



**Micro and Small
Enterprises Authority**

SEPTEMBER- OCTOBER 2022 ISSUE

THE MSE AGENDA

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

**Transforming the MSMEs
sector from the Bottom Up**



In this edition

- Cabinet Secretary Hon. Simon Chelugui takes over Co-operatives and MSME Development

- Marketing MSE Products

- Hustler's Hub

- Capacity Development

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Dear Colleagues,

The Authority is now at the centre of the Government's economic transformation agenda for the MSME sector. The Government is investing in delivery of the five pillars of the 'Bottom-Up Economic Transformation Agenda 2022-2027' plan for socio-economic transformation. These pillars are; agriculture, micro, small and medium enterprise (MSME) economy, housing and settlement, healthcare, the digital superhighway and creative economy.

The Authority is supporting these pillars in line with the Government's Agenda through facilitating the formalization of MSEs in preparation of the Huslers Fund, providing decent workplaces for MSEs, enhancing capacity building programmes, market access and linkages, promoting social protection, decent jobs, training and apprenticeship opportunities for MSMEs. Some of these programmes are featured in this publication

Collectively, these initiatives will enhance the productive capacity, efficiency and competitiveness of the MSMEs growth over the medium-term period as we gear towards a globally competitive and prosperous country with a high quality of life by 2030.

As we embark on this great journey, I call upon all of us to move forward together with urgency to strengthen the long-term outcomes all these programmes.

We must show that through an emphasis on achieving inclusive growth, we can put the MSE sector on a better path to prosperity.

Sincerely

Mr Henry Rithaa
Director General/CEO

FORMALIZATION AND REGISTRATION OF MSEs

by **Catherine Mungania**
Registrar, MSE's



Hello colleagues,

As you are aware, the Authority operationalized the office of the Registrar as stipulated under Section 4 of MSE Act of 2012. The main function of the Office of the Registrar is registration of MSEs and maintenance of a comprehensive and dependable database of registered MSEs in a bid to formalize the MSE sector as well as to provide statistics to the government to budget and create policy interventions that are tailor-made to the needs of MSEs. The Authority targets to register and create a database of MSEs in Kenya factoring their biodata, demographics, sectors & economic activities.

A large proportion of MSMEs in most developing Countries are informal which means that often they have little or no financial resources, and face tremendous barriers in accessing conventional financial institutions for start-up businesses due to their poverty and lack of collateral assets. This financial challenge is common in our Country particularly affecting entrepreneurs among rural women and other socially disadvantaged groups. Therefore, the process of formalization and resilience is crucial in development of MSEs based on the Leaving No-One Behind principle, central to the 2030 Agenda.

The Authority developed an online registration system (registrar.msea.go.ke) that is geared towards enhancement of formalization of the MSE sector in Kenya. The system was designed in line with MSE policies and national strategic documents that advocate for the recognition and development of Individual MSEs, MSE associations and Umbrella Organizations. However, before the office became operational, most of the MSE Associations were registered by other Government Agencies hence the need of formalizing the sector to create one MSE data base.

It had been noted that lack of awareness of the operationalization of the Office of the registrar was one of the main challenge that had bedeviled the registration process, hence need of creating a robust and massive awareness of its operations and mandate to the MSEs.

The Authority has carried out various activities: - held several sensitization meetings with key stakeholders (MSEs, Area leadership, County Governments) on the importance of group formations through registration, created awareness on the importance of effective association's formation, linked registered groups to CIDCs within localities of the registered MSE Associations as well as issued machineries to support the MSEs.

These activities among others have contributed to the increase in registration numbers that the Authority has received. We are optimistic that with the establishment of MSE Development (hustlers) fund, we will have more MSEs turning up for registration. Thank you for your diligence in conducting the registration matters, we can do more, let's leverage on the ongoing Hustler fund hype and register more MSEs.

Transition; CS Chelugui takes over the Co-operatives and MSME Development dockets



Micro and Small Enterprises Authority
Entrepreneurship Transforming Kenya

Congratulations

Hon. Simon Chelugui, EGH
for being appointed as the
Cabinet Secretary, Ministry
of Co-operatives and Micro,
Small & Medium Enterprises
Development.

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The board, management and staff of MSEA congratulated Hon. Simon Chelugui, EGH on his appointment as the Cabinet Secretary Ministry of Co-operatives and Micro, Small & Medium Enterprises Development. We are ready to serve together as we realize the Government's MSME agenda.

MSEA Board Chairman Mr. James Mureu and Director General Mr. Henry Rithaa joined outgoing CS Betty Maina and CS Peter Munya in handing over the Cooperatives and MSME development dockets to the new CS Simon Chelugui.

CS Chelugui said that the new Ministry of Co-operatives and MSME Development will

continue working with relevant organizations to facilitate formalization, decent job creation and affordable credit to MSMEs through the Hustler Fund.

The occasion was witnessed by all heads of directorates, departments and chief executive officers of the SAGAs under the State Department of Cooperatives and MSME development.



Outgoing Cabinet secretaries Betty Maina and Peter Munya handing over to the Cabinet Secretary Ministry of Co-operatives and Micro, Small & Medium Enterprises Development Hon. Simon Chelugui, EGH.

MARKETING MSE PRODUCTS

Over 100 MSEs Participate In The Nairobi International Trade Fair

After a 2 year break since the Covid-19 pandemic, the Agricultural Society of Kenya organized the Nairobi International Trade Fair which presented MSEs with opportunities to exhibit their products and services while creating a platform for interaction and

exchange of ideas and experiences. The theme “Promoting and Innovation and Technology in Agriculture and Trade” after a two year break due to the Covid-19 pandemic.

The trade fair attracted exhibitors from diverse sectors of the economy and provided an opportune moment for the Authority to fulfill one of its key functions of facilitating market linkages for MSMEs through participation in trade affairs. The Authority facilitated over 100 registered MSMEs representing Agribusiness, Manufacturing, The trade fair attracted exhibitors from diverse sectors of the economy and provided an opportune

moment for the Authority to fulfill one of its functions of facilitating market linkages for MSMEs through participation in trade affairs.

The Authority facilitated over 100 registered MSMEs representing Agribusiness, Manufacturing, Trade and Service sectors respectively to showcase their products and services.



MSEA Pavillion at the Nairobi International Trade Fair 2022

During the exhibition, MSEA pavilion was patronized by Ambassador Kirimi P. Kaberia Principal Secretary, State Department of Industrialization flanked by MSEA Board Chairman Mr. James Mureu, Board Director Adhan Sheikh Abdullahi and MSEA CEO Mr. Henry Rithaa who were all impressed by the innovation and creativity displayed by the various MSMEs.

The PS however urged the MSMEs to work closely with Kenya Bureau of Standards to ensure their products are certified for easy penetration in the International Markets.



Ambassador Kirimi P. Kaberia Principal Secretary, State Department of Industrialization flanked by MSEA Board Chairman Mr. James Mureu, Board Director Adhan Sheikh Abdullahi and MSEA CEO Mr. Henry Rithaa interacting with the MSMEs at the MSEA pavilion.

Highlights from the show included MSEA scooping several awards including **Best Stand in Youth Activities, Empowerments and Capacity Building.**



MSEA DG/CEO Mr. Henry Rithaa receiving the trophy on behalf of the Authority from H.E Deputy President of Kenya Rigathi Gachagua at the Nairobi International Trade Fair 2022

Creative Innovations

Among the MSMEs who were invited to exhibit and demonstrated creative innovation was Peter Maina a mechanical Engineer from Thika Welfare Association and co-founder of Gari Letu Fabricators Ltd.

The company is a joint venture of 5 mechanical engineers that teamed up and started manufacturing locally, low-cost maintenance manual Station Wagons intended for PSV services. The vehicle has a capacity of 4 passengers and runs on a motorcycle engine. To formally start operations, they are awaiting approval from Kenya Association of Manufacturers. They are also awaiting number plate registration and a letter from PSV and plan to continue manufacturing the station wagons and add four-wheel pickups, vans and trucks. The station wagon retails at Kshs. 450,000 inclusive of VAT. For more enquiries, kindly contact them on 0727553440.



Peter Maina a mechanical Engineer from Thika Welfare Association and co-founder of Gari Letu Fabricators Ltd showcasing their first locally manufactured station Wagon

Another MSE who demonstrated creative innovation was Dennis Bwire a cycle 3 KYEOP grant beneficiary who previously used to sell sweets in bus stops. So upon receiving the first tranche, he added stock of the sweets and continued with the business. Apart from selling sweets, Dennis is a self-taught electrician who manufactures extension cables and subwoofers from wood. This idea came about when the government of Kenya banned manufacturing of plastics, therefore he identified a niche and started manufacturing wood extension cables. He used to do it as a side hustle while still selling sweets. The extension cables have a capacity of holding water heater, refrigerator, and music speakers among others. He also makes home banks. Upon receiving the second tranche he added previous savings and boosted the extension cables business and up scaled his production. His workshop is located in Ruiru Kiambu County. His innovation has interested the media and he has been interviewed a couple of times.

He has since opened a YouTube channel (Debiwa Technical Works) and uploaded all these interview videos. He is also on facebook @Debiwa Technical Works and Instagram @DebiwaTechnicalWorks. If you need to enquire or buy his products, contact him on 0715231197.



Dennis Bwire showcasing his innovation at the MSEA pavilion in the Nairobi International Trade Fair 2022

The Nairobi International Trade Fair 2022 was a success. It provided an avenue for the MSMEs who participated to gain huge networks and capitalize on their sales.

Uganda International Trade Fair

Kenya took part in the Uganda International Trade Fair (UGITF) which was held from 3rd through 10th October 2022 under the theme **“Business recovery by harnessing local sourcing and deepening value chains integration”**.

The trade show brought together national and international vendors as well as a number of government ministries and agencies, and it served as a launching pad for Kenyan exporters to grow their market share and strengthen their presence in Uganda and other participating countries. The Authority facilitated MSEs drawn from 4 sectors to exhibit at the fair.



Kenyan MSEs exhibiting at the Uganda International Trade Fair



H.E. Robinah Nabbanja, Prime Minister of the Republic of Uganda accompanied by the State Minister for Trade and Industry Cooperation Harriet Ntabazi visiting the Kenya pavilion

Agricultural exhibition in Meru County; Promoting Value Addition in Agribusiness

MSEA Meru office participated in a one-day agricultural exhibition organized by Agrireal Kenya to facilitate agricultural markets and trade. MSEA facilitated three exhibitors to the expo. These include; Icobo Healthy foods who do value addition for bananas, arrowroot, cassava, pumpkin, yams, stinging

nettle, chia seeds and moringa, Anti-uv green world, a farmer and educator on the use of Anti-Uv vertical bags and Wendo foods who do banana value addition. The exhibition was attended by over 2000 farmers. 10 farmer groups were identified for registration and capacity building.



MSEA Meru team and Exhibitor at the Agricultural Exhibition



MSEA Meru team and Exhibitor at the Agricultural Exhibition

MSE Registration

Sensitization forum on MSE Formalization in Kibra

Registrar of MSEs Catherine Mungania and Assistant Director of MSE Capacity Building Business Development Marketing and Trade Mr. Patrick Kamenyi led a team from the registrar's office to Kibra to hold a Registration sensitization forum. Member of Parliament for the Kibra constituency Hon. Mwalimu Peter Orero presided over the occasion and formally launched the registration drive.

While acknowledging the difficulty of gaining access to financing, he urged the assembled Associations to sign up for the Hustlers Fund.

The advantages of formalizing micro, small, and medium-sized enterprises (MSEs) were discussed by the Registrar, Catherine Mungania. She urged the (MSEs) to prioritize employment, diversity, and value creation in their operations.



Member of Parliament for the Kibra constituency Hon. Mwalimu Peter Orero, Registrar of MSEs Catherine Mungania and Assistant Director of MSE Capacity Building Business Development Marketing and Trade Mr. Patrick Kamenyi addressing MSEs during the sensitization forum

Kitui South CIDC Association and Muangeni Youth Association

MSEA employees in Kitui County conducted consultation sessions with Federation of Juakali authorities and members of Kitui South CIDC Association and Muangeni Youth Association in an attempt to operationalize the CIDCs. The facility will be occupied by two distinct groups, who have been encouraged to apply unique value-adding strategies. After occupying the Muangeni CIDC, the two factions were given certificates of registration and urged to operate in peace.



MSEA Officers with members Kitui South CIDC Association and Muangeni Youth Association.

Formalization of Juakali associations in Mathare

The MSEA staff in Nairobi region also held sensitization forums for MSE groups in Mathare. They were enlightened on MSEA's mandate and the benefits of business formalization through registering with us.



MSEA Officers enaging with MSEs in Mathare, Nairobi County

Association elections in Kisumu

Kisumu MSEA team headed by the ADED Mr. Kaduka presided over elections for Organized Urban Development Association at Mama Grace Onyango Social Centre. This was following the group's registration as an MSE Association registered under MSE Act No. 55 of 2012.

Mr. Kaduka used the occasion to educate the association's newly elected leaders on governance concerns. The association has 350 members who largely work in the trade, service, manufacturing, and agribusiness industries in Kisumu City.



Members of the Organized Urban Development Association during the election of new officials

Hustlers' hub

Agribusiness

Cashew nut value addition in Mpeketoni

New Hope Community Based Organization in Mpeketoni was formed in 2016 and currently has a membership of 50 MSEs. The main aim of its formation was to ensure Economic Empowerment of its members, the community in Mpeketoni and the entire Lamu County. The CBO has invested in Cashew nuts value addition where they plan to employ around 70 casuals and provide market and better prices for approximately 6,000 farmers in Lamu County.

MSEA Lamu County office visited the CBO which recently acquired land with the support of the County Government and Agriculture Sector Development Support Programme (ASDSP) where they have constructed a warehouse. The CBO is sourcing for machinery and are working to raise partial funding for machines required for operations. MSEA has committed to support them in development and growth of agribusiness especially through value addition.



MSEA Lamu County office meeting with New Hope Community Based Organization



The warehouse that will be used by New Hope Community Based Organization (CBO)

Coconut value addition in Chonyi

A team from MSEA Kilifi County office registered Mwarakaya Mnazi Mwema Association which is located in Ziani Chasimba Ward. It is among 8 groups that have been registered in Chonyi Sub-County. The groups are involved in various economical activities which include Coconut Value Addition to produce coconut oil, desiccated coconut and make coconut fiber mats. They also manufacture briquettes.



MSEA Kilifi County office registering Mwarakaya Mnazi Mwema Association



Members of Mwarakaya Mnazi Mwema Association



A member of the group showing some of their products (Desiccated Coconut)

Macadamia value addition in Embu

Hoftor was founded by Luka Kirungu and Charity Wanjiru in Kangaru market, Manyatta constituency, Embu County. The business focuses on adding value to macadamia nuts. Hoftor was established with the intention of encouraging locals to consume their own value-added goods. Their offerings include Golden roast, white roast, white chocolate coating, and dark chocolate coating. The primary objective of Hoftor is to educate villagers about the nutritional advantages of macadamia, which is rich in minerals and healthy plant components.

They are doing this by creating new consumption methods. Their major market is both local and in the county of Nairobi. MSEA is working to assist them with product development and market linkages.



MSEA Embu/Meru Assistant Director Enterprise Development Edward Munoru with Luka Kirungu and Charity Wanjiru the founders of Hoftor



One of Hoftor's products

Manufacturing

Rehema Youth Polytechnic supporting youth artisans

The Rehema Youth Polytechnic has been offering technical skills training for youth in Meru since its inception in 1997. However, in 2020, the institution closed due to the Covid-19 pandemic. At the time, the institution was not only offering training to 250 students but had also created job opportunities for over 12 technical trainers. Currently, Mr. Joseph Mworia Thurairia, a Person Living with Disability

and the proprietor of the polytechnic has employed few people in the carpentry and dressmaking sector with the aim of reviving the institution. The MSEA Meru office is supporting him through market linkages to enable him enroll students and boost his financial capability.

The team has also linked him with the Kenya Industrial Estates for financial support.





Furniture made by artisans based at the Rehema Youth Polytechnic

MSEs Innovation in Upcycling

Robin Odida, an artist from Burumba Ward, Matayos Sub-County, Busia County, is redefining art through the use of common, local materials that could be deemed useless. Robin employs elephant grass papyrus reeds, bamboo stems, banana fibers, sand, and broken tiles as raw materials for his artwork and goods, among others. You will fall in love with art upon seeing his well-executed creations. Among the things he crafts are

mirrors with intricately carved frames, lampshades, wall clocks, personalized wall hangings, frames for family portraits, tables with shattered tiles, bamboo seats, and even classic bulb holders.

Depending on the artwork, complexity, and size, the items range from 3,500 to 60,000. If you are interested in purchasing the products, please contact Robin at 0746190930 or robindida@gmail.com.





Robin Odida showcasing his art pieces



Viola Maina, an MSE based at Illula CIDC, Uasin Gishu County, featured in Nation newspaper's Powering SME segment for her innovation in Gooseberry value addition.

Feature story on Viola
Maina's Gooseberry
products

Sunflower oil production at the Kariobangi Centre of excellence

Caleb and Daniel Muthaka operate CM Oils and refineries out of the Kariobangi Centre of Excellence in Kenya. They press sunflower seeds to get natural oil. The oil has been examined and found to be free of contaminants and pollutants. The process of extracting the oils begins with winnowing and continues via sieving/washing, pressing, filtering, and packing. They market their goods on Jumia to Nairobi residents and businesses.

The leftovers after the extraction are used by CM Oils to create sunflower cake, which is then sold to farmers for use as cow fodder. The cost of oil is Kshs. 300 for 1 litre, Kshs. 1500 for 5 litres, and Kshs. 6000 for 20 litres.

Please call Daniel at 0728332427. If you'd want to purchase the goods.



Daniel Muthaka showcasing how to operate the extractor at the Kariobangi center of Excellence

CAPACITY DEVELOPMENT

Empowering Micro and Small Enterprises with common user facilities

Micro and Small Enterprises Authority (MSEA) officially handed over work tools and kits for welding, woodwork, metal fabrication and carwash services to over 700 Juakali artisans in Nandi, Uasin Gishu and Elgeyo Marakwet Counties.

The event was officiated by His Excellency the Deputy President of Kenya Hon. Rigathi

who handed over the machinery to artisans are drawn from 17 Juakali associations that have been registered with the Registrar of Micro and Small Enterprises (MSEs).

The machines issued include; woodwork combination machines, woodwork routers, welding machines, vehicle diagnostic and electrical tool kits that will be used by mechanics, electricians, welders, plumbers

and carpenters among other artisans. Speaking during the handover event at Aldai Technical Training Institute, H.E The Deputy President Hon. Rigathi Gachagua called on the artisans to utilize the machinery to improve their workmanship and quality of their products to fulfill the demands consumers.

“Skilled labour and self-employment is the way to spur entrepreneurship among young people and inculcate good production practices for made in Kenya products to enlarge market opportunities,” he said.



H.E the Deputy President Hon. Rigathi Gachagua accompanied by Nandi Governor Hon. Stephen Sang, Majority leader Senate Hon. Aaron Cheruiyot, M.P Aldai constituency Hon. Maryanne Keitany and Senator Uasin Gishu Jackson Mandago received by MSEA Director General Mr. Henry Rithaa at the Aldai Technical Training Institute where the Micro and Small Enterprises Authority has supported artisans with common user machinery for woodwork, metal fabrication and car wash services

MSEA director general later led MSEA Nandi, Uasin Gishu and Elgeyo Marakwet teams in issuing machines to the various associations in Uasin Gishu, Nandi and Elgeyo Marakwet counties.



MSEA Director General Mr. Henry Rithaa issuing woodwork, car wash, welding, electrical toolkits and vehicle diagnostic machine to Juakali Associations in Nandi Hills Constituency Industrial Development Centre. The equipment will also be issued to associations in Uasin Gishu and Elgeyo Marakwet counties



MSEA Usain Gishu/ Nandi / Elgeyo Marakwet team led by regional coordinator CPA Alton Kogo accompanied by MP Hon. Josses Lelmengit issued carwash, welding and electrical machinery and toolkits to four Associations in Emgwen Constituency

MSE Associations in Garissa County issued with common user facilities

MSEA Board Chairman Mr. James Mureu led the Garissa regional team in officially handing over machinery and toolkits to Chapakazi and Meysun Bodaboda Autospares and Garage Associations.

The groups include more than eighty craftsmen who are registered with the Registrar of Micro and Small Enterprises (MSEs). They run an auto parts store, as well as workshops for welding, carpentry, tailoring, and the production of animal feeds; the donated equipment will help them work more efficiently.

The machines issued include three gasoline car washing machines, two welding

machines, a set of mechanical tool kit, two universal vehicle diagnosis kit, and their accessories, valued at Kes. 2.5 million.

Present during the launch were MSEA Board Member Mr. Adan Sheikh, Hon Abubakar Mohamed (Majority Leader), Hon. Hajir Dahiye (MCA Abakaile and Chair of Trade Assembly Committee), Senior Assistant Director Abdinoor Maalim, County Director Trade Mr. Somane, Area chief and other distinguished guests. The board chairman Mr. James Mureu urged the MSEs to use the machines to produce quality goods and to take good care of the equipment so that they can improve their lives and the communities that surround them.





MSEA Board Chairman accompanied by board director Mr. Adan Sheikh issuing Chapakazi and Meysun Bodaboda Autospares and Garage Associations with common user machines as county leaders look on

Sensitization workshop on Product Certification

MSEA Kilifi team in collaboration with Kenya Bureau of Standards (KEBS) and Kenya Industrial Research and Development Institute (KIRDI) hosted a stakeholder awareness workshop on Product Certification for increased market access at Kilifi County's Mnarani Club.

MSEs received training on Quality Assurance and the advantages of the KEBS standards mark, KIRDI's involvement in the incubation of MSEs, and MSEA's role in the formalization of MSEs, supply of common user facilities, and enhancement of market access.



Financial literacy training for MSEs in Wajir

MSEA Wajir Regional office in collaboration with Islamic Relief representative Mr. Abdirahman, County Director Cooperatives Officer Mrs. Daiba, and Kenya Commercial Bank (KCB) Manager Mr. Abdraham held a training for MSEs on financial literacy and access, market linkages, and access to MSEA infrastructure facilities i.e. CIDCs/worksites. The team will disseminate the MSE-beneficial sensitization trainings to additional sub-counties for increased awareness.



The team which includes; MSEA, Islamic Relief, County Office representative and KCB training the MSEs



MSE's receiving financial literacy training in Wajir County



Lathe machine handover to Butula traders and manufacturers Association

Busia County's Butula Traders and Manufacturers Association received a lathe machine from the MSEA Busia office team as part of an effort to strengthen the local MSE sector.

The equipment will improve the Constituency Industrial Development Center's efficiency and stimulate creativity among the membership (CIDC).

Mr. Maeri, the Industrial Development Officer for Busia County, attended the ceremony and applauded the Authority's efforts to increase employment creation via CIDCs in the county.

The local MCA was also there, and he reaffirmed his intention to collaborate with the MSEA Busia County Office on MSE development in his ward.



Busia County Head, Mr. Moses Njoroge handing over a lathe machine issued by MSEA to Butula Traders and Manufacturers Association

Consultative meeting between MSEA Kisumu team and Kisumu County Innovators Association on market linkages

MSEA staff in Kisumu held a meeting with the members of Kisumu County Innovators Association, among the key issues discussed are; Authority's role in promotion and

development of MSEs in the region, and the requirements for MSEs participation in the EAC trade fair and MSEA's role and support it offers MSEs on market linkages.



MSEA Region lead in Kisumu, Mr.Fedrick Kaduka leading discussions with Kisumu County Innovators Association

MSEA Kisumu team meets with representatives from Agriculture Sector Development Support Programme (ASDSP) on supporting MSMEs commercialize agriculture

MSEA Kisumu office paid a courtesy call to Mr. Isaac Dawo, county coordinator for the Agricultural Sector Development Support Program (ASDSP) in KISUMU County. ASDSP improves the ability of several priority value chains, such as Fish, Indigenous Chicken, and Cotton, to address issues that impede the commercialization of Agriculture at various stages.

The areas of partnership explored include entrepreneurial trainings for a shift in agricultural thinking, digital trainings, capacity development, and the identification of gaps to be filled in order to boost the county's agricultural industry.



Kisumu Assistant Director Enterprise Development Mr. Fredrick Kaduka conversing with Mr. Issac Dawo during the visit

Intellectual Property Rights Workshop

MSEA Garissa regional office in collaboration with Kenya Industrial Property Institute conducted a sensitization workshop on Intellectual property for Universities, Technical and Vocational Education and Training (TVET) and Research Institutions in the North Eastern at Garissa University.

On the first day of the training, MSEA team had a chance to highlight the mandate of the Authority and synergy touch points with learning institutions. In attendance were KIPi Board Chairman Mr. Ahmed Issack Hassan, CBS, Ag. Managing Director KIPi Mr. John Onyango and representatives of other state offices.



Mr. Ahmed Issack Hassan, CBS, Ag. Managing Director KIPi Mr. John Onyango and MSEA Garissa team during the workshop

Financial literacy training on home ownership

MSEA Embu team in collaboration with Stima Sacco held a training session for representatives of Dallas women and youth group which is engaged in various livelihood programmes aimed at poverty alleviation such as the making of charcoal briquettes.

The Dallas group has come up with an initiative/project to help their members own their own homes. So far, the members have managed to acquire pieces of land across Embu County, the next step for them is to build homes. The training offered was on financial linkages to help them start the construction journey.



A representative from Stima Sacco taking to members of the Dallas women and youth group through the training

MSEA Leaders in Nairobi sensitized on MSE Formalization

MSEA Nairobi in partnership with the Zamara pension programme and KCB bank carried out a sensitization forum for MSE leaders from Kamukunji and Starehe sub-counties.

The leaders were sensitized and trained on the MSEA strategic agenda, the Registrar of MSEs, the Biashara Center, and the Kariobangi Center of Excellence.



Nairobi ADED Ms. Janet Kamotho addressing the delegation of MSE leaders during the training



Refurbishment of Muhoroni Constituency Industrial Development Centers

MSEA Kisumu office met with Rembo Limited contractors to take over Muhoroni CIDC for electrical and minor civil works renovations which will be done in the course of one month.

The rehabilitation will be overseen by Madam Sellah from the Kisumu Office of the state Department of Public Works.

During the meeting, Mr. Simon Obare, the chairman of the Muhoroni Juakali association, expressed gratitude to MSEA for the assistance that would go a long way in not only operationalizing the center, but also promoting and developing MSE activities in the region.



MSEA Kisumu team, Rembo Limited contractors and Muhoroni Juakali Association at Muhoroni CIDC

Strategic Engagements

Briefing meeting for the Cabinet Secretary Ministry of Cooperatives and MSME Development Hon. Simon Chelugui, EGH

A delegation led by Principal Secretary State Department for Trade Ambassador Johnson Weru, MSEA Director General Mr. Henry Rithaa and trade specialists met the Cabinet Secretary Designate Ministry of Cooperatives and MSME Development Hon. Simon Chelugui, EGH on a briefing meeting in preparation of the handover.

The meeting centered on the implementation of the Government Priority Agenda on Transforming the MSME Economy from the bottom up, operationalization of the Constituency Industrial Development Centers for MSMEs and the proposed Hustler Fund.



Cabinet Secretary Ministry of Co-operatives and MSME development Hon. Simon Kiprono Chelugui, EGH, Principal Secretary State Department for Trade Ambassador Johnson Weru, MSEA Director General Mr. Henry Rithaa and trade specialists during the briefing

World Bank Mission meets MSEA to discuss the proposed Kenya Jobs and Economic Transformation Project

MSEA management team led by DG Mr. Henry Rithaa meeting with the World Bank mission team from #Washington led by Dr. Ahmed Rostom to discuss the proposed Kenya Jobs and Economic Transformation Project that aims to enhance MSMEs productivity and

employability To build back better.

The Authority is collaborating with development partners and relevant agencies to realize the MSME agenda under the Kenya Kwanza Government.



MSEA management team led by Director General Mr. Henry Rithaa meeting with the World Bank mission team led by Dr. Ahmed Rostom during the meeting

Partnership meeting with SME Corporation Malaysia

MSEA senior management team led by the Board Chairman Mr. James Mureu and Director General Mr. Henry Rithaa held a virtual meeting with a delegation from SME Corporation Malaysia led by Amb. Francis Muhoro and Deputy CEO, Policy & Coordination En. Mohd Rithauden Makip on possible partnership

in strengthening MSEs market exposure, technical expertise, best business practices and business linkages for increased trade between Kenya and Malaysia. An enhanced partnership between MSEA and the SME Corp Malaysia will help bridge the trade gap between the two countries.



MSEA senior management team and the delegation from SME Corporation Malaysia led by Amb. Francis Muhoro and Deputy CEO, Policy & Coordination En. Mohd Rithauden Makip during the virtual meeting

Transforming the MSMEs sector from the Bottom Up

MSEA CEO Henry Rithaa paid a visit to Hon. Kathuri Murugi, deputy speaker of the National Senate and senator for Meru. Topics included His Excellency Dr. William Ruto's goal of

reforming the MSMEs sector in Kenya from the bottom up, as well as improving the regulatory, policy, and operational environment for MSMEs in Kenya.

The CEO appreciated Hon. Kathuri's in-depth knowledge of the micro, small, and medium enterprise (MSE) industry and his dedication to empowering MSEs from the ground up. MSEA will maintain its proactive backing of government programmes that seek to strengthen the Kenyan economy from the ground up.



MSEA DG/CEO Mr. Henry Rithaa with the National Senate Deputy Speaker and Meru Senator Hon. Kathuri Murungi

Nyandarua Governor pays a courtesy call to MSEA Board Chairman and CEO

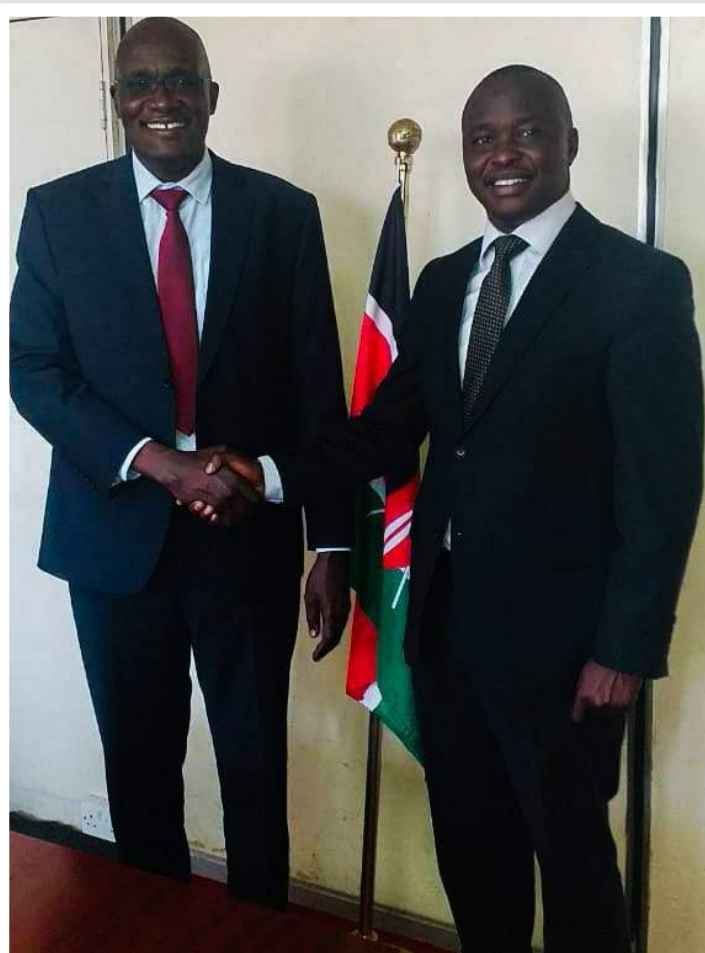
MSEA Board Chairman James Mureu and CEO Henry Rithaa met with the newly elected Governor of Nyandarua, H.E. Kiarie Badilisha, in the MSEA headquarters. The team examined potential areas of cooperation in the operationalization of the Cold storage facility in Ol-Kalau, which seeks to reduce post-harvest losses, increase the value of agricultural products, and boost farmers' profits. Enhancing the business climate for MSEs in Nyandarua County, as well as other significant concerns in the MSE sector, were highlighted as further areas of engagement.



MSEA Board Chairman James Mureu, CEO Henry Rithaa meeting with newly elected Nyandarua Governor H.E Kiarie Badilisha

Nandi Member of Parliament Hon. Bernard Kitur pays a courtesy call to MSEA CEO

Mr. Bernard Kitur, Member of Parliament for Nandi Hills, paid MSEA CEO Mr. Henry Rithaa a courtesy visit to explore areas of partnership between the Authority and the Constituency.



MSEA CEO, Mr. Rithaa with Nandi MP Mr. Bernard Kitur

Partnership discussions with Elgeyo Marakwet County Government

Mr. Festus Koech, officer of MSEA Elgeyo Marakwet, met with Mr. Silas Kiprop, director of trade for Elgeyo Marakwet County, and Mr. Hillary Kigen, his deputy, to examine potential areas of collaboration between MSEA and

the County Government. Market Linkages, Operationalization of CIDCs and Worksites, and Capacity Building (Business Management skills, Marketing, and Product Development) were all major topics of conversation.



MSEA Board Chairman James Mureu, CEO Henry Rithaa meeting with newly elected Nyandarua Governor H.E Kiarie Badilisha

Strategic multi agency meeting on the unveiling of the Jua Kali Federation strategic plan

MSEA Board Chairman Mr. James Mureu and Director General Mr. Henry Rithaa joined the Jua Kali Federation Board and National Secretariat in a joint stakeholders meeting facilitated by GIZ and attended by various Govern

ment agencies during the unveiling of their strategic plan. The new strategic plan aims to unpack key areas of focus for the Jua Kali sector aligned to the Kenya Kwanza Government



MSEA Board Chairman Mr. James Mureu and Director General Mr. Henry Rithaa and the Jua Kali Federation Board and National Secretariat members

Collaboration talks with MSME Alliance for collaboration talks

MSEA Director General Mr. Henry Rithaa paid the President and Board members of MSME Alliance of Kenya a courtesy call and held a meeting to explore synergies between MSEA and

and MSME Alliance which is an umbrella body for the Small and Medium Enterprises in Kenya. Key areas of discussion included; Joint market linkages, policy advocacy and formalization of MSMEs



MSEA delegation led by Director General Mr. Henry Rithaa and a delegation from the MSME Alliance of Kenya led by the President, Mr. Ben Mutahi during the partnership meeting

MSEA CEO meets delegation from the Capital markets Authority to discuss financing and saving opportunities for MSMEs

MSEA CEO Mr. Henry Rithaa, met with Wycliffe Shamiah, CEO of the Capital Markets Authority (CMA), Willie Njoroge, CEO of the Kenya Association of Stock Brokers and Investment Bank, and Mbithe Mueni, Chief

Business Officer of the Nairobi Securities Exchange. The team met to discuss and investigate potential synergies, as well as a finance and savings strategy that would benefit Kenya's micro and small businesses.



MSEA CEO Henry Rithaa meeting with Capital Markets Authority (CMA) CEO Mr. Wycliffe Shamiah, CEO Kenya Association of Stock Brokers & Investment Bank Mr. Willie Njoroge, Chief Business Officer Mbithe Mueni and other MSEA Staff members

Exploring opportunities for Micro Small Enterprises in international markets

The Kenya National Chamber of Commerce and Industry and the Ministry of Industrialization, Trade, and Enterprise Development co-hosted an induction ceremony for seven commercial attaches who will be reporting to Kenyan embassies in Uganda, Ethiopia, South Korea, Cairo, Egypt, Pakistan, Brazil, and Indonesia.

In attendance was Principal Secretary State Department for Trade Amb. Johnson Weru, MSEA Board Chairman Mr. James Mureu and President Kenya National Chamber of Commerce Mr. Richard Ngatia.

The commercial attaches were charged with bolstering the economy and commerce by State Department of Trade PS. Amb. Johnson Weru, the chief guest.

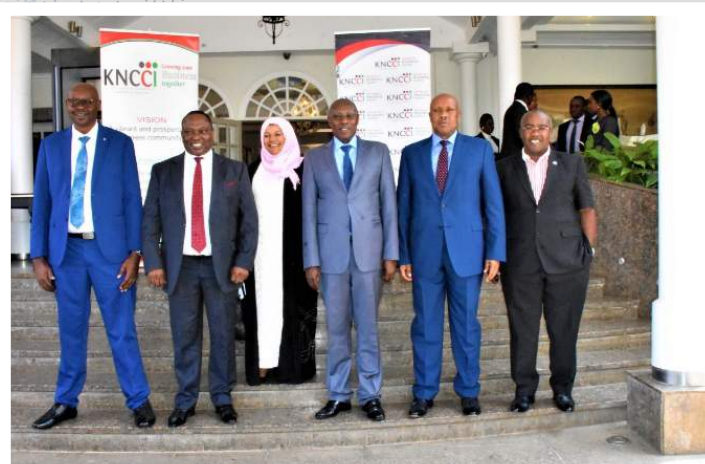
He instructed them to improve the trade balance between the seven nations by forging new corporate partnerships and engaging in deals that would boost commerce between the nations.

The PS also asked them to investigate all possibilities for boosting trade between nations to boost employment and foreign exchange.

He suggested that MSEA consult the current database that identifies MSEs' unique product and service clusters, and then collaborate with KEBS to standardize MSEs' goods that are up to par with market access requirements.

Speaking during the event, MSEA Board Chairman Mr. James Mureu urged the attaches to seek out possibilities for trade shows, trade missions, and capacity development that would benefit small and medium-sized Kenyan businesses.

Mr. Richard Ngatia asked the attaches to gather information on the products and services that are in demand in their home countries and to share that information with the local firms.



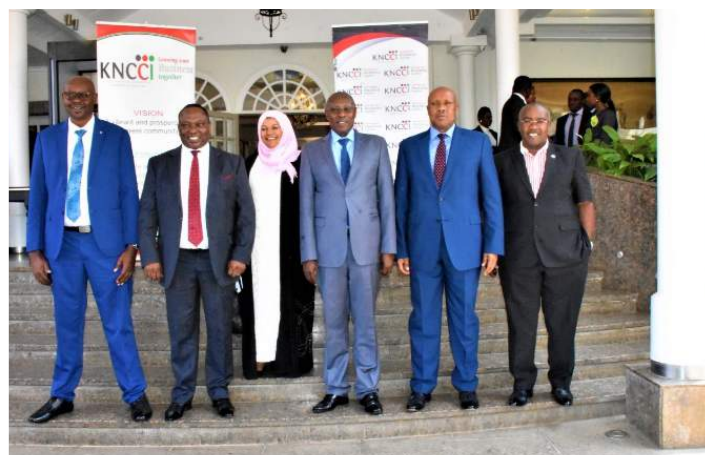
State Department of Trade PS. Amb. Johnson Weru, MSEA Chairman Mr. James Mureu, KNCCI President Mr. Richard Ngatia, Dr. Eric Ruto Chamber Vice President and Ms. Fatma Elmaawy 2nd Vice President of the Chamber during the induction of commercial attaches

Strathmore Business School and USAID Kenya teams meet MSEA regional teams in Makueni and Kisumu

A delegation from Strathmore University led by Dr. George N. Njenga visited the MSEA Kisumu office for a stakeholder engagement focused toward the implementation of the Small Business Development Centers

(SBDC). The centers will provide chosen MSMEs the chance to be promoted and developed via consultation, capacity building, policy research, access to financing, market access services, and the creation of connections between Kenyan

MSMEs and their American counterparts. Kisumu has been chosen as one of the implementing counties. The talks led to the consensus that MSEA is crucial to the program's execution.



MSEA Kisumu office team with the delegation from Strathmore University

MSEA Makueni office on the other hand received guests from USAID Kenya and Strathmore Business School Kenya for an introductory meeting.

The team discussed potential areas of collaboration, such as providing MSE

trainings on entrepreneurship, export training for MSEs' products, value addition, sponsoring MSE conferences, providing MSE business follow up and advisory services, and profiling MSEs within the county to better understand their impact and potential for growth.



Representatives from USAID Kenya and Strathmore Business School during the visit to Makueni office

Strategic Communication Campaigns

KYEOP milestones campaign

The Authority has been implementing the support for Job creation component of the Kenya Youth Employment and Opportunities Project (KYEOP) which aims to harness the potential of young people through the provision of business development services

training and start-up grants.

The corporate communications department carried out a campaign to highlight the project milestones and impact under the two interventions as part of our strategic communications plan.

KYEOP MILESTONES

Kenya Youth Employment and Opportunities Project (KYEOP) is an ongoing World Bank- funded project whose implementation started in the 2016/2017 financial year.

The project objective is to increase employment and earnings opportunities for targeted youths.

MSEA has been implementing **component 2** of the project: Support for job creation, which addresses the following specific constraints:

- lack of start-up financing for young entrepreneurs
- lack of managerial and entrepreneurial skills among youth
- lack of relevant exposure and networks for starting and growing a business among youth

KYEOP
KENYA YOUTH EMPLOYMENT & OPPORTUNITIES PROJECT
Kenya Youth Employment & Opportunities Project

Utalii House, 10th Floor, Nairobi | +254 (20) 334 0006 / +254 770 666 000 | info@msea.go.ke | www.msea.go.ke

KYEOP MILESTONES

To address these constraints **MSEA** has been implementing these are interventions to targeted youths;

- Intervention 01: Business startup grants
- Intervention 02: Business development services (training)
- Intervention 03: Business plan competition

These are the number of beneficiaries in each cycle;

KYEOP
KENYA YOUTH EMPLOYMENT & OPPORTUNITIES PROJECT
Kenya Youth Employment & Opportunities Project

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KYEOP MILESTONES

Cycle 1:

Participating Counties:
Nairobi, Mombasa, Kisumu, Nakuru and Kwale

No. Of beneficiaries: 11,641

KYEOP
KENYA YOUTH EMPLOYMENT & OPPORTUNITIES PROJECT
Kenya Youth Employment & Opportunities Project

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KYEOP MILESTONES

Cycle 2:

Participating Counties:
Nairobi, Mombasa, Kisumu, Nakuru, Kwale, Kiambu, Kitui, Migori and Turkana

No. Of beneficiaries: 2,486

KYEOP
KENYA YOUTH EMPLOYMENT & OPPORTUNITIES PROJECT
Kenya Youth Employment & Opportunities Project

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KYEOP MILESTONES

Cycle 3:

Participating counties:
Nairobi, Mombasa, Kisumu, Nakuru, Kwale, Kiambu, Kitui, Migori, Turkana, Kakamega, Kilifi, Nyandarua and Mandera

No. Of beneficiaries: 4068

KYEOP
Kenya Youth Employment Opportunity Programme

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KYEOP MILESTONES

Cycle 4:

Participating Counties:
Nairobi, Mombasa, Kisumu, Nakuru, Kwale, Kiambu, Kitui, Migori, Turkana, Kakamega, Kilifi, Nyandarua, Bungoma, Mandera, Machakos, Kisii and Wajir.

No. Of beneficiaries: 6460

KYEOP
Kenya Youth Employment Opportunity Programme

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KYEOP MILESTONES

Cycle 5:

Participating Counties:
Nairobi, Mombasa, Kisumu, Nakuru, Kwale, Kiambu, Kitui, Migori, Turkana, Kakamega, Kilifi, Nyandarua, Bungoma, Mandera, Machakos, Kisii and Wajir.

No. Of beneficiaries: 12,124

KYEOP
Kenya Youth Employment Opportunity Programme

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KYEOP MILESTONES

Cycle 6:

Participating Counties:
Nairobi, Mombasa, Kisumu, Nakuru, Kwale, Kiambu, Kitui, Migori, Turkana, Kakamega, Kilifi, Nyandarua, Bungoma, Mandera, Machakos, Kisii and Wajir.

No. Of beneficiaries: 11,641

KYEOP
Kenya Youth Employment Opportunity Programme

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KYEOP MILESTONES

Cycle 7a:

Participating Counties:
Nairobi, Mombasa, Kisumu, Nakuru, Kwale, Kiambu, Kitui, Migori, Turkana, Kakamega, Kilifi, Nyandarua, Bungoma, Mandera, Machakos, Kisii and Wajir.

No. Of beneficiaries: 16,088

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Kenya Youth Employment Opportunity Programme

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KYEOP MILESTONES

Cycle 7b:

Participating Counties:
Nairobi, Mombasa, Kisumu, Nakuru, Kwale, Kiambu, Kitui, Migori, Turkana, Kakamega, Kilifi, Nyandarua, Bungoma, Mandera, Machakos, Kisii and Wajir.

No. Of beneficiaries: 16,573

KYEOP
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KYEOP MILESTONES

Cumulative Numbers:

Currently, grants worth approximately Kshs 2.7 Billion has been disbursed

69,069
Number of youth who have received grants

7,362
Number of youth who have received Business Development Support

Cycle 8 Targets
Atleast 7,500 grants beneficiaries

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A campaign to carried out to highlight the project milestones and impact under the two interventions as part of our strategic communications plan

MSEA Strategic Plan 2020-2024

The corporate communications department carried out a campaign on #MSEAStrategicPlan2020-2024, in this segment, we discussed the Authority's strategic agenda for promoting and

developing the MSE sector in order to achieve social and economic growth as well as global, regional, and national development goals.

MSEA's contribution to SDGs



SUSTAINABLE DEVELOPMENT GOALS

17 SDG

MSEA's role in the implementation of the Sustainable Development Goals

MSEA plays a role in the realization of 13 SDGs which are related to its functions in pursuit of addressing the economic, social and environmental dimensions of development in a comprehensive and integrated manner.

As MSEA plays its role, it will be ensured that the actual beneficiaries of the SDGs Agenda substantially are the MSMEs subjects.

#MSEAStrategicPlan

MSEA's role in the implementation of the Sustainable Development Goals

01

No Poverty

- Assisting MSMEs to access finance, BDS and markets on enhancing income for MSME owner/managers/employees and families contributing in primary industries.
- Entrepreneurship and technical skills development to MSMEs.
- Improve MSMEs product competitiveness.
- Provide Market Access to MSMEs.
- Provide workspace and common user facilities.
- Promotion of agribusiness and value addition.

#MSEAStrategicPlan

MSEA's role in the implementation of the Sustainable Development Goals

02

Zero hunger

- Promotion of agribusiness.
- Entrepreneurship skills development to MSMEs.
- Collaboration on food security initiatives as stipulated in the Big Four.

#MSEAStrategicPlan

MSEA's role in the implementation of the Sustainable Development Goals

03

Good health and well-being

- Collaboration with other partners to train MSMEs on work place safety and health.
- Sensitization of MSMEs on HIV/AIDS, Drug abuse.
- Sensitization of MSMEs on COVID-19.
- Collaboration with stakeholders on post Covid-19 initiatives.

#MSEAStrategicPlan

MSEA's role in the implementation of the Sustainable Development Goals

05

Gender Equality

- Mainstreaming Gender in all MSEA programs and activities.
- Seek funding for women entrepreneurs.

#MSEAStrategicPlan

MSEA's role in the implementation of the Sustainable Development Goals

06

Clean Water and Sanitation

- Collaborate with relevant stakeholders to sensitize MSMEs on work place environment and sanitation.
- Collaborate with NEMA as appropriate.

#MSEAStrategicPlan

MSEA's role in the implementation of the Sustainable Development Goals

07

Affordable and Clean Energy

- Promote MSMEs that produce green energy solutions.
- Sensitize MSMEs on use of green energy.
- Collaboration with stakeholders on promotion and absorption of green energy.
- Lobby Government for subsidized energy for MSMEs.

#MSEAStrategicPlan

MSEA's role in the implementation of the Sustainable Development Goals

08

Decent work and economic growth

- Provision of work space and common user facilities for MSMEs.
- Sensitization on workplace occupational hazards and safety.
- Sensitization on existing labour laws.
- Collaborate with stakeholders to sensitize MSMEs on health insurance and retirement benefit schemes.

#MSEAStrategicPlan

MSEA's role in the implementation of the Sustainable Development Goals

09

Industry, Innovation, Infrastructure

- Provide workspace and common user/manufacturing facilities.
- Promote agribusiness through value addition to agricultural products.
- Entrepreneurship and technical skills development to MSMEs.
- Improved quality and competitiveness of MSMEs products.
- Acquisition and development of MSMEs workshops.
- Refurbish, equip and ensure accessibility to CDDs.
- Provide incubation facilities to MSMEs.
- Technology acquisition and transfer of skills to MSMEs.
- Market access through online platforms.

#MSEAStrategicPlan



MSEAs contribution to agenda 2063



Customer service week

Customer Service Week is a worldwide observance of the value of excellent customer service and the dedication of those who provide it every day.

The main goals of Customer Service Week are to increase morale, express gratitude to other divisions for their help, educate all employees on why customer service is so crucial, demonstrate to clients and

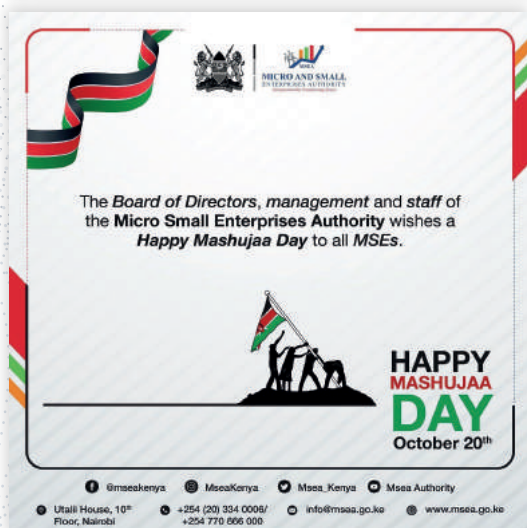
customers that the company is dedicated to their happiness, as well as to recognize and reward frontline workers for their outstanding efforts throughout the year. The first full week of October is dedicated to this yearly event that marked its 31st year of celebration in 2022.



The slogan "Celebrate Service" was chosen as the theme for this year's Customer Service Week. To show our appreciation for MSEs across all industries (manufacturing, retail, service, and agriculture), the Authority disseminated posters on social media and in-house networks.

Social Media Campaign for this year's Customer Service Week to show our appreciation for MSEs across all industries

Holiday Posters



Highlighted posters of holidays celebrated and observed during the September to October duration

JOKES CORNER



A colleague and I just started a business where we weigh microscopic objects. It's ..a small scale operation.



"Work is the best friend I have ever known. It has brought me all the good things I have had."

~John Soforic

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