

■ FEBRUARY 2021 ISSUE

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Cold Storage Facilities



Pilot Mse Registration Drive

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MSEA NEWLETTER

MBELENABIZ Competition Process and Milestones



The MbeleNaBiz business plan competition is part of Subcomponent 2 of KYEOP (Kenya Youth Employment and Opportunities Program) which involves providing support for job creation. The competition was launched with an aim to expand new and existing youth-led enterprises by providing them with grant funding and business plan training.

Key phases of MbeleNaBiz included a national outreach campaign; coordination of application, screening, and selection processes; training



program management; judging and pitching and the final selection of 750 awardees.

The Competition was launched on 24 June 2019 and was open for application submissions for a period of twelve weeks to 2 September 2019. During this time, the Competition Manager, KPMG, together with MSEA initiated a national outreach campaign across all 47 counties with the aim of sensitizing the youth on the Competition. This led to a total of 12,171 applications being submitted, exceeding the target of 10,000. Expression of interest was received from all the 47 counties. The progressive breakdown thereafter is as follows:

11,386 applications were eligible for scoring after screening for eligibility (mostly to check for business leadership by youth and to check for education level)

4,951 applications were selected to submit detailed business plans

3,804 youths submitted detailed business plans. Business plans were evaluated twice by an independent panel of judges. When two judges' evaluations of a given business plans were very different, a third judge was brought in.

75 applicants were invited to pitch their businesses to the Competition manager.



Throughout the process – except for pitching that was in-person – applications were anonymous.

Selection of Awardees.

After a rigorous anonymized process of screening, scoring, independent reviews by judges, and pitching, 750 awardees were selected to receive funding.

The winners were categorized as follows:

- 250 awardee will receive KES 3.6 million
- 500 awardees will receive KES 900,000

The list of 750 winners was drawn from counties across the county and is made up of 34% women and 66% men, representing diverse sectors.

Disbursement of the grants to the selected youth businesses will be made after verification of required documents, in three tranches as follows:

1st Tranche – By 15th March 2021

2nd Tranche – By 15th May 2021

3rd Tranche – By 15th July 2021

The award ceremony was held on 24th February 2021 at Kasarani Stadium. H.E President Uhuru Kenyatta was in attendance as the guest of honor. During the event, His Excellency congratulated the awardees on their achievement and added that through them and because of their hard work KYEOP will inject a total of Ksh.1.5 B into the youth economy of the country.

Visit by Thailand Ambassador



Thailand's ambassador to Kenya, Miss Sasirit Tangulrat and a delegation from Royal Thai Embassy Nairobi paid a courtesy call to our CEO Mr. Henry Rithaa.



They exchanged ideas on a variety of issues on economic cooperation for the development and promotion of MSEs in Kenya and Thailand.



Launch of the Digital learning and Skills initiative

On 15th February 2021, Microsoft in partnership with Stanbic Kenya Foundation and the Ministry of Industrialization, Trade and Enterprise Development launched a digital learning and skills initiative. This initiative is geared up to impart digital skills to 50,000 entrepreneurs in Kenya. The partnership will see private sector players address a digital skills gap within the market through the rich digital learning and skilling Initiative.

The program will target individuals who have lost their jobs during the COVID-19 economic downturn that led to numerous job losses in the country and is expected to place 2,000 youth into employment by the end of 2021.



NDITC visit to Timau



A team of PSs led by Amb. PS Kaberia, PS Amb. Simon Nabukwesi, Ps Dr Francis Owino, DP Head of Public Service Mr. Wanyama Musiamboh and Prof. Hamadi Boga, toured the Timau cold storage facility to monitor progress of works. The over 1000sq meters project which is now 65% complete, will have a storage capacity of 300 pallets of packed potatoes.

The PS's as members of the NDITC were in Meru County to inspect National Government development projects and address various challenges that are impacting the timely completion of the projects.

Cabinet Secretary Ministry of Industrialization, Trade and Enterprise Development Betty Maina's Visit to the Timau cold storage facility.

Cabinet Secretary Ministry of Industrialization, Trade and Enterprise Development Ms. Betty Maina in the company of Chief Administrative Secretary Lawrence Karanja, Governor Meru County, Kiraitu Murungi and our CEO Mr. Henry Rithaa visited the proposed Timau potatoes cold storage site while on a tour of duty in Meru.

The CS said the next phase of the project will focus on value addition and linking farmers to franchises and export markets.



Chairman and CEO participation in the Gearbox graduation

Board Chairman Mr. Charles Waithaka and CEO Mr. Henry Rithaa attended the first graduation ceremony for the gearbox beneficiaries of the MasterCard Foundation Young Africa works project. The projects objective is to empower & equip unemployed & out-of-school youth to grow micro enterprises by providing them with technical skill training opportunities as well as up-skilling, to move their business from the informal to the formal sector.

During the event, Mr. Charles Waithaka gave a keynote speech where he urged the new graduates to take up opportunities available for them in the manufacturing industry.



Dubai Week in Africa.



Dubai Week in Africa is a virtual trade mission-focused on developing stronger more resilient trade relations between the UAE and evolving African communities. The event was aimed at connecting business owners, governments, and policymakers from the UAE, and Kenya to discuss the challenges and opportunities for boosting bilateral trade and investments. It brought together key industry experts from strategic sectors from both the UAE and Kenya on talks in discussion panels on the outlook for their respective sectors. The experts discussed strategy, analysed the market, and explored investment opportunities. Our CEO Mr. Henry Rithaa was part of the panelist during this forum, speaking on *Growth and Development of SMEs in the new normal*.



CEO's visit to Uriri CIDC

The Authority has mapped out several CIDCs for piloting under the value addition model based on County product development (One County one product). One of the sites identified is Uriri CIDC for furniture fabrication. The CEO led a team of officers in carrying out a fact finding mission to the site while visiting other worksites in the two counties which will be involved in supporting county based product development through standardization, certification and capacity building.

The Authority also furnished the common user facility with the following machines; Wood wok combination machine – 8; different woodworking functions. Wood router – does different designs on boards. Wood abrasive saw – cuts hard materials for example metal bars.



Kariobangi Centre of Excellence Media Tour



Inooro Tv visited Kariobangi Centre Of Excellence for a media tour to get detailed information of the activities taking place at the Centre. During the tour they had a chance to see what MSEA and other government agencies stationed there offer to support MSEs in the informal sector.

Nyeri Business Solution Forum



Kenya Export Promotion and Branding Agency held a business forum in Nyeri on 17th February 2021. The event objective was to facilitate an understanding of global markets dynamics with a view to alleviating the challenges that producer and exporters face in their daily economic activities. There was also a discussion on market opportunities and challenges that underlie Kenya's export sector and options towards optimization of returns from the lead sectors and improved earnings to producers and exporters.



Mr. Richard Ipero, Director - Strategy, Coordination and Planning spoke during the event, he mentioned that, 'MSEA continues to work towards the integration of MSME's to the international market for them to be explore export opportunities.' He also added that, 'MSME's in turn need to take advantage of the interventions by the government that are already in place to improve their export capabilities.'



Induction Training – New MSEA Recruits



Micro and Small Enterprises Authority (MSEA) recruited staff members at our head office and regional offices across the country. MSEA recognizes the need of a strong human capital which is a crucial requirement in ensuring the successful implementation of its mandate.

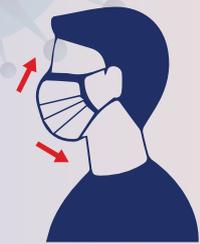
The newly hired staff underwent a two day induction to familiarize themselves with the Authority and have an overview of what is expected of them. We take this opportunity to congratulate the new employees and welcome them to the MSEA family as we forge ahead to promote the development of competitive and sustainable Micro and Small enterprises.



Help STOP COVID 19



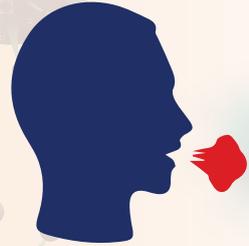
Wash your hands regularly with soap and running water



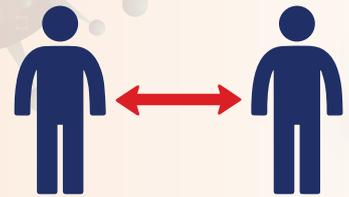
Wear your mask



Use sanitizer on your hands



If you have a fever, cough or difficulty in breathing, seek medical attention



Keep social distance

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

CONTACT US



+254 (20) 3340006
+254 770 666 000



P.O. Box 48823-00100 Nairobi



info@msea.go.ke



Msea_Kenya



@mseakenya



MseaKenya



www.msea.go.ke



Utalii House, 10th Floor, Nairobi

Chief Editor: Mr. Henry Rithaa

Editor: Mr. Simon Nyamolo, Ms. Esther Gicheru

Contributors: Lina Maitho, Glory Kinoti, Alice Mumbi