



WEEKLY HIGHLIGHTS OF ACTIVITIES

28th - 01st September, 2023



Latest from the Regions:

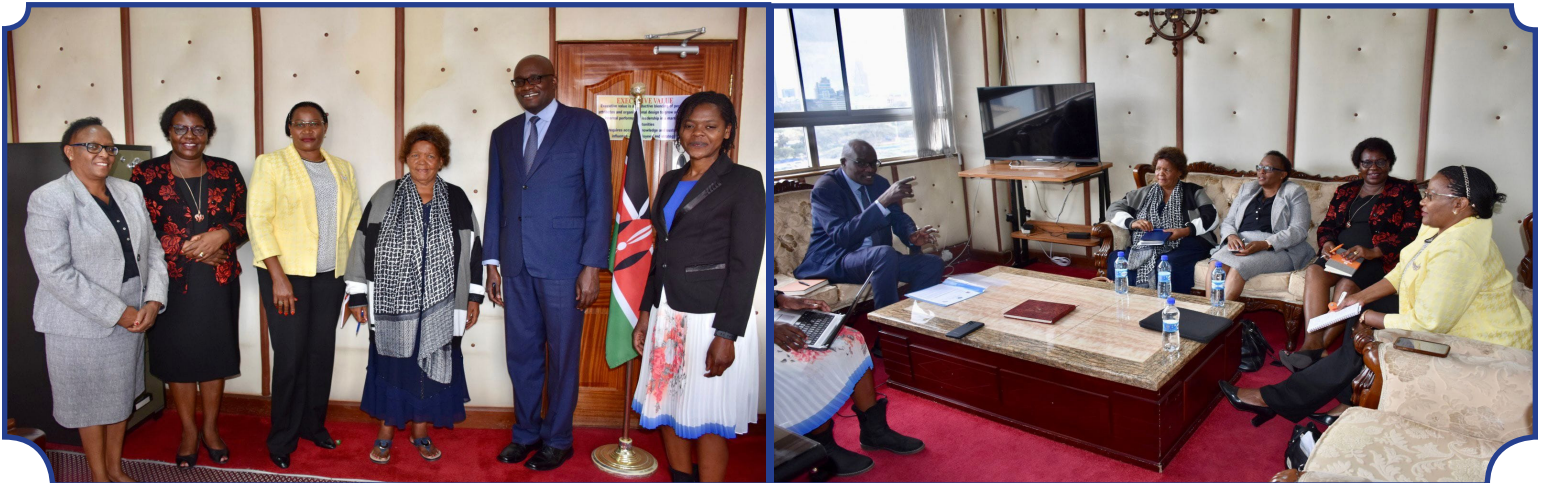
- ➔ Strategic Partnerships for MSEs Empowerment.
- ➔ Stakeholders forum in Olkalou, Nyandarua County.
- ➔ MSE Expo in Embu County.
- ➔ Workshop on County Socio-Economic Empowerment in Kisumu.
- ➔ MSE Capacity Building- Nyandarua, Busia and Uasin Gishu Counties.
- ➔ MSE Sensitization on Affordable Housing in Meru and Wajir Counties.

PARTNERSHIPS FOR MSES EMPOWERMENT

Hon. Prof. Phylis Jepkemoi Bartoo, MP Moiben Constituency paid a courtesy call to MSEA Director General Mr. Henry Rithaa to discuss areas of partnership to further MSMEs development through the Bottom Up Economic Transformation Agenda. Among the key discussions was improving of infrastructure, MSE Formalization, the Affordable Housing Project, capacity building among others. MSEA and the Member of Parliament will engage continuously towards achieving a sustainable growth for the MSEs sector.



The DG also held a consultative meeting with a delegation from the Women's Economic Empowerment Hub led by the Hub Leader Prof. Wanjiku M. Kabira. During the meeting, the team explored potential collaborations to bolster support for the MSE sector, with a particular emphasis on businesses geared towards women. The discussions centered around various key areas including; access to credit, linkage to information and technology, capacity building, entrepreneurship & research, market linkages and mentorship opportunities.



STAKEHOLDERS FORUM IN OLKALOU, NYANDARUA COUNTY

A Stakeholders' Forum in Olkalou, Nyandarua County was convened with the presence of Hon. Susan Mangeni, the Principal Secretary (PS) of the State Department of Micro, Small, and Medium Enterprises (MSMEs). Joining her were Mr. James Mureu, MSEA Board Chairman, MSEA Board members Mr. Adan Sheikh, Mr. Billy Baltazar, Mr. Joseph Mbeva, Dr. Charles Kalomba, Margaret Njoroge and DG/ CEO MSEA Henry Rithaa.

During the session, PS Mang'eni expressed her gratitude for the support extended by the county commissioner's office. She also commended the collaborative opportunity between the State Department of MSMEs and the County Government in bolstering agricultural initiatives and fostering capacity building within Nyandarua County.

In line with these deliberations, the PS Susan Mang'eni extended her courtesy visit to Governor Dr. Moses Badilisha of Nyandarua County. Accompanying her was a delegation from MSEA, led by MSEA Board Chairman, Mr. James Mureu. The meeting marked the inception of discussions pertaining to the operationalization of the cold storage facility.



OPERATIONALIZATION OF THE OLKALOU POTATO COLD STORAGE FACILITY IN NYANDARUA COUNTY

A forum was convened with a range of key stakeholders in attendance, including county representatives, Potato Farmers, Cooperative Bank, and KFC, the primary stakeholder responsible for establishing market linkages for potatoes. In collaboration with the Nyandarua County government and potato farmers, KFC is committed to the production of high-quality potatoes for local processing.

The responsibility of registering Micro and Small Enterprise (MSE) Farmers and coordinating the various components of the potato value chain was entrusted to the Micro and Small Enterprises Authority (MSEA). In alignment with the operationalization of the potato cold storage facility, it was agreed that a dedicated technical team would be established.



MSE EXPO

MSEA Embu office attended a one-day expo organized by the Manyatta Stakeholders Forum Agribusiness Association. This community-led forum is dedicated to enhancing self-reliance, collaboration, and increased social responsibility in agriculture value chains and related sectors, all aimed at addressing poverty alleviation, community empowerment, rural wealth generation, and food security. Over the years, the forum has organized several exhibitions, each with different themes focused on food security.

This year's theme was "Enhancing Food Security through Innovations & Promoting Climate-Smart Agriculture." The expo was officially inaugurated by Silas Mwaniki, a representative from the Embu County Governor's office. It featured exhibitors from various sectors, including financial institutions, private agribusiness organizations, and micro, small, and medium-sized enterprises (MSMEs) engaged in value addition for various products, such as mangoes, honey, and bananas.



MSE CAPACITY BUILDING

Nyandarua County

MSEA Nyandarua field office paid a visit to a group known as Songa Mbele, situated in Munyeki, Nyandarua. During the visit, the group was briefed about MSEA's mandate and its collaboration with the Ministry of Housing for the inclusion of Jua Kali artisans in Affordable Housing, along with the associated benefits for associations. The group exhibited a high level of receptiveness and unanimously agreed to initiate the process of registering as an association. The MSEA team was accompanied by representatives from the Nyandarua County Trade office and the Nyandarua County Cooperatives office, who provided information to the farmers about the assistance their respective departments could offer.



Busia County

In a collaborative effort, the MSEA Busia office joined forces with Sidian Bank and Marachi North MCA to organize a sensitization meeting targeting leaders of Micro and Small Enterprises (MSEs) in Marachi North. During the meeting, MSEA provided comprehensive information on the pivotal role it plays in the development of the MSE sector, in addition to shedding light on the forthcoming Affordable Housing Project (AHP). Preparations for the registration of the Marachi North Jua Kali Association are currently underway and will be initiated in the near future. Sidian Bank took the opportunity to enlighten the MSEs about the array of MSE-friendly products available through the bank, as well as offering guidance on Local Purchase Order (LPO) funding options.



The MSEA Busia office also presided over an early meeting with representatives from the County Department of Agriculture. The purpose of this meeting was to strategize and plan for BDS training aimed at agribusiness MSEs in Busia County. The training will be conducted as part of the "Resilient Agriculture that Works for Young People" project, implemented by Practical Action. This project is scheduled to span a period of five years, from 2023 to 2027.

MSEA is currently in the process of formalizing a Memorandum of Understanding (MOU) with Practical Action, wherein MSEA will serve as the designated BDS provider for the beneficiaries of the project.



Uasin Gishu County

MSEA Uasin Gishu County held a sensitization forum with Kalyet Green Field Group for Improved livelihoods. The group was formed in 2020 and started with table banking with current savings exceeding kshs 200,00 and ventured into Horticulture involving herbs and spices .

Kalyet group plans to start kitchen gardening ; multistorey conical gardens and vertical bags that Maximes space and uses water optimumly. Present in the meeting were officials from Evergrow a company that manufactures 100% organic fertilizer that minimizes usage of chemical fertilizers through (BSF)Black Soldier flies protein based larvae.They were also sensitized on the importance of formalization and guided on how to register and access the Hustler fund group component.



MSE SENSITIZATION ON AFFORDABLE HOUSING

Wajir County

MSEA Wajir County, in collaboration with the State Department of Housing, convened a meeting with the County Government to discuss upcoming Affordable Housing Projects. The delegation also conducted site visits to several proposed locations for the Affordable Housing Projects. Following these deliberations, the team proceeded to educate leaders from various associations about the opportunities presented by the affordable housing project.



Meru County

MSEA Meru office visited the Generational Viewers Group in Buuri constituency. The group was sensitized on the affordable housing project and the benefits and opportunities associated with formalizing their group with the Authority which include; access to government support, financial linkage through the Hustler fund, market linkage through exhibitions and trade fairs and other resources that can contribute to their growth and success.



WORKSHOP ON COUNTY SOCIO-ECONOMIC EMPOWERMENT IN KISUMU

MSEA Kisumu Office participated in a 2-day workshop held in Kisumu, which focused on the County Socio-Economic Empowerment (SEE) Sector Working Group. This Gender Sector Working Group adopts a multisector approach by bringing together both state and non-state actors in the Gender Space. Its primary aim is to address issues related to Gender Equality and/or affirmative programs designed to empower marginalized groups, as stipulated in the constitution.

The Sector comprises five pillars, with SEE aligning well with MSEA's vision and mission to cater to the needs of individuals in the informal sector. In addition to the development of the group's Terms of Reference (TOR) and Implementation Matrix, the discussions primarily revolved around the topic of financial inclusion.



“Earn your success based on service to others, not at the expense of others.”

H. Jackson Brown Jr.

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