



# Digital Literacy Empowerment for Women Entrepreneurs in Sub-Saharan Africa: A Three-Year Impact Evaluation

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## Abstract

Digital literacy is increasingly recognised as a critical skill for female entrepreneurs in Sub-Saharan Africa, particularly in South Africa where digital technologies are rapidly integrating into business operations. A mixed-methods approach was employed, combining quantitative data from surveys with qualitative insights through interviews and focus group discussions. Digital literacy training significantly improved participants' digital skills (by an average of 40%) and their business outcomes, including a 35% increase in online sales among trained entrepreneurs. The findings suggest that targeted digital literacy programmes can be effective tools for empowering women entrepreneurs in South Africa's dynamic economy. Policy makers should invest more in such training programmes to support the growth of female entrepreneurship and contribute to regional economic development.

**Keywords:** *Sub-Saharan, Africa, Empowerment, SocialImpact, LiteracyTraining, QualitativeResearch, GenderInequality*

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