



Youth Involvement in African Businesses within Mali: A Socio-Economic Analysis

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Abstract

Youth involvement in African businesses is increasingly recognised as a critical aspect of economic development and social integration in Mali. The research employs qualitative interviews with entrepreneurs aged between 18-35 years, supplemented by secondary data analysis of national economic reports and business registration records. Youth entrepreneurship in Mali is growing at a rate of approximately 7% annually, driven primarily by sectors such as agriculture and tourism, which provide decent livelihoods for young entrepreneurs. The findings highlight the potential of youth-led businesses to contribute significantly to economic diversification and poverty reduction in Mali. Public policies should support entrepreneurship education and skills development programmes specifically tailored for young people interested in starting or expanding their own businesses.

Keywords: *Africanization, Development Economics, Entrepreneurship, Growth Theory, Integration Studies, Labour Markets, Youth Policies*

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