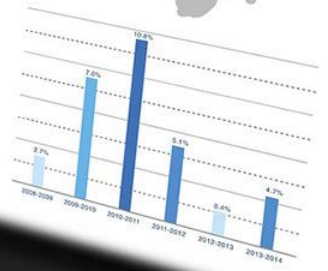
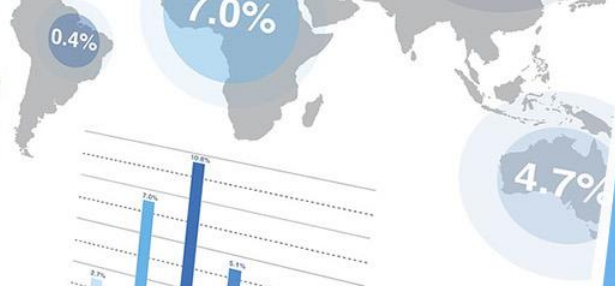




GLOBAL SHARE of Social Networking

Social networking trends are ever changing and fast paced. The present trends could be divided into regions, based on cultural aspects. The regions preview various trends. The major expansion is within the greater regions.

Year	Share (%)
2008	2.7%
2009	7.0%
2010	19.8%
2011	5.1%
2012	0.4%
2013	4.7%



▲ 24.7050	▲ 86.561
▲ 47.0540	▲ 67.031
▲ 6760.70	▲ 5.7541
▲ 34.7080	▲ 0.7541
▲ 16.0680	▲ 0.7041



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Market Resilience in Emerging Digital Economies: Case Study of Kenya during COVID-19 Pandemic

Dr. Geoffrey Gitau Kamau
Email: gkamau@afralti.org



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Overview

- Project Summary and Rationale
- Objectives
- Methodology and Approach
- Tasks and deliverables
- Workplan and M&E
- Question and answers



Project Summary and Rationale

“Market resilience ensures a dynamic Digital Economy by stimulating competition and innovation (World Bank, 2019; UNCTAD, 2019, ICTA, 2019).”

Rationale

Ability of the market to self-regulate and provide affordable prices to end-users by maintaining a diverse and competitive market.

Problem

The Covid-19 pandemic and its control measures have exacerbated the human dependency on digital infrastructures resulting in unprecedented spike on broadband traffic. Thus, increased use of digital infrastructure compared to pre-Covid-19 period.

Outcome

Achieve reliability and resilience of digital infrastructure, as well as the availability and affordability of connectivity, and enabling the continuity of services.



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Objectives

The overall objective of this research project was to evaluate the Market Resilience in Emerging Digital Economies based on a Case Study of Kenya, during COVID-19 Pandemic. Specific objectives were:

- i. To determine the market resilience maturity status in Kenya during Covid-19 phenomenon.
- ii. To report on the market changes experienced in Kenya during the Covid-19 phenomenon.
- iii. To determine the interventions that were taken for market resilience in Kenya during the Covid-19 phenomenon.
- iv. To evaluate the effects of the market resilience responses undertaken in Kenya during the Covid-19 phenomenon.



Research methodology and approach

- The research used exploratory research study design with mixed method of qualitative and quantitative approach
- Both primary and secondary data has been collected and analyzed
- Target population was selected Government of Kenya departments, private organizations providing critical digital services, ICT focus groups and professionals.
- Data has been analyzed with quantitative and qualitative statistical methods and tools.



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Tasks and deliverables

The project tasks were divided into three (3) phases:

PHASE 1 PROJECT INCEPTION & DESIGN

Inception meeting Project team members allocation of duties, scope of work definition, Compiling Inception report, establishing communication strategy, initial literature review, designing of data collection tools and their evaluation for validity and reliability.

PHASE 2 - DATA COLLECTION AND ANALYSIS

Piloting of the data collection tools, actual data collection for both primary data and secondary data, data analysis and draft report.

PHASE 3 - COMPLETION OF FINAL DELIVERABLES

Presentation of the Draft Report to relevant stakeholders, drafting the final report, submission and disseminated of final report to ITU.



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Work plan and M&E

PHASE 1 PROJECT INCEPTION & DESIGN	01/12/21 to 17/01/22 <u>20 days</u>	Completed 100%
PHASE 2 - DATA COLLECTION AND ANALYSIS	17/01/22 to 11/04/22 <u>60 days</u>	<ul style="list-style-type: none"> Completed 80% Preparing draft report
PHASE 3 - COMPLETION OF FINAL DELIVERABLES	11/04/22 to 31/05/22 <u>36 days</u>	To commence



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Question
&
Answer