

Micro and Small Enterprises Authority

THE MSE AGENDA

KYEOP EDITION





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INTRODUCTION

The Kenya Youth Employment and Opportunities Project (KYEOP) initiative of the Government of Kenya is a social protection and youth empowerment project being implemented since 2017.

The project aims to increase employment and earning opportunities to targeted youth between 18-29 years and who have the education level of form four or below.

The project has 4 components that are being implemented by different Government Agencies as follows:

Component 1: Improving youth employability, implemented by the National Industrial Training Authority (NITA)

Component 2: Support for job Creation, implemented by Micro and Small Enterprises Authority (MSEA)

Component 3: Improving Labour Market Information, implemented by the Ministry of Labour and Social Protection

Component 4: Strengthening Youth Policy Development and project management, implemented by the State Department for Youth, in the Ministry of ICT, Innovation, and Youth Affairs (MIIYA).

COMPONENT 2: SUPPORT FOR JOB CREATION

This component addresses key constraints and market failures that limit the demand for youth employment and their productivity once in employment. This objective is achieved through support for self-employed through provision of Business Startup Grants and Business Development Services.

It is being implemented in seventeen counties namely; Nairobi, Kisumu, Mombasa, Nakuru, Kwale, Kakamega, Migori, Bungoma, Kisii, Turkana, Machakos, Kitui, Kilifi, Nyandarua , Kiambu , Mandera and Wajir.

The implementation is done in cycles of approximately six months, and currently MSEA is implementing cycle 7 of the project. To date, a total of 36,865 youths have received start-up business grants amounting to Ksh 1,404,320,000 and 49,701 youths have also received Business Development Services (BDS).

BACKGROUND

To understand the project impact and whether the results can be replicated in future projects, MSEA board members and officers conducted monitoring and evaluation of youth who had received business startup grants in cycle 5 of the project.

The Spot checks were done in Nairobi, Kiambu, Bungoma, Migori, Kisumu, Mombasa, Kakamega, Kitui, Nakuru and Kwale counties. Here are some inspiring stories from the youth visited.

NAIROBI/KIAMBU REGION

Affordable Nutrition

Roadside food kiosks are go-to joints for small business owners and students looking for decent and affordable meals. For David Otieno, this business idea and a KYEOP grant started his entrepreneurial journey. His roadside kiosk is located in Utawala, a residential area in Nairobi, where foot traffic is high, encouraging more purchases. In the near future, the young entrepreneur intends to expand his business and go back to school.



David Otieno and his assistant at the hotel premises



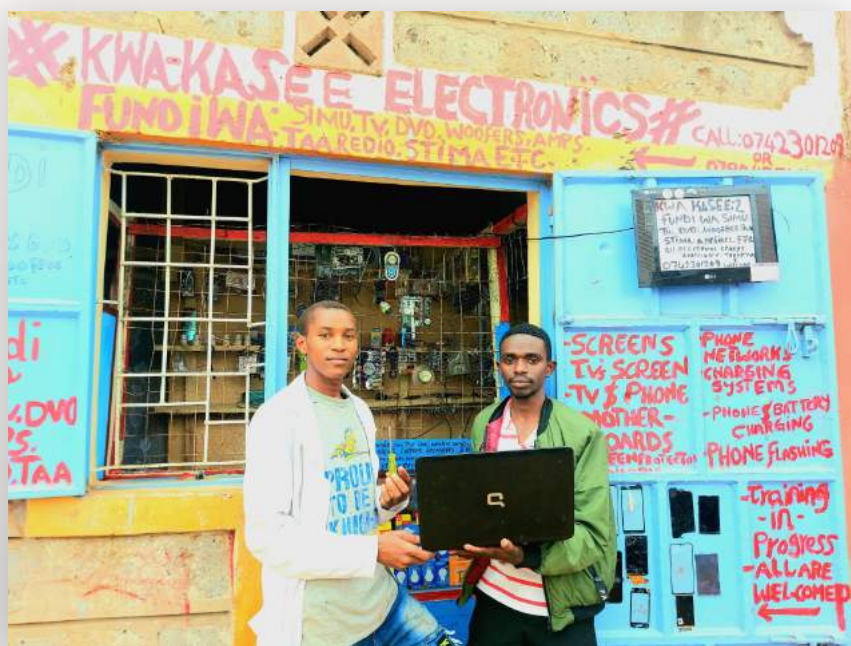
Healthy beverages

More people now embrace healthy living, preferring freshly squeezed juice to the bottled juices with additional colouring, flavours and preservatives. Seeing this opportunity, Damaris Moige set up a juice bar where she makes sugarcane juice, among other juices, yoghurt and ice creams. The first tranche of the KYEOP cycle 5 grant helped her purchase a refrigerator which has helped improve her business.



Damaris Moige and her assistant at her business premises in Juja

Embracing Technology



Moses Makau and his cousin at their business premises

Technology underpins everything we do and is a passion area for Moses Makau of Kwa-Kasee electronics in Witeithie, Kiambu County. He learnt electrical engineering through apprenticeship, after which he perfected his skills in electronic circuits, computers and other modern technologies.

He deals in consumer electronics, computing, telecommunications, and mobile and laptop repairs, which he set up after receiving the first tranche of cycle 5 grant support. According to him, the business is lucrative and he plans to expand by opening up another branch to serve his ever-growing list of clients while looking to certify his skills.



Board Directors Humphrey Njoroge and Joseph Lumwa when they visited Moses's business in Witeithie.

Supporting Start-ups

Margaret Muthoni used to sell potatoes, onions and bananas from her house in Juja. Thanks to the first tranche, she has established a roadside greengrocer from her small venture. Concentrating on few products has allowed her to sell at reasonable prices in turn enabling her to sustain the business and grow to supply hotels and schools. She plans to rent a business premise and add milk ATM services as she casts her net wider with the second tranche.



Margaret Muthoni at her roadside green grocer

Building a beauty empire

In the urban settlement of Witeithie, we meet Ruth Mulu, an upcoming hairdresser. She started her salon business with savings and support from her parents. After receiving the grant support, she has improved the ambience and experience at the salon by adding shelving units and cosmetics, which bring additional income. Her future plans include opening another branch and to employ an assistant after receiving her second tranche.



Ruth Mulu attending to clients at her salon



PWD inclusion

Before getting his first grant, Franklin Mogaka suffered paraplegia from a road accident. Due to his disability, he could not leave the house and depended on an aide to assist him with physical mobility. His mother helped him set up a mitumba selling business which is housed at her salon.

The income from these businesses sustains their family and pays for his physiotherapy sessions.

He is very grateful to KYEOP for the grant and his mother, who has been his support system. He plans to use the second tranche to set up Mpesa services at the shop.



Franklin Mogaka with his mother at their business premises

MOMBASA COUNTY

Meet **Daniel Ishara**, **Geoffrey Kipchirchir** and **Cosmas Namalasha**, proprietors of CoastBizz Youth Group and KYEOP cycle 5 grants beneficiaries. The three combined their funds to start a potatoes distribution shop in Mvita Mombasa. They source the potatoes from Eldoret and resell them to eateries in Mombasa, Kilifi and Malindi.

They plan on using the second tranche to stock more potatoes and pineapples for diversification. Below are MSEA Board Directors Billy Baltazar, Yuda Imunya and KYEOP Project Coordinator Ms. Caroline Kioko when they paid a visit to the entrepreneurs.



Daniel, Geoffrey and Cosmas interacting with MSEA Board Directors during the visit.

Joseph Mwayaya like other MSEs in the country, was greatly affected when Covid-19 hit. He runs a bookstore, located in Jomvu, Mombasa County, which he restocked after receiving the first tranche of the KYEOP Grants. This boost enabled him to create employment for 3 other youth who help in marketing and logistical support. It was noted however, with improvement in record keeping he would be more adept in tracking his profits and losses.



Joseph Mwayaya at his bookshop

Ahlam Omar opened a bakery in Old Town, Mombasa County. The bakery serves events like birthday parties and weddings, walk in customers as well as distributes to nearby offices and shops.

With the grant, Omar was able to purchase a fridge, an oven and an ice box which have improved her operations.



Ms. Ahlam (centre) interacting with Director Yuda Imunya and PC Caroline Kioko.

KITUI COUNTY

Jane Mauwea and her husband were operating a small retail kiosk before getting the grant, she used the funds to stock the shop and plans to add Mpesa services and selling cooking oil in bulk to the nearby schools using the second tranche.



Ms. Valita Wambua, a passionate 27-year-old grants beneficiary who opened a Beauty Salon, in October 2020, with savings from previous employment. She was able to create employment for one youth.



She used her first tranche to grow and diversify her business by stocking working tools for manicures and pedicure, and handbags. She plans on adding stock and renovating the premises upon receiving tranche 2.

Mr. Bernard Musyoki had a passion for business and through KYEOP he was able actualize his dreams by opening and running a barbershop. The grant facilitated renting of business premises and purchase of tools and equipment. With the second tranche, he plans to diversify by adding salon services.



Benedict Mutambu and **Victor Kalonzo**, partnered to start a car wash after receiving their first grants. They plan to diversify and create a food kiosk that will serve customers as they await cleaning services, cement the premise for a better outlook and employ more staff when they receive the second tranche



Shadrack Vundi was not able to advance his education due to financial challenges. As a person dedicated to growing despite all the odds stacked against him, he decided to turn his passion for entrepreneurship into a bodaboda business in 2018.



When he received the first tranche, he bought spare parts for the motorbike and repaired it. He plans to top up his savings with the second tranche and buy another motorbike to advance his business.

Titus Maithia, a fruit and juice vendor based in Kitui town, before receiving the grant he used to operate a mkokoteni to hawk fruits around the town. With the first tranche, he expanded the business to a semi-permanent structure where he bought blenders and started making fruit juices. He also employed a fellow youth to help in the business and added a Mpesa till number for better financial management. He plans to stock up more fruit varieties and expand the premises when he receives the second tranche.



Through the KYEOP grant, **Jane Katheu**, expanded her poultry business, from operating with a 100 chicken at a time to 200. The chicken retail from Ksh. 700 while the organic eggs sell at Ksh. 20. She aims to get an egg incubator when she receives the second tranche to grow her business.



Disability is not inability; an inspiration from **Mr. Daniel Makau**, a KYEOP beneficiary who is also a person living with disability. He owns a kiosk that he had started a month before receiving the first tranche. After receiving the funds, he stocked up on fast-moving commodities. He plans to add Mpesa services at the shop upon receiving the second tranche.



Bungoma County

Alice Nyambura has been running a cyber café business in Bungoma town with her friends. When she received her first tranche she expanded the business by including an MPESA service. It is her intention to grow her MPESA business and increase the products offered at the cyber café using the 2nd Tranche.



Collins Situma started the only Cyber in his community in Namwela, Bungoma County. He bought 3 second hand computers, a printer, photocopier and a scanner using his savings and the 1st Tranche. Situma would like expand his business once he receives the 2nd tranche and eventually open a technical training institute for ICT skills in his community.



Noel Wanyama a driven young lady opened a cereal store using the first tranche of the grant. She buys cereals from farmers in her community and sells to schools, households and truck drivers. Knowledge gained on book keeping through Digital BDS Training has helped her in streamlining her business operations. She hopes to expand her cereal business after receiving the second Tranche.



Mercy Nanjala was forced to close down her grocery due to the COVID 19 pandemic in 2020. She was able to reopen in 2021, after receiving the first Tranche, increasing her stock to include chicken and eggs, with a prime business location serving to students from Kibabi University. She plans to expand her business once she receives the second Tranche.



Miriam Tululah leased a piece of land from her parents using the first Tranche of the grant. Farming kale, she harvests 5 bags every week and sells at the nearest market at Kshs. 1200. To enable her to diversify her produce, she plans to lease more land from her parents using the second Tranche.



Jesse Wekesa used the first tranche to pay rent and buy stock for a wines and spirits shop that was owned by his friend. He hopes to move his business to a more accessible area once he receives the second Tranche.



Wellen Wekesa and his business partner Naomi own a CCTV installation business. Though the business was doing well they recognized the need to reach more clientele and thus, with the receipt of the first Tranche they were able to develop business cards and market their business online. The second Tranche will also be utilized on marketing and outreach campaigns.



KYEOP
 KENYA YOUTH EMPLOYMENT
 & OPPORTUNITIES PROJECT
Tambua, Inua, Endeleza Vijana

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



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