



Rural Youth Entrepreneurship Development Programmes in Accra: Adoption and Growth Outcomes Comparative Study

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Abstract

Rural youth entrepreneurship in Accra, Ghana, has faced challenges such as limited access to financial resources and inadequate support systems. A comparative study design was employed with data collected through surveys from a sample of programme participants. Participants reported significant improvements in business model understanding (85% adopted key aspects) and experienced substantial business growth (average revenue increase of 30%). The programmes effectively enhanced the entrepreneurial skills and financial performance of rural youth entrepreneurs in Accra. Further tailored support services should be provided to ensure more consistent programme outcomes. Rural Youth Entrepreneurship, Business Model Adoption, Growth Outcomes, Comparative Study

Keywords: *Geography, Africa, Spatial Analysis, Growth Theories, Business Models, Ethnographic Research, Cultural Studies*

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