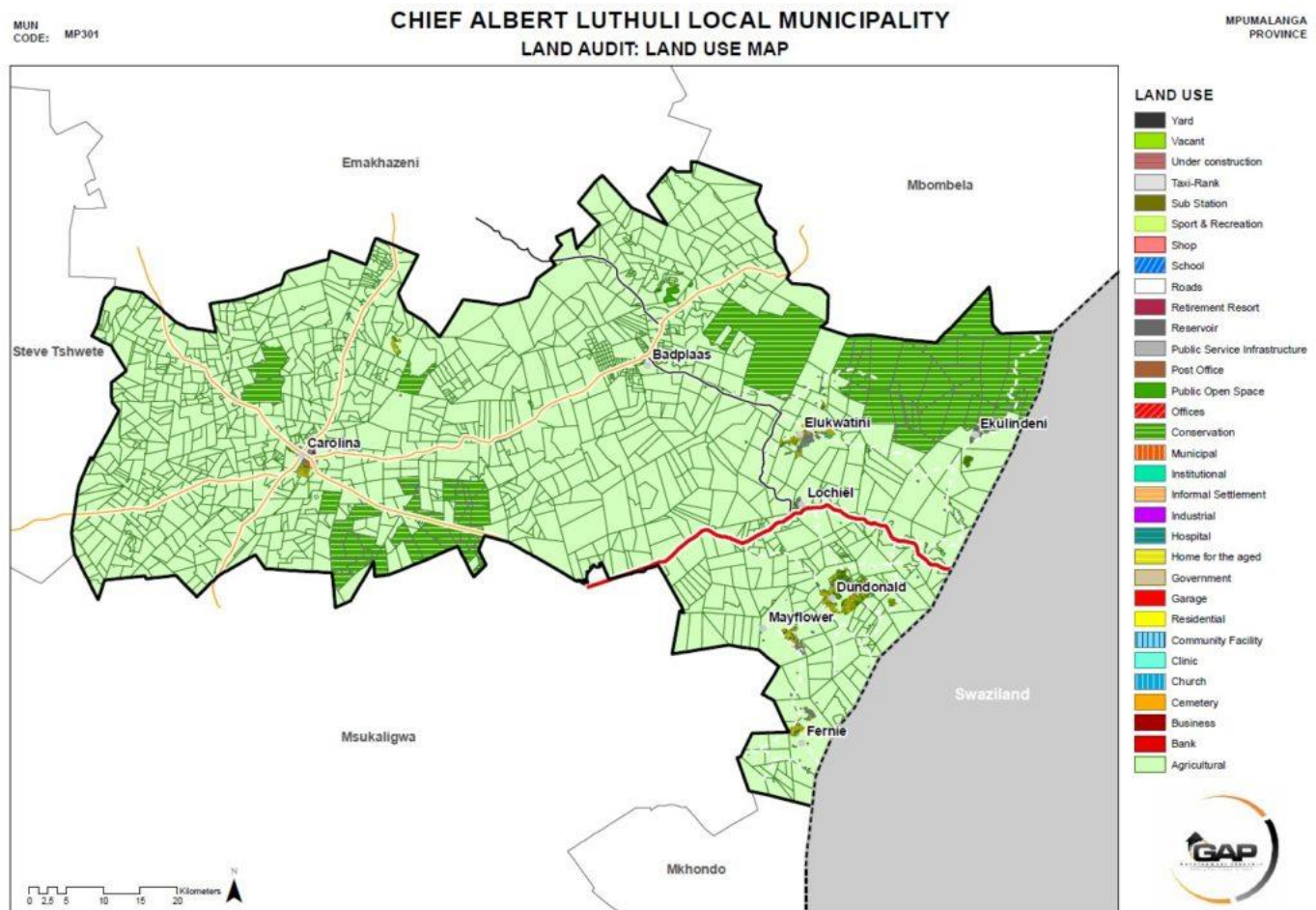
One of the main benefits of using qualitative approaches is that they improve the ability to explain events as well as comprehend how and why different participants often interpret the same occurrences in various ways (Gerring, 2017). Furthermore, as noted by Lazarus (2015), qualitative research is crucial in explaining the meanings, language, and values applied to individuals who occupy various roles within communities and organizations. People can talk in their own voices through qualitative research as opposed to fitting into labels and categories that others have placed on them (Majumda, 2018). Qualitative research was used in this study to better understand the social realities of young entrepreneurs.

3.4 STUDY AREA

The study was carried out in the rural Ekulindeni districts of Mpumalanga, South Africa, which are part of the Chief Albert Luthuli Municipality. Ekulindeni is located on the southern edge of the scenic Songimvelo Nature Reserve, which provides the majority of the town's revenue. The town lies at the foot of the historic Makhonjwa Mountains and is home to the deserted Msauli asbestos mine. The D481 road is the main thoroughfare connecting the town with the rest of the municipality and outside world. The total area of the town is 3.15km² with a population of 4,871 (Albert Luthuli IDP, 2023/2024). Hence, it is mostly constituted by people who are self-employed and running their own businesses as a means of survival. There are quite a few hair and beauty salons, car washes, internet cafés, fast food shops, taverns, and day-care centers. It is characterized by both registered and non-registered businesses, formal and informal.

A notable feature of this area, and of importance to this study, is the collaboration between the Southern Africa Youth Project with non-governmental organizations, government departments and local businesses in Ekulindeni to address youth unemployment. Entrepreneurship training for youth is one of their goals.

Figure 4.2: Map of Ekulindeni



Source: Gap Development Planners

3.5 TARGETED POPULATION

Akko (2015) defines a population as the set of all variables that could possibly exist in one or more geographical areas. Any person who satisfies the requirements for a research project is considered to be a part of the target population. A target population must match a subset of the population whose features the researcher is interested in learning more about and from which they plan to draw conclusions. To prevent participants who would misrepresent the population of interest, a target population must be sufficiently exclusive (Willie, 2022). As a result, the average population of Ekulindeni is 4 521. Regarding the study, however, the young engaged

in business in the rural Ekulindeni districts under the leadership of Albert Luthuli Municipality were the target group. The study looked to gather data from young people, both men and women. This was because not everyone in the community can provide the necessary required data but only young people who are involved in entrepreneurship.

3.6 SAMPLE SIZE

According to Bless *et al.* (2013), a sample is defined as a small but representative set of elements from a basic population that is used to assert certain facts about that population. Similarly, Mathathu (2016) defined sampling as a process for determining which people, circumstances, acts, and public processes in a system that represents the population of interest. The sample size in qualitative research is subject to several factors (Ashirwadam, 2014). Therefore, data saturation was used for this investigation. According to Saunders *et al.* (2018), data saturation is the criterion used to determine when to stop sampling the various groups that belong to a certain category.

Mason (2010) stated that saturation occurs when no more data can be found, allowing the researcher to establish the category's features. Data saturation served as the basis for stopping data collection at this phase. To gather data regarding the contribution of youth entrepreneurship toward livelihoods, a sample size of 25 young people who are engaged in entrepreneurship in the rural parts of Ekulindeni were employed. The purpose of selecting the sample size of 25 was to get a richness of data to understand the young people's common experiences and perspectives regarding youth entrepreneurship and their contribution towards rural livelihoods. Mason (2010) provides strong support for this, saying that since saturation is the fundamental idea behind qualitative research, it will probably be reached at some point and will undoubtedly be with a sample that does not terminate in zero. Thus, the participation of 25 youth was crucial to this investigation.

3.7 SAMPLING PROCEDURE

As noted previously, sampling is a strategy that is logically and deliberately employed in order to decide on and select participants who will provide the needed information on the subject matter (Mathathu, 2016). The purpose of sampling in research is to select a suitable population so that the focus of the study can be researched properly (Lopez & Whitehead, 2013).

Samples used in qualitative research are referred to as non-probability samples (Gerring, 2017). This is because, in a probability sample, the population is recruited based on features that

represent a broader community, whereas in a non-probability sample, only a specific group is chosen to examine a specific issue (Lopez & Whitehead, 2013). Consequently, there are three primary categories of non-probability sampling: purposive, snowball, and convenience sampling.

3.7.1 Convenience Sampling

This occurs when the population is invited to participate because they are conveniently available based on the location, access, willingness, and time (Lopez & Whitehead, 2013). Convenience sampling is fast and easy to get the sample size needed for the study (Omona, 2015). However, with a convenience sampling the population invited can be under representative or over-representative (Wilson, et al., 2021).

3.7.2 Snowball Sampling

Snowball sampling occurs when the researcher uses participants to refer others who may be friends, relatives, colleagues, or other important contacts (Lopez & Whitehead, 2013). It is useful where the sample is representative of marginalized individuals and to find individuals who are not easily accessible, such as people suffering from certain diseases and drug users (Ashirwadani, 2014). Often such participants need assurance from those who have participated already (Lopez & Whitehead, 2013). The limitation of snowball sampling is that the researcher needs to rely on referrals to get additional participants (Gerring, 2017). Thus, participants are not considered to be representative of the total population being studied (Omona, 2015).

3.7.3 Theoretical Sampling

Data from participants is gathered theoretically to generate theories. It happens in tandem with data analysis and in a sequential manner (Lopez & Whitehead, 2013). At this point, it is necessary to gather previously examined data (Wilson *et al.*, 2021). According to Lopez and Whitehead (2013), the first participants, for whom the first information is composed, are selected with purpose or at an advantageous time.

3.7.4 Purposive Sampling

The researcher's judgement is primary in this sampling process as the members of the sample are not randomly chosen (Potrac, et al., 2014). According to Majumda (2018), the process of selecting a sample using purposive sampling involves researchers carefully picking and choosing participants to be a part of the sample. Thus, the study used purposive sampling, which is also called judgmental sampling, to obtain key participants to provide data about youth

entrepreneurship. This was to ensure that the researcher selected participants who would be able to give valuable insights regarding the contribution of youth entrepreneurship towards livelihoods. This was an appropriate method for this study because the study is not looking at all community members but only at youth entrepreneurs. In this case, a sample size of 25 participants was selected purposively, consisting of participants who run and manage businesses within the area.

3.8 DATA COLLECTION PROCEDURE

The data collecting method provides the researcher with the essential foundations for commencing the study and gives a guide in terms of strategies that might be employed to get rich information that will depict social reality (Justo & Castro, 2018). For this study, both primary and secondary sources of data were utilized. Primary sources of data were collected from study participants, while secondary data derived from written work and studies conducted on the interest area of study. Primary data was collected from young people in entrepreneurship. The researcher conducted in-depth interviews which were conducted face to face on the premises of the participants, using a semi-structured interview schedule. The researcher sought permission from the local municipality to conduct interviews around the rural area of Ekulindeni. Thus, interviews were conducted in the rural area of Ekulindeni between March and April of 2023. All the interviews were conducted in English, since most of the participants indicated that they are educated enough to use that language. Moreover, the researcher recorded the interviews on tape with the participants' permission.

According to Bless et al (2013:193), an interview is a way of collecting information directly from the participant and it mainly involves direct personal contact between the researcher and the participant. During an interview the participant will be asked to respond to the research questions being asked by the researcher (Mathathu, 2016). Asking the participants about their experience as entrepreneurs, their motivation to start businesses, and ways in which they are contributing to livelihoods. An interview is an important qualitative research method in which the researcher collects data directly from the participants (Justo & Castro, 2018). Interviews are significant in unfolding opinions, experiences, values, and various other aspects of the population under study (Wilson, et al., 2021). In this study, an in-depth interview was relevant as it is a method of extracting more detailed information or a deep understanding of a subject or concept.

3.9 DATA ANALYSIS PROCEDURE

According to Shongwe (2020), data analysis is a method of finding facts and figures to deal with a research problem. It is used to find answers to the research questions (Ashirwadam, 2014). There are different methods that are used to analyze data (Gerring, 2017), including narrative data analysis, descriptive data analysis, statistical data analysis and thematic data analysis (Potrac *et al.*, 2014).

Narrative data analysis is a qualitative research method used to understand the stories people tell to gain insights into their experiences (Gerring, 2017). There is an emphasis on understanding the context in which a narrative is constructed, recognizing the influence of historical, cultural, and social factors on storytelling (Shongwe, 2020). It is used in the field of organizational studies, arts, cognitive science, sociology, and education (Bichara, 2018). Furthermore, statistical data analysis is utilized for any research that uses statistics as a research approach, whereas descriptive data analysis seeks to summarize a sample that is provided to the researcher (Akko, 2015; Ashirwadam, 2014).

Thus, the thematic analysis method was used to transcribe, translate, and process the qualitative data for this study. Subsequently, the primary and supporting themes of the study were developed by selecting emerging themes from the transcripts. This aided in achieving the study's goal and objectives.

One popular qualitative research technique is thematic analysis, which offers a succinct explanation and interpretation of the themes and patterns found in a data set (Majumda, 2018). One technique for finding, examining, and summarizing patterns in data is thematic analysis. In qualitative research, thematic analysis can provide objectivity in the data analysis (Gerring, 2017). Shongwe (2020) states that the purpose of using thematic analysis in qualitative research is to shed light on the study's findings. It is defined as a descriptive method that integrates with other data analysis techniques by simplifying the data (Lopez & Whitehead, 2013). It is frequently employed because of the wide range of research questions and subjects that this data analysis technique can handle (Castleberry & Nolen, 2018). This made it easier to get the information needed to better understand the study. Thus, the six steps to analyze data were implemented.

3.10 MEASURES OF TRUSTWORTHINESS

Two techniques are employed in qualitative research to guarantee data quality: data validity and reliable analysis. A study's validity and reliability are shown by its level of trustworthiness (Ntoyanto, 2016). Validity refers to the capacity to send and receive data, but reliability only denotes that the data is accurate and trustworthy (Shongwe, 2020). This study was validated for validity and reliability using the following metrics:

3.10.1 Credibility

Informants are involved in laterally validating a researcher's understandings to maintain the study's credibility (Stumpfegger, 2017). Consequently, the procedure is known as "member checking," where "member" refers to the various individuals with a wide range of personalities who take part in qualitative research (Potrac, et al., 2014). Since member verification checks a range of responsibilities and degrees of involvement in a study, it is considered a useful research procedure (Stahl & King, 2020). This may happen during in-person interviews (Stumpfegger, 2017). For this study, participants were checked based on their age group, nature of their business and years in the business. Thus, the researcher was able to identify if their participant will be useful in the study.

3.10.2 Dependability

Certain research procedures currently in use not only foster trust but also feel trustworthy when used in qualitative research, where researchers, producers, and consumers actively build trust in the events they disclose (Devault, 2019). Good communication practices that foster trust include peer scrutiny and debriefing (Hallikainen & Laukkanen, 2021).

To establish a tacit reality for the researcher, another researcher for this study read and responded to the interview transcripts using their own understanding of research.

3.10.3 Confirmability

Confirmability, in the words of Korstjens and Moser (2018), focuses on the study goal. To guarantee the authenticity and transparency of the data, which were audio recordings, the raw data of the analysis for this study were made public.

3.10.4 Transferability

According to Korstjens and Moser (2018), transferability refers to how well the findings of qualitative research may be applied in different situations or scenarios with different

participants. Hence, the study's data was used in a comparable setting or organization that uses cross-functional teams and a matrix structure in the offer-to-order process.

3.11 ETHICAL CONSIDERATIONS

When doing research, ethical considerations must be considered. Parveen and Showkat (2017) define ethics as the moral principles that direct an individual's actions. Therefore, ethics in research links two groups of people: the researchers, who have a responsibility to be aware of their responsibilities and commitments, and the subjects of the research, who have clear moral principles that should not be compromised (Parveen & Showkat, 2017). Similarly, Shongwe (2020) asserts what is morally and legally acceptable in research is research ethics. Thus, ethical issues such as consent to perform the study, informed consent, participant deception, voluntary involvement, and confidentiality were considered in this study.

3.11.1 Permission to Conduct the Study

The University of Mpumalanga Ethics Committee granted permission to perform the study, providing that all necessary procedures are followed to conduct the research. The researcher pledged to consider every ethical consideration, including participant deceit, informed consent, voluntary involvement, and confidentiality.

3.11.2 Voluntary Participation

The participants in this study were not coerced into taking part; instead, they were made aware that they would not get payment for their time and that they might leave the study at any moment.

3.11.3 Informed Consent

The appropriate and authorized precondition for research involving human subjects is known as informed consent (Stahl & King, 2020). Shongwe (2020) defines informed consent as the procedure wherein a participant is fully told about every aspect of the study. The participants in this study agreed to participate by signing consent forms. It is one of the requirements for the University of Mpumalanga's ethical clearance, which was granted.

To ensure that the participants were aware of their rights, the researcher provided a thorough explanation of the purpose of the study. The participants were informed by the researcher that they had the freedom to choose whether or not to take part in the study.

3.11.4 Deception of Participants

Deception is when the researcher gives false information to the participants to gain their interest in the study (Kimmel, 2012). In this study, all the information that was shared with the participants was related to the research and they were not provided with false information to get their attention. The information was clear and transparent for them to understand more about the research.

3.11.5 Confidentiality

Since confidentiality guarantees that the researcher does not reveal identifiable information about the participants, it is observed similarly to the privacy belief (Shongwe, 2020). All study participants were made aware that their participation in the study would remain private and that the information gathered would only be used for academic and research reasons. The study maintains participant anonymity.

3.12 LIMITATIONS OF THE STUDY

Gentles *et al.* (2015) defined limitations as shortcomings or effects that are beyond the researcher's control and set restrictions for the study's methodology and outcome. This study acknowledges that its findings were impacted by several limitations.

For this study, the researcher was limited in focus on the rural area of Ekulindeni, and not the other parts of the country. However, that allowed further research to be conducted in this area of study. Another limitation of this study was time constraints, as most of the participants indicated that they were very busy. Hence, most of the interviews had to be re-scheduled to accommodate the participants.

It also appeared that some of the participants were uncomfortable with revealing information about their living conditions. This was due to the age differences between the researcher and the participants. However, the researcher posed the question in a more effective manner to understand the living conditions of those participants.

3.13 SUMMARY OF THE CHAPTER

A thorough explanation of the qualitative techniques used to collect the study's data was given in this chapter. The research paradigm that was employed to get further insight into the study was detailed in the chapter. The chapter listed the data required, which included primary and secondary data. A description of the study's location was given in the chapter. There was also a presentation of the study's sample size and composition. The chapter also described the

methods employed in this study for data collecting and analysis. Finally, the study's limitations and the ethical factors were discussed.

CHAPTER FOUR

RESEARCH FINDINGS AND DISCUSSION

4.1 INTRODUCTION

The study's findings are presented and discussed in this chapter. Using the sustainable livelihoods method, the aim of this study was to examine how youth entrepreneurship contributes to livelihoods. This chapter gives the demographic information of the participants, who are 25 individuals running businesses in the rural area of Ekulindeni. The chapter outlines the main themes and sub-themes of this research drawn from the participants' responses. The discussion of the research findings incorporates secondary sources as well.

The research objectives and questions, which focused on the characteristics of youth entrepreneurship, its potential benefits in rural regions, its obstacles, and its contribution to livelihoods, serve as the foundation for this chapter. The names of the study participants were kept private for confidential reasons. The researcher employed in-depth interviews to collect data from the participants, as described in the preceding chapter.

4.2 DEMOGRAPHIC INFORMATION

The demographic profiles of the participants (age, race, gender, type of business, and length of business) are shown and discussed in this section. There are 12 male and 13 female participants in the study's sample of entrepreneurs. The results showed that 24 of the participants were black and 1 was mixed race. Most of the participants have more than one year of business experience. As a result, Table 4.1 shows the research participants' combined frequency distribution of age, race, gender, kind of business, and length of business.

Table 4.1: Demographic Information

Entrepreneur	Age group	Level of education	Race	Gender	Nature of business	Years in the business
Participant 1	30–35	Matric	Black	Female	Owens a beauty salon	6 years
Participant 2	25–30	Diploma	Black	Male	Rent tents and mobile toilets	4 years
Participant 3	20–25	Matric	Black	Male	Owens a fast-food shop	1 year
Participant 4	20–25	Degree	Mixed race	Male	Owens a clothing brand	3 years
Participant 5	25–30	Matric	Black	Male	Sells bricks and sand	2 years
Participant 6	25–30	Matric	Black	Female	Sells fruit and vegetables	2 years
Participant 7	30–35	Diploma	Black	Female	Owens a décor business	5 years
Participant 8	30–35	Diploma	Black	Male	Own a guest house	4 years
Participant 9	30–35	Still in matric	Black	Female	Owens a beauty salon	2 years
Participant 10	25–30	Degree	Black	Male	Internet cafe	6 years
Participant 11	25–30	Degree	Black	Male	Barbershop	2 years
Participant 12	25–30	Matric	Black	Female	Hair salon	3 years
Participant 13	30–35	Matric	Black	Male	Knitting clothes	7 years
Participant 14	20–25	Matric	Black	Female	Fast-food shop	3 years
Participant 15	20–25	Matric	Black	Female	Selling ice cream	1 year
Participant 16	30–35	Diploma	Black	Male	Owning a tavern	6 years
Participant 17	30–35	Matric	Black	Female	Owens a car wash	7 years
Participant 18	25–30	Matric	Black	Female	Sell fruits and vegetables	1 year
Participant 19	20–25	Matric	Black	Male	Owens a <i>kota</i> (sandwich) shop	1 year
Participant 20	20–25	Degree	Black	Male	Washing sneakers	2 years
Participant 21	25–30	Degree	Black	Female	Sells cosmetics	1 year
Participant 22	30–35	Diploma	Black	Female	Bakery	4 years
Participant 23	25–30	Matric	Black	Female	Sells tupperware	3 years
Participant 24	30–35	Matric	Black	Male	Owens a car wash	5 years
Participant 25	25–30	Matric	Black	Female	Fast-food shop	3 years

Source: Author’s creation, 2023

4.2.1 Educational Level

The researcher wanted to know the participants’ educational background to understand if education has an impact when it comes to managing a business. The findings showed that seven of the participants furthered their studies at a tertiary level, while eleven of them finished their matric but never went on to further their studies; only one of them is still at school doing matric (South African grade 12) and six of them have no matric. This shows the importance of education for one to be able to manage a business. This realization is also supported by the fact

that most of the fast-growing businesses in Ekulindeni are owned and managed by those who went to school and progressed from high school at least. Similarly, Serrat (2017) asserts that rural residents must possess the knowledge and abilities necessary to establish or expand their businesses. As a result, cognitive abilities affect people's productivity (Hamilton, 2020). This means that people with strong entrepreneurial abilities will make more money once their business is up and running.

Participant 13 stated: *I finished my grade 12 in 2010, but I could not further my studies since we did not have money at home. For this reason, my late grandmother offered to teach me how to knit since grade 12 she used to knit mats, hats, and blankets for us. In 2015 I entered a competition, a fashion competition, whereby I was showcasing my clothes. Luckily, I won that competition which made me realize my talent when it comes to hand work. Therefore, I started my business of selling knitted clothes to the community members to make a living since no one is working at home.*

Participant 2 explained: *I finished my matric in 2012. Then I went to further my studies at Tshwane University of Technology, Emalahleni campus. I did Business Management since my primary goal in life was to become a businessman so that I can contribute back to my community. However, after finishing my studies it was hard to pursue my dream since I did not know where to start. Nevertheless, in 2016 I got a computer science learnership which inspired me to start my business of providing an internet café in our community. All the skills and knowledge I acquired throughout this journey helped me to make my business stronger. Thus, I own a very successful business in my community.*

Participant 5 mentioned: *I finished my matric in 2017, but I never went to further my studies as I felt like it was a waste of time since my dream was to own a business. However, I did not have an idea of what I wanted to do and luckily, I got a learnership whereby they were teaching us how to mold bricks. I then started to develop some passion for the work we were doing, and I knew I could do something with it. Hence, I decided to start my own business with that experience.*

Participant 9 further explained: *I am still at school doing my grade 12 and it is my wish to further my studies in business so that I can grow big. I really want to see myself as a businesswoman in the future and create job opportunities for others. Hence, I always*

avail myself of the workshops provided by NYDA. Since I want to gain the required skills and knowledge in business.

It is crucial to remember that the participants specifically mentioned the necessity for knowledge and abilities to successfully expand their enterprises. This is consistent with Olugbola's (2017) assertion that, since all societies are currently transitioning to a knowledge-based economy, increased knowledge and business skills would result in greater economic growth for both individuals and societies. This demonstrates the importance of improving knowledge and business abilities, especially for young entrepreneurs who want to reach their full potential, expand outside of their local economy, and compete in national or regional markets.

According to Hossain and Roy (2016), having abilities will not only improve revenue but also lead to higher owner wages and increased productivity. Participants in the study were asked to share their opinions on whether people become entrepreneurs by nature or whether it takes skill, training, and luck. This led to an interesting discussion about the relationship between equity business growth and educational background.

4.2.2 Nature of Business

Understanding the kinds and nature of enterprises operating in the rural Ekulindeni area was one of the study's main objectives. From the responses of the participants, it was easy to note that common businesses operating in Ekulindeni rural areas were beauty salons, fast food shops, selling clothes, renting mobile toilets and décor, and selling bricks.

Participant 1 explained: *I am operating a beauty salon whereby we are offering services such as manicure, pedicure, and makeup.*

Participant 2 stated: *I am renting tents and mobile toilets for funerals, weddings, parties, and other events around the community.*

Participant 25 stated: *I am selling fast food to the community, whereby we are selling traditional kota, chips, sausage, drinks and many more.*

Participant 4 explained: *I am making clothes with my own brand and selling them around the community. My goal is to grow and have my own store.*

Participant 5 further explained: *We are selling sand and bricks to the community and surrounding areas.*

The findings show that most businesses are influenced by the fact that they operate in rural areas. This is because running a business in a rural area is really challenging as there are usually issues of poor infrastructure and sustainable public services. Bunten (2010) asserts that youth entrepreneurship fosters the acquisition of novel abilities and life experiences that are transferable to a wide range of different difficulties.

In Sub-Saharan Africa, youth are extremely visible in both urban and rural settings, where they participate in a variety of income-generating activities (Againglo & Gao, 2016). Young women can be seen working from tabletops or open-sided shacks in South Africa, where they sell a variety of products, including fruit and vegetables and cosmetics, and provide services like sewing garments and plaiting hair (Dash & Kaur, 2012). In addition to selling produced things, such as electrical devices, young men frequently provide services like mobile phone charging and automobile cleaning (Altman *et al.*, 2019). As more and more men are turning to their skills and are in dire need of work, they are also progressively moving into positions once occupied by women (Neneh, 2014). A male participant indicated that he is doing people's hair and knitting clothes, which indicates the shift from the female domain to everyone's opportunity.

As Benacherine (2019) noted, pursuing a career in entrepreneurship can help young people achieve financial independence while also fostering innovation, job creation, and economic progress.

4.2.3 Duration Operating the Business

The researcher wanted to find out how long the participants have been running their businesses, to see their achievements in the business. The majority of the participants indicated that they have been in business for more than one year, which has indicated the passion and knowledge they have for business. The participants are involved in numerous sectors including a hair and beauty salon, clothing brand, fast food shop, internet café, selling fruits and vegetables, renting décor, washing cars, and selling bricks.

Participant 17 stated: *I started this business right after my matric, since my family was not in a position to send me to varsity (university). I started by washing my uncle's car, then I upgraded by washing my neighbor's cars. Thus, I realize that I can make a living through washing people's cars. In that way I started my own business of washing people's cars, which I have been doing for seven years.*

Participant 1 mentioned: *that I started doing peoples' makeup in 2015 since I was good with it. Then after matric, I went to a cosmetology school, which was for six months. Thus, I opened my beauty salon in 2019.*

Similarly, participant 12 said: *I have three years doing people's hair. My mother assisted me to start this business, after realizing how good I am at doing people's hair.*

The findings show that the years of operation are between one and 11 years. This shows that most of the businesses are still young and are still growing. Most businesses in rural areas, such as hair salons and fast-food shops, are growing fast as shown by the participant's businesses. This is because of the passion that young people have in business and to create job opportunities. Since young entrepreneurs create businesses, contribute to changes in the economic structure, and create fresh competition by providing novel goods and services, youth entrepreneurship is therefore seen as a means of bringing about economic progress.

The businesses have been operating long enough that they have learnt to adapt to any changes to the environment as they have dealt with several issues while running their businesses. The years of experience they have will be crucial in providing enough information about the sector. When small businesses grow over time, they must be ready to face any challenges ahead and they learn to change the way they function to deal with any crisis, such as a power outage, shortages of water and many more.

4.3 EMERGING THEMES FROM THE STUDY'S FINDINGS

The results of the interviews with the young entrepreneurs are the main subject of this section. It is composed of topics that are derived from the study's objectives. Thus, the themes listed in Table 4.2 were derived from the recorded interviews and the data that was evaluated.

Table 4.2: Emerging Youth Themes

Main themes	Sub themes
Conceptualizing youth entrepreneurship	• Creativity and innovation • Risk taking • Pursuit of Vision • Commitment
Benefits of youth entrepreneurship	• Improve the standard of living • Reduce crime • Job creation
Barriers to youth entrepreneurship	• Lack of entrepreneurship education and training • Lack of funding • Lack of proper Infrastructure
Contribution of youth entrepreneurship towards livelihoods	• Socio-economic development
Measures to promote youth entrepreneurship	• Providing training and education • Financial support • Provide proper infrastructure

The emerging themes presented in Table 4.2 were analyzed in relation to the sustainable livelihoods approach. Thus, the chapter discusses each theme by outlining the data collected from this study while linking it to secondary data on youth entrepreneurship and the sustainable livelihoods approach to have a comprehensive understanding of the contribution of youth entrepreneurship towards livelihoods.

4.4 CONCEPTUALIZING YOUTH ENTREPRENEURSHIP

A significant number of the participants believed that youth entrepreneurship is a process whereby a young person or a group of young people become creative and use their talents with the aim of attaining economic development. However, some of the participants indicated that youth entrepreneurship is about self-employment and one of the goals of entrepreneurs is to generate income or profit.

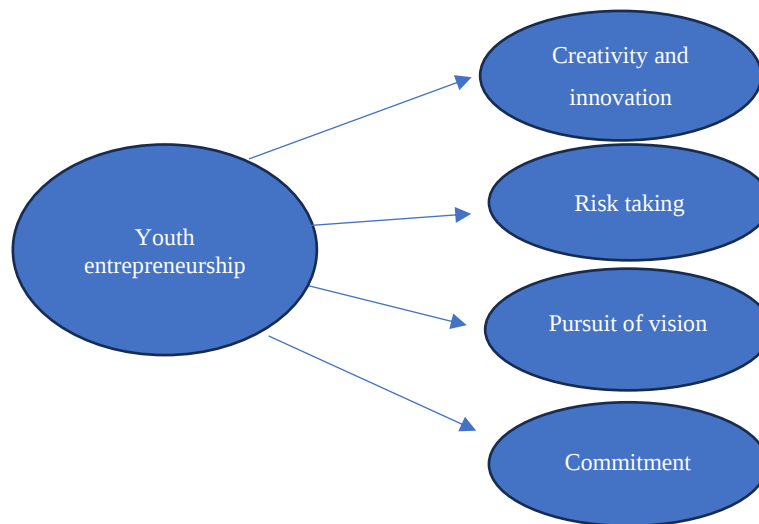
Participant 13 stated: *that youth entrepreneurship is when a young person uses their talents to create or build something valuable. When young people use their hands and the available resources to generate income.*

Participant 22 explained: *Youth entrepreneurship is about taking a risk and using the skills you have to make a living. Hence, young people are able to support their families through entrepreneurship.*

Likewise, Participant 19 explained: *Youth entrepreneurship is about starting your own business so that you can be able to provide for your family, as a young person. It is a way of living that young people use to survive.*

The study's participants' understanding of youth entrepreneurship supported Ihejiamaizu's (2019) claim since, in part, their justifications shared the same background in the rural area of Ekulindeni. Bunten (2010) provides strong evidence for this claim, stating that youth entrepreneurship is defined as the application of innovative skills, such as creativity, invention, and thrill-seeking, in the workplace by a person or group of individuals within the 15–35 age range. Additionally, according to Ihejiamaizu (2018), entrepreneurship is the ability to create or manufacture something valuable by using resources to meet market demand or seize an opportunity. Likewise, participant 13 mentioned that youth entrepreneurship is when young people use their hands and the available resources to generate income.

Figure 4.3: Conceptualizing Youth Entrepreneurship



4.4.1 Creativity and Innovation

An ability to create, invent, or bring something new into life is a prerequisite for being an entrepreneur and this skill is not something that comes naturally or is inherited; rather, one must learn it (Belas, et al., 2017). Entrepreneurship goes beyond being just a hard worker and self-employed, it is also a platform that allows one to realize their full potential, wherein they must prioritize idea generation and development (Mazla *et al.*, 2019). The study revealed that young people start new businesses because of their creativity and desire to see change in their communities. Shongwe (2020) states that being creative in business helps people do their jobs better and more effectively.

Participant 10 explained: *Youth entrepreneurship is when young people are using their ability to start their own businesses. It is when they are creative and use their talents as a way of living. Thus, it includes using the available resources to improve their standard of living. Being creative helps me to come up with new ideas to grow my business and assist in improving our community.*

Participant 7 mentioned: *Running a business requires a lot of work. In the competitive world of business, one must be creative to stand out from the competitors and draw in more customers. In our community there are many young people who have the same business as mine, but I always make sure I do things differently and come up with new ideas for my business to continue expanding.*

The majority of the participants mentioned that they are talented in the business they are doing, which makes their work easier and more productive. Through their talents, they become flexible and creative, which helps their businesses to grow big.

Participant 13 stated: *I think this is within me; I am so talented when it comes to hand work. I am always confident with what I produce, which is a very important thing for my business. I know how to deal with challenges in my business. This makes me keep going and growing my business.*

The findings show that to strive for an effective and sustainable business, both creativity and innovation are essential. The market product and organization both require a dash of creativity and innovation to stay relevant, particularly in today's ruthless competition (Llisterri, et al., 2016). Thus, the medium of entrepreneurship serves as a catalyst for these two qualities (Mazla et al., 2019).

4.4.2 Risk Taking

To be risk-averse means to have a propensity for audacious moves, such breaking into uncharted territory or investing a substantial amount of capital in activities with unpredictable results (Kitigin, 2017). Notably, entrepreneurs are thought to be more risk-takers than other people. The participants revealed that youth entrepreneurship is about risk taking; one must be willing to take risks in a business.

Participant 17 explained: *Entrepreneurship is not a walk in a park, there are lot of risks to take for a successful business. As a group of women doing the work that they always*

say it should be done by men, we are always fighting for good results to prove that as women we can also do it. We want to encourage other young women that it is possible. Working together on this helps us to share more ideas that can grow our business. Also, the support that we get from the community members makes our business grow bigger, which encourages us to keep on working.

The study revealed that doing a business can be challenging sometimes, which needs one to be strong and keep on fighting for a successful business. However, it is the usually impoverished entrepreneurs who encounter greater risk. Hence, they put less money into their businesses than wealthy entrepreneurs do, though, because they finance themselves.

4.4.3 Pursuit of Vision

A business's vision encompasses the wide range of long-term goals that an individual must pursue with their enterprise. The main idea behind a business's strategic planning process is its vision. Young people are seen to have better chances in bringing improvements to local communities because of the vision they have in creating job opportunities. Many young entrepreneurs are convinced that passion is the main reason behind their business success. The participants indicated that the love they have for their businesses makes them keep on fighting when they are facing challenges.

Participant 7 explained: The love that I have for this business keeps me going even during difficult times. I have a wish to be successful one day. Thus, I feel like it is important for one to have a clear vision about their business so that they know where they are heading. I do not want to see myself working for another person, I want to make my own money. Hence, it is important for me to grow my business bigger and open job opportunities for others.

The majority of the participants mentioned that a vision is a dream and aspiration of the business that it holds for its future. Thus, every business should have a vision for survival and growth in the market.

4.4.4 Commitment

Commitment was also identified by the youth to be an important factor that helps them to keep going with their businesses. This is further reinforced by Shongwe (2020) who opined that young people need to be committed to their work to have successful businesses. The participants mentioned that being dedicated to their work is what keeps them going.

Participant 9 stated: *There are so many challenges that we encounter in entrepreneurship as young people and thus need one to be committed to their work. Many businesses of young people tend to fail because they are scared of challenges. When looking at the current situation in South Africa, we are facing a very high unemployment rate, which is why I want to create job opportunities. Hence, I am so committed to bringing change to our community. Also, I can say that the courage that I get from people helps me to keep on pushing.*

The findings show that teamwork, passion, talent and commitment are the important components for business success. Smith and Chimucheka (2014) state that youth entrepreneurs are seen to have better chances of developing the livelihoods of the underprivileged than many other initiatives, because of their activeness and typical knowledge of the low-income situation they live in.

Young people are being pushed to be job creators rather than job searchers, which entails becoming self-employed entrepreneurs, given their restricted opportunities to obtain formal sector jobs in the public or private sector (Gough & Langevang, 2017). Due to its crucial function, there is now more interest in assessing the types and degrees of entrepreneurship globally as well as how a country's political, social, and institutional contexts affect entrepreneurship levels (Mngonyama, 2018). Measuring the levels, attitudes, and characteristics of young entrepreneurs as well as comprehending the national socioeconomic and policy environment of young entrepreneurs are crucial because entrepreneurship is also increasingly seen as a solution to the youth unemployment problem that many countries are facing (Islam *et al.*, 2020).

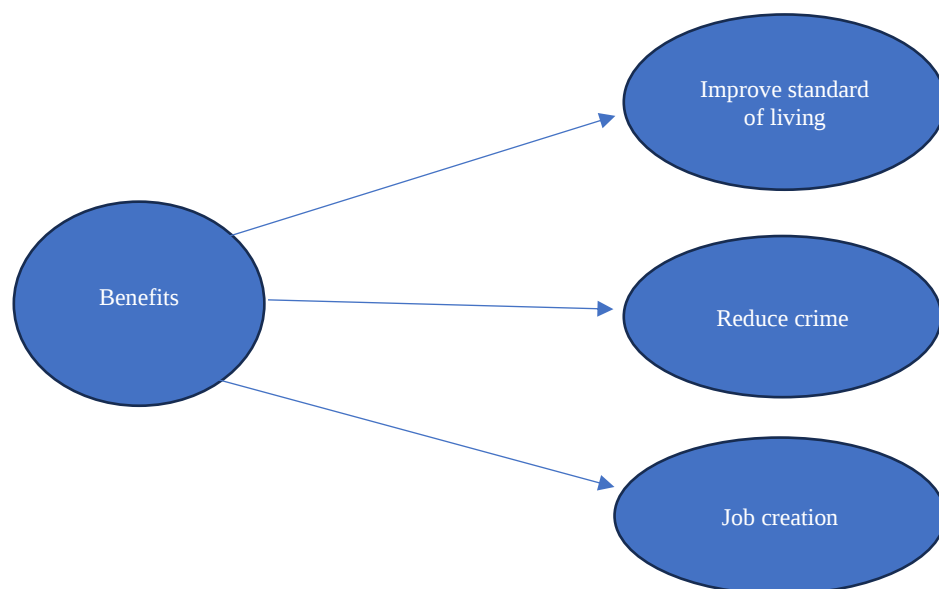
According to Edeme (2019), entrepreneurship is a key component of many developing nations' economic policies. Shongwe (2020), who contended that young people are expected to use their talents and skills to bring work possibilities, provides strong support for this idea. According to Chauhan and Aggarwal (2017), young people's effective and efficient local economic development methods therefore have the ability to improve the economy and people's livelihoods while lowering the rate of unemployment in local communities.

4.5 BENEFITS OF YOUTH ENTREPRENEURSHIP

The study revealed that youth entrepreneurship is a powerful tool for fostering sustainable growth, releasing young people's economic potential, and developing the human capital needed for the future. According to Olaniran and Mncube (2018), productive youth entrepreneurship

has been identified as a key factor in economic development since it promotes innovation, growth, employment creation, and the adoption of new technologies while also reducing poverty. Entrepreneurship offers chances for skill diversification among rural populations and draws in newcomers, which boosts the expansion of the rural economy (Kew, et al., 2013). According to Brixiová *et al.* (2015), entrepreneurship is therefore viewed as a driver of sustained economic growth since it creates new enterprises, improves existing ones, accelerates structural changes in the economy, and introduces new competition, all of which increase productivity. Most importantly, it has been discovered that entrepreneurs start businesses for different reasons but most commonly for the increase in income generation to make a living (Akko, 2015).

Figure 4.4: The Benefits of Youth Entrepreneurship



4.5.1 Improves the Standard of Living

Many young people perceive entrepreneurship as a way to express their talents in fields like biotechnology, information technology, and other contemporary businesses (Dash & Kaur, 2020).

Participant 13 stated that:

Similarly, Smith and Chimucheka (2014) contend that because it lowers poverty and income inequality, youth entrepreneurship can benefit society.

In support of this, participant 4 stated: Nowadays most of the businesses that are found around communities are owned by young people, which is very important as it alleviates poverty in many homes. It is very challenging when young people are

struggling to get jobs to support their families, especially those who go to school. However, starting a business gives one an opportunity to provide for one's family.

Consequently, young people who engage in entrepreneurship have higher self-esteem and become more useful members of their families and communities (Chauhan & Aggarwal, 2017).

Participant 20 added: Youth entrepreneurship helps young people to become independent. It is important because it gives young people the chance to provide for their families. Thus, it improves the economic well-being of many families.

Participant 8 revealed: I provide accommodation for visitors around our community, which is a very important thing. This helps our community to grow big and have some improvements. Another good thing is that I managed to provide employment for the youth around our community. This improves their standards of living. Lastly, I can help my family with the profit I make in my business.

According to the participants' comments, entrepreneurship raises people's standards of living, particularly for those who reside in rural areas. In a similar vein, Bjorvatn (2015) notes that entrepreneurship fosters social transformation by introducing novel products and services that raise people's standard of living, boost morale, and provide them with financial independence. By implementing the newest innovations in the production of a wide range of goods and services on a big scale at a reduced cost, entrepreneurs play a critical role in raising the standard of life of the populace (Akko, 2015). Consequently, the general quality of society is raised by youth entrepreneurship, which promotes political stability and national security (Chauhan & Aggarwal, 2017). Therefore, entrepreneurship would be especially beneficial to the nation's economy, the youth, their families, and society at large (Bichara, 2018).

4.5.2 Reduce Crime

The majority of the world's poorest young people reside in rural areas with inadequate economic prospects that make it difficult for them to find respectable jobs. As a result, it aggravates social problems like poverty and crime in many rural areas. Notably, the youth reported that with their businesses they will not only increase their economic well-being, but it will enable them to provide employment opportunities around the community which will help in reducing crime.

Participant 23 shared: In rural areas we are facing a very high unemployment rate, which is the reason most young people are found on the streets doing nothing. Thus, young people end up being engaged in illegal activities just to make money. Hence, I

want to create job opportunities. Also, I can say that the courage that I get from people helps me to keep on pushing.

Participant 10 mentioned: *Our youth need to get busy so that they can stay away from activities that can get them into trouble. Thus, being involved in entrepreneurship can help them see life in a different way and understand that they need to work hard.*

Participant 2 indicated: *It is our responsibility as young people to help one another, especially in rural areas. Creating more job opportunities is one of the solutions to the social issues we are facing as young people. Thus, it can help in reducing crime in our community since a lot of young people are not working and they are struggling to provide for their families.*

The findings show that the lack of job opportunities is what keeps young people persevering despite the challenges they face in business. According to Ihejiamaizu (2019), productive entrepreneurship provides many black youths who are unemployed or demoralized with a chance to integrate into society as well as a sustainable means of subsistence. One participant said that, given the issues South Africa faces, they launched their enterprises with the intention of giving their unemployed brothers and sisters in the community job possibilities. According to Abbas (2018), a limited government budget that has to meet a lot of demands is made more difficult by the rising number of young people without jobs in South Africa. According to Islam *et al.* (2020), young people are therefore expected to actively participate in initiatives that promote economic emancipation.

4.5.3 Job Creation

Lavesson (2017) asserted that entrepreneurs help the unemployed, a persistent issue in developing countries, by offering them large-scale employment opportunities right away. According to Mngonyama (2018), entrepreneurs are effective in mitigating the issue of unemployment, hence paving the way for economic progress. Entrepreneurs create jobs in two ways: directly through their own self-employment as business owners, and indirectly through the establishment of numerous industrial units that employ millions of people (Baporika, 2014).

Participant 5 mentioned: *With the business that I own I managed to provide employment for 10 young people around the community. As a result, they can support their families, which is a very good thing for our community. While on the other hand I managed to build my parents a house and send my siblings to school.*

Likewise, participant 5 shared: *I managed to hire seven young people, which is very helpful in their families. When starting this business, I made a promise to myself that I want to improve the lives of young people, especially those on the streets. Thus, when hiring I focused on those who are always on the streets doing nothing. In that way, I can say I managed to help in reducing the crime around my community. Moreover, I provide bricks and river sand to local households which is very helpful for people building houses as they can access those materials easily and at an affordable price.*

Participant 10 added: *Due to the influence of technology, I only managed to hire two young people to assist in the café. However, with my internet café young people can do their school research, apply for job opportunities, and do many other things that can help in improving their knowledge. I provide other services like CV revamp, creating cover letters and university applications. Thus, it helped many young people to improve their lives and the community.*

Notably, youth entrepreneurship can create employment opportunities for the youth, however, some businesses can only create a few job opportunities. The participants acknowledged the influence of technology on their businesses, as most of the work is done by machines. Thus, the participants are in line with what Mngonyama (2018) views as effective and efficient local economic development strategies that have the potential to decrease the level of unemployment in local communities while improving the economy and people's livelihoods. This indicates that entrepreneurship can only help in decreasing the level of unemployment. According to Chauhan and Aggarwal (2017), young people possess innovative knowledge and the know-how of local community systems which is important in the establishment of successful local economic development strategies. This point is well supported by Bjorvatn (2015) who argued that youth entrepreneurship can contribute to local economic growth and reduce the unemployment rates within communities.

4.6 BARRIERS TO YOUTH ENTREPRENEURSHIP

The study also sought to document factors that tend to hinder young people from starting their own businesses. Ramirez (2016) states that the obstacles of entrepreneurial intention among young people are inadequate business knowledge and perceived risk. This is linked to the findings of the study because the youth kept highlighting the importance of business skills workshops and training for them to be competitive with other businesses operating in surrounding areas. Another key finding is that the obstacles to entrepreneurial intention

amongst young people in South Africa were inadequate capital, lack of mentorship inadequate support from the government, economy, and crime (Gough & Langevang, 2017).

Table 4.3: Factors Hindering Youth Entrepreneurship

Barriers	Lack of entrepreneurial education and training
	Lack of funding
	Lack of proper infrastructure

4.6.1 Lack of Entrepreneurship Education and Training

Two of the participants stated that young people’s lack of motivation, that is, their frequent lack of self-belief—is the primary deterrent to establishing their enterprises.

Participant 20 explained: *They do not trust themselves in everything they are doing, which makes them fail. They lack knowledge about business since they do not attend workshops like the one that is offered by NYDA. Whereby they can get information about where to start and how to overcome the challenge they might face for them to be successful.*

Additionally, participant 17 stated: *Ignorance is one of the factors that makes the youth not start their businesses and not have patience in everything they are doing. Having to say when starting this business, I had to have a little in my pocket to buy equipment, most youth have no patience with that. They want fast things in their lives, which is why more young people are in crime. They lack the motivation to do better.*

Similarly, participant 2 stated: *It is a lack of knowledge; I feel like it should start at school. To say they are teaching young people about business. Also, the lack of workshops for young people to get training on how to handle businesses or to start their own business. In most cases, it is peer pressure. As young people we tend to discourage one another in everything that we are doing because we do not want to see another young person achieving things.*

Participant 17 also revealed: *young people are very active in bringing change to their communities. However, they lack support from the government, especially those in rural areas. She further explained that young people are scared to start new businesses because of the fear that they might fail. Many think it will not be possible to grow a*

business because of the taxes to be paid and other government policies for people running businesses. This is because they lack knowledge about entrepreneurship.

The participants' varied points of view generally agreed with Ihejiamaizu's (2019) argument, which argues that the following factors prevent young people from becoming entrepreneurs: lack of awareness, financial uncertainty, lack of relevant work experience, inadequate entrepreneurship guidance, and a lack of confidence, creativity, and original ideas. Adetayo (2016) concurs more with participant 17 that a number of factors, including inadequate government laws and policies, a subpar educational system, the threat of corruption, the tax system, the issue of business trust, the problem of experience and skill, unhealthy competition in the industry, the issue of licensing and legislation, and many more, deter young people from engaging as entrepreneurs in a variety of business ventures.

The findings show that young people lack the courage to start their businesses, and they do not have patience most of the time. They are also ignorant about business. According to Shongwe (2020), social values and the less appealing business climate are the necessary components that push young people to spend more time looking for work than starting their enterprises.

4.6.2 Lack of Funding

The study found that there are obstacles that hinder the success of rural entrepreneurship. Rural entrepreneurs are faced with different challenges in their businesses, as much as their business ventures are different. The findings also reflect the argument by Adetayo (2016) who states that despite its numerous benefits, the development of youth entrepreneurship faces numerous challenges in many countries around the world. However, the major challenge that most young people face to start their businesses is funding.

Participant 13 outlined: It is very difficult to start a business when one lacks funding. Many young people do have business ideas. However, they fail to implement them due to financial constraints. Young people are discouraged in the business sector as it is not easy for them to receive assistance from local authorities. I have been running this business since I was young but none of them came to give me support to grow my business. I have been trying to get a place for my business, but I am still struggling even today since that requires a lot of money which is impossible for me to get since my business is still growing. I am really struggling with finance, which is why I lost workers in 2020 since I was struggling to pay them. They can see that I am very helpful in this community but instead they want to use me for their own benefit. They once asked me

to teach young people around the community about my work, but even if they can see that I am struggling financially it did not bother them to assist me.

According to Participant 4: I sometimes fail to make a profit due to the costs of my business, which tends to affect the business's growth. There is a time whereby there are few people buying clothes. As a result, I struggle to make profit and provide for my family. However, I have learned that when there is low demand for my clothes, I need to increase my marketing strategies to attract more people to come and buy.

Based on the findings, it appears that young people are not getting the financial support they need to establish or expand their enterprises. Lavesson (2017) also brought attention to the absence of financial support, noting that young people are finding it difficult to establish or expand their enterprises as a result of money issues. Due to their struggling economy, rural entrepreneurs are the ones most impacted by the financial issues (Brixiová *et al.*, 2015).

Similarly, Bichara (2018) noted that the economic climate, which can be helpful or harmful, influences young people's desire to pursue a career in entrepreneurship. Therefore, a consistent effort is required to provide a regulatory framework and specialized support systems to help finance the establishment of their business by offering seed money at reasonable prices (Fiseha & Wadzani, 2018).

4.6.3 Lack of Proper Infrastructure

Shehan (2017) posited that the mental and physical growth of youth is contingent upon the availability of fundamental infrastructure inside their communities. According to Korsgaard *et al.* (2015), this includes having access to proper roads, a good water supply, a dependable power supply, information and communication technologies, and other elements that are essential for business. Nevertheless, the majority of rural communities lack both these resources, and the supportive atmosphere needed for young people to expand their enterprises (Emeana, 2016).

Participant 10 outlined: Due to loadshedding we always close early, which affects my business since we do not have generators to continue with our work. This tends to affect my business and people around the community.

This was supported by participant 3 who explained: Last year loadshedding really affected my business. It was really hurtful to see my stock rotten in a fridge because of loadshedding. Hence, I made sure to get a generator for my shop. Though that really cost me and my business.

Participant 5 mentioned: *One of the challenges that we face is that as we are dealing with bricks, we are still using a manual machine to produce those bricks. We produce a few bricks a day which makes our business run slowly. Sometimes we go for weeks without water, which really affects the business. Another challenge is transport, when we want to deliver somewhere we need to hire transport for that, which requires a lot of money from the business.*

Youth entrepreneurs in the study were asked to list the challenges they have in regard to the infrastructure around the rural area. A significant number of participants stated that loadshedding is a major barrier to their businesses. These businesses experience a lot of damage to equipment and an increase in wastage costs. Likewise, Bichara (2018) mentioned that many young people with innovative ideas and the drive to effect change in their communities have been dissatisfied with the current state of affairs (Bichara, 2018). Young people are finding it difficult to expand their enterprises because when there is an energy crisis businesses become hindered, especially fast-food stores, salons, internet cafes and dry cleaners. Due to their need to employ other power sources like generators, this raises their expenses. Many businesses tend to fail because of these barriers. As a result, young people are afraid to join the business sector.

4.7 CONTRIBUTION OF YOUTH ENTREPRENEURSHIP TOWARDS LIVELIHOODS

Effective and efficient youth entrepreneurship have the potential to decrease the level of unemployment in local communities while improving the economy and people's livelihoods (Chauhan & Aggarwal, 2017). This point is well supported by Bjorvatn (2015) who argues that youth entrepreneurship can contribute to local economic growth and reduce inequality within communities. The purpose of this study was to find out how young people saw the role that youth entrepreneurship played in supporting their livelihoods. Some participants, however, found it difficult to reply since they were unfamiliar with the idea of livelihoods. As a result, the researcher had to revisit the question, and the participants were able to share their opinions.

4.7.1 Socio-Economic Development

Youth entrepreneurship has the potential to reduce poverty by improving living conditions (Adeyanju *et al.*, 2023). Youth entrepreneurship helps to alleviate poverty in numerous ways because through the creation of new entrepreneurial businesses or the growth of the existing ones there is an increase in social wealth resulting from new markets, industries, technology,

institutional forms, jobs, and net increases in real productivity and income which culminates in higher standards of living for the population (Turulja *et al.*, 2020).

Olugbola (2017) states that livelihoods are complex, and they are determined by the individual's or a household's socio-economic characteristics and skills, together with the resources available to either the individual or the household.

Participant 20 explained: *Livelihoods are strategies that people use as a way of making a living. However, in rural areas young people are no longer focusing on the agricultural sector and fishing only. Young people are now using their talents and skills for better strategies to make income. This includes doing people's hair, molding bricks, doing décor, washing sneakers, cooking food and so forth. Admittedly, young people use their skills and talents to improve their standards of living.*

Participant 20 revealed: *Entrepreneurship helps people to generate income for their families. Many people start businesses as a way to create employment, especially those in rural areas. Since there are fewer job opportunities for them. Thus, they find entrepreneurship as a strategy to make a living. Youth entrepreneurship contributes to employment creation, thus improving the standards of living. However, it requires a lot of skills for your business to run successfully.*

Participant 10 explained: *Livelihoods can be the way of living that people engage themselves with to make a living. It is a way of surviving since it can fight poverty. Young people are the most active in communities. They always come up with new strategies to make a living. Consequently, those strategies contribute a lot to our livelihoods.*

Participant 6 pointed: *Living in a rural area is very difficult as we are surrounded by unemployment, poverty, and inequality. Hence it is very important to have entrepreneurship skills to create a livelihood. Since with entrepreneurship you can create employment and be able to meet your basic needs.*

The participants' opinions on how youth entrepreneurship contributes to livelihoods are consistent with Mngonyama's (2018) research, which indicates that livelihoods are linked to the development of jobs, the generation of income, and the elimination of poverty, primarily in rural areas. It has been observed that livelihoods contribute to community welfare and that, through socioeconomic growth, they can raise people's living conditions and quality of life

(Lishilo & Lethoko, 2018). Thus, entrepreneurship is thought to be a means of sustaining job possibilities, generating revenue, and enhancing the standard of living for young people.

According to Bichara (2018), livelihood is a different way in which people structure their means of survival using their capabilities, assets, and activities to energetically look for opportunities. Hence, young entrepreneurs are seen to have better chances of improving the livelihoods of the poor than many other initiatives, because of their comprehensiveness in the local situation and their knowledge of the low-income environment they live in (Smith & Chimucheka, 2014). Notably, the findings show that entrepreneurship is one common livelihood strategy adopted by young people, especially in rural areas.

4.8 MEASURES TO PROMOTE YOUTH ENTREPRENEURSHIP

Youth entrepreneurship is acknowledged as a catalyst for innovation, job creation, and economic progress, particularly in developing nations (Horton *et al.*, 2020). However, the growth of youth entrepreneurship requires support from a variety of sources (Juneja, 2015). Hence, raising awareness through education is essential to the development of youth entrepreneurship.

Table 4.4: Measures to Promote Youth Entrepreneurship

Measures	Provide training and education
	Financial support
	Provide proper infrastructure

4.8.1 Provide Training and Education

The findings demonstrate that to establish and grow their enterprises, young entrepreneurs require assistance. The growth of business development services, which can offer business owners coaching and mentoring, will also promote the development of businesses and act as a tool to create jobs and other desirable development outcomes for young people (Edeme, 2019). Thus, NYDA has been identified as one of the Skills development programs to assist in encouraging youth entrepreneurship in rural areas.

Participant 4 stated: *It is important for the local government to note all business owners around communities to assist them where necessary. Undoubtedly, our local government is supportive of young people who are interested in entrepreneurship. We are provided with workshops whereby they teach us about business. For example, the*

one that is offered by NYDA. Thus, with the skills and knowledge from those workshops I managed to grow my business.

Similarly, Participant 5 shared: Young people need to be equipped with the necessary skills to manage their businesses which will increase their productivity. For example, NYDA helped many young people to get the required skills to start and manage a business. Thus, improved many rural areas around the country.

Participant 10 added: The government should ensure that young people learn about entrepreneurship in schools because many young people lack knowledge about entrepreneurship. As a result, they struggle to grow their businesses. Hence, they lose interest in business. Thus, entrepreneurial education could be very helpful for young people to be able to identify more business opportunities and get strategies to grow them.

According to the participants' replies, it is critical that young people receive training before starting a business in order for them to succeed. Thus, young people must increase their skills and knowledge about business if they wish to start their own company.

4.8.2 Financial Support

Young people mentioned that there must be a persistent effort to support entrepreneurs financially by offering them a regulatory framework, specialized support networks, and mechanisms to help them finance the launch of their businesses by lending them seed money at fair interest rates.

Participant 11 added: The processes to get financial assistance need to be reduced, because that discourages the youth from applying for financial help. Making young peoples' businesses collapse. Thus, the government needs to make business funds to be easily accessible for young people to grow their businesses.

Participant 13 shared: Government should provide financial help for young people in entrepreneurship, especially those in rural areas. In fact, young people should have easy access to those funds because in most cases they are discouraged from the long processes when accessing those funds. For instance, after matric, I struggled to start my own business since I did not have funding. However, I managed to enter the fashion competition, which assisted me to get finances as a start-up. For this reason, I managed to start my own business.

The youth expressed the need for financial assistance to start or grow their businesses. This is in line with Hamilton's (2020) assertion that the system should refrain from granting credit in areas with few market opportunities and should prevent entrepreneurs from incurring unmanageable debt by guaranteeing realistic evaluations of the viability of proposed businesses and related risks, particularly for necessity-driven entrepreneurs.

Grant financing is a viable option for the government to support the livelihoods of entrepreneurs, particularly those who are motivated by necessity (Brixiová *et al.*, 2015). In the event that formal collateral and functional asset records are not available, the government should consider using social capital mechanisms such as group-based lending as a form of credit security (Hulsink & Koek, 2014). Additionally, to think about working with banks to offer guarantees based on program-driven evaluations of entrepreneurs' creditworthiness, particularly for growth-oriented and opportunity-driven entrepreneurs (Hamilton, 2020).

4.8.3 Provide Proper Infrastructure

Baporika (2014) argues that the development and upkeep of infrastructure in rural areas is crucial for promoting trade and economic transactions among rural populations. Infrastructure, such as steady energy and paved, well-maintained roads, will largely lower costs and lessen poverty in rural areas (Bjorvatn, 2015).

Participant 5 stated: *Local government needs to fix our roads since it is very challenging to transport goods on the roads we have. It takes time and it is very expensive to deliver sand and bricks to the surrounding areas which makes it difficult to grow my business since it is still new.*

Participant 3 added: *The government needs to deal with the issue of loadshedding, since it is very difficult to run a business without electricity. They can at least provide generators for business owners so that we can continue running our business during that time.*

Participant 20 also mentioned: *Our local government needs to deal with the issue of water delivery since sometimes we go for weeks without water, which is very challenging for our already struggling businesses. We need more water tanks so that people can access water more easily.*

The participants outlined the importance of proper infrastructure for them to run successful businesses around the community. Proper infrastructure will improve power supply, transportation, and security, and this will reduce the cost of running a business. This will not

only improve the socio-economic wellbeing of rural dwellers but also serve as stimuli in boosting the rural economy (Ihejiamaizu, 2019).

4.9 SUMMARY OF THE DISCUSSION

The chapter first described the participants' educational background, the kind of businesses they owned, and how long they had owned their enterprises. It then summarized the study's key conclusions. The concept of youth entrepreneurship was the main topic of debate in this chapter. The chapter also examined the enterprises owned and operated by young people in rural areas, as well as the benefits of these ventures in the community.

In accordance with the research's aim and objectives, the chapter also discussed the factors that discourage young people from starting their own businesses, including a lack of knowledge about business, funding, and proper infrastructure. Examining how young people in Ekulindeni were enhancing their livelihoods, the study discovered that they were doing so via their enterprises, since it has been noted that young people can create different ways to survive and support their families with the profits from these ventures.

The study's summary and suggestions for boosting entrepreneurship's contribution to rural livelihoods are provided in the following chapter.

CHAPTER FIVE

RECOMMENDATIONS AND CONCLUSION

5.1 INTRODUCTION

The study's conclusion on the contribution of youth entrepreneurship to livelihoods is presented in this final chapter. The suggestions that could be implemented to encourage young people to start their own businesses in rural areas come next. The chapter also offers ideas for additional research.

5.2 STUDY SUMMARY

In Ekulindeni rural area, the study looked at how youth entrepreneurship contributes to livelihoods. The main aim of the research was to record young entrepreneurs' opinions about how they contribute to their livelihoods. To do this, the study looks into participants' perceptions on youth entrepreneurship initially. The study's conclusions, as perceived by the participants, demonstrate the considerable potential of youth entrepreneurship for the development of livelihoods. Additionally, chapter two of this study highlights the several benefits of youth entrepreneurship, including the augmentation of employment prospects and the enhancement of living standards for individuals residing in rural areas.

Therefore, the discussion outlined in the study reveals that youth entrepreneurs have better chances of improving their livelihoods. This is because of their comprehensiveness in the local situation and their typical knowledge of the low-income environment in which they live. Notably, youth entrepreneurship ventures have increased over the years mostly due to government policies and development initiatives that are aimed at addressing youth unemployment and poverty. However, the study shows that socio-economic challenges, such as unemployment and poverty within rural areas, have continued to increase despite the great emphasis on youth entrepreneurship.

The views and experiences expressed by youth entrepreneurs show that rural entrepreneurship faces a number of challenges. Especially because young people are not well supported by the local authorities for their businesses to grow, which is something that it seems not to be recognized in government documents on youth entrepreneurship. The opinions and experiences of the participants are consistent with the literature, as demonstrated in chapter four.

5.3 CONCLUSION

According to the data acquired, youth have a significant impact on raising the standard of living in both their households and the community at large. For instance, they help their households obtain the needs that are essential to day-to-day existence. Due to the type and quantity of jobs created, there is still insufficient knowledge on the potential advantages of youth entrepreneurship at the community level, even if some participants claimed that their entrepreneurial endeavors were producing jobs.

According to the research, youth entrepreneurship is a process by which a person discovers unmet needs and seeks possibilities to create value, unrestricted by the resources available. It goes beyond merely launching a firm when one is young. The entrepreneur takes the required risks in this process to use creativity and innovation to meet those demands.

This study also makes the intriguing observation that entrepreneurial endeavors in rural areas promote livelihood diversification and ward off reliance on mono-production. Participants highlighted inadequate infrastructure and a lack of capital as the two biggest obstacles preventing young people from starting and growing their enterprises. As a result, it is challenging to assess the impact of these ventures because their performance is frequently erratic.

The study's findings are important because they enabled the researcher to make some recommendations.

5.4 RECOMMENDATIONS

Since entrepreneurship is viewed as a solution to socioeconomic problems in rural areas, suggestions are made to support and promote it among young people. The suggestions will additionally aid in guaranteeing that young entrepreneurs contribute significantly in improving their livelihoods. The majority of comments showed that young people's enthusiasm and entrepreneurial spirit can, in fact, bring about positive changes in rural places. Nonetheless, the research offers the following suggestions for educational institutions, young people, and the government to promote and successfully support youth entrepreneurship in rural communities:

5.4.1 Education Institutions

- The majority of young people's time is spent in educational settings. For instance, a few of the participants mentioned that they are still studying. Therefore, to educate students with entrepreneurial skills and foster a good attitude toward entrepreneurship,

educational institutions must incorporate entrepreneurial education and training into their curricula starting in the lower grades.

- A system of rewards should be in place in schools for students who excel in entrepreneurial courses. This could take the shape of workshops, conferences, and scholarships, all of which could aid in the development of young people's entrepreneurship-related knowledge and abilities.

5.4.2 Youth

- The findings of this study revealed that the participants and young people in general tend to rely on government interventions. However, it is important for young people to be tutored and capacitated to work independently so that they can also complement the government's efforts and not entirely rely on them. This again emphasizes entrepreneurial education to enable the youth to be innovative and create meaningful job opportunities for themselves and others.
- Young people need to be active for them to be able to contribute to their livelihoods.
- They need to be engaged in the local skills development programs that will teach them more about business so that they will be able to run successful businesses.

5.4.3 Government

- The study illustrated that young people are struggling to grow their businesses because of the poor infrastructure they have in rural areas. Therefore, the local government needs to provide sustainable services in terms of water, electricity, and roads since this will assist young people to run their businesses easily.
- The local government also needs to initiate more skills development programs that will assist in terms of skills training and financial resources for entrepreneurs since this is a challenge for many young people.
- Furthermore, the government must ensure proper implementation of the policies for rural development. This will help achieve the goal of improving the quality of life in rural areas, which is the aim of rural development.

5.5 CONTRIBUTION TO KNOWLEDGE

The business community in South Africa has to acknowledge the significant role that young entrepreneurs play in advancing both their own and their nation's economies (Shongwe, 2020). The goal of this study was to promote entrepreneurial engagement with the goal of enhancing

job creation, and to add to the body of knowledge already available regarding the contribution of youth entrepreneurship to livelihoods.

This work has contributed to the body of knowledge already available in the field of entrepreneurship, particularly that which addresses the issue of young unemployment elimination. This study clarified the issues that prevent young people in Ekulindeni from starting enterprises and improved knowledge about youth entrepreneurship. In addition, to encourage other young people to start their own enterprises, this study emphasized the significance of sufficient infrastructure, training, and funding for the establishment of successful businesses.

5.6 Suggestions for Further Research

The study examined how youth entrepreneurship contributes to livelihoods; hence, the majority of the research focused on young people starting businesses because of the high unemployment rate. Accordingly, the study is complete, but because it only included respondents from the rural Ekulindeni, Mpumalanga province, it cannot be considered definitive.

Consequently, more research is required to expand on the knowledge presented in this study. Increasing the sample sizes from the other South African provinces will help achieve this. Furthermore, different research techniques might be applied in subsequent investigations.

Therefore, more research may be conducted to look into the potential impact on the success of young people's entrepreneurship both inside and outside of South Africa.

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APPENDICES

Appendix A: Gatekeeper's Letter

16 January 2023

To Whom It May Concern,

Mezeny Naledi Khoza is a Masters student in the department of Development Studies at the University of Mpumalanga under my supervision. As part of her dissertation entitled: *"The contribution of youth entrepreneurship towards livelihoods in Ekulindeni rural area, Mpumalanga province."* she is required to conduct a fieldwork in the community of Ekulindeni.

Ms. Khoza has identified your department as a potential source of information and access to the community. As her academic supervisor, I would like to kindly request your permission to provide us with a gatekeeper's letter for ethical research purposes. The letter, with your letter head and signature should indicate whether Ms. Khoza has been granted permission by the local authority of Chief Albert Luthuli Municipality to conduct research among the community with respondents that agree to participate in her study.

Kindly note that the information to be gathered from the interviews will be used for scholarly research only. For more information regarding the research please contact Mezeny Naledi Khoza on 0606891422 or 201822903@ump.ac.za. Thank you for your contribution.

Dr Mazanai Musara

Mazanai.Musara@ump.ac.za; 013 002 0268/0732828293

Lecturer: Entrepreneurship and Business Management

School of Development Studies

University of Mpumalanga

Permission to conduct interviews

Granted by:

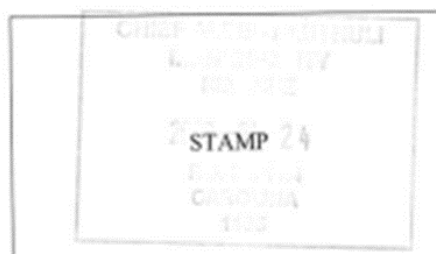
Name: XOLANI S.G. SHIBA

Department: CHIEF ALBERT LUTHULI

Designation: WARD COUNCILLOR

Signature & Date: [Signature] 24.01.2023

Contact details: 071 494 2018/073619 4649



Chief Albert Luthuli Municipality

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OFFICE OF THE WARD COUNCILLOR

24 January 2023

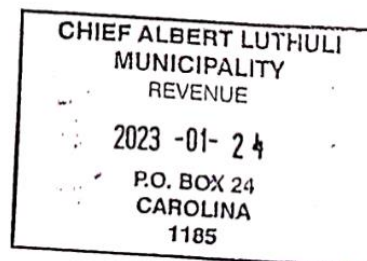
To Whom It May Concern

This letter serves to confirm that Ms. Mezeny Naledi Khoza who is a Masters student in the department of Development Studies at the University of Mpumalanga, was granted a permission to conduct a research at Ekulindeni area, in Chief Albert Luthuli Municipality.

May you please do not hesitate to contact the ward councillor of Ekulindeni area if you may need any clarity conveying the content of this letter. I hope you will find the above in good order.

Yours in Community Development

Xolani Shiba
Ward 12 Councillor
Chief Albert Luthuli Municipality
071 494 2018
xolani.shiba@gmail.com
shibaxsg@albertluthuli.gov.za



Appendix B: Informed Consent Form

PROJECT TITLE: The contribution of youth entrepreneurship towards livelihoods in Ekulindeni rural area, Mpumalanga province.

RESEARCHER: Mezeny Naledi Khoza

STUDENT NUMBER: 201822903

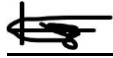
Bachelor of Development Studies Masters, University of Mpumalanga.

DURATION: Please note that the interview will require approximately sixty minutes of your time.

Dear Participant,

I am a master's student at the University of Mpumalanga. I am engaging in a research project, entitled: **The Contribution of youth entrepreneurship towards livelihoods in Ekulindeni rural area, Mpumalanga province.**

I kindly request your participation in this study. Participation is voluntary. This means that one can choose to take part in the study or decline participation. Anyone who chooses to take part in the study can withdraw at any point should they feel the need to withdraw. If there are any questions that one wishes not to respond to during the interview, one should please let me know. For those who participate, the researcher and the supervisor will be aware of your participation in the study. Pseudonyms will be used in the research report, to protect your identity. The interviews will be recorded, and the data may be used at a later stage in the research report. Attached below is a consent section. Please fill in the blank spaces on this form and do not hesitate to ask any questions regarding the study (now, and during the interviews and or after the interviews).

Name of researcher:	Mezeny Naledi Khoza
Signature of researcher:	
Date:	24/01/2023

PERMISSION FROM PARTICIPANT TO BE INTERVIEWED

I _____ (full name) on this day of _____ (date) agree to be interviewed for the above research project. I understand that I will be asked questions that the researcher finds relevant for the purpose of this study. I also understand that the interview will be recorded, and the data may be used at a later stage in the research report. I understand that I can withdraw at any time.

Name of participant:	
Signature of participant:	
Date:	

PERMISSION FOR AUDIO-RECORDED INTERVIEWS

I _____ (full name) on this day of _____ (date) agree that the interview for the above research project, can be audio-recorded for research purposes at a later stage in the research report.

Name of participant:	
Signature of participant:	
Date:	

CONTACT DETAILS OF RESEARCHERS:

Email: 201822903@ump.ac.za

Mobile Number: 0606891422

SUPERVISOR:

Dr Mazanai Musara

The University of Mpumalanga

School of Development Studies

Faculty of Economics, Development and Business Sciences

Contact details: Cell: 0732828293/ mazanai.musara@ump.ac.za

Please tick the appropriate box: YES NO

I consent to participating in the semi-structured interview in a place that is convenient to me.		
--	--	--

I _____ (Full names of participant) hereby confirm that I understand the contents of this document and the nature of the research project, and I consent to participating in this research project.

I understand that I am at liberty to withdraw from the project at any time, should I so desire.

Signature of Participant Date

Name of Participant Date

THANK YOU FOR YOUR CONTRIBUTION.

Appendix C: Interview Schedule

Interview schedule for the youth entrepreneurs in Ekulindeni community

My name is Mezeny Khoza, and I am from the University of Mpumalanga. I am doing my master's degree in development studies. Thank you very much for allowing me to speak with you. I am conducting a study about the contribution of youth entrepreneurship towards livelihoods. I would like to ask you a few questions, firstly about yourself and then about the contribution of youth entrepreneurship towards livelihoods. The interview is voluntary. Please feel free to stop me anytime if you feel uncomfortable about any questions. Please note that the information you are about to share with me is confidential, and therefore, I cannot share it with anyone else.

1. Can you please provide me with a brief background regarding your qualifications?
2. What is your understanding of entrepreneurship?
3. What is the nature of your business?
4. Kindly outline how long you have been in this business?
5. What were the pull and push factors that made you venture into this business?
6. Please tell me about the nature of businesses being run by other youth in this area.
7. What is your view about running a business in a rural environment?
8. From your experience, what are the major challenges you have encountered in your business?
9. What are the potential benefits of your business around the community?
10. What are the factors that keep you going as an entrepreneur?
11. What is your understanding regarding livelihoods?
12. What are the common livelihood strategies in Ekulindeni?
13. In which ways is your business contributing to the community livelihoods?
14. What are the factors driving youth entrepreneurship as a viable livelihood strategy?
15. What is the role played by youth entrepreneurs in the development of rural economy?
16. What are some of the things that you can do now that you could not do before embarking on an entrepreneurship venture?
17. In your opinion, what is the advantage of involving young people in entrepreneurship ventures?
18. What are some of the factors that discourage young people from starting their own businesses?
19. What are some of the programs implemented in the community in promoting youth entrepreneurship?
20. What can be done to promote youth entrepreneurship ventures?
21. What role can the local government play in promoting youth entrepreneurship in the community?

I think we have reached the end of the interview, thank you very much for your time. Is there anything you would want to ask or share with me before you go?

Appendix D: Ethics Clearance Form

Research Ethics Clearance Letter

UMP



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Website: www.ump.ac.za | Tel: (013) 002 0198 | Email: Estelle.Boshoff@ump.ac.za

RESEARCH ETHICS CLEARANCE LETTER

Ref: UMP/Khoza/MDev/2023

Date: 11 March 2023

Name of Researcher: Mezeny Naledi Khoza

Student number: 201822903

Supervisors: Dr M Musara

School / Department: School of Development Studies

Faculty: Faculty of Economics, Development and Business Sciences

RE: APPROVAL FOR ETHICAL CLEARANCE FOR THE PROJECT:

The contribution of youth entrepreneurship towards livelihoods in the rural areas of Ekulindeni, Mpumalanga province.

Reference is made to the above application.

I am pleased to inform you that the Chairperson has on behalf of the University of Mpumalanga's Research Ethics Committee, **approved ethical clearance** of the above mentioned study.

Please Note

1. Before data gathering can commence, a permission letter from the Chief Albert Luthuli Municipality must be provided to the UMP Research Ethics Committee.
2. Any alteration/s to the approved research protocol i.e. Questionnaire/Interviews Schedule, Informed Consent form, Title of the project, Location of the study, Research Approach and methods must be reviewed and approved through the amendment/ modification prior to its implementation.
3. The Ethical Clearance Certificate is only valid for a period of 3 years from date of issue.

A handwritten signature in blue ink, appearing to read 'Estelle Boshoff'.

Prof Estelle Boshoff

Chairperson: University of Mpumalanga's Research Ethics Committee.

Appendix E: Language Editing Certificate



26 November 2023

CERTIFICATE

Mezeny Khoza

Dear Mezeny

Thank you for using Impela Editing Services to proofread your Master's dissertation entitled "*The contribution of youth entrepreneurship towards livelihoods in the rural area of Ekulindeni, Mpumalanga province*".

I have proofread for errors of grammar, punctuation, spelling, syntax and typing mistakes. I have formatted your work and checked the references (this means checking the formatting). I believe your work to be error free.

Kind regards

Helen Bond (Bachelor of Arts, HDE)