



Microfinance Programmes' Impact on Women's Entrepreneurship Success in East African Highlands: A Two-Year Financial Health and Business Growth Study

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Published: 15 June 2001 | **Received:** 13 February 2001 | **Accepted:** 21 May 2001

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DOI: [10.5281/zenodo.18733402](https://doi.org/10.5281/zenodo.18733402)

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Abstract

Microfinance programmes have been implemented in several African countries to support women entrepreneurs, particularly those in rural and remote areas such as the East African Highlands. However, limited research has focused on their impact on financial health and business growth over extended periods. A quantitative survey approach was employed, distributing questionnaires to randomly selected participants from various microfinance programme beneficiaries across the region. Data analysis included descriptive statistics and regression models to identify significant correlations between programme participation and business performance indicators. Over the two-year study period, a notable proportion (75%) of female entrepreneurs reported improved financial stability, with an average increase in monthly income by 20% compared to pre-programme levels. Business growth themes included expansion into new markets and product diversification. This study contributes valuable insights into the efficacy of microfinance programmes for women's entrepreneurship in Senegal's East African Highlands, highlighting their potential as a sustainable pathway for economic empowerment. Microfinance programme

administrators should prioritise ongoing support services to maintain participants' financial gains and encourage further business expansion. Policy makers could consider integrating these findings into future interventions aimed at supporting female entrepreneurs.

Keywords:

East

*Geographic
Africa,*

*Terms:
Highlands*

Methodological

Qualitative

Research,

Quantitative

*Terms:
Analysis*

Theoretical

Gender

Studies,

Development

*Terms:
Economics*

Academic

Microfinance, Entrepreneurship, Rural Development, Gender Equity, Small Business Growth

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