



**Micro and Small  
Enterprises Authority**

**JULY- AUGUST 2022 ISSUE**

# THE MSE AGENDA

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



**In this edition**

- Countrywide machine distribution to CIDs

- MSE Registration Campaign

- Strategic Events

- Agro-Processing Success Stories

- Internal Engagements





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Dear colleagues,

The Authority has initiated several activities which are ongoing towards the operationalization of the Constituency Industrial Development Centers (CIDCs) .The initiatives are vital to improving the production, marketing and profitability of MSEs operators.

The execution of these programs will provide the ideal environment for entrepreneurs to efficiently exercise their talents, achieve their goals, generate employment and more equitable income distribution, activate competition, exploit niche markets, increase productivity, and stimulate economic development through a combination of these measures.

In this edition of the MSE Agenda newsletter, we highlight these activities and many others which would be impossible without you our officers, stakeholders and other partners, who play an essential role in our activities. We are all well placed to leverage our extensive knowledge and experience to be leaders and to influence and support the sector.

Thank you for your continued support in bettering this publication.

A handwritten signature in blue ink, appearing to read 'J. T. C.', with a stylized flourish at the end.

Sincerely

**MONTHLY GUEST COLUMNIST**

**By Douglas Gicho**  
*Assistant Director of ICT*



**A**s a part of the Micro and Small Enterprises Authority (MSEA) strategic plan to support Micro, Small and Medium Enterprises (MSMEs) to become technologically innovative businesses, the Authority advances multiple and varied steps toward knowledge to MSMEs through digital skills training programs, creates a favourable business operating and incubation environments through construction and refurbishment of Constituency Industrial and Development Centers (CIDCs) and worksites, mobilizes business startup and expansion resources through the Kenya Youth Employment and Opportunities Project (KYEOP) and the MbeleNaBiz Business Plan Competition (BPC) programs and improvement of the technological content of MSMEs products through the Kariobaghi Center of Excellent training among other programs it conducts.

These programs are a step in the right direction towards achieving the Authority's strategic goals; With an increase in internet penetration, MSEA should continue its MSMEs formalization process through registration as well as provide a shared platform that provides holistic ICT services to the MSMEs as the cost of such a system for individual MSMEs would be too costly and not practical. I believe that such a solution should include modules for skills transfer, stock and inventory support, sales and invoicing, customer relationship management, accounting, online marketing and logistics support.

Such a system will spur long-term growth by giving the MSMEs the ability to keep proper records of their production, purchases, sales and customer information, increase the ability to access financing and increase market access. It will also accelerate the diffusion of knowledge and skills and enable the emergence of new business models that will enable MSMEs to scale up quickly with few employees, little tangible assets or a small geographic footprint.

With the measures outlined above together with other interventions, I believe the MSME sector will be full of vigour and vitality. MSEA will establish a macro MSME Technology Innovation management system and improve the social service support system.



## COUNTRYWIDE MACHINE DISTRIBUTION TO CIDCS

The Authority has initiated several activities which are ongoing toward the realization of operationalizing Constituency Industrial Development Centers. The activities are; distribution, installation and training on usage of various machines; procurement of contractors for CIDCs identified for completion; and land documentation and verification in collaboration with National Land Commission. The Authority conducted working tours in 12 counties to distribute machines for woodwork, metal fabrication and car wash services. The tours also highlighted the Authority's mandate and activities carried out to support the infrastructural development of MSEs.

The Principal Secretary called on the youth to utilize the machinery to improve the workmanship and quality of their products to fulfil the demands of consumers. The county leaders welcomed this initiative and encouraged the artisans to work within their associations to access procurement opportunities for their growth. The machines will go a long way in helping entrepreneurs produce standardized items in bulk and create employment through services.

The Authority is also working with other state agencies such as the Kenya Bureau of Standards (KEBS) and Kenya Industrial Property Rights (KIPI) to train MSEs on the standards required to design and manufacture products and how to patent their innovations. Here are the highlights from the handover events;

### Machine Handover in Kiambu County

MSEA CEO Mr. Henry Rithaa accompanied by CEO Kenya National Federation of Juakali Association Mr. Richard Muteti, Director Infrastructure development and MSEA Kiambu County staff handed over electrical, mechanical and carpentry machinery to the Kamirithu and Githunguri Juakali Associations at the Limuru CIDC.

The CEO noted the great strides that the two Associations have made while highlighting the opportunities available for them to market their products in the regional market. Kenya National Federation of Juakali Association CEO Mr. Richard Muteti urged the MSEs to fully utilize the workshop and machines to better their innovations and create standardized products.

The machines distributed included; Universal vehicle diagnostic kit, electrical toolbox, bench grinders and vices, moulding machine, assorted consumables, Arc welding machines, mig 205 Welding machines, oxy acetylene welding sets, an abrasive chop saw and a mega tech toolbox.



*MSEA Director Infrastructure Eng. Edward Karani representing the CEO/DG at a graduation ceremony for adolescent girls and young women trainees in technical/vocational education and training in building and construction*



*MSEA CEO Mr. Henry Rithaa accompanied by CEO Kenya National Federation of Juakali Association Mr. Richard Muteti, Director Infrastructure development and MSEA Kiambu County staff handing over machines to Kamirithu and Githunguri Juakali associations*

## MACHINE HANDOVER IN NYANDARUA COUNTY

### Olkalou CIDC

**M**SEA Senior Assistant Director Manufacturing & Agribusiness Tabitha Gicheru led a team from MSEA Nyandarua to hand over of machines to Ol-kalou Digital Juakali Association which consists of metal fabricators, carpenters, mechanics and soap manufacturers. The association received a woodwork machine, arc welding machines, bench grinder & vice, vehicle diagnostic kit, electrical kit & assorted accessories.

Also present during the event was outgoing Governor Hon. Francis Kimemia and a delegation from Nyandarua county government.



*Senior Assistant Director Manufacturing & Agribusiness Tabitha Gicheru and MSEA Nyandarua team handing over machines to the representatives of the Ol-kalou digital Juakali association*





*Members of the Ol-kalou digital Juakali association and sample machines they received*

## Kipipiri CIDC in Geta



*Eng. Edward Karani representing the CEO Mr Henry Rithaa accompanied by Hon. Amos Kimunya and officer incharge of Nyandarua Ann Kuria during the handing over of equipment to Tigoni disabled farmers, four ways elite traders, Manufacturing potato farmers and Geta Juakali Associations in Kipipiri Constituency. The associations received welding and car wash machines.*



## MACHINE HANDOVER IN LAIKIPIA COUNTY

### Namayain Juakali Association

**P**rincipal Secretary State Department for Trade Amb. Johnson Weru flanked by Laikipia County Commissioner Joseph Kanyiri, Deputy County Commissioner Laikipia West Hezron Nyamberi, representatives from the Laikipia County and MSEA regional officer Beth Mukiri during the handing over of car wash equipment to Namayain Business Association based in Mouwarak.

This group of women breed goats & do beadwork. The machinery will boost their income & provide a valuable window for exporting the beaded products.



*Principal Secretary State Department for Trade Amb. Johnson Weru flanked by Laikipia County Commissioner Joseph Kanyiri, Laikipia County Chief Officer Innovation & Enterprise Development Winnie Gathoni handing over a car wash machine to representatives of Namayain Business Association*



## Rumuruti Manyatta Bodaboda Association

**P**rincipal Secretary State Department for Trade Amb. Johnson Weru flanked by Laikipia County Commissioner Joseph Kanyiri, Deputy County Commissioner Laikipia West Hezron Nyamberi, representatives from the Laikipia County and MSEA regional officer Beth Mukiri during the handing over of car wash equipment to Namayain Business Association based in Mouwarak.

This group of women breed goats & do beadwork. The machinery will boost their income & provide a valuable window for exporting the beaded products.



Laikipia County Secretary Mr. Karanja Njora accompanied by Devolution Secretary in charge of special programmes Mr. Isaac Githui Deputy director human resource management State Department for Public Service Mr. Joseph Kagiri, Laikipia County Chief Officer Innovation & Enterprise Development Winnie Gathoni and MSEA regional officer Laikipia Beth Mukiri during the handing over of car wash machinery to Rumuruti Manyatta Bodaboda Association.



## Marmanet worksite and Sipili CIDC



Principal Secretary State Department for Trade Amb. Johnson Weru flanked by Director Infrastructure development Eng. Edward Karani who was representing MSEA CEO Mr. Henry Rithaa and Laikipia County government representatives during the official handing over of machines to Marmanet, Umoja disabled and Sipili Traders Juakali Associations. The machines donated include welding machines and protective gear which will complement the operations of the lathe & woodwork machines given earlier by the Authority



## Nyahururu Juakali Worksite



*Principal Secretary State Department for Trade Amb. Johnson Weru flanked by Director infrastructure development Eng. Edward Karani who was representing MSEA CEO Mr. Henry Rithaa and representatives from Laikipia county government during the handing over of welding machinery to Nyahururu Juakali Sheds Association*

## Machine handover in Murang'a County

**E**ng. Edward Karani Director Infrastructure represented MSEA CEO Mr. Henry Rithaa during the official handover ceremony of machines to Gachocho, Muthithi, Kirere, Turuturu, Kangari and Kahumbu Juakali Associations.

The machines donated include 7 in 1 woodwork combination machine, welding machines and car wash machines that will be used by mechanics, electricians, welders, plumbers, carpenters and others. He was accompanied by former Kigumo MP Ruth Mwaniki, Radio personality Waithira Muithirania and MSEA Murang'a team.





MSEA team led by Eng. Edward Karani and Murang'a County team paying a courtesy call to the DCC Kigumo sub County Mr. Stanslaus Apwokha who was flanked by his assistant Phides Njoki ahead of the machine handing over ceremony in Kirere town



MSEA team led by Eng. Edward Karani and Murang'a County team accompanied by former Kigumo MP Ruth Mwaniki, Radio personality Waithira Muithirania handing over work tools to representatives of Gachocho, Muthithi, Kirere, Turuturu, Kangari and Kahumbu Juakali Associations.



## MACHINE HANDOVER IN EMBU AND THARAKA NITHI COUNTIES

### Tharaka-Nithi county – Chuka CIDC



MSEA Embu/Tharaka-Nithi regional director Mr.Edward Munoru accompanied by Meru South DCC Mr.Nkaduda Hirabae and MSEA staff during the handing over of machinery to Chuka Juakali, Chuka Mechanics and Chuka Automated Professionals Associations based at the Chuka CIDC. They received a woodwork combination machine, woodwork router/moulder, welding machine, motor vehicle diagnostic machine and assorted consumables

### Embu County – Juakali worksite







Eng. Edward Karani representing the CEO Mr. Henry Rithaa, Assistant director Infrastructure development Mr. Muriithi Muriuki, regional director Embu/ Tharaka-Nithi Edward Munoru and the MSEA Embu team during the handing over of machines to Embu Municipality Juakali, Siakago Juakali and Manyatta Skills and Innovation Associations. The machines donated include; a lathe machine, welding machines, woodwork router, electrical toolkits, vehicle diagnostic equipment and consumables.

## Machine Handover in Machakos County



Ag. Director Business Development, Marketing and Trade Ms Caroline Kioko accompanied by regional director Machakos county Charles Kithuku handing over welding, woodwork, vehicle diagnostic kit and electrical equipment to Machakos KIE Juakali Association.

## Machine Handover in Kilifi County

Director Infrastructure Eng. Edward Karani who was representing the MSEA CEO Mr. Henry Rithaa led a delegation of MSEA staff and representatives from Kilifi County Government to the Malindi MSE Association, the Malindi Artisan Association and Kaloleni JuaKali Association which have 15, 15 and 40 members respectively.

The machines distributed included; a universal vehicle diagnostic kit, electrical toolbox, bench grinder, bench vice, moulding machine, assorted consumables, Arc welding machine, mig 205 Welding machines, oxy acetylene welding set, an abrasive chop saw and a mega tech toolbox.

The machines donated will help foster the economic development of Malindi and Kaloleni CIDC, Kilifi County, they will also help to increase the income of the rural entrepreneurs that are engaged in the economic activities in these CIDCs and the areas surrounding them.

*Malindi MSE Association and Malindi Artisan Association receiving the machines from MSEA Director Infrastructure Eng. Edward Karani and a county government representative.*



*Malindi MSE Association and Malindi Artisan Association members*



*Kaloleni JuaKali Association receiving the machines from MSEA Director Infrastructure Eng. Edward Karani and county government representatives.*



*MSEA Director Infrastructure Eng. Edward Karani Speaking during the distribution event at Kaloleni CIDC*



## Machine Handover in Mombasa County

**M**SEA Mombasa team together with representatives from the County Government of Mombasa handed over a car washing machine to the Mombasa WhatsApp Association (youth group) at Ganjoni in Mombasa County.

*MSEA Assistant Director Enterprise Development Mombasa and Kilifi Mr. Mjera Mbetsa addressing MSEs at the handing over ceremony in Mombasa County*



*MSEA Assistant Director Enterprise Development Mombasa and Kilifi Mr. Mjera Mbetsa handing over the car washing machine to Mombasa WhatsApp Association in Mombasa County*





## Machine handover in Transnzoia County

**M**SEA Director Infrastructure Development, Technology and Innovation, Engineer Edward Karani and Senior Assistant Director Manufacturing and Agribusiness Tabitha Gicheru graced the handing over of machines to Kitale Lower Juakali Association which occupies the Kitale Micro and Small Enterprises Auto Garage and has MSEs operating under the subsectors of mechanical works, metal fabricating, welding, woodwork, and electrical works and spray painting.

They encouraged the MSEs to work together as a team to ensure maximum productivity giving the leaders of the association full support and also to register with the Registrar of MSEs to benefit in a structured manner through the opportunities offered by the government.



*MSEA Director Infrastructure Development, Technology and Innovation, Engineer Edward Karani and Senior Assistant Director Tabitha Gicheru addressing the MSEs during the handover ceremony.*







*Kitale Micro and Small Enterprises Auto Garage, MSEs working on clients' vehicles.*

The machines handed over included; Universal Vehicle Diagnostic Kit, Mig 205 welding machine, Oxy-ace trine welding set- 1 pc, ARC Welding machine 400a, Woodwork router/moulder, Complete Mechanical tool Kit, Bench Vice 6"-2pcs and Grinders 6" - 2pcs Assorted Consumables.

## Machine Handover in Kakamega County

**M**SEA Kakamega team accompanied by representatives from Kakamega county government handed over machines to Juakali associations in Kwhisero, Luanda and Mumias sub-counties respectively. Machines distributed included Welding Machines, Auto-vehicle diagnostic tools, Electrical tool boxes, Welding Workshop PPEs, Bench Vices and Bench Grinders. This activity was flanked by the County and Sub-county officials.







*Machine distribution in Khwisero CIDC, Luanda CIDC and Mumias CIDC in Kakamega County.*

## MSE Registration

The department carried out a campaign to sensitize the public on MSE Registration. The campaign featured the definition of an MSE, the benefits of registering, requirements and more information that will encourage more MSEs to register.

The campaign aims to inform and educate the Authority's stakeholders about the registration process and also encourage more micro and small enterprises and association to register. Displayed below are some of the campaign posters;

*Campaign to sensitize the public on MSE Registration*





## STRATEGIC EVENTS

### Official Opening of Miharati Market

The Ministry of Industrialization, Trade and Enterprise Development through the Micro and Small Enterprises Authority officially opened the newly refurbished Miharati Market in Kipipiri, Nyandarua County on 18th July 2022. The market is one of the Economic Stimulus Projects developed by the Government to provide decent work spaces for MSEs to trade agriculture produce that comes from farmers in Miharati and its environs.

The market will increase the income of the smallholder farmers and rural entrepreneurs that are engaged in farming and other general businesses. It will also provide market for horticultural and second hand clothes (Mtumba) products in the region.

During the opening ceremony, MSEA Board Chairman James Mureu who was representing the PS. State Department of Trade Amb. Johnson Weru, mentioned that MSEA will continue to support traders in Kipipiri with more initiatives that will grow the community and support the scaling up of their enterprises.

MSEA CEO Mr. Henry Rithaa also added that MSEA will provide additional support to the youth in Kipipiri by providing car washing machines that will be used to clean motorbikes, therefore increasing the income of the community.

*MSEA Board Chairman James Mureu, MP Kipipiri Hon. Amos Kimunya, MSEA CEO Mr. Henry Rithaa officially opening the refurbished Miharati Market*



## Biashara Tuesday

In the #BiasharaTuesday edition, Chief Administrative Secretary Ministry of Industrialization Trade and Enterprise Development David Osiany hosted Dr. Wilfred Marube CEO of the Kenya Export Promotion and Branding Agency and Director Horticultural crops directorate at Agriculture and Food Authority Mr. Benjamin Tito. The discussion was on opportunities for export mainly in the agricultural sector.



## Timau potato cold storage facility visit

Government Spokesperson Col. (Rtd) Cyrus Oguna was taken on a tour of the Timau potato cold storage facility by MSEA Officers Mr. Dominic Ayora, Ms. Ivy Kirera, and Mr. Muthuri Gitonga.

He was impressed by the quality of workmanship and he urged for speedy completion of the facility that will help in reducing post-harvest losses for the farmers in Timau and surrounding areas.



*Government Spokesperson Col. (Rtd) Cyrus Oguna accompanied by MSEA Officers Mr. Dominic Ayora, Ms. Ivy Kirera, and Mr. Muthuri Gitonga during a tour of the Timau potato cold storage facility*





## Olkalou cold storage facility visit

**M**SEA Board Chairman Mr. James Mureu accompanied by the newly elected Nyandarua County Governor H.E Moses Kiarie Badilisha and MSEA Nyandarua staff visited the Olkalou potato cold storage facility on a familiarization tour.

The Governor requested the Authority to extend development programs to the other four sub-counties within Nyandarua. Some of the highlighted areas of support include; Access to clean seedlings, capacity building for MSEs to meet both local and international products standards and conformity required and markets access for products.

The Governor said that his administration will work closely with MSEA to enable the MSEs in the county to benefit fully from all programs and also commended the Authority for a good job being done to support MSEs.

*MSEA Board Chairman Mr. James Mureu, newly elected Nyandarua County Governor H.E Moses Kiarie Badilisha and MSEA Nyandarua staff during the familiarization tour at the Olkalou potato cold storage facility*



## CAPACITY DEVELOPMENT

### Support for Banana Value Addition

**M**SEA Meru officers, Ms. Ivyjoy Mwendwa and Mr. Muthuri met a group of around 150 registered MSEs in Igoji, Meru County to discuss how MSEA can support them in banana value addition.

The Officers brought along MSEA's beneficiary, Mr. Paul Kiambi of Icobo health foods who does banana value addition to speak to the MSEs.



*MSEA Officer in charge of Meru Ms. Ivyjoy Mwendwa speaking during the training*

*Dr. Paul Kiambi a farmer and a director to a group doing banana value addition speaking during the training*

## Business development training and registration

The Authority in partnership with the United Nations Development Programme, Kenya School of Government and the County Government of Tana River conducted business development training for MSEs in Tana River County. The training aimed at formalizing youth-led MSEs in partnership with the County Department of trade and improving the capacities of youth-led MSEs with knowledge and skills to engage innovatively in climate-sensitive livelihood activities.

Speaking during the forum at the Hola innovation centre., Tana River county Governor Dhadho Gaddae Godhana thanked the partners for the timely program to train the youth on business management to enable them to thrive and grow.



*Business development training for MSEs in Tana River County*

Speaking at the same forum, the Registrar of MSEs Ms Catherine Mungania emphasized the need of registering Associations in Tana River County to enable the Government through the Authority provide targeted interventions across the MSE sector as well as guide Government policy and planning initiatives. The partnership team led by the registrar of MSEs Catherine Mungania, Fatuma Bona Chief officer Tana River County, Abas Guyo CEC Youth Education & gender, Peter Quest Youth Programs Coordinator Kenya School of Government, Samuel Kimani Youth Leadership Coordination Officer UNDP Kenya also paid a courtesy call to the Governor Dhadho Gaddae for further discussions on the implementation of the youth empowerment programme.



*Registrar of MSEs Catherine Mungania, Fatuma Bona Chief officer Tana River County, Abas Guyo CEC Youth Education & gender, Peter Quest Youth Programs Coordinator Kenya School of Government, Samuel Kimani Youth Leadership Coordination Officer UNDP Kenya with Tana River county Governor Dhadho Gaddae Godhana during the courtesy call*





*Breakout sessions during the youth empowerment sessions*



The three-week program saw three youth groups namely Mzalendo Entrepreneurs, Tana Entrepreneurs and 004 Youth Entrepreneurs Associations from 15 wards in the county trained on entrepreneurship skills.

The youth groups were also registered with the registrar of MSEs and will receive targeted support as they implement the skills that they had acquired



*The registrar of MSEs Ms. Catherine Mungania issuing certificates of registration to Mzalendo Entrepreneurs, Tana Entrepreneurs and 004 Youth Entrepreneurs Associations*

## KYEOP Component 2 Workshop in Nakuru

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

- Component 1: **Improving youth employability**, implemented by MIIYA and the National Industrial Training Authority (NITA)
- Component 2: **Support for job Creation**, implemented by MIIYA and the 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).



*MSEA staff during the KYEOP component 2 review workshop.*

Micro and Small Enterprises Authority 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; and lack of relevant exposure and networks for starting and growing a business among youth.**



*NPC Mr. Augustine Mayabi making a presentation*

The Authority held a three-day workshop to review the performance of the three subcomponents, and the lessons learnt during implementation that will be incorporated as the project scales up.

The workshop was opened by the Registrar of MSEs, Ms. Catherine Mungania who was representing the CEO Mr. Henry Rithaa. Also present was the KYEOP National Project Coordinator, Mr. Augustine Mayabi, MSEA Project Coordinator, Ms. Caroline Kioko, the Project Implementing Unit (PIU) and regional representatives from all the project implementing counties.



*KYEOP National Project Coordinator, Mr. Augustine Mayabi*

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The workshop was opened by the Registrar of MSEs, Ms. Catherine Mungania who was

representing the CEO Mr. Henry Rithaa. Also present was the KYEOP National Project Coordinator, Mr. Augustine Mayabi, MSEA Project Coordinator, Ms. Caroline Kioko, the Project Implementing Unit (PIU) and regional representatives from all the project implementing counties.

To harness the potential of these young people, the project embarked on bold reforms in employment through the provision of business development services training, provision of start-up grants and the MbeleNaBiz business plan competition.

The Business Development Services training (BDS) sub-component 2.2 is meant to help Kenyan youth in acquiring entrepreneurship and managerial skills to help them grow their business. BDS entailed classroom training – a four-day face-to-face training on business skills, Business Coaching/Counselling - Short term face-to-face proactive business counselling in the youth's business premises (field visits) which were later phased out by Digital BDS training in the wake of the Covid-19 pandemic.



The business lessons are now delivered through digital platforms. To date, a total of 9,384 youths have received classroom training and coaching.

The initial target for business start-up grants was 30,000 youth. However, with the tremendous performance realized under this sub-component, the savings from other interventions across the agencies were incorporated to enhance the target to 78,000 youth across the 17 implementing counties. To date, a total of Ksh 2,104,560,000 (business start-up grants) has been disbursed to 68,760 youths. This has led to drastic improvements in income levels as recorded during the monitoring and evaluation of the beneficiaries. Employment tracking shows that 88% of youth who received the grant have started or expanded their business.

The MbeleNaBiz Business Plan Competition aimed to expand new and existing youth-led enterprises by providing them with grant funding of either Ksh. 900,000 or Ksh. 3,600,000 and business plan training. By investing in young entrepreneurs whose ventures will generate employment opportunities and earnings for unemployed youth, the Competition has contributed to the development of an inclusive economy that provides opportunities for as many Kenyans as possible. A total of 741 beneficiaries have received tranche one and are on track to receive their second and third tranches. The innovations by these youth and employment created can be replicated in future interventions.

Some future recommendations that came up through the workshop include; retaining the randomization process used at the intake level to ensure a fair selection of beneficiaries, Business Development Services training to be made compulsory to all grant beneficiaries, this will equip them with business management skills and scaling the project to all counties.



Ms. Caroline Kioko, MSEA project coordinator making her remarks



*Guided discussion forums during the workshop*

Stakeholders at both the county level as well as youth beneficiaries would like to see a continuation and expansion of KYEOP investments. KYEOP has greatly impacted the lives of youth in rural counties. Both beneficiaries and the authorities at the county level laud the initiative and the impact it has had on youth employment. They have high expectations for the project to continue for a longer time, enabling it to cover a larger percentage of youths in these counties.

## KYEOP spot-checks

In preparation to disburse the second tranche to cycle 7a and 7b grants beneficiaries, monitoring was conducted to establish how they have utilized the first tranche. Spot-checks were done in all the seventeen counties. In more than half of the counties, the target for monitoring was achieved and success stories were profiled.

A publication on the success stories will be done separately. A total of 31,232 youths will be receiving the second tranche in September.

## Exporters workshop in Embu

MSEA's Director of Strategy, Planning and Coordination Mr. Richard Ipero and Edward Munoru in charge of Embu and Tharaka-Nithi county represented the Authority at the exporters' workshop in Embu which is part of the UNDP Kenya GrEYAP program. The session aimed at answering export questions and matters on exports.

Also present are export specialists from the Ministry of Trade, Kenya Export Promotion and Branding Agency (KEPROBA), Kenya Association of Manufacturers (KAM), Kenya Bureau of Standards (KEBS), Kenya Industrial Research and Development Institute (KIRDI), Kenya Plant Health Inspectorate Service (KEPHIS), Kenya Trade Network Agency (KenTrade).







*MSEA's Director of Strategy, Planning and Coordination Mr. Richard Ipero and Edward Munoru in charge of Embu and Tharaka-Nithi county addressing delegates during the exporters' workshop*

## Sensitization forum in Kisumu and Garissa

**M**SEA Kisumu office participated in a one-day workshop organized by the State Department of Industrialization. The workshop sensitized MSEs and stakeholders on the Kenya MSE Policy 2020. The policy recommends various interventions for promoting MSEs in the Country.



Also in attendance were officers from Kenya Industrial Estates (KIE) and Kenya Industrial Research and Development Institute (KIRDI) as well as private companies such as Kijenzi limited and representatives from various MSE associations.

*Workshop on the Kenya MSE Policy 2020 in Kisumu County organized by the State Department of Industrialization*

MSEA Garissa office also participated in a sensitization forum for the dissemination and implementation of Kenya Micro and Small Enterprises policy 2020.



*Workshop on the Kenya MSE Policy 2020 in Garissa County*



## Business training in Embu County

**E**mbu MSEA team partnered with Stima Sacco in the efforts to link MSEs with financial institutions and to offer capacity building on financial and non-financial training. In July the first recipients of this training were 35 MSEs from Kabachi, Mbeere North Sub-County. The MSEs are in the agribusiness sector and they do mango value addition.



*A representative from Stima Sacco training MSEs on financial and non-financial business aspects in Mbeere*

## Sensitization workshop and registration in Busia County

**M**SEA and Kenya Industrial Property Institute conducted a three-day sensitization workshop to sensitize MSEs on property rights, formation of associations, value addition, and group dynamics. Over 50 MSEs from Busia County were in attendance, they make furniture, baskets, mats, and carpets from papyrus.

The training ended with the election of an interim committee that will spearhead the registration of the Marachi Sofa Association and Patenting of a trade mark and industrial designs.





*Highlights from the three-day sensitization workshop in Busia.*

## Empowerment for Bodaboda association

**M**SEA Tharaka Nithi office, together with HopeCore International, an NGO based in Chogoria) paid a visit to the Kiairugu-Thigaa Boda Boda Association. The association which is based in Maara Sub County, Tharaka Nithi, managed to start a fuel-filling station at Kiairugu-Thigaa after they secured a loan of Kes 1.2 Million from Hopecore International. Previously, a motorist in need of fuel had to go all the way to either Chogoria or Magutuni to access the precious commodity but now this has been made easier.

The association's members also engage in dairy farming and metal fabrication. MSEA plans to train its members on entrepreneurship and financial management very soon.







*Members of Kiirugu-Thigaa Boda Boda Association showcasing their fueling station at Maara*

## AGRO-PROCESSING SUCCESS STORIES

### Cheese processing in Chogoria

**A**s Kenyans' cheese consumption rises, farmers with surplus milk are seizing the opportunity to enter the market with high-quality, handcrafted cheese. The Makuri Dairy and Chogoria Juakali Associations are a group of farmers that have ventured into this field.

They manufacture cheese, butter, ghee and yoghurt at the MSEA Agro-processing facility in Chogoria, Tharaka-Nithi County. The venture's success is through close collaboration with Zawadi Dairies Company, which has a ready market for the products.

The 80-member association sources milk from members and non-members of the community and buys it at KES 47 per litre, makes cheese, and then Zawadi Dairies Company pays for the products.

The associations earn KES 30 per kilogram of cheese. Three representatives from different associations have gone through training to create the products.







*MSEs at the MSEA Agro-processing facility showcasing the processed cheese products*

## Tamarind processing in Kibwezi

**K**ambu Fruits Value Chain is a group of entrepreneurs who harvest tamarind and baobab fruits to make tamarind jam and baobab jam. The group is located in Kibwezi East and has around 35 members. They sell their products locally. MSEA is in the process of formalizing the group into an association.



*Members of the Kambu fruits value chain group and sample jam made from baobab*

## CORPORATE SOCIAL RESPONSIBILITY

**D**uring the machine handover exercise at the Sipili CIDC, we mobilized 100 MSEs in attendance to plant 100 trees indigenous trees. The tree planting initiative kicked off this year's corporate social responsibility activities which are aimed at promoting a greener and more sustainable environment and mitigating the risks of climate change.

As a brand that champions sustainability, MSEA is committed to support the national agenda of promoting restoration and preservation of our natural environment. The tree planting event was officiated by Principal Secretary State Department for Trade Amb. Johnson Weru, Director Infrastructure Development Eng. Edward Karani, Chief officer Innovations and Enterprise Development Winnie Gathoni and other representatives from the Laikipia County Government.



*Principal Secretary State Department for Trade Amb. Johnson Weru planting a commemorative tree at the Sipili CIDC*



On 27th May 2022, President Uhuru Kenyatta today launched an accelerated national tree growing campaign to increase Kenya's forest cover to at least 30 percent by 2050. This is an assurance of Kenya's commitment to combating the challenges arising from climate change.

Currently the country's forest cover is 8.8 percent while the tree cover stands at 12.13 percent.



*MSEs participating in tree planting at the Sipili CIDC*



## INTERNAL ENGAGEMENTS

### Farewell dinner held in honour of retiring board members

**T**he Board Chairman Mr. James Mureu and CEO Mr Henry Rithaa led members of the board, senior management and representatives of the State Corporations Advisory Committee in hosting a farewell dinner in honour of retiring board directors Hon. Joseph Samal, Mr. Billy Baltazar, Mrs. Nancy Muya and Dr. Bruno Lunyiri who served the board.

The retiring board directors have served the Authority as follows;

Dr. Bruno Linyiru – 3rd May 2021 to 13th June 2022  
 Mr. Billy Baltazar – 11th July 2019 to 10th July 2022  
 Mrs. Nancy Muya – 29th April 2021 to October 2021  
 Hon. Joseph Samal – 11th July 2019 to February 2022



*Board directors from extreme left: Mr. Humphrey Njoroge, Board Chairman Mr. James Mureu, Mr. Anthony Kwache, Mr. Yuda Imunya and CEO Mr. Henry Rithaa pose for a photo with outgoing board director Mr. Billy Baltazar*

*Board directors from extreme left: Board Chairman Mr. James Mureu, Eng. Charles Kalomba and CEO Mr. Henry Rithaa pose for a photo with outgoing board director Hon. Joseph Samal*



MSEA board, management and staff appreciate the tireless efforts and dedicated service of the board members to the Authority and the entire MSE sector. We wish them well in their new endeavour.



*MSEA Board Chairman and director Caroline Karanja presenting certificates of appreciation to Hon. Joseph Samal and Mr. Billy Baltazar*



*Board directors from extreme left: Board Chairman Mr. James Mureu, Eng. Charles Kalomba and CEO Mr. Henry Rithaa pose for a photo with outgoing board director Hon. Joseph Samal*

## FASHION FRIDAY

Government employees in Kenya are obligated to wear locally manufactured clothing on Fridays and public holidays. The reasoning behind the directive is to boost the manufacturing industry as part of His Excellency President Uhuru Kenyatta's big four agenda. MSEA Staff have been complying with this directive every Friday.

The theme is **BuyKenyanBuildKenya**.



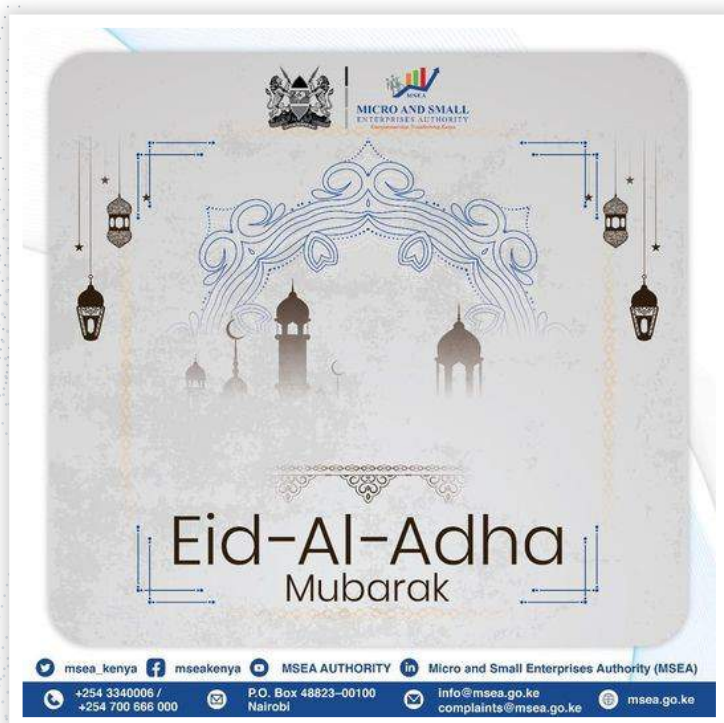




*This month of July MSEA Headquarters staff led by the Corporate Communication department complying with the Presidential directive and supporting local MSEs in the apparel sector*

## HOLIDAY HIGHLIGHTS

Our holiday highlights are back with our strong commitment to providing the best and most creative holiday highlights posts created to capture the holidays that are being observed.



*World Youth Skills Day 2022 'Transforming Youth Skills to the future' #WYSD2022*

*#Eid-Al-Adha Mubarak*

**JOKES CORNER**



"Having only ever competed in the 100m dash, what did the professional sprinter say after his first 200m race?

I've finally turned a corner in my career.



""There are no secrets to success. It is the result of preparation, hard work and learning from failure.."

~ Colin Powell

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