



# WEEKLY HIGHLIGHTS OF ACTIVITIES

04<sup>th</sup> - 08<sup>th</sup> September, 2023



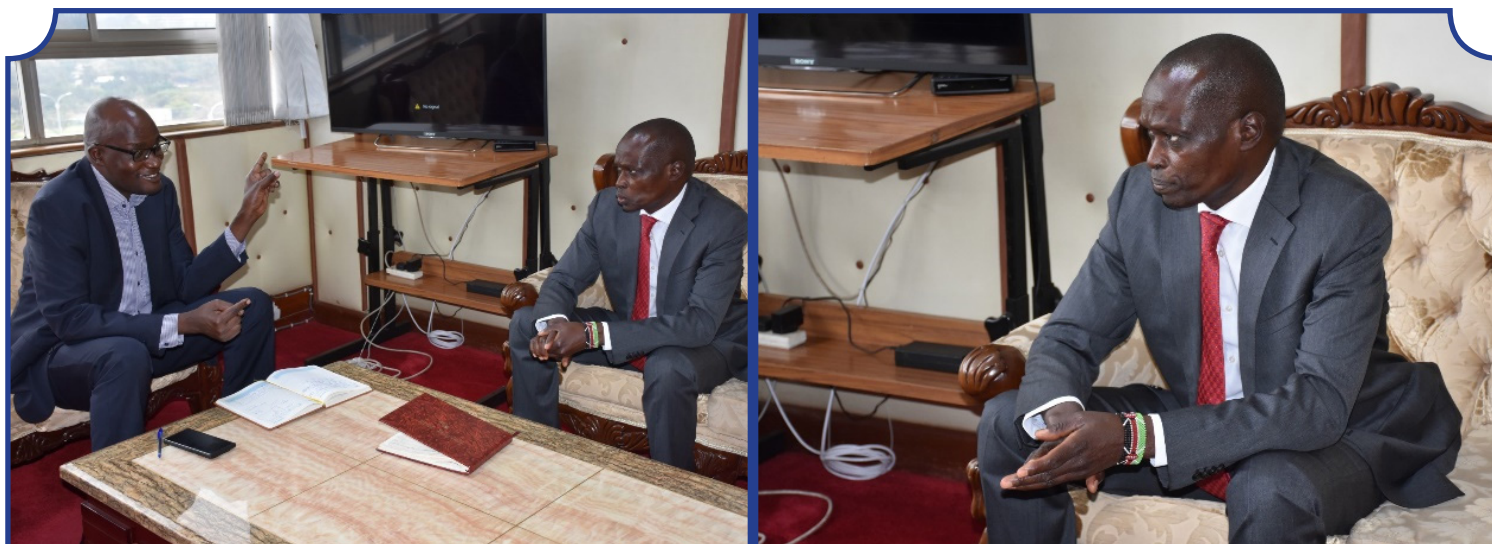
## Latest from the Regions:

- ➔ Strategic Partnerships for MSEs Empowerment
- ➔ Performance Contract Signing Ceremony
- ➔ Grand Launch Of Electric Motorcycles In Mombasa County
- ➔ MSE Capacity Building In Nyeri County
- ➔ Sensitization of the Hustler Fund In Nairobi County
- ➔ Empowering Vihiga County Msmes
- ➔ Kisumu Entrepreneurship Clinic Empowers MSMES with Tax Insights and Enterprise Fund announcement

- ➔ MSEA Kajiado Region Facilitates Election of New Officials for Ngong Juakali Association and Promotes member awareness
- ➔ Inaugural Meeting of the National Government Development County Implementation Coordination and Management Committee in Kitui County
- ➔ Farm Produce Registration and Distribution of Inputs Kick-Off in Nyandarua County
- ➔ National Government Affirmative Action Fund Forum in Laikipia East
- ➔ Empowering Youth MSEs in Busia through a three Day Business Development Skills Training
- ➔ Enhancing Food Safety through Standardization: A KEBS Sensitization Workshop for MSEs in Kiambu County
- ➔ Strategic Partnership between MSEA Bungoma Office and Bungoma County Department of Lands, Physical Planning and Housing
- ➔ MSEA Mombasa Regional Office Partners with the County Government to Empower Local MSMES in Value Addition
- ➔ Promoting Climate Resilience and Innovation in Kisumu County
- ➔ MSEA's active participation in Public Forum to Amend KEBS Act in The North Rift Region
- ➔ Promoting Sustainable Bamboo Value Chains in Embu County
- ➔ Exploring Collaborative Opportunities with Nawiri Sacco in Embu County

## PARTNERSHIPS FOR MSES EMPOWERMENT

Hon. Joshua Kandie, MP for Baringo Central, paid a courtesy call to MSEA Director General Mr. Henry Rithaa to discuss collaboration opportunities for advancing the development of MSMES through the Bottom-Up Economic Transformation Agenda (BETA). Key discussion points included formalizing MSEs, fostering product development and market linkages, bolstering value chains, particularly in the affordable housing project, empowering youth through the upcoming NYOTA project, providing common user machines, among other topics. MSEA and the Member of Parliament will maintain continuous engagement to work towards sustainable growth in the MSE sector.





## PERFORMANCE CONTRACTS SIGNING CEREMONY

The Ministry of Co-operatives and Micro, Small, Medium & Enterprises Development (MSMEs), led by CS Simon Chelugui, hosted a Performance Contract signing ceremony for State Agencies (SAGAs) under the Ministry. In his remarks, the CS emphasized that the success of the Ministry's performance contract relies on the effective implementation of the SAGAs' performance contracts.

He highlighted that the Ministry serves as the anchor of the Bottom-Up Economic Transformation Agenda (BeTA), underscoring the importance of aligning actions with its goals. The CS urged State Agencies to foster collaboration through information sharing and discussions on emerging issues, emphasizing the vital role of communication in ensuring the public's awareness of the Ministry's activities and programs.

Furthermore, the teams were entrusted with the responsibility of mobilizing resources to manage their targets and monitor the performance of each SAGA. CS Chelugui also announced the Ministry's commitment to supporting the government's tree planting initiative with monthly/bi-monthly tree planting activities and encouraged the SAGAs to join in this endeavor.

In closing, he stressed the importance of the Ministry and SAGAs working together to revitalize cooperatives and Saccos among other initiatives, for the growth and development of MSEs. Present at the meeting were PS Cooperatives Mr. Patrick Kilemi, MSEA Chairman James Mureu, Board Member Billy Baltazar, CEO Mr. Henry Rithaa, along with other SAGA Chairpersons, CEOs, Communications teams and technical officers from the Ministry.





## GRAND LAUNCH OF ELECTRIC MOTORCYCLES IN MOMBASA COUNTY

The Mombasa regional team joined the Head of State President William Ruto during the Launch of electric motorcycles at Mama Ngina Waterfront Park. The launch, commonly known as e-bodaboda, comes three months after President on Madaraka Day announced that Kenya will roll out local production of electric bikes.

The motorbikes, which will retail at Sh150, 000, have been manufactured by Spiro, an electric motorcycle manufacturer with a presence in Togo, Benin, Rwanda and now Kenya. According to Spiro, the e-boda boda are only charged once at night. The riders will be allowed to swap their depleted batteries for fully charged ones at Spiro's electric bike battery swapping center. Safety is also ensured through fitting of speed governors and centralized monitoring and control.

The project aims to accelerate e-mobility adoption, empower youth, lower the operational cost and cushion the boda boda industry from high fuel prices. The project will also promote Green energy as government combats climate change.

In attendance were Mombasa Governor Abdulswamad Nassir, Trade Cabinet Secretary Moses Kuria and a delegation of national and county leaders.



## MSE CAPACITY BUILDING IN NYERI COUNTY

**M**SEA Nyeri office linked Chairman Sammy Nthenya of the Visionary Leaders Association with an ILO training of trainer's program. In this program, he received instruction on various aspects of entrepreneurship, including generating business ideas, initiating businesses, and conducting product costing. Additionally, he learned how to help aspiring entrepreneurs develop solid business plans. The training methodology is hands-on, with active participation from participants who are guided in crafting their own viable and bankable business plans.



## SENSITIZATION OF THE HUSTLER FUND IN NAIROBI COUNTY

MSEA Nairobi Region office led by the Nairobi region head Madam Janet Kamotho in collaboration with Starehe Constituency, participated in an Empowerment Conference dubbed **“Renewing Starehe Constituency Economically”** which was organized by the Area MP. MSEs were sensitized on MSEA mandate and on the benefits of the financial inclusion fund (Hustler fund). In attendance also Uwezo Fund, Youth Fund.



## EMPOWERING VIHIGA COUNTY MSMEs

MSEA Vihiga regional office in collaboration with the Insurance Regulatory Authority (IRA) and the Policyholders Compensation Fund (PCF) conducted a two-day training program aimed at raising awareness among Micro, Small, and Medium Enterprises (MSMEs) about the critical importance of insuring their businesses, employees, and families. Participants in this training were also educated on the proper procedures for pursuing insurance claims and were provided with information on where to file their complaints in the event of any issues.



# KISUMU ENTREPRENEURSHIP CLINIC EMPOWERS MSMES WITH TAX INSIGHTS AND ENTERPRISE FUND ANNOUNCEMENT

The MSEA Kisumu regional office actively participated in an enlightening Entrepreneurship Clinic thoughtfully organized by the Kisumu County Government's Department of Trade, Tourism, and Marketing. This event took place at the Kisumu Innovation and Incubation Centre (Rotary), drawing together a diverse assembly of governmental and non-governmental entities. Notably, the Kenya Revenue Authority (KRA) played a prominent role, leading discussions that delved into the vital topic of comprehending tax obligations for Micro, Small, and Medium Enterprises (MSMEs).

A pivotal highlight of the occasion was the engaging presence of Ms. Farida Salim, the Chief Executive Committee Member (CECM) for Trade, Tourism, and Marketing in Kisumu County. With palpable enthusiasm, Ms. Salim shared an exciting revelation about the impending launch of the ENTERPRISE FUND.

This innovative initiative, forged through collaborative efforts with various financial institutions, aims to provide a nurturing environment for the growth and advancement of MSMEs within Kisumu County. Amidst this vibrant gathering, MSEA played an instrumental role by delivering insightful information regarding its pivotal contributions to the evolution of the Micro and Small Enterprise (MSE) sector.



## MSEA KAJIADO REGION FACILITATES ELECTION OF NEW OFFICIALS FOR NGONG JUAKALI ASSOCIATION AND PROMOTES MEMBER AWARENESS

This morning, the MSEA Kajiado regional office led by Assistant Director Enterprise Development Kajiado County Julius Nkoibon oversaw the election of new officials for the Ngong Juakali Association. Additionally, members were provided with valuable information about the various services and interventions offered by MSEA. Furthermore, they were briefed on their participation in the affordable housing program and encouraged to consider taking advantage of the hustler fund group loans.



## INAUGURAL MEETING OF THE NATIONAL GOVERNMENT DEVELOPMENT COUNTY IMPLEMENTATION COORDINATION AND MANAGEMENT COMMITTEE IN KITUI COUNTY

The Kitui MSEA regional office participated in the inaugural meeting of the National Government Development County Implementation Coordination and Management Committee, convened by Mr. Erustus Mbui, the Kitui County Commissioner. During the meeting, the County Commissioner provided a comprehensive briefing on the new guidelines for the coordination and implementation of national government policies, programs, and projects.



## FARM PRODUCE REGISTRATION AND DISTRIBUTION OF INPUTS KICK-OFF IN NYANDARUA COUNTY

The Nyandarua MSEA regional office in collaboration with the Nyandarua County team officially commenced a one-month exercise aimed at registering farmers across Nyandarua County. This crucial registration effort is supported by the National Government (NG) and the Nyandarua Economic Recovery and Value Chain Development Program (NERVCDP). The initiative's ultimate goal is to distribute essential farm inputs, certified seeds, and fertilizers to households throughout the county, thereby bolstering the region's food security agenda. Under this initiative, MSEA will be responsible for registering one association per ward within the county, totaling 25 wards. This coordinated effort represents a significant step towards ensuring food security and supporting local farmers in Nyandarua County.



## NATIONAL GOVERNMENT AFFIRMATIVE ACTION FUND FORUM IN LAIKIPIA EAST

The MSEA Laikipia office actively engaged in the NGAFF (National Government Affirmative Action Fund) forum held at the New Apostolic Church in Likii, Laikipia East. The primary objective of this event was to sensitize MSMEs (Micro, Small, and Medium-sized Enterprises) on the importance of registration and to create awareness regarding the application process for the Hustler Fund. Additionally, the forum aimed to inform participants about the opportunities associated with the Affordable Housing Program. The event also saw the participation of other important entities, including the Uwezo Fund, the County Anti-Corruption Commission (ACC) of Laikipia East, and the Youth Fund.



## EMPOWERING YOUTH MSEs IN BUSIA THROUGH A THREE DAY BUSINESS DEVELOPMENT SKILLS TRAINING

The Busia MSEA regional office led by the Head of Busia County Moses Njoroge, initiated a comprehensive three-day BDS (Business Development Services) training program with the objective of empowering 40 youth Micro and Small Enterprises (MSEs) actively involved in poultry, groundnut, and African leafy vegetable value chains. This collaborative effort is being undertaken in partnership with the Practical Action NGO. This initiative is in alignment with the NGO's broader project, titled "**Resilient Agriculture that Empowers Young People**," which aims to foster youth engagement within the agricultural sector.

Throughout the three-day training program, participants had the valuable opportunity to delve into essential topics crucial for the success of their businesses, which included:

1. Business Model Development
2. Effective Record Keeping
3. Marketing Strategies
4. Pricing and Cost Analysis
5. Gaining a Competitive Edge.



## ENHANCING FOOD SAFETY THROUGH STANDARDIZATION: A KEBS SENSITIZATION WORKSHOP FOR MSEs IN KIAMBU COUNTY

MSEA Kiambu Regional office, in collaboration with the Kenya Small Business Development Centers (KSBDC), organized a KEBS Sensitization Workshop for Micro and Small Enterprises (MSEs) in the Kiambu region. The workshop aimed to educate MSEs on the importance of standardization in the food industry, highlighting key takeaways:

- 1. Ensuring Quality in Food Processing:** Complying with established standards not only guarantees the quality of food products but also leads to greater customer satisfaction, increased repeat business, and an enhanced reputation for MSEs.
- 2. Expanding Market Access:** Adhering to standards opens up new opportunities for MSEs, enabling them to access both local and international markets. This expansion can help diversify their customer base and foster business growth.
- 3. Prioritizing Consumer Safety:** MSEs that adhere to these standards play a vital role in safeguarding the well-being of their customers. By ensuring food safety and quality, MSEs contribute significantly to the economic development of our country while simultaneously building trust with consumers.



## STRATEGIC PARTNERSHIP BETWEEN MSEA BUNGOMA OFFICE AND BUNGOMA COUNTY DEPARTMENT OF LANDS, PHYSICAL PLANNING AND HOUSING

A stakeholders forum was convened earlier today in the presence of Arch. Douglas Sasita - CECM Lands, Urban, Physical Planning & Housing. Joining him were Mr. Denson Barasa - Chief Officer, Housing Dept. Mrs. Christine Simiyu - Ag. Director Housing, Mr. Alex Mabunga - COI Physical Planning, Ms. Yasmin Jafari - MSEA Bungoma CEDO, Mr. Chris Juma - Chairman Bungoma Juakali Chapter and Mark Jirongo - MSEA Bungoma.

The meeting began with emphasizing the role of MSEA in supporting the Affordable Housing Program (AHP) on mobilization of groups to be registered through MSEA for participation in the affordable housing program.

During the meeting, the team explored potential areas of sensitization and role of other stakeholders to bolster support for the MSE sector. The discussions centered on various key areas including; mapping of Juakali artisans on the construction of the affordable housing program, capacity building, sensitization of TVETs institutes and the role they play.



# MSEA MOMBASA REGIONAL OFFICE PARTNERS WITH THE COUNTY GOVERNMENT TO EMPOWER LOCAL MSMES IN VALUE ADDITION

In efforts to establish market linkages, MSEA Mombasa regional office collaborated with the County Government of Mombasa to facilitate the participation of our Micro and Small Enterprises (MSEs) in the Annual Mombasa Show. These MSEs are primarily engaged in value addition, and their products were showcased during the event.

The participating MSEs included:

1. **Gogola Healthy Foods** - specializing in Granola and Cashews.
2. **Tumato Fireless Cooker** - offering innovative cooking solutions.
3. **Dande Coconut Products** - producing a variety of coconut-based products.
4. **Nyali Peanut Butter** - known for their high-quality peanut butter.

The team gathered and formalized data on these MSEs and initiated collaborative efforts to foster their growth and development. Notably, during the event, a delegation led by the Deputy Governor of Mombasa, Mr. Francis Thoya, visited the MSEs' stands and expressed their commitment to supporting the Authority's initiatives.



# AFRICA CLIMATE SUMMIT

**M**SEA Climate Change Committee, led by Assistant Director Patrick Kamenyi, participated in Day 2 of Africa Climate Summit (ACS23) at Kenyatta International Conference Center (KICC).

The team focused on engaging MSE exhibitors to encourage them to form associations for capacity building, technical support, and financial opportunities.

Key summit topics included climate strategies, green financing, and legislative bills related to climate change. MSEs, vital for Kenya's economy, need inclusion in climate discussions.

Urgent call to involve them in this global agenda.

#ClimateAction #ACS23



## PROMOTING CLIMATE RESILIENCE AND INNOVATION IN KISUMU COUNTY

**M**SEA Kisumu regional office enthusiastically participated in the Lake Basin Region Africa Climate Summit, a significant "SIDE EVENT" held as part of the comprehensive Africa Climate Summit 2023, currently underway in Nairobi. This regional assembly unfolded at the Lake Basin Mall in Kisumu County from September 4th to 6th, 2023, marked by an illustrious inauguration graced by H.E. Dr. Ochieng' Owili, Deputy Governor of Kisumu County. His Excellency underscored the primary objective of championing climate resilience.

This event served as a focal point for a wide spectrum of stakeholders and a cadre of forward-thinking entrepreneurs dedicated to advancing climate resilience. They proudly exhibited their innovative products, thereby actively fostering awareness of various strategies to address the urgent challenge of climate change.



## MSEA'S ACTIVE PARTICIPATION IN PUBLIC FORUM TO AMEND KEBS ACT IN THE NORTH RIFT REGION

**M**SEA North Rift Regional office participated in KEBS Stakeholder Engagement event regarding the Proposed Standards Levy Order 2023 in Eldoret County. The proposed Standards Levy Order seeks to reclassify industries within the manufacturing sector into six consolidated categories. This reclassification is a crucial step in the establishment of the proposed levy system.

One of the significant changes in this proposed order is the exemption of MSEs with turnovers of less than Kshs 1,000,000 from paying the Standard Levy. This adjustment is in alignment with the funding requirements of the Bottom-up Economic Transformation Agenda, as opposed to the previous threshold of less than Kshs 200,000. MSEs falling within this scope are strongly encouraged to apply for exemptions.

The levy will be due on the 20th day of every month. The forum also served as a platform for manufacturers to gain insights into the guidelines for obtaining the KEBS marks of quality, along with the verification and certification processes. KEBS aims to enhance standards, quality, and compliance among MSEs through open courses and in-house training programs. It is worth noting that MSE representatives at the forum hailed from seven counties within the region, showcasing the broad reach and significance of these discussions in the North Rift Region.



## PROMOTING SUSTAINABLE BAMBOO VALUE CHAINS IN EMBU COUNTY

**M**SEA Embu office recently hosted a meeting with the Karega Bamboo Farmers Association, a cooperative society formed in 2018 with the primary objective of cultivating bamboo trees and adding value to their produce. In May 2022, they formalized their cooperative status, and in 2023, they further registered as an association with the Registrar of Micro and Small Enterprises (MSEs). With more than 50 acres of bamboo plantations under their care, they have collaborated with Don Bosco Technical Institute and MSEA to provide training to bamboo artisans.

The purpose of this meeting was to delve into the avenues for enterprise growth and development, focusing on both bamboo farmers and artisans. The discussions revolved around strategic steps necessary to ensure the sustained growth and success of these projects.



## EXPLORING COLLABORATIVE OPPORTUNITIES WITH NAWIRI SACCO IN EMBU COUNTY

**T**he MSEA Embu office had the honor of hosting Mr. Patrick Nyaga, Head of Business, and Marketing Manager, along with Dennis Murangiri, Kairuri Branch Manager, from Nawiri Sacco, during their courtesy visit. Nawiri Sacco stands as one of the prominent and long-standing financial cooperatives in Embu County.

While it initially took root among coffee farmers, it has since evolved and expanded its membership and product offerings to encompass a diverse range of individuals, including civil servants, traders, youth entrepreneurs, and other agropreneurs. With a network of 10 branches, Nawiri Sacco continues to grow, having recently inaugurated a new branch in Kirinyaga County.

During our meeting, we engaged in fruitful discussions regarding potential collaborations, particularly focusing on capacity building initiatives and the array of product packages that the Sacco extends to cater to the needs of youth, businesses, and various groups.



*“A goal without a plan is just a wish.”*  
*Antoine De Saint-Exupéry*

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