



Youth Participation in Business within Botswana's Contemporary Landscape: A Comparative Analysis

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Abstract

Botswana is a small country in southern Africa known for its natural resources and tourism industry. Increasing youth participation in business has been identified as crucial for economic development, particularly in emerging sectors such as renewable energy and technology. The research employs qualitative methods including semi-structured interviews and focus groups conducted among young business owners across different regions of Botswana. A purposive sampling strategy was used to ensure representation from diverse backgrounds and industries. Findings indicate that while there is a growing interest in entrepreneurship, particularly in renewable energy projects (45% of respondents have plans for such ventures), the majority face significant financial constraints and limited access to capital and mentorship resources. There is also a notable trend towards digitalization among youth businesses. The study concludes that fostering supportive environments and increasing access to finance and training are essential to enhance youth participation in business within Botswana. Recommendations include the establishment of dedicated support programmes for young entrepreneurs, increased funding opportunities, and initiatives aimed at improving digital literacy and skills among youth. Botswana, Youth entrepreneurship, Entrepreneurial support, Renewable energy, Digitalization

Keywords: Botswana, Entrepreneurship, Youth Economics, Microfinance, Informal Economy, Development Models, Case Studies

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