



Gender Equality and Leadership Development Programmes among Female Entrepreneurs in Nairobi City Markets: A Mixed Methods Study

Wambui Ngugi^{1,2}, Kerubo Muturi¹

¹ African Population and Health Research Center (APHRC)

² Pwani University

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Correspondence: wngugi@yahoo.com

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Author notes

Wambui Ngugi is affiliated with African Population and Health Research Center (APHRC) and focuses on Arts & Humanities research in Africa.

Kerubo Muturi is affiliated with African Population and Health Research Center (APHRC) and focuses on Arts & Humanities research in Africa.

Abstract

Nairobi City Markets in Kenya are hubs for female entrepreneurs who face significant challenges related to gender equality and leadership development. A mixed methods approach combining qualitative interviews with quantitative survey data was employed, involving 120 participants from Nairobi City Markets. Female entrepreneurs reported a significant improvement (75%) in leadership skills after participation in gender equality workshops and mentorship programmes. The study underscores the need for more tailored support programmes that integrate both quantitative feedback and qualitative insights to enhance female entrepreneurship success. Policy-makers should prioritise funding for gender-sensitive training programmes and encourage market management committees to implement supportive policies.

Keywords: *African Geography, Feminist Theory, Gender Studies, Leadership Development, Qualitative Research, Quantitative Analysis, Social Empowerment*

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