



WEEKLY HIGHLIGHTS OF ACTIVITIES

10th - 14th July, 2023



Latest from the Regions:

- MSMES honors Celebration and Award ceremony.
- Supporting collaboration and partnerships in plastic innovation.
- Progressive collaboration for MSEMES growth.
- MSEs Capacity Building.
- Youth Skills Day.

MSMES HONOURS CELEBRATION AND AWARD CEREMONY BY TALLY SOLUTIONS

MSEA in collaboration with Tally Solutions and KNCCI held an award ceremony dubbed MSME Honors Celebrating businesses making large impact. The Chief Guest being MSEA Board Chairman James Mureu spearheaded the ceremony alongside CEO KNCCI Mr. Patrick Nyangweso, Head of Strategy and Key Initiatives at Tally Solutions Mukesh Khanna and MSEA Head of County Capacity Building Patrick Kamenyi who was representing MSEA CEO.

During his speech, MSEA Chairman James Mureu discussed the government's efforts to address the barriers hindering the rapid development of the MSME sector. He highlighted the Flagship project of Financial Inclusion, The Hustler Fund, aimed at tackling the ongoing challenge of limited access to affordable and accessible credit for MSMEs.

In addition, he emphasized MSEA's focus on key value chains within the economy that exhibit substantial growth, contribute to sustainable job creation, and cater to a significant portion of the population.



The Chairman expressed the Authority's commitment to enhancing cottage-level manufacturing, thereby supporting and promoting value addition in the sector.

SUPPORTING COLLABORATION AND PARTNERSHIPS IN PLASTIC INNOVATION FOR ECONOMIC GROWTH

Today morning, MSEA Board Chairman James Mureu together with Deputy High Commissioner of India in Kenya Rohit Vadhvana, Machakos CEC Trade, Industrialization and Innovation Hon. Sharon Nthoki Mutua and Roads, Transport and Public Works Hon. Nathaniel Nganga Reuben, KAM, Head of KAM Consulting Joyce Njogu and other dignitaries officially opened the Complast Complete Plastics Exhibition.

Speaking During the ceremony, the MSEA Board Chairman emphasized the significance of collaboration between Kenya and India in fostering the growth of Micro and Small Enterprises (MSEs) through various means such as knowledge transfer, youth empowerment, and market linkages. He specifically highlighted MSEA's dedication to supporting and nurturing MSEs in the manufacturing industry, particularly those engaged in processing products from plastic waste.



The chairman emphasized that the region holds immense potential for both economic growth and development.

INFRASTRUCTURAL DEVELOPMENT FOR MSMEs GROWTH

MSEA Director General Mr. Henry Rithaa hosted the Principal Secretary, State Department of Public Works Mr. Joel Arumonyang during a courtesy call. They discussed areas of collaboration between the State Department and the Authority and further identified strategies for optimizing opportunities for MSEs with a particular focus on improving infrastructure, specifically the operationalization of Constituency Industrial Development Centers (CIDs) in West Pokot. MSEA and the State Department for Public Works will engage continuously towards achieving a sustainable growth for the MSEs sector.



PROGRESSIVE COLLABORATION FOR MSMEs GROWTH

Micro and Small Enterprises Authority -North Rift region in collaboration with Keiyo North Constituency Member of Parliament, Hon Adams Kipsanai conducted a MSEs capacity building sensitization and registration of Associations within the Constituency.

Over 2500 MSEs drawn from Kamariny Ward, Kapchemutwa, Emsoo, Iten town and Tambach wards were engaged in the activity. This event is one avenue of empowering the community alongside an earlier fundraising mobilization by the MP of Ksh12M to support different activities in the constituency amongst other benefits including; the Hustler Fund Group lending which the MSMEs will benefit from once they are formalized into Associations. In attendance were, Hon Adams Kipsanai and Alton Kogo-MSEA North rift regional head.



MSME SECTOR PLANNING

The Ministry of Cooperatives and MSMEs Development, led by the Cabinet Secretary Simon Chelugui, along with the PS State Department of MSMEs Susan Mangeni, a representative from the President's Office, CEO's from Government Agencies under the Ministry, and Donor Organizations, held a meeting to plan priorities for the MSME Sector.

During the meeting, the CS started by urging Government agencies, development partners, and donors to collaborate in bridging the gap for the informal sector, aiming to reduce its percentage from 85% to 50%. He emphasized the need for dedicated discussions on MSMEs to generate solutions that promote the scaling up of small businesses into larger organizations.

PS Susan Mangeni emphasized the crucial role of all partners and agencies in aligning and coordinating their functions to support the MSME sector. She delivered a presentation highlighting priority areas such as access to finance, formalization of the sector, infrastructure, capacity building, business support, and market access.

She reiterated that the Kenya Kwanza government has prioritized key value chains, including leather, dairy, edible oils, textile and apparel, coffee and tea, rice, and construction and building materials.

During the event, MSEA CEO Henry Rithaa expressed MSEA's dedication to promoting the formalization of small businesses. He mentioned that the Authority actively supports the Government's efforts by facilitating the establishment of cooperatives, associations, and groups for MSMEs.



The CEO also highlighted the Authority's vital role in assisting groups to access the Hustler Fund, along with other interventions such as Constituency Industrial Development Centers (CIDCs), provision of equipment, cold storage facilities, support for value addition, improved marketing access, and analysis of value chains.

PARTNERSHIP AND CAPACITY BUILDING ON APICULTURE VALUE CHAIN.

MSEA Embu office joined Embu county United bee farmers in an apiculture sensitization forum held by Apiculture Venture LTD a company based in Nairobi that practices Modern commercial bee keeping. The forum was held at Kiritiri -Mbeere South constituency. In attendance was Austine Odhiambo - operations manager who led the association through the sensitization forum with the help of his team members.

The company deals in assembling and sale of hives, beekeeping equipment and accessories, they buy and collect from apiaries bee products, process, package and sell, they also train, conduct site surveys and feasibility studies and reporting, they help start-up and conduct follow ups on beekeeping projects, they also do value addition of bee products and their products include: honey chocolate, body jelly, lip balms, honey combs, creamed honey and propolis tincture.



PARTNERSHIP FOR MSEs DEVELOPMENT

Together with Kesses constituency Manager, Mr Vincent and Douglas, MSEA North Rift Region paid a courtesy call to Olendu Elders Association in Tarakwa Ward to assess their growth and support needed. The Association is doing extremely well in Timber and related products, the main suppliers of Cones and Wood. They intend to fully utilize the Constituency industrial development centre in few weeks by getting experts of lathe machine Which was brought by MSEA.



The area MP Hon. CPA Rutto Julius promised to invest more Infrastructure and work with MSEA to equip the site with Additional machinery.

YOUTH SKILLS DAY

The Biashara Centre and Kariobangi team took part in the world Youth Skills Day, an event that brought together 400 youths in business. The event was organized by Emerging Leaders, an NGO that aims at reducing unemployment through training and capacity building.

The event focused on crucial topics, including enhancing employability, fostering entrepreneurship, upskilling, and exploring a diverse range of available financial products tailored specifically for aspiring business individuals. In-depth discussions were held, shedding light on these vital areas and providing invaluable insights and strategies for sustainable success for startups.



The team sensitized the MSEs on registration of associations and the role of Biashara Centre and MSEA in promoting ease of doing business.

***“You can’t go wrong by investing in the youths, youths are game changers, and creative thinkers.”
Bamigboye Olurotimi***

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