

# **We must unlock our potential in entrepreneurship to create jobs**

**By Dr. Simon N. Gicharu**

Most, if not all economic analysts, agree that entrepreneurship holds the key to the creation of jobs and improvement of livelihoods.

As a country therefore, we must begin to think seriously on how to nurture an entrepreneurship culture, moreso given the biting unemployment that we are faced with.

What is undeniable is that Kenyans, especially young people, are full of brilliant ideas that could grow into big businesses if afforded a conducive environment. The challenge is how we can entrench such a favourable atmosphere that can help build these ideas into successful enterprises.

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