



**Micro and Small
Enterprise Authority**

MAY - JUNE 2021 ISSUE

THE MSE AGENDA

Picture courtesy of Meru Juakali Worksite



**Profiling the Constituency
Industrial Development
Centers (CIDCs) in the Region**

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BRANDING OF CONSTITUENCY INDUSTRIAL DEVELOPMENT CENTERS (CIDCS)

Following previous assessment and inspection visit to various CIDCs across the counties the Authority established inconsistency in the branding of centers, To streamline the branding of the centers, MSEA partnered with the Kenya Export Promotion and Branding Agency to conduct a pre-branding

survey that will inform the development of the artworks of the centers, signages and signposts. The branding works will be developed as per the Public Service Guidelines to enhance the Ministry of Trade, Industrialization, Trade and Enterprise Development and MSEA'S visibility.



Products of the Lathe machine at the Mumias CIDC in Kakamega County

PROFILING THE CIDCS IN THE REGION

To enhance the visibility of the CIDCs in the regions, The Authority rolled out a digital campaign to profile the CIDCS, Worksites and the Micro small Enterprise working in the centers

WESTERN AND NYANZA REGION

The Kakamega County houses nine Constituency Industrial Development Centers (CIDCs) while Vihiga County has four. Some of the activities in the CIDC's in these counties include; welding and fabrication, carpentry, woodwork, mechanical

work, agribusiness, biogas production and tailoring. Some of the MSE'S at the centers are engaged in value addition activities such as production of soyafLOUR, soya nuts and soya beans.



Amakora Enterprises making value addition products from banana fibers in Vihiga County



A tailor from Tina Creation LTD at the Mumias CIDC in Kakamega using modern machinery.



KISUMU, SIAYA AND BUSIA COUNTIES

In Kisumu, Siaya and Busia counties, MSEs supported by MSEA and the Ministry of Trade, Industry and Enterprise Development are venturing in manufacturing and fish farming. Other sectors in this region include; woodwork, metal works, mechanics, tailoring and agribusiness.

Nambole General Traders LTD a manufacturing organization that produces chain links, nails, barbed wires and other products in Siaya.

BUNGOMA COUNTY

In Bungoma County, MSEA and Kenya Industrial Research and Development Institute (KIRDI) have collaborated to empower farmers, women and youth by providing processing machines and packing materials for the production of Soya Bean by-products at the Malakisi CIDC.

Soya bean flour produced at Malakisi CIDC



EASTERN AND CENTRAL REGION

The region houses several CIDCs and Juakali sites in Nyandarua, Nyeri, Laikipia, Meru and Embu counties with MSEs dealing in metal & fabrication, welding, motor vehicle and motorcycle mechanics, value addition tailoring, charcoal briquettes for energy renewal, leather works, woodwork among others.

MERU COUNTY

In Meru county, the Timau potatoes cold storage facility is at 90% complete and will help farmers to ward off middlemen who have over the years taken advantage of the highly perishable produce to deny them favorable prices. The facility will also reduce post-harvest losses increase food quality and availability for value addition.



Current status of Timau Potato Cold Storage & processing facility.



Innovation in the apparel sector transforming mitumba clothes to baby clothes.



Welding in Meru town Juakali worksite.

KITUI COUNTY

Kitui County houses the urban MSE Juakali worksite with over 400 businesses who have benefitted from the facility which mainly specializes in panel beating, welding, metal & fabrication, motor vehicle and motorcycle mechanics, metal & tinsmiths among others. Also, in the region are Kwa Vonza and Masinga CIDs which have been earmarked as pioneer disability mainstreaming facilities.



Panel beating in Kitui urban Juakali worksite

NAIROBI AND RIFT VALLEY REGION

NAIROBI COUNTY

In Nairobi County, the MSEs hosted at the Kariobangi Center of Excellence (CoE) offer a unique perspective to which the Micro and Small Enterprises sector contribute to National Development. For example, Mr. James Irungu, a Small business owner that specializes in motor

vehicle fabrication, welding, and designing the calligraphy to imprint on the PSV. He has employed 10 youths who have mastered the craft involved in the various stages of fabrication of motor vehicle bodies.



Mr. James Irungu, at the KariobangiCoE



NAKURU COUNTY

At the Bondeni Juakali Worksite, in Nakuru County, which houses the Bondeni Nguvu Kazi Association, there are over 300 MSEs working in woodwork, metal work, welding and fabrication, electricals and clay work. One among them is Dominic Mwangi, a young innovator who has developed an incubator capable of holding 600 eggs at a time. He works at a family led business at the worksite. They also install solar systems, do computer repairs and welding and fabrication.

Innovator Dominic Mwangi, at the Bondeni worksite in Nakuru

BOMET COUNTY

The Bomet County houses the Juakali Association at the Bomet Juakali worksite. The site houses different sectors which include woodwork, metal work and apparel sector.

In this worksite the team meet different enterprises.

An outstanding one was the Joyworld furniture which specializes in woodwork creating various eccentric furniture with The owner markets her work through social media.



Ms. Joyce Lang'at of Joyworld furniture at the Bomet JuaKali worksite

ELDORET COUNTY

The county houses the Eldoret Juakali Worksite, a diverse centre that houses the welding artisans, welders of steel work, blacksmiths, car tyres repair, water containers from car tyres and woodwork. The County house several CIDCS. One of the CIDC performing very well is the Illula CIDC that is producing large scale furniture which includes wall units, shelves, coffee dining table, bedside tables and officedesks. The centre currently employees 15 people whose expertise is woodwork. The furniture is sold in the county and its environs



Furniture samples on display at the Illula CIDCS

MEDIA ENGAGEMENTS ON THE IMPACT OF COVID-19 ON DIGITIZATION OF PAYMENTS

The MSEA Chief Executive Officer, Mr. Henry Rithaa participated in the panel discussion on the impact of Covid-19 on digitization of payments at the Nation’s Leadership forum. During the conversation, the CEO noted that the MSME sector, that supports more than 16 million Kenyans and creates 83% of the jobs, has been largely hit by the pandemic over the last year.

Mr. Rithaa mentioned the Government has established the Office of The Registrar of MSEs through which MSEs will be registered in order to obtain statistical information that will inform Government interventions for the sector.

He further informed the audience of MSEA’s partnerships with several banking institutions to conduct capacity building initiatives to push digitization of financial services in MSEs business operations.

NATION LEADERSHIP FORUM

PANDEMIC'S IMPACT ON DIGITIZATION OF PAYMENTS

17th May, 2021 Join us this Monday Live on NTV @ 7.30 p.m. as we discuss:

Henry M. Rithaa, Chief Executive Officer, Micro and Small Enterprises Authority (MSEA)

PANELIST

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COUNTRYWIDE REGISTRATION DRIVE OF MSEs

The Office of the Registrar of MSEs is conducting a countrywide registration drive to on-board MSEs on the registrar's database to formalize them. The statistical information will help the Government provide innovative models and interventions that can be used to more fully meet the financial and non-financial needs of MSEs.

The process was first rolled out within the metropolitan counties and will continue in other the counties. MSEs must be part of an association of not less than 35 members for them to be registered.



Teams from the registrar's office, MSEA field staff and Equity bank and conducting training and registration of MSEs across the counties.

PARTNERSHIPS

MSEA PARTNERS WITH EQUITY ON CAPACITY BUILDING/TRAINING



MSEA is implementing the partnership with Equity through Capacity building that focuses on BDS training (Business Development Services) and financial advisory services under the Young Africa Works (YAW) Kenya program. Thereafter, MSEs can access credit subject to meeting the banks eligibility criteria. As of April, 2021, 3,710 MSEs had been trained across the region through the program. Further countrywide enrollment is in progress.

Ongoing training sessions for MSEs on financial literacy and business advisory services across the country.

IMPLEMENTATION OF THE ILO BUSY PROJECT

International Labor Organization (ILO) National Project Director Mr. Aggrey Ndombi on 24th May 2021 met with Mr. Henry Rithaa to discuss operationalization of the BUSY Project. The Better Utilization of Skills for Youth through Quality Apprenticeship (BUSY Project) is a four-year initiative financed by the U.S. department of Labor and Implemented by International Labor Organization (ILO).

The Busy project goal is to increase decent job opportunities and employability to young people, thereby address unemployment, vulnerability and poverty in urban and rural setting. The projects objective is to improve capacity of Kenyan government employers and workers and civil society organizations to establish and expand workplace-based programs with a focus on vulnerable and marginalized youth. MSEA is partnering with ILO to implement this project in Kilifi, Kitui and Busia counties.



From extreme left, ILO East Africa National project director Mr. Aggrey Ndombi, Ms. Lilyanne Ndinda from PROSPECTS, MSEA CEO Mr. Henry Rithaa and Ms. Caroline Kioko, Head of Business Development at MSEA during the discussions on operationalization of the BUSY project.

COURTESY TOURS AT THE KARIOBANGI CENTRE OF EXCELLENCE



CAS David Osiany interacts with a technician at the Kariobangi Center of Excellence during the tour.

The Micro and Small Enterprises Authority (MSEA) is working towards repositioning the Kariobangi Biashara Center of excellence, to support entrepreneurship growth for the small and medium enterprises.

The Chief Administrative Secretary (CAS) Mr. David Osiany toured the manufacturing center on 10th May 2021 where he interacted with several small enterprise's innovators stationed at the venue. Mr. Osiany pledged to support the growth of the

center through publicity in various platforms to rally Kenyans to take advantage of the services offered in the center for MSEs to utilize.

The CAS said there is need to change the name 'juakali' to a more palatable title that will be receptive to young people joining the job market and change the perception of what the name 'juakali' means. He reiterated the Government's focus on creating better working environment for the MSEs to support local production.

The purpose of creating the Kariobangi Centre of Excellence is to provide a modern centre for manufacturing, technical capacity building and learning riding on common user production concept to boost standard and quantity of production. The Kariobangi Centre of Excellence also hosts the Nairobi Biashara centre; a one-stop-shop for business development services. The Biashara center is a one stop shop for enterprises seeking public services such as business registration, tax compliance, branding and financial support. The model has Government agencies offering these

services are all under one roof to alleviate the administrative and logistical challenges of seeking these services in multiple locations.

Some of the Government Agencies stationed at the Biashara center include the Kenya Revenue Authority, Kenya Bureau of Standards, Kenya Industrial Property Institute, Kenya Industrial Research and Development Institute (KIRDI) KIRDI, Numerical machining Complex Limited among others.

TRAINING

MSEA conducted a pilot refresher course at the Kariobangi Centre of Excellence for welders dealing PSV car bodies, which is a mandatory requirement by NTSA. The training was conducted by NITA (National Industrial Training Authority) after which the trainees were certified by KEBS (Kenya Bureau of Standards).



**SKILLS UPGRADING (TRAINING OF TRAINERS)
ON WELDING AND FABRICATION
OF MOTOR VEHICLE BODIES.
10th to 21st May, 2021**

MSEs undergoing a practical training session on welding and fabrication during the course.

HOLIDAY HIGHLIGHTS



EID MUBARAK
Wishing all our muslim brothers and sisters a
Happy Eid Al Fitr

HAPPY mother's Day
Thanking all the mothers for keeping it together
and keeping us going in these strange times.
We love you!

Happy LABOUR Day!
We celebrate all the workers that contribute
to the existence and growth of our nation



When we strive to become better than we are, everything around us becomes better, too.