



Financial Inclusion Programmes and Gender Equity in East African Markets: An Analytical Perspective

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Abstract

Financial inclusion programmes in East African markets, particularly Kenya, have been implemented to enhance economic participation among marginalized groups such as women and youth. These initiatives aim to bridge the gap between formal financial systems and underbanked populations. No empirical results are provided. The analysis draws on existing literature and case studies from financial inclusion projects in Kenya, focusing on qualitative insights into programme design and impact. While financial inclusion programmes have contributed to economic growth in Kenya, they have not sufficiently focused on fostering equitable participation across genders. Programme developers should prioritise the development and implementation of gender-specific initiatives within their frameworks to ensure more balanced representation of women and other marginalized groups.

Keywords: *African geography, gender studies, microfinance, participatory research, empowerment theory*

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