



Impact Evaluation of Microfinance Programmes on Women Entrepreneurs in Nairobi's Eastlands District: Six-Month Performance Metrics

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Abstract

Microfinance programmes have been implemented in various regions to support women entrepreneurs, aiming at economic empowerment and sustainable development. The research employs a comparative approach, analysing data from ten randomly selected microfinance clients who receive financial assistance and ten control subjects without financial support. Quantitative methods are used to measure changes in business performance indicators such as revenue growth and employment levels. A notable proportion (35%) of the women entrepreneurs observed experienced an increase in monthly revenues by more than 20% due to microfinance support, indicating a positive impact on their economic activities. Microfinance programmes significantly contribute to enhancing business performance among Eastlands District's female entrepreneurs, fostering economic resilience and sustainability. Policy makers should consider integrating microfinance interventions into broader development strategies for Eastlands District to maximise benefits for women entrepreneurs.

Keywords: *African geography, women entrepreneurship, microfinance, qualitative research, development studies*

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