



**Micro and Small
Enterprises Authority**

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THE MSE AGENDA

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



In this edition

- Strategic Engagements

- Profiling MSEs

- Ongoing Projects

- Strategic Visits



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Dear colleagues,

In this edition, we focus on the operationalization of Constituency Industrial Development Centers through the Product Development Programme, which is an opportunity to add value to domestically made products and industrialize the economy.

The current merchandise produced by MSEs are dominated by raw and unprocessed commodities, which is not conducive to the envisaged level of development. Favoring the sale of raw materials over processed goods, denies the MSEs opportunity to add value through manufacturing, which would provide more jobs and generate additional revenue.

Through the Product development programme (dubbed One Constituency (CIDC) One Product), the Authority is identifying locally available resources/materials in each constituency which can be value added for greater economic benefit. The value added products will then be marketed both locally and internationally.

I am optimistic that this initiative together with the full realization of our vision, to accelerate the growth and development of competitive MSEs and to deliver benefits sooner than later.

Henry Rithaa
Director General/CEO

STRATEGIC ENGAGEMENTS

Maua Agri Expo

The Ministry of Agriculture, Livestock, Fisheries and Cooperatives held a farmers Expo in Maua Stadium, Meru County which provided an opportunity for agri-players to enhance their knowledge and skills in the agricultural sector. In addition, the expo provided a platform for all agri – agencies to showcase their products and services and formidably enhance awareness levels amongst agri-players.

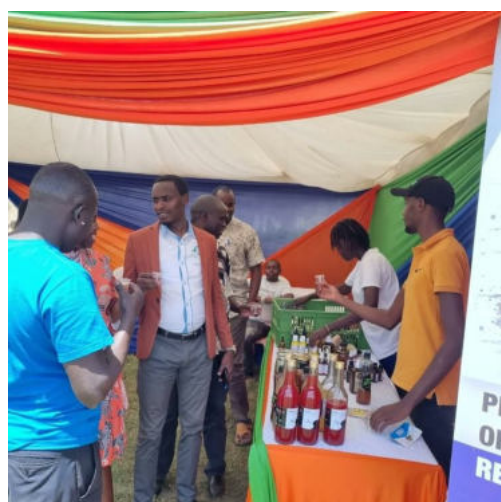
MSEA's Meru and registrar's office team were on site for MSE sensitization and registration. Two associations and 2000 MSEs were registered at the end of the 2 day expo. MSEA also supported four MSEs in agribusiness value chain to show case their products.

The Chief Guest, Cabinet Secretary Ministry of Agriculture Hon. Peter Munya accompanied by East African Legislative Assembly MP Hon. Mpuru Aburi and Agricultural Finance Corporation Managing Director George Kubai visited the MSEA stand where they interacted with MSEs and sampled some of their products. The field day was a learning opportunity for farmers on agricultural best practices and networking with various agricultural stakeholders.



Cabinet Secretary Ministry of Agriculture Hon. Peter Munya accompanied by East African Legislative Assembly MP Hon. Mpuru Aburi and Agricultural Finance Corporation Managing Director George Kubai





MSEA team interacting with MSEs at the MSEA stand during the Maua Agri Expo

Partnership talks with Dedan Kimathi University

Dedan Kimathi University Vice Chancellor Prof. Ndirangu Kioni hosted MSEA's Directors Edward Karani and Richard Ipero of Infrastructure and Strategy respectively on a tour of their DeHub innovation centre that helps businesses produce quality products, help the founders penetrate the market and equip them with skills and knowledge to remain relevant in the market.

Thereafter, the team held discussions on areas of collaboration with the institution on promoting competitiveness and sustainability of MSEs through technology transfer.



MSEA team interacting with MSEs at the MSEA stand during the Maua Agri Expo

Arbitration meeting with Kisumu Juakali Association

MSEA CEO Mr. Henry Rithaa accompanied by two MSEA board members, Registrar of MSEs Catherine Mungania, Kisumu ADED Mr. Fanuel Mango and other staff members held a meeting with Kisumu Juakali Association members at the County Commissioner's office. The objective of the meeting was towards mediation and arbitration in regard to identified issues.



MSEA CEO Mr. Henry Rithaa, MSEA board members, Registrar of MSEs Catherine Mungania, Kisumu ADED Mr. Fanuel Mango and other staff members at the County Commissioner's office

MSE Policy Campaign

The department carried out a campaign to sensitize the public on **The Sessional Paper No. 05 of 2020 on Kenya Micro and Small Enterprises Policy for Promoting Micro and Small Enterprises (MSEs) for Wealth and Employment Creation** that was officially launched during the world MSME day 2021. The framework features key policy definitions of micro and small enterprises, MSE Associations and MSE support institutions. It highlights 10 objectives that are critical to providing an integrated enabling environment for the growth and development of competitive MSEs. Displayed below are some of the campaign posters:





Some of the campaign posters

PROFILING MSEs

Berry Farming in Tharaka Nithi County

Ashford Gitonga is a renowned farmer and member of Maara global association. In his Maendeleo farm, he specializes in strawberry farming, fruits farming, exotic and indigenous seedlings among other agribusiness activities. He is a retired agricultural officer who is making a fortune from agriculture and is a resource to the community around Chogoria in Maara sub-County. MSEA Tharaka Nithi County office visited his farm to propagate the development programmes conducted by the Authority for MSEs in agribusiness.

The team also visited Hope Core International, a community development organization (NGO) with a mission to empower communities to eradicate poverty and improve family health. They help farmers in capacity building, financial access and market linkages. They discussed several areas of collaboration that are cross-cutting and agreed to have a working Memorandum of Understanding (MOU) as soon as possible.



MSEA Tharaka Nithi County office with Ashford Gitonga a member of Maara global association in his farm (Maendeleo farm).



MSEA Tharaka Nithi County office during the visit.

Mufu Banana Growers and Marketers self-help group in Embu County

MSEA Embu team accompanied by Madam Pauline Murithi, Business Development Officer with the Agriculture sector development support Programme (ASDSP), met the officials of Mufu bananas growers and marketers self-help group which has been supported by Upper Tana Natural Resources Management Project (UTaNRMP)- IFAD through ASDSP with machines to extract and refine banana fiber for various products such baskets, mats, human-hair among others.

MSEA will be supporting the group in market linkages, products development, provision of working space at the Runyenjes CIDC, and formalizing them into an association for sustainable support. The Authority is also collaborating with the County Directorate of Agriculture to support various agricultural value chains in the region.

Agriculture Sector Development Support Programme (ASDSP) is one of the key programmes designed by the Ministry of Agriculture and 47 county governments to address food and nutrition security and promote manufacturing.



MSEA Embu team and Madam Pauline Murithi, Business Development officer (ASDSP) during the visit to Mufu Bananas, Growers and Marketers self-help group in Embu County.



Honey Processing in Makueni County

Makueni is largely semi-arid with vast land populated with vegetation ideal for beekeeping and most farmers have embraced the practice and commercialized it. Jonathan Mutae, is one such farmer who has specialized in honey processing, he also makes beehives and trains farmers on beekeeping best practices. At his workshop, he has capacity to make 100 beehives in 2 weeks. MSEA is registering his business with the office of the registrar of MSEs.



Jonathan Mutae, beefarming specialist from Makueni County.



Bee Farming and Honey Production in Nandi County

McDonald and Manase are both farmers from Nandi County who have ventured into Bee Keeping and the production of honey. The farmers have 40 beehives that produce 20 kg of honey with the potential to produce more.

MSEA will train McDonald and Manase to help them package their products and also get certification by KEBS in order for them to meet the regulation standards. The Authority is also working to mobilize, sensitize and register other farmers in the area.



One of the Beehives at McDonald and Manase's farm

Sensitization on MSE Registration for the Jubilee Women's Group

MSEA UasinGishu/Nandi office visited Jubilee Women's' Group, an association of business women based in Nandi County for sensitization on MSE Registration. The group has 25 members who are rearing over 100 chicken and have an incubator that can hatch over 500 eggs. MSEA team sensitized the women on the benefits of registering as an association to get the necessary support, especially in value addition and access to working space in Kobujoi CIDC.



Jubilee Women's' Group, an association of business women based in Nandi County

ONGOING PROJECTS Maralal CIDC

MSEA CEO Mr. Henry Rithaa in the company of Secretary Trade at the State Department for Trade Dr. Bruno Linyiru paid a visit to the Maralal CIDC. The site is occupied by six associations dealing in livestock farming, metal works, honey processing, woodwork, beadwork and leather manufacturing. Showcased below are some of the beaded products.



CEO Mr. Henry Rithaa and Secretary Trade at the State Department for Trade Dr. Bruno Linyiru interacting with MSEs at the Maralal CIDC

The Authority had earlier trained metalsmiths occupying the site on operating a lathe machine and furnished the site with the same machine to help the artisans produce innovative, high-quality metal products. MSEA continues to invest in the latest technologies and machinery to expand the capacity of MSEs to grow in keeping with modern trends.

Kwa Vonza Disability Center

A team led by MSEA Director Infrastructure Eng. Edward Karani visited the Kwa Vonza Disability Centre located in Kitui for MSE sensitization and mobilization for the operationalization of the centre.

The Kwa Vonza CIDC has been earmarked as a pioneer disability mainstreaming facility that will be used for the fabrication of equipment and items used by People Living With Disabilities (PWDs). The centre is currently occupied by Tanganyika Association.



Kwa Vonza CIDC



WAJIR SOUTH CIDC

MSEA Garissa/Wajir team led by MSEA Director Infrastructure Eng. Edward Karani visited Garissa Regional office and subsequently visited Wajir South CIDC for site inspection. The CIDC is newly refurbished and is earmarked for power connection.

Also present during the inspection was Chairlady Habaswein Jua Kali Association Madam Zeinab, the contractor and KPLC station manager.

MSEA Garissa/Wajir team led by MSEA Director Infrastructure Eng. Edward Karani at Garissa Regional office



Operationalization of Lurambi CIDC

MSEA Kakamega team met with Juakali artisans on the operationalization of the Lurambi CIDC. The artisans at the CIDC consists of welders, carpenters, tailors and ICT specialists who are registered into associations. The groups will now have access to the common user manufacturing facility to scale up their production.



MSEA Kakamega team with Juakali artisans at Lurambi CIDC

STRATEGIC VISITS

Handover ceremony for lathe machines at Kiunyu CIDC

Principal Secretary State Department for Trade and Enterprise Development Amb. Johnson Weru flanked by Member of Parliament for Gatanga Hon. Joseph Nduati Ngugi, MSEA Board Chairman James Mureu and MSEA CEO/DG Henry Rithaa paid a courtesy call to the Deputy Commissioners Office Gatanga Sub County during their visit to Gatanga, Muranga County.

The delegation thereafter proceeded to Kiunyu Constituency Industrial Development Centre (CIDC) to hand over machines, to the Kihumbuini Juakali Association, donated by the Ministry of Trade, Industrialization and Enterprise Development through MSEA. The machines include; a wood combination machine, mig welding machine, arc welding machine, car washing machine and consumables (Gloves, welding shield, welding rod and earplugs) that will help MSEs at the CIDC to improve on productivity and efficiency.

During the handover ceremony, PS State Department for Trade and Enterprise Development Amb. Johnson Weru urged the youth in Gatanga to take up opportunities being provided by the government including the KYEOP project that is providing youths with funds, he also asked MSEs in the county to register their business through the Office of Registrar in order to benefit from government interventions.



MSEA team interacting with the Kahawa West Market Traders

NACONEK visit to Chonyi worksite

MSEA Mombasa/Kilifi team hosted a team from National Council for Nomadic Education in Kenya (NACONEK), led by the CEO Mr. Harun Mohamed Yusuf at the Chonyi worksite in Kilifi County for a familiarization visit.

MSEA and NACONEK have mapped the site to develop a value addition facility for coconuts, mangoes and cassava. The facility will contribute to poverty reduction, job creation and economic growth within the region through enhanced marketing of agricultural produce.



NACONEK CEO Mr. Harun Mohamed Yusuf (middle) with the MSEA team at the Chonyi worksite.

EMPOWERING WOMEN AND YOUTH IN KIGUMO CONSTITUENCY

The Kigumo Constituency Member of Parliament Ms. Ruth Mwaniki paid a courtesy call to MSEA CEO Mr. Henry Rithaa to discuss areas of partnerships and collaboration to support women and youth in the constituency.

The active MSEs sectors include trade in services, manufacturing i.e Welding, wood work and agribusiness. A sensitization program will be launched to encourage the MSEs and associations to register with Registrar of MSEs for structured assistance and interventions through the various programs and activities.



MSEA CEO Mr. Henry Rithaa with Kigumo MP Ms. Ruth Mwaniki, during the courtesy call visit.

CAPACITY DEVELOPMENT

Training of MSEs on Lathe Machine Operations

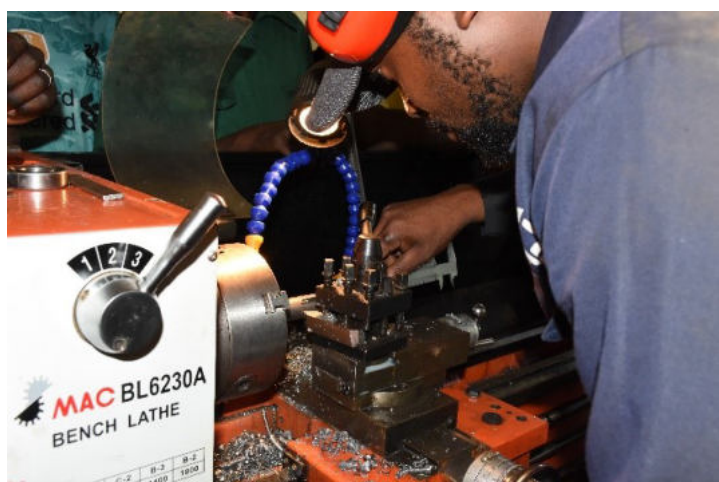
MSEA through Kariobangi Centre of Excellence has been carrying out capacity building trainings to micro and small entrepreneurs. Part of this programme includes Lathe Machine operations in; Boring, Facing, Centre Drilling and Chamfering and social cross-cutting issues like HIV/AIDS, Alcohol and Drug Abuse and Entrepreneurial skills.

23 micro-small enterprises drawn from Kisumu Centre Juakali Artisans Association based in Kisumu Central Constituency Industrial Development Center specializing in the metal and fabrication sector benefitted from this training. The sessions also included sensitization on standardization by facilitators from the Kenya Bureau of Standards (KEBS), Kenya Institute of Business Training (KIBT) and NCBA Bank.

The skills gained will enable the trainees to improve the quality and standards of their products to meet market requirements. The Authority also equipped the centre with a lathe machine to operationalize and support the MSEs at the site.

The platform also provided an opportunity to sensitize and mobilize MSEs in the County to register with the Registrar of MSEs for structured support and interventions.

This training will be replicated in other CIDCs in the region, namely; Muhoroni, Nyando, Nyakach and Seme CIDCs.



MSEs at Kisumu Central CIDC demonstrating skills learned during the training.



MSEs receiving certificates of completion of the one week Lathe Machine Operations training at Kisumu Central CIDC Kisumu County.

MSE REGISTRATION

MSEA through the Office of Registrar of MSE Associations has been continuing with the formalization of MSEs across the country. To be registered by MSEA, MSEs need to be part of an association which has a minimum of 35 MSE members.

Registered MSEs will benefit from **access to markets** through trade fairs and ASK shows, access to government procurement opportunities through the AGPO Program which facilitates the youth, women and persons with disability-owned enterprises. The program requires enterprises to be legal entities registered with relevant bodies.

The department run a digital campaign on the registration process to create awareness on the registration process. Below are some of the posters.



Sensitization and Registration of MSEs across various regions;



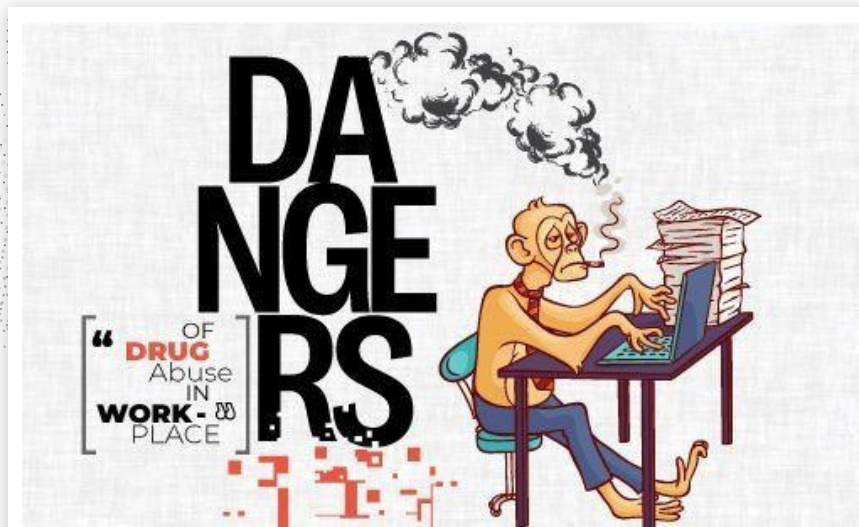
The team from the registrar's office conducting a sensitization forum and registration of Tinganga IRDO Traders Association.

The Authority conducted a profiling exercise for Master Crafts Persons who are offering Work Based Training programs and specifically informal apprenticeships in Kilifi, Kitui and Busia Counties, so as to establish their training needs.

The training aims to enhance pedagogy skills, business management skills and mentorship skills for M.C.P.s who are offering trainings, have potential or are willing and can partner to offer pre/apprenticeship training.



Murang'a County MSEA officers sensitizing and registering New Kangari Juakali Association. The association has 150 members who are traders.



Substance Abuse (SA), which escalates to substance use disorders (SUD), is a major global problem that impacts negatively on social-economic development.

Substance abusers in the workforce cost employers millions of money annually. Recent studies show confounding results regarding the trend in illegal drug use by employees.

Substance Abuse (SA) is a critical problem which cannot be isolated from the

workplace. It has serious physical, emotional and social implications to the well-being of the workforce of any organization. Its effects are manifested in the declining employees' and organizations' productivity and performance. Therefore, the workplace is a potentially significant channel for dealing with SA.

The level of awareness at the workplace, along with the development of an attitude of prevention and greater responsibility among the workforce, can be a very important factor in reducing the use of substances by individuals both at work and in the community

People who abuse alcohol or drugs tend to neglect basic health needs such as nutrition and sleep. Substance abuse also depresses the immune system leading to more frequent illnesses, increased incidence of tardiness and absenteeism as well as a higher use of health benefits. In addition substance abusers may be mentally and physically impaired while on the job leading to a wide variety of negative outcomes.

When a worker has a substance abuse problem the quality of work being performed begins to decline because the worker is unable to perform work at the same pace as before. They may also have a distorted perception of their capabilities and make poor decisions related to their safety and the safety of those around them.

A worker who has a substance abuse problem often tend to have financial difficulties which may lead them to engage in theft or other types of illegal activities while at work. When a worker has a substance abuse problem they often develop strained relationships with their co-workers leading to antagonistic behaviour which can lead to workplace violence.



Valentines day wishes from the MSEA team



Highlights from the wellness day



“Motivation is the catalyzing ingredient for every successful innovation.”

~ Clayton Christensen, economist and Harvard professor

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