



**MICRO AND SMALL  
ENTERPRISES AUTHORITY**  
*Entrepreneurship Transforming Kenya*

# WEEKLY HIGHLIGHTS OF ACTIVITIES

2nd - 6th Oct, 2023



## Latest from the Regions:

- Kenya Climate Innovation Summit.
- UNOPS Possibilities Forum.
- MSEA revives Burnt Forest Juakali Association.
- Busia MSEs Financial Literacy Training.
- MSEs Capacity Building in Mombasa, Samburu and Wajir Counties.
- Youth Mentorship and Sensitization Forum in Kisii County.
- Customer Service Week Celebrations.

# KENYA CLIMATE INNOVATION SUMMIT 2023

## Enhancing the Role of MSMEs in Addressing Climate Change

Evelyn Chemutai, Assistant Director of Enterprise Development at the Micro and Small Enterprise Authority, represented Mr. Henry Rithaa, the CEO, during a panel discussion at the 3-day Kenya Climate Innovation Summit 2023. The summit's theme this year is "Unlocking Climate Financing Opportunities for MSME Growth," and the panel focused on enhancing the role of MSMEs in addressing climate change.

Ms. Chemutai, representing MSEA, highlighted the government's efforts in this regard. She mentioned that the government is actively preparing MSMEs to take advantage of green financing opportunities. This preparation includes initiating capacity-building programs for MSMEs, enabling them to tap into green financing incentives specifically designed for youth, women, and persons with disabilities (PWLDs) engaged in green enterprises. Furthermore, the government is fostering collaboration and partnerships among public, private, and development partners to provide support for MSMEs in comprehending the concepts of green financing and climate change. This collaboration aims to help MSMEs leverage the available opportunities effectively.



# UNOPS POSSIBILITIES FORUM

United Nations Office for Project Services (UNOPS) office in partnership with the Ministry of Co-operatives and MSMEs Development is hosting a one-day forum on advancing possibilities for local suppliers using sustainable procurement to advance resilient and inclusive development. Addressing the forum, the Chief Guest Principal Secretary State Department for Micro Small and Medium Enterprises (MSME) Development Ms Susan Mang'eni spoke on Kenyan Government Interventions that are focused on the identification and elimination of barriers to public procurement, improving competitiveness, strengthening value addition for selected priority sectors and ensuring compliance with existing regulations.

These interventions include but are not limited to mainstreaming sustainable procurement of local products and services through Access to Government Procurement Opportunities (AGPO) and ensuring consistent supply and prompt payment of local suppliers. Representing MSEA Director General Mr. Henry Rithaa as a high-level panelist during the forum, MSEA Head of Supply Chain Management Mr. Silas Kiome spoke on the importance of partnerships in supporting productive investment and linkage of MSEs to subcontracting opportunities in the global production value chain.

Mr. Silas Kiome: The Authority is building up SMEs capabilities and competitiveness through training and capacity building in the transfer of technology particularly in production and creating subcontracting linkages to spur growth and development in the local MSEs.





## MSEA REVIVES BURNT FOREST JUA KALI ASSOCIATION

MSEA North Rift Region visited members of the Burnt Forest Jua Kali Association, the pioneering association registered in Uasin Gishu County in 1990, which unfortunately faced the impact of the 2007 post-election violence. The association, comprising 49 members, spans various sectors, including manufacturing of machines, welding and fabrication, woodwork and carpentry, tailoring, and trading. The Jua Kali Worksite, occupying 1/2 acre, has remained undeveloped and isolated.

The Authority has secured a sponsor to temporarily fence the land after clearing the bush. Once prepared, the Micro and Small Enterprises (MSEs) will address the challenges at the worksite. The Authority plans to assist the association in acquiring additional common user working tools in the near future. There are intentions to involve the local MP and leadership to provide further support to the group. The event was attended by CPA Alton Kogo (MSEA regional head), Morris Ochieng (Chairman Eldoret Jua Kali Association, North Rift), and the area Chief.



# MSE CAPACITY BUILDING

## Mombasa County

MSEA Mombasa office conducted MSE sensitization in Mtongwe, Likoni. The MSEs sensitized are in the process of creating an association so as to take advantage of Women empowerment opportunities.

They will need the Msea Association certificate to apply the AECF grant for Investing in Women in the Blue Economy. The authority will also link them with our partners in the SME ecosystem here in Mombasa as we strive to help them improve their economic activities.



## Samburu County

Through the Ujuzi Mashinani program in Samburu North constituency, MSEs were being trained on various skills on demand such as baking, saddle making, akaala making, and general beadwork.

The program is also being used as an intervention in reducing acute malnutrition in the county.



## Meru County

MSEA Meru Office held a sensitization meeting with the Mariara Boda boda Group in Imenti Central.

The group was sensitized on the benefits and opportunities associated with formalizing their businesses such as accessing government support, financial linkage through Hustler fund and other resources that can contribute to their growth and success. The group is in the process of registering with MSEA.



## PARTNERSHIPS FOR SUSTAINABLE ENTERPRISE GROWTH.

MSEA Embu office joined Hand in Hand East Africa Embu Office under the stewardship of Branch Manager Mr. Chris Mwaniki during Chics handover to the representative of Ngakika, Kiametho, Muungano and serial CVC groups in Gachoka division, Mbeere south Constituency. The groups are part of the beneficiaries the NGO is supporting to create enterprises that will eradicate poverty and create Employment.

The NGO is implementing the second phase of the project that is accellerator phase where a total of 46 groups across the County have been picked. The accellerator program involves commercialization, products development and cluster/group management.

MSEA comes to assist in capacity building, market linkages and formalization of groups into associations in order to build a strong cluster for commercialization and sustainable



# OLENDU ELDERS ASSOCIATION BENCHMARKING TRIP ON FURNITURE VALUE CHAINS

Olendu elders, who are operating at Olenguse CIDC, Kesses Constituency have today travelled to Mombasa and Nairobi county to benchmark and learn More on new ideas revolving around Timber and Furniture Value Chains.

The association with over 60 members was seen off by Uasingishu County Governor H.E Jonathan Bii. They will be received by the MSEA Mombasa region office and taken to different furniture workshops. The Authority has supported them through the provision of common user machines, renovation of the CIDC and installation of 3 phase electricity.



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## MSES CAPACITY BUILDING

Officials drawn from Wajir Milk traders and farmers association registered with the Authority participated in a three days training organized by CESSAM ,Egerton University and Meru University of Science and technology at Meru.

The farmers were trained on feed formation, Bee farming, soil conservation, how to dry vegetables using solar dryer and methods on fodder and maize silage. The training was aimed at enhancing value additions for the farmers products who were currently engaged in Camel milk production and other economic activities.



## BUSIA MSEs FINANCIAL LITERACY TRAINING

The MSEA Busia office continued its Financial Literacy Training initiative for the Babwala Group in the Nanguba Village of Samia Sub-county.

This training initiative is being conducted in collaboration with the SOMTO Karolina Aadland Foundation, with the primary objective of enhancing financial expertise among participants. This initiative is in line with the Foundation's goal of providing resources and promoting the development of critical financial management tools and skills for sustainable micro-enterprise growth.

During today's training session, participants were provided with modules that focused on entrepreneurship and the generation of business ideas. This practical training not only imparts theoretical knowledge but also helps to cultivate a mindset of innovation and critical thinking. This approach is significant as it supports the overall goal of financial literacy by encouraging participants to expand their businesses while minimizing risks.





## YOUTH MENTORSHIP AND SENSITIZATION FORUM IN KISII COUNTY

MSEA Kisii/Nyamira region collaborated with Centum and Mastercard Foundation and His Excellency Hon. Simba Arati in a mentorship sensitization forum for the Youths in Kisii County through the Ajiry Program. His Excellency the Governor sensitized the youth on the existing opportunities through the state agencies in the county especially MSEA and Youth Enterprise Development Fund (YEDF) and their mandates in reducing the rate of unemployment.

MSEA Kisii/Nyamira representative emphasized the need for the youths to embrace and uptake new technology, and acquire skills to enable them to cut a niche in the global job market. They were also sensitized to the mandate of MSEA in supporting youth-led enterprises.




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## Customer Service Week Celebration

***No matter the job titles or individual efforts on how customers are served, at the end of the day, everyone is working for one brand/organization, therefore, one team.***



# POMP AND COLOUR



Compiled & Designed by; GNK

📍 Utalii House, 10<sup>th</sup>  
Floor, Nairobi

☎ +254 (20) 334 0006/  
+254 770 666 000

✉ info@msea.go.ke

🌐 www.msea.go.ke