



**Micro and Small
Enterprises Authority**

THE MSE AGENDA

MSE Agenda is a Monthly Publication of the Micro Small Enterprises Authority



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The Director
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Corner



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Dear colleagues,

I take this opportunity to welcome you to our monthly read. Since its inception, the MSEA newsletter has shown us the power of new ideas. We are in a strong position to support MSE's through the various outlined capacity building projects that empower enterprises to grow their business from strength to strength. The Authority is committed to continuously engage staff and stakeholders through keeping all the communication lines open. One of the platform is through this MSE Agenda newsletter which is currently distributed internally. It is our aim that this publication will scale to new heights to become a force to reckon with in the SME sector. As we all know, holistic success is reaped through collaborative efforts, we invite more contributions from all regions to enrich the content. This diversity will enable us to sustain this great publication.

Henry Rithaa
Director-General and CEO
Micro and Small Enterprises Authority

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COVID-19 HEALTH REGULATIONS FOR THE CONDUCT OF BUSINESS IN KENYA.

The Ministry of Industrialization, Trade and Enterprise Development (MoITED) came up with guidelines to offer direction to different players on minimizing the risk of infection with Corona Virus leading to COVID- 19 disease. These guidelines are meant to help businesses operate safely during COVID- 19 reduce the rate of COVID- 19 spread across different workspaces. Speaking during a press briefing on the on the response to 4th wave of Covid -19, Cabinet Secretary Hon. Betty Maina said the guidelines for safe operations of business cover all the sectors and spaces within which companies operate.

The Cabinet Secretary, Ministry Of Industrialization, Trade And Enterprise Development, Ms Betty C. Maina, Egh, During The Business Stakeholders' Communication To The Press On The Response To 4th Wave Of Covid-19 On 2nd August 2021.



STRATEGIC PARTNERSHIPS

Proposed MSEA - NACONEK partnership

MSEA team participated in The National Council for Nomadic Education in Kenya (NACONEK) Partners Workshop on the Integrated Mechanisms for Poverty Reduction Strategies for Sustainable Education and Development (IMPreSSED) project.

The discussions were centered around mitigating barriers to quality education to keep children in school, bridge knowledge and skill gaps and create employment for a sustained societal impact.



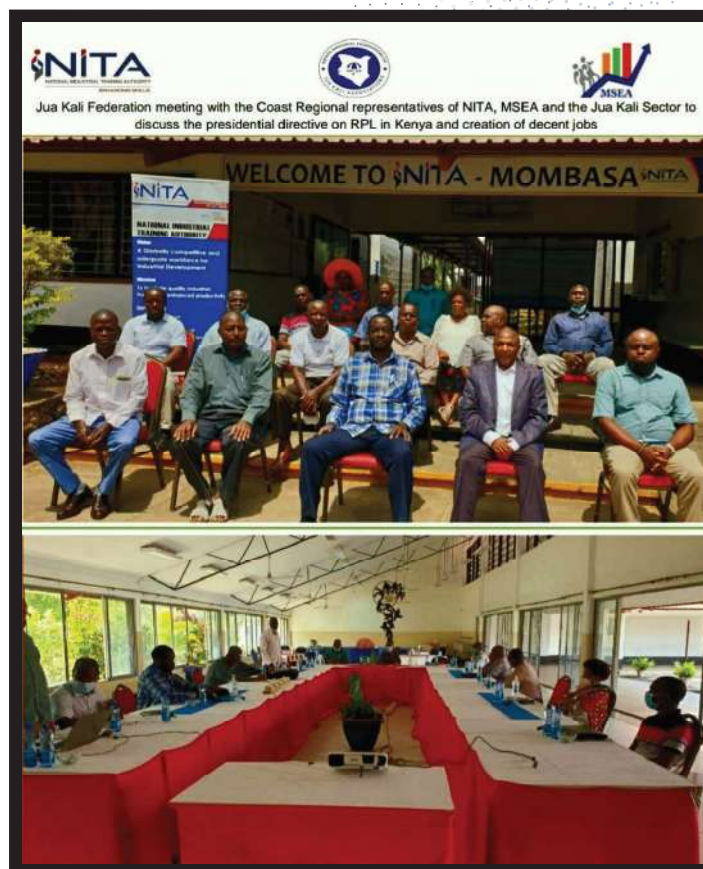
Representatives from NACONEK, MSEA, Ministry of Water and Sanitation, NYS and Ministry of Agriculture during a photo session at the workshop

RECOGNITION OF PRIOR LEARNING FOR JUA KALI ARTISANS

During this year's Madaraka day celebrations, the President gave a directive on developing a comprehensive plan under which youths in the JuaKali sector can be awarded certificates based on the skills they have acquired at work and without having to seek formal education.

MSEA Mombasa/Kilifi and Kwale team held a consultative meeting with representatives from the National Industrial Training Authority and the JuaKali Sector Federation to discuss the operationalization of this directive. The Authority will continue to engage strategic partners and expand opportunities for artisans and craftsmen in the Juakali sector to participate meaningfully in the economy.

Jua Kali Federation meeting with the Coast Regional representatives of NITA, MSEA and the Jua Kali Sector to discuss the presidential directive on decent jobs



SUPPORTING INNOVATION

Clean cooking business

Kibui Community Based Organization (KCBO), a women's group that deals in livelihood improvement via Environmental conservation. They specialize in making fireless cooking baskets, a clean energy innovation that helps save on fuel and time.

MSEA Embu/Tharaka-Nithi team accompanied by Tharaka-Nithi County Director Trade and Investment Mr. James Mwandiki, paid a visit to the group on a sensitization exercise on the benefits of registration. MSEA will register the group under the registrar of MSE Associations to better support product development and value addition.



Fireless cooking baskets

URIRI CIDC SUCCESS STORIES

The Femicorner Industry Association is a social enterprise that deals in the mass production and sewing reusable sanitary towels for women of reproductive age. They also produce breast pads for cancer patients, especially those who have undergone a mastectomy, reusable postpartum maternity pads for women who have just delivered and colostomy bags for gastrointestinal surgical patients. So far, the Association has employed over 42 youth and reached over 3,000 school going ladies in different schools to create awareness on menstruation and breast cancer.

The Association, housed in MSEA's Uiri Constituency Industrial Development Center (CIDC) in Migori County and registered under the registrar of MSEs, launched their reusable sanitary pads last month. The Sanitary pads have a lifespan of 2 to 3 years. The founder and CEO, Michael Oginga is a MbelenaBiz awardee.

Uiri CIDC is currently being upgraded by the Authority to be a Center of Excellence in the Western region.



Left: Official opening of Femcorner Industries. Right: Reusable sanitary pads reusable.

INTERNATIONAL YOUTH WEEK 2021- DREAMS YOUTH EXPO 2021

Youth engagement has been identified as a critical element to achieving sustainable social-economic development under the UN Youth Agenda 2030. Young people are the drivers of social change; supporting their enterprises and cultivating their entrepreneurial mindsets will empower society economically, socially and politically.

To mark the International Youth Week 2021, Laikipia County held the Dreams Youth Expo on 12th and 13th August 2021. The Expo was a project by the Drawing Dreams Initiative (DDI) geared towards Inspiring, empowering and impacting the youth in business around communities by raising awareness on their role in economic development and exposing them to new ideas and emerging trends and technologies.

Youth in the creative & digital economy were provided with free exhibition space, connected with key stakeholders (National/county governments, corporates, financial institutions, learning institutions and non-governmental organizations).



Exhibition at the Youth Dreams Expo in Laikipia County

KYEOP ENROLLMENT

Applications for cycle 7A grant applications were open from 7th July 2021 and closed on 20th August 2021. The Cycle 7B grant for business/ entrepreneurship training applications run until the 21st September 2021. To reach out to more youths in counties that had previously registered low turnout, the Authority tailor-made messages in the local dialects spoken by the majority in each of the 17 counties. A total of 203, 319 applications were received at the close of the campaign. Out of those, only 91,043 applications were validated.

These valid applications will be randomized and successful applicants will receive digital Business Development Services (BDS) and undertake the Entrepreneurship Aptitude Test. Only those who complete the aptitude test will be invited for grants orientation. MSEA will support over 30,000 self-employed youth by providing business startup grants to boost their Micro and Small Enterprises (MSE) in cycle 7.



Showcased above are some of the posters used in the digital campaigns

PROFILING OF MSEs IN NAIROBI AND KIAMBU CIDCS AND WORKSITES

The Authority has been carrying out a campaign to profile unique products that CIDCs across the counties offer through MSEs and their enterprises. The profiling of MSEs also entails building their capacity to market their products on social media platforms. One of the worksites visited in Nairobi is the Embakasi Village Crafts Market.

The facility is occupied by the Embakasi Curio Village Association with over 600 members. The association members deal in soapstone carving, beading, making of drums and weaving.

Among the MSEs profiled at the site was Mr. Patrick Kimondio of Village Crafts and Jewellers. He has employed two young men who assist him in carving wood to make spoons, trays, household decorations and toys. Some of the products are made using a manual machine, while others are handmade. Mr. Kimondio has a shop in Galleria on Langata road where he sells the products.



Mr. Patrick Kimondio of Village crafts and jewelers

Still at the site is the Art Safi Self Help Group led by Mr Charles Ombasa. The group makes unique carvings using soapstone for commercial and household purposes. The products include chess boards, animal carvings and house decorations. They sell their products locally and internationally at Maasai market, village Market, and the United Kingdom.



Mr. Charles Ombasa team leader of the Art Safi Self Help Group



Another MSE also profiled at the site was Emma Mukhisia, the proprietor of Beauty Free Shop. Emma has a business that sells hand-crafted beaded ornaments, including small baskets, necklaces, earrings and bangles.



She also does the weaving of bags and hats. Emma markets her products locally in malls such as Sarit Centre and internationally to shops in South Africa.

Emma Mukhisia, the proprietor of Beauty Free Shop

KIAMBU COUNTY; GATUANYAGA JUA KALI WORKSITE

The facility hosts Mugumoini Juakali worksite and is occupied by 100 MSEs who are mostly youth dealing in automotive works of panel beating, wiring and repainting, welding, electrical works and upholstery.



Mr. Stephen Kariuki Kiheroko, Chairman of the Gatuanyaga Artisans Juakali Association. He is a certified mechanic in Alpha Romeo cars, with over 52 years of experience. He worked as a safari rally mechanic from 1968 – 1978, after which he established Alphast Motors garage on Jogoo road, Nairobi. Right: A 1966 Alpha Romeo car that he is currently working on.



Above: Mr. Joseph Njuguna Nganga proprietor of Jomanga Enterprises, a furniture workshop and exhibition where has employed 4 carpenters. Mr. Njuguna also trains youth in carpentry and joinery. So far, he has trained more than 20 youth and seeks to expand his business to accommodate more trainees.



Above: Mr. Martin Nyagah of Nyamaka Welding Ltd, a company dealing in metal fabrication and painting of gates, windows and doors among others. He has created employment for 4 people, including Peris Maina, a 24 years old successful KYEOP cycle 2 beneficiary through the National Industrial Training Authority - NITA.



Above: Mrs. Beth Njogu, a hairstylist based at the Gatuanyaga Juakali Site. She specializes in braiding; a technique that goes back for generations and has now been reinvented and brought to life with a new-school swag. Other services include hair relaxing, texturizing among others.



Left: Mr. Shadrack Lobari the owner of Three Fine Colours; a sculpting, fine art, painting and carving business. Together with his partners, Patricia Lobari and John Kagwe a Kyeop cycle two beneficiary, they have trained 20 youth in sculpturing.

The Gatuanyaga Juakali worksite association members also took the chance to register their businesses with the registrar of MSEs whose team was on-site and managed to register over 80 businesses.



Registration of MSEs at the Gatuanyaga Juakali worksite

STRATEGIC VISITS

Operationalization of Cold storage facilities; Banana Value Addition

Director of Infrastructure Development Technology and Innovation Eng. Edward Karani, Chief Officers Ministry of Trade Industry and Enterprise Development together with a host of delegates, went on a fact-finding mission on banana value addition in Kisii County. The activity will provide intelligence on best practice utilization of the Kisii Banana Cold storage facility.

On that same day, the delegation paid a courtesy call to the Kisii County Governor Hon. James Ongwae before proceeding to Menyinkwa CIDC, where MSEs use a solar dryer to process banana flour, from which they make cakes and banana chips.



Solar dryer to process banana flour, from which they make cakes and banana chips.

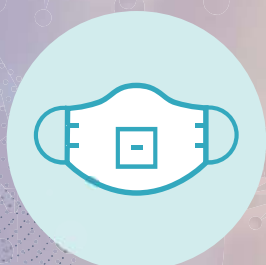
Help STOP COVID 19



WASH HANDS



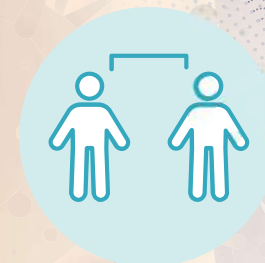
AVOID CROWDS



WEAR MASK



USE SANITIZER



KEEP DISTANCE

Don't let your guard down.
Remember to observe the following;
#KeepThe Guard

DIRECTOR GENERAL/CEOS CORNER

The Director General /CEO Mr. Henry Rithaa held a virtual meeting with all staff where he thanked them for the continued dedication and commitment towards supporting the Authority's mandate in the previous financial year. He urged the staff to work hard towards enhancing the registration of MSE'S across the different regions to enhance the envisaged support in the sector. The Director General further noted that the Authority has a new strategic plan whose success will depend on the support and diligence of all the staff to be fully actualized.

I encourage all of us to live up to the Authority's corporate core values which include: collaboration, Innovation, equity, Integrity and Sustainability which are aligned to the new strategic plan.

The MSEA core values are:



CORE VALUES

1) Collaboration:

Micro and Small Enterprises Authority is committed to Collaboration as it enables individuals to work together to achieve a defined and common business purpose.

For inquiries contact us on: [MSEA_Kenya](#) [Mseakenya](#) [Mseakanya](#) [Msea Authority](#)



CORE VALUES

2) Innovation:

MSEA is committed to innovativeness, inventiveness, resourcefulness and visionary planning and service delivery.

For inquiries contact us on: [MSEA_Kenya](#) [Mseakenya](#) [Mseakanya](#) [Msea Authority](#)



CORE VALUES

3) Equity:

MSEA shall conduct its business and provide services under the state, quality and ideal of being just, impartial and fair.

For inquiries contact us on: [MSEA_Kenya](#) [Mseakenya](#) [Mseakanya](#) [Msea Authority](#)



CORE VALUES

4) Integrity:

MSEA is committed to integrity as a foundation on which coworkers build relationships and trust, and it is one of the fundamental values.

For inquiries contact us on: [MSEA_Kenya](#) [Mseakenya](#) [Mseakanya](#) [Msea Authority](#)



CORE VALUES

5) Sustainability:

MSEA will persistently pursue Sustainability focusing on meeting the needs of the present without compromising the ability of future generations to meet their needs.

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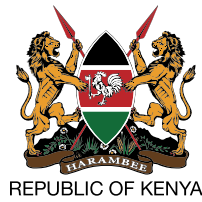
STAFF CORNER

Celebrating the Retirees:

MSEA family, held a farewell party in honor and appreciation of four staff who have attained their retirement age on Friday the 16th July, 2021. They are Mr. Simon Nzwili, Mr. Benson Wayengela, Mrs. Lucy Kithinji and Mrs. Florence Thuku.



The CEO Mr. Henry Rithaa with the Retired Staff cutting cake and popping champagne to celebrate their great service at MSEA and public service.

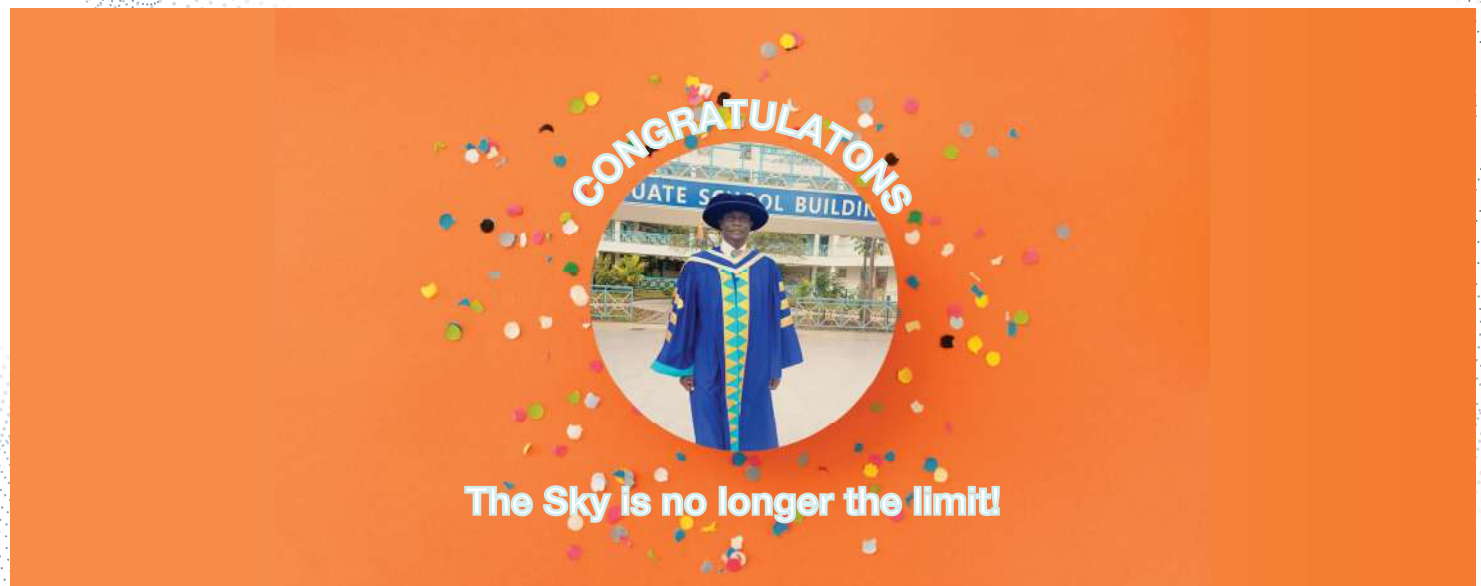


**MICRO AND SMALL
ENTERPRISES AUTHORITY**
Entrepreneurship Transforming Kenya

Achievements: Celebrating Great Achievements of our Team members



Congratulations Dr. Mogeni on graduating with PHD in Economics. The Sky is no longer the limit!



Condolence

To our colleagues who lost their loved ones; We hope you find comfort in this message:

- Dedan Nkanata
- Vincent Basweti
- Flavia Judy Nkatha
- Issac Kipsang



"He will wipe away every tear from their eyes, and death shall be no more, neither shall there be mourning, nor crying, nor pain anymore, for the former things have passed away."

REVELATION 21:4



"Do start here and now! Start where you are. Use what you have. Do what you can"

~Arthur Ashe

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