



**Micro and Small  
Enterprises Authority**

NOVEMBER- DECEMBER 2021 ISSUE

# THE MSE AGENDA

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

## AFRICA INDUSTRIALIZATION WEEK

**THEME:**  
Industrializing Africa

**15<sup>th</sup> to 20<sup>th</sup> November, 2021**

Renewed Commitments towards an Inclusive and Sustainable  
Industrialization and Economic Diversification

In this edition

- Strategic Engagements

- MSE Registration Drive

- ILO Busy Project

- Product development program



## TABLE OF CONTENT

|  |    |
|--|----|
| STRATEGIC PARTNERSHIPS.....  | 05 |
| SUPPORTING MARKET LINKAGES FOR MSES.....                                 | 06 |
| THIKA TRADE WEEK.....  | 07 |
| STRATEGIC ENGAGEMENTS.....   | 09 |
| MSEA CHAIRMAN VISITS KARIOBANGI CENTER OF EXCELLENCE.....                | 10 |
| ROAD TO MWANZA.....  | 11 |
| MSE REGISTRATION DRIVE.....  | 12 |
| FORMALIZATION OF MICRO AND SMALL ENTERPRISES.....                        | 13 |
| CAPACITY DEVELOPMENT.....  | 15 |
| EXCHANGE PROGRAM FOR MICRO-TRADERS FROM TANZANIA TO KISUMU.....          | 16 |
| MSES SENSITIZATION ON CROSS BORDER TRADE.....                            | 17 |
| GENDER INCLUSIVITY IN PUBLIC PROCUREMENT.....                            | 18 |
| ILO BUSY PROJECT.....  | 18 |
| TRAINING ON INTELLECTUAL PROPERTY RIGHTS.....                            | 19 |
| PRODUCT DEVELOPMENT PROGRAM.....   | 20 |
| PROFILING OF MSES IN KIAMBU AND NAIROBI COUNTIES.....                    | 21 |
| MSES BASED AT THE WORKSITE.....  | 21 |
| METAL WORK AND TINSMITH.....   | 22 |
| GATUNDU NORTH CIDC KAIRI.....  | 23 |
| VALUE ADDITION THROUGH POULTRY HATCHING IN GATUNDU NORTH CIDC KAIRI..... | 24 |
| HOLIDAY HIGHLIGHTS.....  | 25 |



---

## BOARD OF DIRECTORS

- ❖ Mr. James Mureu - *Chairman to the Board*
- ❖ Mr. Humphrey Njoroge
- ❖ Mr. Isaac Mbingi Okello
- ❖ Ms. Rose Mwongera
- ❖ Mr. Antony Kwache
- ❖ Eng. Charles Kalomba
- ❖ Dr. Bruno Linyiru
- ❖ Ms. Nancy Muya
- ❖ Mr. Yuda Imunya
- ❖ Ms. Caroline Karanja
- ❖ Mr. Billy Baltazar
- ❖ Mr. Richard Gakunya
- ❖ Mr. Joseph Samal
- ❖ Henry Rithaa- *DG/ CEO and Secretary to the Board*

---

## MANAGEMENT TEAM

- ❖ Henry Rithaa
- ❖ Simon Nyamolo
- ❖ Mary Chege
- ❖ Caroline Kioko
- ❖ Silas Kiome
- ❖ Naomi Kariuki
- ❖ Richard Ipero
- ❖ Douglas Gicho
- ❖ Catherine Mungania
- ❖ Eng. Edward Karani
- ❖ Elizabeth Mulae
- ❖ Lorraine Atieno
- ❖ Festus Musyoki

---

## EDITORIAL TEAM MEMBERS

### Editorial Advisor

- ❖ Henry Rithaa

### Editor

- ❖ Elizabeth Mulae

### Sub – Editor

- ❖ Esther Gicheru

---

## Contributors

- ❖ Glory Kinoti
- ❖ Lina Maitho
- ❖ Alice Thuiya

---

## Layout and Design

- ❖ Jeff Legishion



Dear Colleagues,

This year marks 32 years since the United Nations General Assembly, proclaimed 20 November as the “Africa Industrialization Day”. The week-long celebrations are a time to reflect and accelerate actions towards structural transformation to achieve the visions of Agenda 2063.

From the theme, **“Industrializing Africa: Renewed Commitment Towards an Inclusive and Sustainable Industrialization and Economic Diversification”** it is abundantly clear that Industrialisation prospects for the continent are anchored on unleashing the growth of small and micro-enterprises.

The Authority is facilitating several programs towards technology transfer to MSEs, to increase manufacturing capabilities, improve knowledge and skills and facilitate market linkages.

One such program is the MSE registration which the Authority is implementing in partnership with UNDP. UNDP has supported MSEA to develop the MSE registration management system, which will help in establishing a dependable database of MSEs in the country. The initiative looks to engage local businesses in the informal sector to meaningfully participate in the economy through the regional trading blocs and other opportunities brought about by formalization.

Overall success in Industrialization, is at the core of the Country’s efforts to address key structural economic growth and development weaknesses and fragilities among MSEs, some of which COVID-19 has exposed – from reduced demand across the economy, compromised revenue streams and inequality through to underdeveloped skills, health and sanitation services. Strong multisectoral and multi-directional linkages in the domestic economy, will help the country to achieve higher economic growth rates and economic diversification.

The MSEs sector is rich in diversity and innovation and continues to inspire the involvement of different generations. The various activities conducted this month is a testimony of the dynamism of the sector.

I call upon all of us to continue doing their best in supporting the sector through our various engagements. We have already taken the key steps, the rest will follow progressively to greater success.

Lets embrace constant change because change will call for innovation , and innovation leads to progress that makes a difference.

**Henry Rithaa**  
**Director General/CEO**



## STRATEGIC PARTNERSHIPS

### MSEA, UNDP partner on MSEs registration



MSEA has partnered with UNDP Kenya to develop the MSE registration management system which will help in establishing a dependable database of MSEs in the country. UNDP has supported the development of the registrar's system, a call center, a CRM system and the purchase of IT equipment. They have also donated a heavy-duty vehicle that will be used to boost the registration process in the Lake region economic bloc.

*Walid Badawi UNDP Kenya Country representative handing over ICT equipment to MSEA CEO MR Henry Rithaa*

MSEA also collaborated with UNDP Accelerator Labs on an assessment of the impact of Covid-19 on MSEs. The major finding shows that MSEs who embraced digitization were better able to withstand effects of the pandemic.

The Authority is at the advanced stages of having the registration process on boarded on the E - citizen platform. This is geared towards simplifying the process and bringing the services closer to MSEs, especially the vulnerable groups.



*The registrar taking Walid Badawi, UNDP country representative through the CRM system*



*Walid Badawi UNDP Country representative handing over car keys to MSEA CEO Mr Henry Rithaa*

MSEA's long standing relationship with UNDP Kenya looks to engage local businesses in the informal sector to meaningfully participate in the economy through the regional trading blocs and other opportunities brought about by formalization.





*Media brief and photo opportunity for the delegation representing UNDP Kenya and MSEA during the handover ceremony*

## **SUPPORTING MARKET LINKAGES FOR MSEs**

### **Chief Administrative Secretary's visit to the coastal region**

The United General Assembly declared 20<sup>th</sup> November 'African Industrialization Day' to raise awareness about importance of African Industrialization and challenges faced by the continent. Ministry of Trade, Industrialization and Enterprise Development coordinated Kenya's celebrations which were held at the Governor's Garden in Laikipia County from 15<sup>th</sup> to 18<sup>th</sup> November.

Various delegates attended the event, visited stands and spoke at the conference, notably, Principal Secretary State Department of Industrialization Amb. Kirimi Kaberia, Principal Secretary State Department of Trade Amb. Johnson Weru and Governor Laikipia County Ndiritu Muriithi. Chief Administrative Secretary Hon. David Osiany also graced the event and had a chance to visit the different stands.



*Principal Secretary State Department of Industrialization Amb. Kirimi Kaberia, Principal Secretary State Department of Trade Amb. Johnson Weru, Ag. Director Business Development, Management and Trade Caroline Kioko and Head of Corporate Communication Elizabeth Mulae at the MSEA stand*



*Principal Secretary State Department of Industrialization Amb. Kirimi Kaberia, Principal Secretary State Department of Trade Amb. Johnson Weru interacting with one of the MSE's*





Jane Wangui who has ventured in value addition of honey



Stanley Mbobua, a member of the United Disabled People of Laikipia who has ventured in fabrication of honey extractors, wax extractors; and also makes beehives

The event provided an opportunity for MSEA and other agencies under the Ministry of Industrialization, Trade and Enterprise Development institutions to interact with MSEs and inform them of the various Government interventions available to support their growth and development.

The Authority also took this opportunity to recognize MSEs in various sectors through the following posters.



## THIKA TRADE WEEK

The Authority participated in Thika Trade Week that was held from 10<sup>th</sup> to 12<sup>th</sup> November 2021 at Mama Ngina Park, in Thika town. The trade week was attended by various government agencies and Micro and small enterprises from different sectors including agribusiness, manufacturing, service and others. The MSEs had a chance to meet potential customers, network with fellow businesses and get informed on the various offerings by the government agencies geared towards their growth and development such as securing funds for their businesses, standardization of their products, protection of intellectual property and access to markets.

Assistant County Commissioner of Makongeni, Amos Ogendi who officially launched the trade week commended MSEA for facilitating MSEs to access to markets through the exhibition.





*Assistant County Commissioner Makongeni, Amos Ogendi Officiating the Trade Fair.*



*Assistant County Commissioner Makongeni, Amos Ogendi visiting MSEA stand at the Trade Fair*



*Assistant Director Enterprise Development Kiambu and Nairobi Region, Janet Kamotho addressing and interacting with the MSEs at the trade Fair.*



Mary Wangui is one of the MSEs who were facilitated to attend the trade fair. She deals in vertical farming and landscaping for perimeter walls, house walls, and backdrop decorations which are made from natural or artificial plants.

Mary has also developed an application software that monitors and waters the vertical farms, which is still in the inception stage. Individuals make up most of her clientele but she plans to work with hotels and businesses for decorative walls.



## STRATEGIC ENGAGEMENTS

### CEO's engagement at Capital Markets SME forum

The Capital Markets Authority held its 2nd annual National Capital Markets SME forum themed ***"Enhancing Long-term Sustainability of SMEs in Kenya through affordable avenues for access to finance in the capital markets"***.

MSEA CEO Mr. Henry Rithaa was the chief guest for the conference where he gave a keynote speech on ***programs and initiatives to strengthen competitiveness of SMEs & avenues for collaboration in capital markets industry to increase access to finance.***

He noted that during the Covid period in 2020, the MSMEs sector created 14.5M jobs which accounts for 73% of all jobs created in the country. He also noted that out of the 7.41 million MSMEs in Kenya, 75% of them are not licensed and don't have business records which limits their financing options. Out of these, only 25% of MSEs in Kenya use equity financing as a source of funding for their business.

He mentioned that the Government launched the Credit Guarantee Scheme which will provide seed capital of 3B to this segment of MSEs to invigorate the financing opportunities for this sector. He also highlighted MSEA's investment in formalizing the sector through #MSEsRegistration which, in partnership with other players in the sector, will be a framework to de-risk them and get investor funding. He called on all players to collaborate and invest in structured capacity building to demystify capital markets and educate the MSE sector on the need to formalize, to reduce aversion and fear of losing control.

#SMEForum2021KE

## 2<sup>nd</sup> National Capital Markets SME FORUM 2021

**THEME:** Enhancing Long - Term Sustainability of SMES in Kenya through Affordable Avenues for Access to Finance in the Capital Markets.



**18 november, 2021**  
8:30 am - 1: 30 pm

Register to participate  
<https://bit.ly/3jR20KU>

**Mr. Henry Rithaa**  
Chief Executive Officer, Micro and Small  
Enterprises Authority (MSEA)  
**CHIEF GUEST**













## MSEA Chairman visits Kariobangi Center of Excellence

**M**SEA Board Chairman Mr. James Mureu accompanied by Director Corporate Services Mr. Simon Nyamolo and Kariobangi Centre of Excellence Manager Tabitha Gicheru toured the Kariobangi Centre of Excellence and Biashara Center to get acquainted on the operations of the Centre.



*MSEA Board Chairman Mr. James Mureu at the Kariobangi COE*



*MSEA Board Chairman Mr. James Mureu interacting with staff at the Biashara Center*



The Chairman interacted with some of the incubatees stationed at the center and trainees of Future Ni Digital project which is also being implemented in Meru, Kisumu and Murang'a counties.

*MSEA Board Chairman interacting with one of the Incubatees Mr. Paul Mburu of Dallas sports limited and his employee*



*MSEA Board Chairman meeting with the trainer and trainees of the Digital Skills Training*



Finally, he met and spoke with staff at the Biashara Centre, where he encouraged the institutions represented to work collaboratively in service of the MSE sector.

## Road to Mwanza - Preparations for the EAC MSMEs Trade fair

**A**fter many months of preparations, engagements and a postponement of one full year due to COVID-19, the 21st East African Community MSMEs trade fair will be held this December in Mwanza, Tanzania. This event's theme is Promoting Quality and Innovation to enhance EAC MSMEs competitiveness and post Covid-19 recovery.



*EAC Steering committee members in Mwanza, Tanzania*

Preparatory meetings are being held by EAC Regional Steering Committee and the National Organizing Committee. Kenya is chairing the meetings through the Director-General of the Micro and Small Enterprises Authority, Mr. Henry M. Rithaa. These meetings involve strategizing, building synergies and intensifying collaboration around the various concepts and ideas for the successful participation of all member states.





*National Organizing Committee meeting at MSEA headquarters*

EAC MSMEs trade fair is an annual event held on a rotational basis between the 6 member states. Each participating nation will have a dedicated pavilion, and MSEA will be leading Kenya's participation in thematic events and activities during the 10-day trade fair.

## MSES REGISTRATION DRIVE

The Office of the registrar of MSEs was operationalized this year to help MSEA realize its role of regulating the MSE sector through formalization. This will create a reliable database of MSEs and inform Government interventions to the sector.

In November, The office of the Registrar has been doing registration of MSE Associations and Umbrella Organizations in Nairobi and Kiambu Counties. Among them was the Ururumwe Traders Association, a group of 38 business people under the trade sector. They have businesses such as Green grocers, fast food kiosks, mitumba shops among others.

In addition, they also registered the New Modern Mutu-Ini (PLWD) Traders, a group of around 50 MSEs under the trade sector. The group consists of people living with disabilities and parents of children living with disabilities in Kiambu County.

During the registration the MSEs are sensitized the advantages of formalization; among them being easier access to government tendering opportunities; for example the AGPO Program (which is to facilitate the youth, women and persons with disability-owned enterprises to be able to participate in government procurement. This has been made possible through the implementation of the Presidential Directive that 30% of government procurement opportunities be set aside specifically for these enterprises). This requires enterprises to be legal entities registered with relevant bodies. In addition easier access to credit, training, business advisory and development services.





*MSEA Officers doing a sensitization and registration exercise in Nairobi County.*

## FORMALIZATION OF MICRO AND SMALL ENTERPRISES

The Office of the Registrar sensitized and registered Hope Entrepreneurs a group consisting of women traders based in Kahawa West. The group has 35 members who have ventured into different businesses including; a bakery, agribusiness, poultry rearing among others.



*MSEA Officers doing a sensitization and registration exercise in Nairobi County.*



The team also visited Kahawa West Market Traders that has over 400 businesses in the service sector. The members were further encouraged to register as individual businesses. MSEA continues to carry out the registration campaign to enhance information management and for the benefit of Micro and Small Enterprises.



*MSEA team interacting with the Kahawa West Market Traders*

A team from the Mombasa office also participated in sensitizing and registering of the Sea Breeze Hawkers at Likono Ferry.



*MSEA Mombasa team registering Sea Breeze Hawkers*



## CAPACITY DEVELOPMENT

### Training on Lathe Machine at the Kariobangi Centre of Excellence

To help the Authority Deliver services efficiently to MSEs, seven MSEA staff members at the Kariobangi CoE were trained on operating lathe machines.

This master class will train more officers in the regions where lathe machines are used in the CIDCs. This will promote the product development programme (dubbed One Constituency (CIDC) One Product), with the first phase of the programme targeting specific products produced within the newly refurbished CIDCs.

In collaboration with other relevant agencies such as KEBS and KIPi among others, 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.



*MSEA Officers being trained on use of lathe machines at Kariobangi CoE*

## Exchange program for micro-traders from Tanzania and Kisumu

Participants of the Micro Trade Sector Forum and guests from Tanzania, DANIDA, Kisumu, and Nairobi visited the Muthurwa market and Kariobangi Center of Excellence on a fact-finding mission to learn about MSE operations. The group had the opportunity to interact with MSEs and staff at the market, Kariobangi Center of Excellence, and Biashara center. The guests were accompanied by Board Director Anthony Kwache and Kariobangi Assistant Director Manufacturing and Agribusiness Tabitha Gicheru, who encouraged the MSEs present to use the facilities at the Kariobangi Center to reap the full benefits of innovation.



*MSEA Board Director Anthony Kwache and Kariobangi Assistant Director Manufacturing and Agribusiness Tabitha Gicheru addressing the MSEs at the Kariobangi Centre of Excellence.*



*Participants of the Micro Trade Sector Forum and guests from Tanzania, Danida, Kisumu, and Nairobi visiting the Muthurwa market.*

*One of the visitors examining the displayed charcoal briquettes at the Kariobangi Center of Excellence*





The micro traders also engaged in peer learning sessions to share best practices in the trade. Peer learning has been known to be the primary form of skills acquisition opportunity in this ecosystem.



*Board Director Anthony Kwache addressing the traders during a peer learning session.*

## **MSEs SENSITIZATION ON CROSS BORDER TRADE**

In the month of December, MSEA in partnership with KRA sensitized MSEs in Mombasa, Nairobi and Busia counties on cross border trade and the documentation required when exporting and importing goods.

The training is part of a campaign aimed at improving Kenya's competitiveness and mitigating challenges faced by MSEs in the export arena. These challenges include Lack of compliance, leading to loss of goods due to confiscation by government officers or Loss of revenue due to corruption to grant access to their commodities across border.

The partnership entails identification of small scale traders, needs assessments, training on Customs procedures and protocols and developing a simplified declaration for the small scale traders.



*MSEA-KRA Cross Boarder Training at the Ministry of EAC at Coop House Nairobi*



*Cross Boarder Training in Mombasa County*



## GENDER INCLUSIVITY IN PUBLIC PROCUREMENT

**T**he Institute for Social Accountability (TISA) hosted a sensitization meeting on Gender Balance in Public Procurement to create awareness of the AGPO opportunities available to empower them financially. Some of the stakeholders represented were from UN Women, African Development Bank (AFDB), National Treasury and Access to Government Procurement Opportunities (AGPO) office. MSEA officers from the Nairobi office were also in attendance and women MSEs from Maasai Market.

The long term objective of AGPO is to reduce poverty especially among the marginalized women, youth and PWDs



*Women MSEs being taken through the training on Access to Government Procurement Opportunities at Heron Portico hotel*

## ILO BUSY PROJECT – MSEs PROFILING



*Women MSEs being taken through the training on Access to Government Procurement Opportunities at Heron Portico hotel*



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.

## TRAINING ON INTELLECTUAL PROPERTY RIGHTS

**M**SEA Kisumu/Busia team and representatives from Kenya Industrial Property Institute team conducted an outreach program to papyrus weavers of Matayos and Butula sub-counties so as to educate them on development and protection of their product patents.

The main economic activity for local communities around Lake Victoria is fishing. However, due to an increase in population coupled with demands, they were forced to create other avenues for income generation hence the weaving industry gaining a lot of popularity. Papyrus provides an ecosystem service for these communities in the form of building and craft making materials such as mats, baskets, chairs, tables, beds, locally known as Marachi products just to mention but a few, which are eventually sold to other internal and external markets.



*MSEA and KIPI teams interacting with Marachi farmers*



*Some of the papyrus reeds and sofa sets produced by the Matayos group*



## PRODUCT DEVELOPMENT PROGRAMME

**M**SEA Kisumu team in partnership with Self Help Africa held a cassava open field day to educate the cassava farmers and dealers on cassava value addition in Seme Kadero village, in Seme sub- county, Kisumu County. This was to motivate the community to embrace cassava farming for industrialization, wealth creation and food security. The beneficiaries have been registered by MSEA as "Seme cassava farmers association."

Self Help Africa is an international organization dedicated to the vision of an economically thriving and resilient rural Africa. They work with smallholder farmers, farmer associations, cooperatives and small and medium sized enterprises in the agricultural sector with an aim to help them increase production, diversify diets, income and agricultural activities by attracting better prices for their products through value addition and improved access to markets.



*Sample Cassava harvest and milling equipment used by the Seme Cassava Farmers Association*



## PROFILING OF MSEs IN KIAMBU AND NAIROBI COUNTIES

### THIKA JUA KALI WELFARE ASSOCIATION SUPPORTING DIVERSE MSE SECTORS

The Thika Juakali Welfare Association is made up of over 850 MSEs who are based at the Thika Juakali worksite. The MSEs majorly deal in metal work and fabrication, tinsmith, auto mechanical works, tent accessories, production of wires, black sheets and up cycling of textile waste from the Thika Mills Factory. The end products include stoves (Jikos) metal boxes, buckets, wheelbarrows, feeds mixers, workshop tools, grass cutters, potato peelers, and pipe benders. These are sold to individuals and wholesalers and retailers depending on the market orders. Some auto spare parts are sold locally and regionally to spare shops and garages.



### MSEs based at the worksite

Rebecca Munyau is an MSE based at the site who deals in the upcycling of textile waste from Thika Cloths Mill to make mops. She buys the mop sticks and makes the final product by hand. Rebecca ensures that all the waste is used and sells the remaining clothes to the MSEs at the site which are used as a cleaning tools. She sells her products countrywide and hopes to produce all the parts of the mop in order to increase productivity.



*Textile up cycling at the Thika Juakali worksite*



Michael Omondi and Joseph Wahome also based in Thika Juakali Worksite deal in metal work and tinsmith. The two make different type of stoves (Jikos), metal boxes, buckets, wheelbarrows and others. They sell their products to individuals and wholesalers depending on availability of market.





## Metal Work & Tinsmith

Meet Paul Kiarie an MSE that has been in the metal fabrication business for the last 20 years. He makes different types of machines that include; feeds mixers, workshop tools, grass cutters, potato peelers, pipe benders and others. Paul's clients include, hardware shops, other metal and fabrication MSEs and individual buyers.

*Paul Kiarie showcasing a Fabricated Feed Mixer*



Reuben Wahahia an entrepreneur based at the Thika Juakali Worksite makes return springs and compression springs for vehicles and machines, which he develops manually. He sells the products locally and regionally to auto spare shops and garages. Reuben hopes to get access to an electroplating machine for him to improve the quality of his machines which will compete fairly in the market which is currently flooded with imported products.



*Reuben Wahahia an MSE at Thika Juakali Worksite showcasing the vehicle compression and return springs at his workshop.*



Joseph Kinyanjui the Secretary of the Thika Juakali Welfare Association is also an entrepreneur based at the Thika Worksite. He deals in auto mechanical works, buffing, arc welding, art work for cars and other car related issues. He has more than 5 casual employees who he trains in auto mechanical work.



*Joseph Kinyanjui a mechanical MSE at Thika Juakali Worksite showcasing his work.*

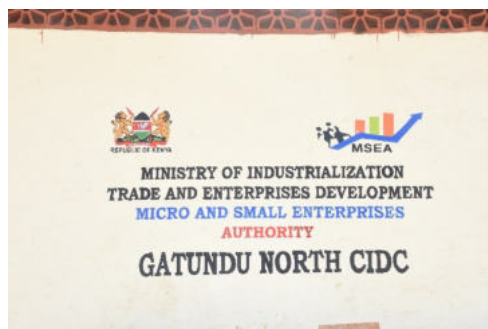
Antony Munene is another MSE at the Thika Juakali Worksite dealing in tent accessories, wires and black sheet. He has created employment for 4 individuals who he trains on the job. Antony sells most of his products to wholesales clients in Nairobi. He hopes to grow his business and expand his client base.



*Antony Munene an MSE dealing in tent accessories, wires and black sheet at the Thika Juakali Worksite at work with his employees.*

## GATUNDU NORTH CIDC KAIRI

**G**atundu North Constituency Industrial Development Centre (CIDC) sits on ¼ acre piece of land and is the home of a Community Based Organization (CBO) known as Chania United Initiative (CHUI) which has since born Chania Ward Community Driven Development Committee which comprises of 47 self-help groups in Agribusiness, who have formed Chania United Initiative Association. The Association has occupied the CIDC and set up two fully operational businesses and one start up that is yet to be operationalized.





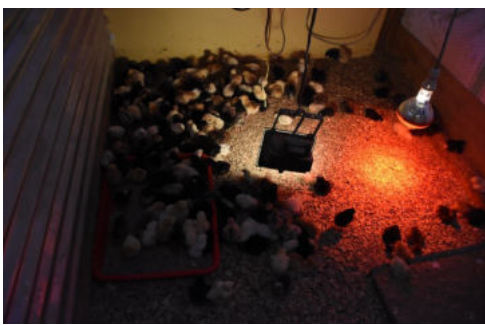
## VALUE ADDITION THROUGH POULTRY HATCHING IN GATUNDU NORTH CIDC KAIRI

**M**r. Moses Kaigai, the Chairperson of Chania United Initiative Association, runs a local poultry hatching and value addition plant at the CIDC. The plant has two incubators one which was made and assembled at the CIDC by a group of youth who are members of CHUI Association and have since made three more which are being used at another site that the Association runs.

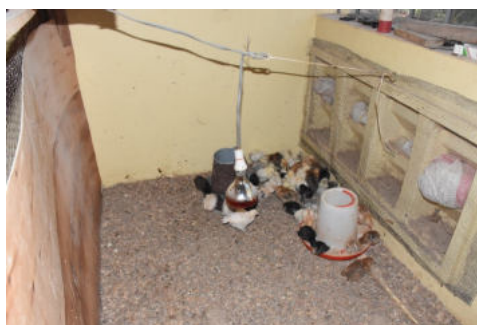
The hatchery has 247 four days old chicks, 30 one week old chicks, 70 three weeks old chicks, and 40 one month old chicks. He sources the eggs from local poultry farmers. He sells the chicks from as early as one day old at Kshs 100 each, 1 week old at Kshs 110 each, 3 weeks old at Kshs 150 each and 1 month old at Kshs 180 – 200 depending on the size. He sources the feeds from CHUI feeds which is part of the Association's business occupying the CIDC.



*Mr. Moses Ngige Kaigai the Chairman of CHUI Association at the local poultry hatching and Value addition plant.*



*4 Days old Chicks – these depend on the warmer light*



*3 Weeks Old Chicks, here they do not depend on the light warmer, they are left to adapt to normal room temperatures*



*1 Month Old Chicks*



## STAFF CORNER

### Management Retreat on Corporate Governance

The CEO met with the Regional and county leads to discuss how the regional staff are supporting the Authority's agenda, and ways of increasing operational efficiency.

They also discussed ways to achieve the set targets on MSE registration across the country, and how to best implement the product development programme in the various CIDCs.

*DG/ CEO Mr. Henry Rithaa with the regional county heads at the retreat in Naivasha.*



*DG/CEO and senior management meeting with regional coordinators*

## Employee Wellness Forum

The Authority in liaison with CIC Insurance and in conjunction with Bliss Medical Healthcare Centre organized an employee wellness day at MSEA Head Quarters. Staff were taken through a one hour virtual sensitization health talk on mental wellbeing, BMI check-up, Optical check-up, Dental check-up, Cancer Screening, Individual doctor's consultation and HIV testing and counselling among others.

MINISTRY OF INDUSTRIALIZATION, TRADE AND ENTERPRISE DEVELOPMENT

**Bliss MEDICAL CENTRE**  
CIC GROUP

### HEALTH AND WELLNESS DAY

DATE: **04th**  
NOVEMBER, 2021

VENUE: Utalii House, 3<sup>rd</sup> Floor- MSEA

TIME: 09:00 am- 05:00 pm

Among the **free** services to be provided are;

1. One hour **health talk** done hybrid at the Boardroom and via Zoom on **Mental Wellbeing**
2. **BMI** (Body Mass Index)
3. Optical checkup
4. Dental checkup
5. Cancer Screening
6. Individual Doctor's consultation
7. HIV/ AIDS counselling and testing

Open to **Staff and nuclear family members**

**COME ALL AND GET CHECKED**

msea,kenya mseaKenya MSEA AUTHORITY Micro and Small Enterprises Authority (MSEA)





*Highlights from the wellness day*



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

~ Clayton Christensen, economist and Harvard professor

**Contact Information:**

10th Floor, Utalii House, Utalii Lane, P.O. Box 48823-00100 Nairobi.

+254 (20) 3340 006 / +254 727 762 023/ +254 (0) 770 666 000



Msea\_Kenya



Mseakenya



Mseakenya



Msea Authority



[www.msea.go.ke](http://www.msea.go.ke)