



WEEKLY HIGHLIGHTS OF ACTIVITIES

24th - 28th July, 2023



Latest from the Regions:

- ➔ MSE Registration and sensitization in; Uasin Gishu, Makueni, Nairobi, Garissa, Busia, Meru, Nyandarua, Nairobi, Machakos, and Migori Counties.
- ➔ Upcoming & Ongoing events

MSE FORMALIZATION

Uasin Gichu County

MSEA North Rift, in collaboration with MP Kesses Constituency and CPA Julius Ruto, is conducting a 4-day sensitization forum bringing together MSE leaders from various sectors across Kesses. The primary goal of this event is to sensitize MSEs on registration and training on MSEA's mandate and its role in helping to streamline the MSE agenda. With an attendance of at least 200 MSEs at each venue, the initiative seeks to create a positive impact on local businesses.



Makueni County

MSE sensitization and registration forum at Ngulu, Kibwezi West. The MSEs were also sensitized on other government institutions that provide financial services which include; Uwezo Fund, Youth Fund, Women Enterprise Fund, and among others. During the forum, the officers from the funding institutions educated MSEs on their products and encouraged them to take advantage of such financial loans.



Nyandarua County

MSEA Nyandarua team held a meeting at the county office with representatives from 20 groups hailing from Oljorok Constituency. The key points of discussion included creating awareness about MSEA and its role in supporting MSMEs, sensitizing the representatives on the process of association registration, and providing support for youth initiatives, among other topics.



Nairobi County

MSEA Nairobi region organized a sensitization and training activity in Mukuru Kwa Njenga, Embakasi South. Members of the Mukuru Community Conversation Association were educated about the role of MSEA in streamlining the MSE agenda. The association's activities include garbage collection, plastic and waste paper recycling, artwork, and agribusiness.

Notably, they create products such as ornaments and magic flowers from waste papers, which are sold at a price starting from Kshs 1500. Additionally, they produce artwork, including branded items, with prices starting from 500 Kshs. Moreover, they engage in making wall decorations from recycled plastic bottles, which sell from Kshs 100. The association also generates income from their kitchen gardens.



Garissa County

Garissa Regional Office organized a meeting with Garissa welders' group to sensitize and formalize their association. The group has a membership of 50 youth mainly drawn from Garissa Township. The Regional head highlighted to the youth on the opportunities including worksites/CIDCs facilities space, financial access (hustler fund, upcoming NYOTA project) capacity building and market linkages for their product. The group nominated their officials to take up the registration process and any support (machines and equipments) with the MSEA office.



Meru County

Goat farming is steadily growing in Kenya, and Meru County stands out as a trailblazer in this regard. MSEA Meru office, in partnership with the Department of Livestock led by Director Dr. Mwiti Mboroti, recently conducted a meeting with the Makandi Goat Breeders Association at Makandi Sub-location, Mbeu Ward. This group has consistently represented Meru County admirably by winning awards for their exceptional goat breeding in various Agricultural Shows.

During the meeting, the Makandi Goat Breeders Association expressed the need for Artificial Insemination services and the provision of a milk cooler to benefit the local area. As part of their efforts to

support the farmers, the team also visited Mr. Paul Muthuri, a goat farmer who raises Toggenburg and German Alpine goat breeds, which are known for giving birth to two or three kids simultaneously.

In line with their progressive vision, the group has ambitious plans to diversify into value addition of goat milk by producing products such as yogurt, cheese, ghee, butter, goat milk soap, and goat milk cream. To support their endeavors, the Authority will formalize the group and collaborate with the county government's Department of Livestock and other relevant entities to offer capacity-building opportunities.



Migori County

MSEA Migori region in partnership with the County commissioner's office and the office of the Member of Parliament for Kuria East who was represented by Constituency Manager Ms. Flavian Boke sensitized MSEs from Kuria East Constituency, Nyabasi East ward at Chinota chief's camp.

The MSEs present were sensitized on the role they will play in construction of affordable housing that will be launched by HE The President in August at Kehancha Town. The MSEs were also sensitized on the role of MSEA and the opportunities available.

Lastly, registration of groups kicked off where 5 groups will be registered with the registrar of MSEs.



Machacos County

MSEA Machakos office received a courtesy call from officials of the newly registered Mavoko Juakali Association, representing 200 members, all registered with MSEA. The purpose of the visit was to gain a better understanding of the affordable housing project recently launched in Mavoko. The association sought to learn about the role they could play both individually and collectively when it comes to the construction of affordable houses in the area.

During the meeting, they were briefed on the steps they needed to take to start organizing themselves effectively. The role of MSEA in supporting organized associations was also discussed, emphasizing the available opportunities for well-organized groups. The Mavoko Juakali Association expressed their commitment to maximizing future opportunities by organizing themselves into different clusters and registering more groups within MSEA.



Busia County

The Busia MSEA office organized a sensitization meeting with the members of the Busia Artisans Association. Several important topics were discussed during the meeting, including the formalization of the association, the need for a designated worksite for the group, and other valuable programs offered by MSEA. Notably, the Director of Trade for the county government of Busia, Mr. Samson Lalya, was present at the meeting. In response to the challenges faced by the group, including demolitions by the county government, the MSEA Busia office has initiated immediate action by collaborating with the county commissioner and the land registrar. Their aim is to find a lasting solution and ensure a suitable worksite for the artisans.



Upcoming & Ongoing Activities

- ◆ KYEOP Cycle 8D Grants orientation.
- ◆ Signing of Ministerial Performance Contracts at State House, Nairobi.

“Every business must be respected, protected and boosted to become bigger and better”
H.E President William Ruto

Contact Information:

10th Floor, Utalii House, Utalii Lane
P.O. Box 48823-00100 Nairobi

+254 (20) 3340 006 /

+254 727 762 023 /

+254 770 666 000



Msea_Kenya



MseaKenya



@mseakenya



Msea Authority



info@msea.go.ke



www.msea.go.ke