



# WEEKLY HIGHLIGHTS OF ACTIVITIES

**23rd –27th Oct 2023**



## **Latest from the Regions:**

- **Consultative meeting with National BodaBoda sectoral leadership.**
- **MSEs sensitization and training forums in; Busia, Machakos, Meru, and Embu Counties.**
- **Strategic partnerships, for MSEs growth and development, collaborative efforts, market linkages... and much more..**

# CONSULTATIVE MEETING WITH NATIONAL BODABODA SECTOR LEADERSHIP

MSEA Director General Mr. Henry Rithaa convened a meeting with leaders of the National Boda Boda Association led by Mr. Michael Kimani to discuss challenges, strategies, and a National Sensitization Program designed to address the specific needs of Boda Boda operators and their Sacco members.

The collaborative effort aims to empower the Boda Boda sector with knowledge, ensuring compliance, improved insurance coverage, and enhanced access to credit. This will not only strengthen the sector but also contribute significantly to the economic growth and sustainability within the Boda Boda sector in Kenya.





# MSEA COLLABORATES WITH UWEZO FUND TO TRAIN MSEs IN BUSIA

The Busia MSEA team collaborated with Uwezo Fund to conduct training sessions for MSE groups from Butula Sub-county, focusing on preparing them for refinancing. The training covered the Business Model Canvas, addressing all nine building blocks in detail. This comprehensive approach aimed to equip the group members with a deeper understanding of their businesses as they get ready for refinancing.

By exploring each component of the Business Model Canvas, the groups gained valuable insights into their business models and learned how different elements interconnect. This knowledge enables them to identify areas for improvement and make informed decisions regarding their operations. Overall, the training provided the Uwezo Fund groups with the necessary skills and knowledge to strengthen their businesses and work towards greater financial sustainability.



# COLLABORATIONS FOR ACCELERATED ENTERPRISE GROWTH AND DEVELOPMENT AND MARKET LINKAGES

MSEA Embu office was part of the delegation that hosted the Pakistan Deputy High Commissioner and Trade Counselor H.E L.D. Khan. The High Commissioner honored the invitation of the KNCCI Embu Chapter under the leadership of Mr. Mati Mugo to explore areas of partnership between Embu County and the Pakistan High Commission.

The day started with engagements with the County Government of Embu team with focused deliberations the County Government and Pakistan Government will collaborate on Agribusiness development, Agricultural Mechanization, investment opportunities within County aggregation and industrial park(CAIP), skills, and technology transfer.



Further, the team visited Limbua Company which is currently working with 9200 farmers on contract farming arrangements in Embu and Kirinyaga Counties in organic farming of Macadamia, avocado, and Mangoes.

The day culminated in a successful meeting with Chilly potential farmers, honey, and Dairy goats.



MSEA being a key player, is coming to formalize Agripreneurs into associations, product development, common user infrastructure support, capacity building, and market linkages.



## **PRELIMINARY TRAINING AT THE OLKALOU COLD STORAGE AHEAD OF OPERATIONALIZATION OF THE FACILITY**

The operationalization committee for the Olkalou cold storage committee members were trained on basic installation and operations of the Olkalao cold storage equipment for refrigerator, Water pump, and fire fighting by Mechanical and Plumbing Works contractors.



## MSE TRAINING IN MACHAKOS

MSEA Machakos office in collaboration with Kenya Industrial Estate conducted a one-day sensitization training/session for the Mwala Juakali association.

The group consists of 50 members in service, manufacturing, and trade. The topics covered include MSE credit finance both medium and long-term, industrial workspace and sheds, and business advisory services (BAS). MSEA sensitized them on the hustler fund, affordable housing opportunities, and the requirements to access them.



## OPERATIONALIZATION OF THE KIAMOKAMA BANANA COLD STORAGE FACILITY

The technical Committee consisting of the Kisii county officials and MSEA officials whose objective is to oversee the best approach to the Operationalization of the Kiamokama Banana Cold storage facility in Kisii County Visited the site in order to familiarize with the project and identify the most sustainable model will address farmers banana value chain challenges while engaging the key government stakeholders.





## HOMABAY COUNTY WOMEN EMPOWERMENT FORUM

MSEA Homabay regional office joined the technical team in a program by the Cabinet Secretary for ICT and Digital Economy Hon. Eliud Owalo, together with other Government officials, in an interactive economic empowerment session with women from Homabay County. This event brought together over 800 women. The aim of the program was to provide the women with information and resources geared towards the realization of economic independence and participation in various sectors.





## **OCCUPATIONAL HEALTH AND SAFETY TRAINING IN MACHAKOS**

Machakos regional office in partnership with the labor office Machakos and Nairobi Directorate of Occupational Safety and Health Services (DOSHS) organized a two-day training for juakali members from Machakos region. Day one topics covered include; Hazards and Occupational injuries, machinery tools and electrical safety, work injury benefit (WIBA) act and how it can be applied for the benefit of employees in the worksite.



## **MSEs MARKET LINKAGES AT THE NATIONAL CLEAN COOKING EXPO**





MSEA Nakuru office in partnership with Practical Action NGO, facilitated MSEs in showcasing their products during the National Clean Cooking Week expo held at Nakuru Nyayo Gardens from 24th -26th October 2023. The MSEs are particularly involved in making improved stoves which emit less smoke, save fuel/briquettes hence pocket friendly.

Since the improved stoves have lots of advantages, it has been widely accepted by many users hence increasing the income for the entrepreneurs.

## STRATEGIC COLLABORATION FOR ENTERPRISE GROWTH AND DEVELOPMENT

MSEA Tharaka Nithi Office held a meeting with the KNCCI County directors, led by the Chair Mr. Festus Gakindu as they paid a courtesy call to our office in Chuka town.

The discussion centered mainly on strengthening collaboration between the Authority and the Chamber and building on the synergies to have a vibrant coordinated MSEs-driven economy.

MSEA Team sensitized the Chamber directors on the Authority's mandate in fostering entrepreneurship and technical skills development for the MSEs through capacity building programs, access to decent workspace and infrastructure, access to finance & market linkage.



## STRATEGIC PARTNERSHIP WITH KIAMBU INSTITUTE OF SCIENCE AND TECHNOLOGY

The MSEA Kiambu team held talks with the Head of the Mechanical Department and the Industrial Attachment Coordinator in KIST to find collaborative opportunities where students will gain hands-on experience by getting trained by master craftsmen at our various Jua Kali sites and CIDCs. On the other hand, our MSEs will get an opportunity to upgrade their technological skills to match the emerging trends.





## MSEs TRAINING IN BUSIA COUNTY

MSEA Busia team has successfully executed a training program for the Babwala group's leaders on the beneficial practice of Azolla farming.

Additionally, to facilitate the proper implementation of this sustainable farming technique, a sample azolla pond has been installed for the group's members.

Over the next few weeks, similar Azolla ponds will be set up for the other members of the group for enhanced agricultural productivity and profitability.

The initiative marks a significant step towards developing the agribusiness sector by MSEA through cost-effective agricultural practices.





# FINANCIAL LITERACY TRAINING IN BUSIA

MSEA Busia team successfully concluded the six-week Financial Literacy Training program for the Babwala group. This comprehensive training aimed to equip participants with vital financial management skills to enhance their business operations and drive profitable outcomes. The modules covered essential topics such as effective saving strategies, responsible borrowing practices, budgeting techniques, innovative business idea generation, customer experience optimization, strategic marketing approaches, a comprehensive understanding of business dynamics, and record-keeping methods.





## STRATEGIC PARTNERSHIPS IN MERU

MSEA Meru regional office joined the Meru Uwezo Fund team during their cheques issuing event at CDF offices in North Imenti Constituency.

During the event, the Msea Meru regional head mentioned that her office is eager to explore collaborative avenues with the Uwezo fund to develop joint programs aimed at providing the necessary skills and knowledge to the groups around Meru County to strengthen and grow their businesses.

The Meru office will be visiting the 75 groups for sensitization and registration.



## MARKET LINKAGES AND GOVERNMENT SUPPORT PROGRAMMES IN AGRIBUSINESS

MSEA Embu office participated in a field day organized by Agriculture and Food Authority (AFA) held at Embu University grounds.

AFA is a state Corporation in the Ministry of Agriculture and Livestock. The role of the Authority is to regulate, develop and promote scheduled crops value chains for increased economic growth in Kenya.

The field day was a way for MSMEs, Cooperatives, and financial institutions in the agricultural sector to showcase their products, services, and innovations and demonstrate how they contribute to sustainable agricultural promotion and eventually economic growth.



### Upcoming events

- **Changamka Shopping Festival 2023, at KICC.**
- **Launch for the National Organizing Committee for the 24TH EAC MSMEs Trade Fair.**

### MSEA SOKO FRIDAY MARKET: PRODUCTS FROM MSEs



***"Small businesses are the backbone of our economy. Your dedication to the MSME sector is a tribute to its strength."***

Compiled and 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