



Youth Entrepreneurship Support in Lagos: A Digital Platforms and Microloans Implementation Strategy

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Abstract

Youth entrepreneurship in Lagos, Nigeria faces significant challenges despite government initiatives aimed at fostering economic growth and job creation. A qualitative ethnographic study involving participant observation, semi-structured interviews with stakeholders including government officials, NGOs, and youth entrepreneurs, and document analysis of policy documents and project reports. The implementation strategy for digital platforms and microloans has seen an 18% increase in registered user base among young entrepreneurs compared to pre-strategy levels. Digital platforms have facilitated access to funding and skills training, while microloans provide immediate financial support, though challenges remain regarding sustainability and inclusivity. Further research should focus on the long-term impact of these strategies and explore potential policy reforms to enhance their effectiveness. Youth entrepreneurship, Lagos, digital platforms, microfinance, ethnographic study

Keywords: *Geographic, Sub-Saharan, Entrepreneurship, Digitalisation, Microfinance, Qualitative, Anthropology*

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