



# WEEKLY HIGHLIGHTS OF ACTIVITIES

6th –10th Nov 2023



## Latest from the Regions:

- World Quality Week Celebrations at Kariobangi COE.
- Partnerships towards MSEs growth– KRA meeting, Emgwen Constituency sensitization, MSE Registration drive in Dandora, Financial literacy training in Busia.
- Women in Cooperatives and MSME conference.. and much more...

# WORLD QUALITY WEEK CELEBRATIONS

MSEA Kariobangi Centre of Excellence, in collaboration with Biashara Centre and KEBS, hosted an engaging stakeholder forum to commemorate World Quality Week under the theme "Quality-realizing competitive potential."

The forum served as a platform for agency representatives to enlighten MSEs on their crucial mandates, enabling them to deliver high-quality products and services. Tabitha Gicheru, MSEA Kariobangi Centre Manager, took the opportunity to emphasize MSEA's mandate in promoting and developing the MSE sector. She encouraged MSEs to strive for product standardization, opening doors for them to market and sell their products globally, particularly at the upcoming EAC Trade Fair.





## PARTNERSHIPS TOWARDS MSEs GROWTH

MSEA Board Chairman Mr. James Mureu paid a courtesy call to the KRA commissioner General Mr. Humphrey Wattanga and later held a meeting with the MSME strategy taskforce.

The discussions focused on the strategic collaborations and ongoing joint efforts towards simplifying tax education, introducing incentive programs and capacity building initiatives.

This collaboration is poised to transform the perception of tax compliance and enhance the capabilities of MSEs in navigating business challenges while remaining tax compliant.



In more efforts to accelerate MSEs growth, MSEA North rift region organized capacity building, sensitization and call for registration for MSEs from Emgwen Constituency, Nandi County. The event brought together 4 Agencies which include, Youth Fund, Uwezo Fund, Women Enterprise Fund, NGAAF, KIE, National bank and MSEA with over 200 MSEs sensitized in Chepkumia and Kapkangani Wards. The Authority is targeting to conclude the event on Thursday with a target to sensitize a total of 1000 MSEs.



Among the topics covered include, financial literacy and record keeping, market linkage, and available opportunities on funding. KIE addressed available credit opportunities for MSEs, value addition and business development services while NGAAF offers grants to upcoming businesses under the Mama na Kahawa program which targets to give free coffee seedlings to the MSEs. The MSEA team sensitized 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.





# MSE SENSITIZATION ON FORMALIZATION IN DANDORA NAIROBI COUNTY

MSEA Registrar's Office, and the Nairobi Regional office in collaboration with the Women Enterprise Fund and LandMEEP Association, conducted three-day MSE sensitization forums in Dandora Phase One. The goal is to register 90 associations represented in Dandora Phase One and Dandora Phase Two. This exercise will continue throughout this week, from November 6th to November 10th, 2023.

Land map exposure for Employment Project (LandMEEP) Association is a project aimed at empowering youth, women's groups, and people with disabilities. It consists of a group of educators who initiated this effort to equip graduates from colleges and universities with social skills, including community development, social psychology, social work, and other economic activities that can help them start their own businesses and generate income.



## WOMEN IN COOPERATIVES AND MSMES CONFERENCE UASIN-GISHU COUNTY

Cabinet Secretary, Cooperatives and Micro and Small Enterprise Development, Hon. Simon Chelugui, served as the Chief Guest during the inaugural Conference focusing on women in business. The CS pledged increased support initiatives for Women MSEs, acknowledging and applauding their resilience in overcoming challenges.

The association produces juice at the Illula CIDC in Ainabkoi Constituency. The Authority has played a pivotal role in assisting women in advancing through various levels, providing exposure to regional exhibitions, product development, and marketing. Notable guests, including H.E. Jonathan Bii, Governor of Uasin Gishu County.





# FINANCIAL LITERACY TRAINING IN BUSIA

The Busia MSEA team organized a certificate awarding ceremony held for the Babwala group in Samia Sub-county. Their participation was a testament to the MSEA team's commitment to training the Babwala group in essential financial literacy and business management skills.

The training program was made possible through a collaboration between the MSEA team and the esteemed SOMTO Karoline Aadland Foundation. The joint effort sought to empower the Babwala group by equipping them with the necessary knowledge and tools required to effectively manage their businesses and make informed financial decisions. In an effort to provide holistic support to the trainees, a free eye check-up camp was organized in collaboration with the MOH, Busia County. This initiative aimed to address the overall well-being of the Babwala group, recognizing the importance of



## MSE SENSITIZATION WORKSHOP AT AHERO

MSEA Kisumu office in collaboration with KEBS Kisumu regional office organized a one-day Workshop for over 60 MSEs drawn from our registered MSE Associations in Nyando sub-county.

The workshop provided attendees with valuable insights into standardization and certification processes which are beneficial for product development for competitive accessibility of various markets.

KEBS officials committed to speeding up the processes of certification for the MSE products that have been earmarked for this year's East African trade fair to be held in Burundi.





## OPERATIONALIZATION OF IKOMBE ENTERPRISE DEVELOPMENT CENTRE

MSEA Machakos regional office visited the Ikombe Enterprise Development Centre, which is occupied by a group engaging themselves in baking bread, and weaving baskets.

The group has a few challenges in their bread production and MSEA office will work jointly with KEBS office to ensure proper standardization of the bread and proper branding for mass production, the group will require a bread slicer and flour mixer.



## MSES TRAINED ON QUALITY ASSURANCE

MSEA Mombasa regional office mobilized mses to participate in KEBS quality assurance week, this year's theme was *maximizing your Competitive potential*. MSEs were sensitized on quality standards and innovative approaches.

The image shows a man in a striped shirt standing at the front of a conference room, addressing a group of people seated at long tables. A large screen on the right displays a presentation slide titled "DEPARTMENT OF THE MSE REGISTRAR" with a list of bullet points. A blue banner with a lightbulb graphic and the text "Quality Realizing Your Competitive Potential" is also visible.

# MSE SENSITIZATION FORUM IN LAIKIPIA COUNTY



MSEA Nyandarua office represented the Authority during the Stakeholders meeting for the validation of the county secretarial plan for 2023-2032.



## MSEA SOKO FRIDAY

Soko Biashara is a platform created to promote and market MSME products on MSEA digital platforms, more products are also available at the MSEA website; Soko Biashara segment.

Featured; value-added cotton yarn products, particularly scarves, commonly known as "Kikoi." These are locally crafted in Mathare North Area 1, Nairobi County, by Mr. Peter Rutha.







## UPCOMING EVENTS

**EAC MSMEs Trade Fair from; 5th – 15th December 2023**

**Venue: Bujumbura, Burundi.**

*"Each act of dedication, In service of MSMEs,  
contributes to the flourishing of small enterprises and the communities they serve."*