



**Micro and Small
Enterprises Authority**

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QUARTERLY

THE MSE AGENDA

MSE Agenda is a quarterly publication of the Micro and Small Enterprises Authority



• Infrastructure
Development

• Strategic
Partnership

• Capacity Building

• Strategic Visits

• SOKO Biashara

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FOREWORD FROM THE CHIEF EXECUTIVE OFFICER



Dear colleagues,

As we reflect on the activities and achievements highlighted in this edition of the MSE Agenda, I am filled with pride and gratitude for the incredible work being done by the teams across the regions. From strategic partnerships to capacity-building initiatives, and grassroots engagements to transformative projects, our collective efforts continue to drive positive change and empowerment within the MSE sector.

The past three months have been marked by significant milestones and impactful interventions across various sectors and regions. From the operationalization of enterprise development centers to groundbreaking initiatives in affordable housing and cold storage facilities, MSEA has remained at the forefront of championing capacity development amid the shifting economic and regulatory landscapes and changing consumer demands.

I would like to extend my sincere appreciation to all staff, partners, and stakeholders for their unwavering commitment and dedication. Your hard work and passion are the driving force behind the success of the Authority, and I am truly grateful for your contributions.

Our daily reminder is our mission to promote the development of competitive and sustainable micro small enterprises in the manufacturing, agribusiness, trade and services sector. We have all taken the necessary steps towards making this possible, let's soldier on with great energy towards making a positive change!

As we move forward together, I am excited for the opportunities that lie ahead, and I am committed to working alongside you in creating a conducive environment for MSEs to thrive, innovate, and contribute to the socio-economic development of our nation.

Regards,

Henry Rithaa
Chief Executive Officer

KENYA TAKES SECOND PLACE FOR MOST INNOVATIVE PRODUCTS AT THE 23RD EAC MSMEs TRADE FAIR

Kenya scooped the second position for the best innovations in the East Africa Community at the 23rd EAC MSMEs Trade Fair in Bujumbura, Burundi.

Eco Green, an environmental and community-based organization that promotes bamboo growing for livelihood improvement and climate change adaptation and mitigation in Busia County emerged as the best Kenyan showcase for their bamboo furniture and décor pieces.

Eden Leather, a company that designs and produces quality handmade leather goods and accessories for both retail and corporate using locally sourced materials and craftsmanship came in second place while Iviani Farm, an enterprise that processes fresh fruits and leafy vegetables sourced from local farmers into dried crisps, extending their shelf life and creating decent jobs for the local community was awarded the third position.

The United Republic of Tanzania took first position in the exhibition which attracted over 1000 exhibitors from the EAC partner states.

The 23rd edition of the EAC MSMEs Trade Fair, themed **“Connecting East African MSMEs to enhance Intra EAC Trade,”** aimed to contribute to the region’s development goals by supporting the crucial MSME sector. Symposia held during the fair focused on increasing awareness and building the capacity of MSMEs on intra-regional trade opportunities and EAC trade provisions.

Participants stressed the need for further development of Kiswahili as the region’s trading language and urged Partner States to expedite the implementation of a single currency to

enhance intra-regional trade by eliminating currency conversion.



Scenes from the 23rd EAC MSMEs Trade Fair in Bujumbura, Burundi

KENYA JOBS ECONOMIC TRANSFORMATION PROJECT

Mr. James Mureu, Chairman of the MSEA Board, along with Chief Executive Officer Mr. Henry Rithaa, recently hosted a series of meetings with teams from the World Bank led by Martha Martinez Licetti the Practice Manager of the Global Markets, Competition, and Technology Unit of the Finance, Competitiveness, and Innovation Global Practice at the World Bank, Ahmed Rostom, and Leah Kiwara, among others. These discussions primarily focused on the Kenya Jobs Economic Transformation Project (KJET) and its collaborative efforts.

One key area of focus was how the KJET project intends to bolster Micro, Small, and Medium Enterprises (MSMEs) through comprehensive support. This support includes providing Business Development Services training, facilitating standardization, aggregation, and the uptake of MSE products within priority value chains through strategic market linkages.

Additionally, there were discussions on empowering both MSEA staff and MSMEs through structured capacity-building initiatives. These efforts are not only directed toward the KJET project but also extend to the National Youth Opportunities Towards Advancement Project (NYOTA).

Furthermore, plans were outlined for a nationwide baseline survey in collaboration with the Kenya National Bureau of Statistics (KNBS) to gather crucial data on MSMEs. This data will inform policy decisions and interventions within the sector.

Lastly, enhancements to the Registrar of MSEs system were discussed to streamline the registration process and maintain updated records of the MSME sector.

Overall, the Kenya Jobs Economic Transformation Project aims to boost the competitiveness of MSME clusters by providing financing for services and productive assets necessary to elevate quality standards, add value to products, and access higher-value markets within priority value chains.



Highlights from meeting with World Bank teams from Washington led by Martha Martinez Licetti the Practice Manager of the Global Markets, Competition, and Technology Unit of the Finance, Competitiveness, and Innovation Global Practice at the World Bank

INFRASTRUCTURE DEVELOPMENT

Official opening of the Ngusishi cold storage facility

H.E President Dr. William Ruto officially commissioned the Ngusishi Cold storage in Meru County. With a capacity to store 2000 metric tonnes per year, this state-of-the-art facility incorporates cutting-edge technology to maintain optimal temperatures for the stored potatoes.

Serving over 14,000 farmers, the facility ensures minimal wastage and incorporates advanced grading and sorting equipment, enhancing the competitiveness of the potatoes in both local and international markets.

Addressing farmers during the commissioning, President Ruto said that the cold storage project is a testament to the potential of our nation’s productive capacity and the Government’s commitment to creating sustainable solutions for MSMEs in the agricultural sector, and especially towards achieving food security.

The cold storage facility, part of a Kshs 300 million investment covering Kisii and Nyandarua counties, aims to minimize post-harvest losses, ensure the economic viability of potato farming, and create competitive and sustainable jobs along the value chain.

The three projects collectively contribute to increasing the income of smallholder farmers and rural entrepreneurs engaged in potato and vegetable production.

H.E the President was accompanied by the Deputy President H.E Rigathi Gachagua, Cabinet Secretary Ministry of Co-operatives and MSMEs Development Hon. Simon Chelugui, Cabinet Secretary Ministry of Agriculture and Livestock Development Hon. Mithika Linturi,

Principal Secretary State Department for MSMEs, Ms. Susan Mang’eni, MSEA board members led by the Chairman Mr. James Mureu, Director General Mr. Henry Rithaa and Meru County Governor Hon. Kawira Mwangaza.



President Dr. William Ruto accompanied by the Deputy President H.E Rigathi Gachagua, Cabinet Secretary Ministry of Co-operatives and MSMEs Development Hon. Simon Chelugui officially opening the Ngusishi Cold Storage Facility in Meru County



H.E President William Ruto speaking during the launch of Ngusishi Cold Storage Facility in Meru County



HE. the President William Ruto was also accompanied by, MSEA board members led by the Chairman Mr. James Mureu and Director General Mr. Henry Rithaa



His Excellency, the President, demonstrating the use of equipment at the cold storage facility.

Operationalization of Ikombe Enterprise Development Centre

In a bid to foster operational efficiency at the Ikombe Enterprise Development Center, MSEA Machakos regional office recently conducted a courtesy visit to assess its progress. The center serves as a hub for Micro and Small Enterprises (MSEs) engaged in various activities such as weaving of baskets whose raw materials are sourced from Kariokor, carving works, and baking bread.

Of particular note is the burgeoning baking business within the center. The MSEs use a 2kg packet of flour to produce 11 loaves of bread each, which they sell for Kes. 50 shillings apiece to themselves and the nearby shopping center. This entrepreneurial initiative has established them as the exclusive bread vendors in the area, contributing to local economic development.

Despite their success, the group faces some challenges such as limited resources, technical expertise, quality control, market demand fluctuations, and competition, in

their bread production venture. To address this, collaborative efforts have been initiated between MSEA and the Kenya Bureau of Standards (KEBS) offices to ensure proper standardization and branding. This partnership aims to uphold quality standards and enhance consumer trust in the products.

Looking towards the future, the group aims to enhance their production capacity by acquiring essential equipment such as a bread slicer and flour mixer. Currently, with only one employee responsible for baking and packing, the acquisition of these tools will enable them to streamline operations and meet growing demand more efficiently.

The support provided by MSEA Machakos regional office will go a long way in unlocking the potential of the Ikombe MSEs and driving socio-economic development in the community.



Weaving baskets done by the MSEs at Ikombe Centre



Baking oven used at Ikombe Centre



Baking oven used at Ikombe Centre

follow-ups will be made with all stakeholders to discuss end to end operationalization model towards implementation of the projects which will be done in pilot phases.



MSEA CEO Henry Rithaa alongside MSEA Board Infrastructure Committee Chair, Billy Baltazar, Nyandarua County Government officials CEC Tourism, Cooperatives, Trade and Industrialization Agnes Njunji, Chief Officer, Tourism, Trade Industrialization Samuel Gitaka, Director Tourism Benard Mwai and County Public Service Board Member Gabriel Kimotho at the meeting

Operationalization of MSMEs Projects in Nyandarua County

MSEA CEO Henry Rithaa alongside MSEA Board director incharge of the Infrastructure Committee Billy Baltazar hosted Nyandarua County Government officials CEC Tourism, Cooperatives, Trade and Industrialization Agnes Njunji, Chief Officer, Tourism, Trade Industrialization Samuel Gitaka, Director Tourism Benard Mwai and County Public Service Board Member Gabriel Kimotho.

They discussed progressive ideas of supporting MSMEs in the county, especially the potato farmers registered in cooperative unions who are beneficiaries of the Olkalau Cold Storage facility. Other areas discussed included partnership opportunities to support value chains under the Kenya Jobs and Economic Projects (KJET), which targets affordable housing, textiles, and edible oils sectors.

MSEA CEO Henry Rithaa highlighted upcoming projects I.e the National Youth Opportunities towards Advancement (NYOTA) that will create employment countrywide and support to youths to establish startup businesses to improve their livelihoods. MSEA will also support the county through capacity-building programs, market access, and value-addition initiatives in identified markets. Further discussions and

Groundbreaking of the Embu County Aggregation Industrial Park

MSEA Embu regional office participated in the groundbreaking and laying of a foundation stone for the Embu County Aggregation and Industrial Park (CAIP) in Machanga, Mavuria Ward, Mbeere South Constituency.

Embu County Governor, Her Excellency Hon. Cecily Mbarire accompanied by Cabinet Secretary for Industry Trade and Investment Hon. Rebecca Miano and other national and county officials, graced the event. The completion of the Parks will support manufacturing and value addition in alignment with the BETA (Better Economic Transformation Agenda).



Embu County Governor, Her Excellency Hon. Cecily Mbarire accompanied by Cabinet Secretary for Industry Trade and Investment Hon. Rebecca Miano and other national and county officials arriving at the ceremony

A model of the aggregation and industrial park displayed at the groundbreaking ceremony

STRATEGIC PARTNERSHIPS

Hustler Fund Anniversary

H.E. President Dr. William Ruto led celebrations marking the first anniversary of the Financial Inclusion Fund, commonly known as Hustler Fund.

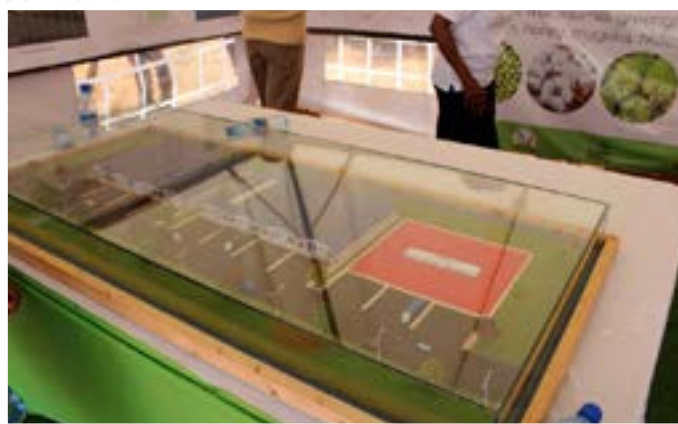
During the event, President Ruto emphasized the fund's achievements in availing affordable credit of 36.6 Billion to 21.7 million Kenyans and Sh2 billion in savings, steadily growing each day. Additionally, the fund has disbursed Kes. 167 million to 23,000 groups registered with MSEA.

The President announced the raising of loan and credit limits, access to short-term savings, and matching of contributions to borrowers' long-term savings. This revolutionary Fund, in its transformative role, has been a catalyst for deepening financial inclusion through the provision of low-interest credit to individuals and groups.

Accompanying the President were Deputy President H.E. Rigathi Gachagua, EGH, Cabinet Secretary for Co-operatives and MSMEs Development Hon. Simon Chelugui, Principal Secretary of the State Department for MSMEs Susan Mang'eni, MSEA Board Chairman Mr. James Mureu, and MSEA Director General Mr. Henry Rithaa among other dignitaries.



Embu County Governor, Her Excellency Hon. Cecily Mbarire accompanied by Cabinet Secretary for Industry Trade and Investment Hon. Rebecca Miano and other national and county officials visiting MSE stands at the event



Kenya Innovation Week 2023



MSEA Director, Infrastructure Development, Technology and Innovation, Eng. Edward Karani represented the CEO Mr. Henry Rithaa in a panel discussion on digital maturity and assessment of enterprises in Kenya, during the Kenya Innovation Week.

During the discussion, the Director highlighted MSEA's pivotal role in facilitating MSE access to strategic resources. He emphasized the implementation of various training programs aimed at raising awareness among MSMEs about the opportunities available in E-Commerce.

Notably, he mentioned the #FutureNiDigital initiative, conducted in collaboration with the Stanbic Bank Foundation, and the online Business Development Services portal developed in partnership with the International Labour Organization.

These initiatives aim to equip MSEs with necessary skills and knowledge through comprehensive training modules. He also underscored the importance of partnerships in fostering MSME scalability through innovation.

He proposed the establishment of research centers and innovation hubs dedicated to supporting entrepreneurs as an effective means of achieving this goal.

He further emphasized the importance of a sector-wide skills strategy to ensure that technical and capacity-building support aligns with international standards. This alignment is crucial for enabling MSMEs to compete effectively in the global value chain.



Highlights from the hustler fund anniversary celebrations

Pensions Conference and Expo

MSEA in partnership with Nation Media Group and other partners convened the Pension Conference and Expo at KICC with the theme ‘Protect Future Yako.’ The two-day event focused on educating attendees about pension regulations and retirement benefit options.

It’s a 2-day event focusing on educating attendees about pension regulations and retirement benefit options. Discussions delved into issues and understanding of Social Protection. Topics included making social protection systems more robust, strategies to accelerate inclusion, and the importance of an integrated social protection system. Stakeholders also discussed measures being implemented across the sector to ensure the protection of individuals’ future welfare.

The event was graced by Cabinet Secretary Ministry of Cooperatives and MSMEs Development Hon. Simon Chelugui along with Principal Secretary State Department for Cooperatives Mr. Patrick Kilemi with other stakeholders.



Director, Infrastructure Development, Technology and Innovation, Eng. Edward Karani making his remarks during a key note panel at the Kenya Innovation Week 2023





Cabinet Secretary Ministry of Cooperatives and MSMEs Development Hon. Simon Chelugui along with Principal Secretary State Department for Cooperatives Mr. Patrick Kilemi with other stakeholders at the conference

Kenya Techno Park Project - Empowering Small and Medium Enterprises (SMEs) through Digital Transformation

A delegation from the International Trade Centre and the MSEA management team held a meeting to discuss areas of partnership on the Kenya Techno Park project, an initiative that aims to support the growth of the manufacturing sector by facilitating the digital transformation of Micro and Small Enterprises (MSEs).

The Kenyan Government, in collaboration with the International Trade Centre and the Ministry of SMEs and Startups of the Republic of Korea (MSS), are actively engaged in this project design.

The key pillars of the proposed project are as follows:

- Improving Business Ecosystem: Focusing on MSEs' digitalization, innovation, and technology adoption.
- Increasing Local Capacities: Enhancing capabilities for digital transformation within the local context.
- Encouraging Digital Transition: Boosting the number of MSEs embracing digital technologies.
- Improving Access: Enhancing access to both technology and finance.

MSEA, with its extensive network reaching the base of the economic pyramid, will play a crucial role in the project acting as a key player in providing hubs for digital training through Constituency Industrial Development Centers.

Additionally, MSEA will be training MSEs on digitalization and innovation to ensure their effective participation. The discussions were led by Engineer Edward Karani (MSEA) and Leonardo Aizpura, Team Lead on SME Performance from the International Trade Centre.





Director, Infrastructure Development, Technology and Innovation, Eng. Edward Karani making his remarks during a key note panel at the Kenya Innovation Week 2023

MSEA - TECHNOSERVE PARTNERSHIP

MSEA and international nonprofit TechnoServe have signed a Memorandum of Understanding (MOU) that will see micro retailers across Kenya benefit from financial empowerment, advisory services, and capacity-building. The partnership will focus on promoting business growth, facilitating access to financing solutions, #formalizing micro-retailers through registration, developing capacity-building programs and promoting market access.

The occasion also doubled up as the launch of the National Duka-owners Umbrella Organization, a new national umbrella body registered with MSEA under the Registrar of MSEs that brings together duka owners from twelve regional associations.

This national umbrella body is poised to

advocate for the interests of micro retailers, providing a vital platform for collaboration and addressing sector challenges. Speaking on this partnership during the signing ceremony, MSEA Director General Mr. Henry Rithaa highlighted the crucial role micro retailers play in shaping production and consumption patterns. Kenya's retail sector, boasting an annual revenue of nearly \$28 billion, sees a significant contribution of \$19.6 billion from informal retail stores alone.

These micro-retailers are pivotal in providing employment for 9.32 million Kenyans across over 600,000 stores, with 250,000 being permanent structures. Notably, the micro retail sector experiences a steady 3% annual growth.

The Director General noted that this collaboration aims to ensure the National Duka-Owners Umbrella Organization aligns with government regulations, fostering a formalized and compliant micro-retail sector in Kenya. Kris Ansin, Country Director TechnoServe Kenya, said that this initiative is a culmination of the Smart Duka program, a collaborative effort of TechnoServe and the elea Foundation for Ethics in Globalization.

The program's goal is to enhance micro retailers' efficiency, formality, and sustainability while strengthening partnerships between ecosystem actors and micro retailers. This aligns with the government agenda, which prioritizes the holistic well-being of MSMEs; the bedrock of economic transformation in the country.

The event was graced by Oscar Artiga Global Deputy Director of Entrepreneurship TechnoServe, Elsie Ngina, Program Manager Entrepreneurship, TechnoServe, Alice Waweru Regional Entrepreneurship Director at TechnoServe, Tabitha Manyeki Chairlady National Duka-Owners Umbrella Organization among other corporate and sector players.

Youth Empowerment in Migori County with Practical Action Kenya

MSEA Migori County team in partnership with Practical Action Kenya, an NGO dedicated to supporting youth across diverse agribusiness value chains held a training for youth in Migori County, focused on the groundnut value chain, imparting essential knowledge on optimal seed selection, planting techniques, weeding, harvesting, storage, and the value addition of groundnuts.

During the session, the MSEA team underscored numerous benefits available to local youth through the Authority, including access to decent work sites for aggregation, business formalization support, capital provision through NYOTA, the Hustler Fund, and valuable market linkages.

The registration of various groups with the Registrar of MSEs has already commenced, marking a significant step towards fostering youth empowerment in the region.



Highlights from the partnership launch



MSEA Migori Head Peter Maru with the team from Practical Action Kenya during the training

Special Economic Zones (SEZs) Amendment Bill 2023 validation workshop

The MSEA Uasin Gishu office played an active role in the amendment process of the SEZ Bill 2015, recognizing Special Economic Zones (SEZs) as integral to Kenya Vision 2030 and the development policy outlined in BETA. SEZs serve as purpose-built vehicles to achieve various objectives outlined by BETA:

- 1. Attracting both local and foreign investments.
- 2. Expanding and diversifying the production of goods and services for domestic and export markets.
- 3. Promoting value addition.
- 4. Enhancing local entrepreneurship for MSMEs.
- 5. Fostering technology development and innovation.
- 6. Promoting county and national industrialization by leveraging the comparative advantage of local resources.

The Amendment Bill for 2023 introduces a new Schedule, providing developers and operators with significant tax incentives, including:

- 1. Zero-rating VAT for the supply of goods or taxable services to SEZs.
- 2. A corporate tax rate of 10% for the first 10 years, followed by 15% for the subsequent 10 years.
- 3. A 100% Investment Deduction Allowance on capital expenditure for buildings and machinery for use in SEZ.
- 4. Exemption from Stamp Duty, Excise Duty, Import Declaration fees, and Withholding Tax on dividends paid by SEZ enterprises.
- 5. Exemption from paying Capital Gains

Tax on the transfer of property.

One of the notable SEZ programs in Uasin Gishu County is the Africa Economic Zones Ltd (AEZ) project, which is expected to attract over \$2 billion in investments and create 40,000 direct jobs, with up to 150,000 indirect jobs once fully operational.

Additionally, there is a proposal to include RIVATEX as one of the public SEZs. MSEA mobilized all 90 MSEs in attendance to participate in these transformative initiatives.



MSEA Uasin Gishu region head Mr. Alton Kogo addressing delegates during the Special Economic Zones (SEZs) Amendment Bill 2023 validation workshop

Meru Youth Dialogue on Preventing and Countering Violent Extremism (PCVE)

The MSEA Meru Regional Office actively participated in the Meru Youth Dialogue on Preventing and Countering Violent Extremism (PCVE), a program generously supported by the Global Community Engagement and Resilience Fund (GCERF) through Act Change Transform (ACT!), with facilitation provided by Caritas Meru. The primary objective of the meeting was to address

concerns related to funding, employment, and opportunities in Technical and Vocational Education and Training (TVET) as proactive measures against extremism. By focusing on economic empowerment and skill development, the initiative aims to redirect the energy of young individuals toward constructive pursuits, thereby fostering stability and resilience in the community.

The program seeks to empower youth groups in Meru County through socio-economic programs designed to counter violent extremism, including the provision of four car wash machines and vertical grow bags.

The team agreed to visit each sub-county every month to sensitize MSES on financial stability, clean energy, sustainable agriculture, and waste management among other areas. MSEA being key a partner was tasked to prepare needs assessment tools while the gender and social services department will mobilize MSEs for the sensitization sessions.



MSEA Meru Head Ms. Ivy Kirera addressing youth during the Meru Youth Dialogue on Preventing and Countering Violent Extremism (PCVE) meeting



Partnership Meeting on Economic Empowerment of MSEs in Nakuru County

MSEA Nakuru regional office in collaboration with the County Government Department of Gender, Social Services, and Inclusivity, KCB Bank, Nakuru Water and Sanitation Services Company Limited (NAWASSCO), Tower Sacco, and Practical Action held a round table meeting on how to empower MSEs.

MSEA Nakuru team with stakeholders from Nakuru County Government Department of Gender, Social Services, and Inclusivity, KCB Bank, Nakuru Water and Sanitation Services Company Limited (NAWASSCO), Tower Sacco, and Practical Action during the meeting

MSEA and Mama Doing Good Strategic Collaboration

MSEA Director General Mr. Henry Rithaa, along with the MSEA management team, convened a meeting with Dr. John Chumo, Chief Executive Officer of Mama Doing Good, and Stella Chepngeno, Mama Doing Good Director of Women Economic Empowerment.

The purpose of the meeting was to explore areas of collaboration between MSEA and Mama Doing Good, focusing on key pillars such as women empowerment, environmental and climate action, financial inclusion, and feed diplomacy programs.

The collaborative efforts will include; financial inclusion, linking with MSEA on upcoming projects; Kenya Jobs and Economic Transformation (KJET) and National Youth Opportunities Towards Advancement Project (NYOTA), and capacity building in income generation, marketing, business management, and entrepreneurship, Infrastructure development, including leveraging CIDCs for processing & cold storage facilities to reduce post-harvest losses, will also be a shared focus.

Additional support will be equipping MSEs with machinery (e.g., welding and car wash machines) and promoting value addition. Finally, MSEA will also offer support in formalization of the women groups into association so that they can access government interventions.



MSEA CEO Mr. Henry Rithaa together with senior management team, Dr. John Chumo, Chief Executive Officer of Mama Doing Good, and Stella Chepngeno, Mama Doing Good Director of Women Economic Empowerment during the meeting

Celebrating International Customs Day in Busia County

MSEA Board Chairman James Mureu joined the KRA Commissioner in charge of Customs and Border Control Ms. Lilian Nyawanda, Kenya Chamber of Commerce president Dr. Erick Rutto in marking the annual International Customs Day



celebrations in Busia County.

MSEA Busia team mobilized the Busia Cross border Traders Association to exhibit captivating artwork and edible oils value chain products such as oils made from soya, sesame (simsim) and groundnuts. Other items on display included food supplements textiles, honey, and eco-friendly bamboo briquettes.

This day serves as a significant platform to raise awareness about the pivotal role customs officials play in facilitating legitimate trade, especially for MSEs. The theme for this year, “Customs Engaging Traditional and New Partners with Purpose,” underscores the importance of customs authorities in cross-border regulatory activities and fostering collaborations for meaningful trade.



MSEA Board Chairman James Mureu with the MSEA Busia team and MSEs during the celebrations

MSEA partnership with Talanta na Ujuzi initiative for MSEs empowerment in Embu County

MSEA Embu office hosted Mr. Martin Gitonga a representative from Marafiki Milele Development Association and representatives from the Talanta na Ujuzi initiative Mr. Don Shammah, Mr Steve, Pamela Njeru and Sybille Jagfeld. The association has been actively involved

in grassroots development that helps uplift the lives of children, youth, women, and the community at large through skills development, ICT programs, care and support initiatives, capacity building, resource mobilization and fundraising, education support, socio-economic empowerment, volunteerism, and general economic development.

To achieve their objectives, they have partnered with Talanta na Ujuzi Initiative a technology-based community organization that provides

ICT programs, creative talent empowerment projects, life skills development & and discovering potential in the society targeting children & and youth. The team discussed areas of collaboration such as the provision of a workspace where they can kick start their project and market linkages for their finished products.



Ms. Hilda Njiru MSEA Embu officer, Mr. Martin Gitonga a representative from Marafiki Milele Development Association and representatives from the Talanta na Ujuzi initiative Mr. Don Shammah, Mr Steve, Pamela Njeru and Sybille Jagfeld during the meeting

MSEA Nyandarua team partnership with the National Agricultural Value Chain Development Project (NAVCDP)

The MSEA Nyandarua office took part in a training session aimed at sensitizing Nyandarua County MCAs on the National Agricultural Value Chain Development Project (NAVCDP). The primary objective of the training

was to raise awareness among stakeholders about the project’s goals and objectives. The NAVCDP project in Nyandarua will specifically focus on five products recommended by local farmers.

As a member of the Implementing Committee, the MSEA Nyandarua Office played a pivotal role in completing Phase 1 of the Farmers Data Registration Component. During this phase, the office formalized new groups, laying the groundwork for their eventual inclusion in cooperatives and Saccos to benefit from the project’s initiatives.

Moreover, the MSEA County Office is poised to actively engage in the project’s second phase, which involves the mass sensitization process for both existing registered associations and newly formed groups. This inclusive approach ensures that all stakeholders are informed and involved in the project’s activities, ultimately fostering community development and agricultural sustainability in Nyandarua County.



MSEA Nyandarua office, Nyandarua County MCAs, and National Agricultural Value Chain Development Project (NAVCDP) team members during the training.

Africa Continental Free Trade Area (AfCFTA) sensitization in Busia

MSEA Busia Regional Office in collaboration with the Impact Research Development Organization (IRDO) conducted a forum to sensitize truck drivers on the intricacies of cross-border trade, with a particular focus on the Africa Continental Free Trade Area (AfCFTA). Acknowledging the unique advantage held by truck drivers who traverse various regions within Africa, the office recognized their positioning as a means to easily access a wider market.

By engaging in this event, MSEA officers highlighted the opportunities available for market access, additionally, MSEA shared information about the Simplified Trade Regime (STR). The regime offers a simplified and streamlined process for conducting cross-border trade, providing numerous benefits to those who take advantage of it.



MSEA Busia region head Mr. Moses Njoroge addressing truck drivers during the forum

Stakeholder Validation Workshop for the KEPROBA Strategic Plan 2023-2027

MSEA Kisumu office took part in the Kenya Export Promotion & Branding Agency (KEPROBA) Strategic Plan 2023-2027 Stakeholder Validation Workshop hosted in Kisumu. The workshop delved into crucial strategic considerations spanning supply and demand, national brand enhancement, and various cross-cutting issues. These identified strategic elements are anticipated to yield significant outcomes in key areas such as the expansion of export markets, the cultivation of Kenya's image as a brand, and the fortification of organizational capacities.

The agency underscored the need for forging partnerships and fostering collaborations with stakeholders. Recognizing MSEA as a key stakeholder, the agency emphasized the key role it plays in ensuring the effective implementation of the strategic plan. This acknowledgment emphasizes the importance of collective efforts and collaboration in realizing the goals outlined in the strategic plan, establishing a foundation for sustainable growth and development.



Stakeholders during the validation workshop for the Kenya Export Promotion & Branding Agency Strategic Plan 2023-2027

Sensitization meeting for beneficiaries of the East African Institute of Welding in Lodwar

MSEA Uasin Gishu office together with Kenya Association of Manufacturers, the International Labour Organization (ILO) Country Office for the United Republic of Tanzania, Kenya, Uganda, Rwanda and Burundi, and the National Industrial Training Authority (NITA) held a sensitization meeting for beneficiaries of the East African Institute of Welding in Lodwar a program run by ILO that offers youth demand training on industrial welding skills.

The Partnership focuses on four pillars of intervention:

- Improving access to education and learning opportunities.
- Decent work: Strengthening employment and livelihoods.
- Expanding protection for refugees and communities hosting them.
- Developing new ways of working to respond to forced displacement in the country.

MSEA encouraged the MSEs to formalize so that they do not miss out on any government support. The Authority also sensitized them on available funding opportunities like Youth fund, Uwezo fund, Kenya Industrial Estate and the Kenya Jobs and Economic Transformation (KJET), and National Youth Opportunities Towards Advancement Project (NYOTA).



Stakeholders during the sensitization of the graduates of the East African Institute of Welding in Lodwar



Dairy Value Chain Field Day in Molo

The Cabinet Secretary Ministry of Cooperatives and MSMEs Development Simon Chelugui attended a dairy value chain field day at Molo stadium as the chief guest. The CS encouraged the dairy farmers to form groups to benefit from government services and encouraged them to embrace dairy value addition to maximize their incomes. The CS also promised to work with the Area MP through MSEA to set up a cold storage facility to boost the potato value chain

MSEA Nakuru and Baringo team in collaboration with State agencies under the Ministry, Kenya Small Business Development Centre, financial institutions, and the County Government of Nakuru participated in exhibiting products and machines linked to the dairy value chain.

The event organized by the Kenya Dairy Board and the United States Agency for International Development (USAID) was attended by Deputy Governor Nakuru, Hon. Kones, Molo Member of Parliament Hon. Kimani Kuria, MSEA Board Member Mr. Billy Baltazar, Director Strategy and Planning Mr. Richard Ipero, Directors for Uwezo Fund, Youth Fund Women Enterprise Fund Kenya Industrial Estate and other delegates from Nakuru County Government.



Cabinet Secretary Ministry of Cooperatives and MSMEs Development Simon Chelugui together with Deputy Governor Nakuru, Hon. Kones, Molo Member of Parliament Hon. Kimani Kuria, MSEA Board Member Mr. Billy Baltazar, Director Strategy and Planning Mr. Richard Ipero and MSEs during the dairy value chain field day.

CAPACITY BUILDING

Sensitization on tax compliance

MSEA Meru office in collaboration with the Northern Region KRA Office

MSEA Meru office in collaboration with the Northern Region KRA Office held a stakeholders engagement in Maua town. The engagement successfully brought together leaders from MSEA registered associations in Igembe South Constituency. The MSEs were enlightened on; the Finance Act 2023, tax amnesty, tax obligations - TOT, VAT, PAYE, ITI and ITC, deadlines for filling returns and eTIMS.

The discussions allowed for a meaningful exchange of ideas, fostering a deeper understanding of the issues faced by MSEs in the area. The emphasis on addressing specific concerns highlighted a dedication to tangible outcomes. The outcomes, including improved communication channels and collaborative action items, underscore the commitment of both KRA and MSEA to actively contribute to the success of MSEs. The engagement was a positive and constructive initiative, laying the groundwork for continued collaboration and a supportive ecosystem for Micro and Small Enterprises in the region. The event demonstrated a commitment to addressing challenges, fostering partnerships, and ultimately contributing to the overall growth and success of MSEs in the region.



- (1) MSEs at the stakeholder engagement forum
- (2) MSEA Officer Ivy Kirera sensitizing the MSEs about MSEA's mandate
- (3) KRA officer engaging with the MSEs at the forum

Sensitization on Simplified Trade Regime (STR) in Busia

The MSEA Busia team engaged in a sensitization forum organized by the Kenya Revenue Authority to create awareness and educate cross-border traders on the Simplified Trade Regime (STR). Through the implementation of the STR, consignments valued at or below USD 2000 are exempted from import duty, railway development levy, and import declaration fees.

This exemption directly contributes to a reduction in production costs for the cross-border MSEs. Furthermore, participants were informed about the Common List of Products that fall under the purview of the STR. Lastly, the MSEs were educated on the process for obtaining the Simplified Certificate of Origin (SCOO), which is vital for availing the benefits provided by the STR.



MSEs participating in the engagement forum

Sensitization on value-added tax (VAT)

MSEA Nakuru regional office in collaboration with the Kenya Revenue Authority Nakuru office held a 1-day technical engagement targeting MSEs in different sectors i.e. manufacturers, trade, services, and agribusiness

KRA covered several topics including; the need for entrepreneurs to understand value-added tax (VAT), the need for a comprehensive understanding of eTIMs, its adoption, implementation, and implications on businesses and the need to file returns, etc. The MSEs were encouraged by the KRA officers to fully adopt eTIMs and by doing so they will be shaping the future of taxation.



MSEA Nyeri Office and KRA team leading the training session



MSEs participating at the training session in Othaya



Stakeholders listening in during the sensitization on tax compliance

Sensitization on standardization of products

KEBS MSEs sensitization workshop at Ahero

MSEA Kisumu office in collaboration with Kenya Bureau of Standards Kisumu regional office organized a 1-day workshop on standardization and certification for over 60 MSEs drawn from our registered MSE Associations in Nyando Sub County. The MSEs are involved in various activities such as beekeeping, cassava, fish, textile, leather, and detergent value chains.

The workshop provided attendees with valuable insights for standardization and certification processes, which are beneficial for product development for competitive accessibility of various market. Based on the standards of the products showcased during the workshop the KEBS officers identified and recommended some products for standardization and certification processes during the workshop. They further committed to speed up the processes of certification for the MSE products that were earmarked during the EAC Trade Fair that was held in Burundi. In the plenary session, the MSEs in attendance applauded the effort of MSEA Kisumu office for organizing and collaborating with KEBS for such valuable forum and welcomed such programs in the area.



KEBS officers training the MSEs at the workshop

Sensitization Workshop in Bungoma

MSEA Bungoma office participated and coordinated with the County Government Department of Trade, KNCCI, and KIE on a one-day KEBS sensitization workshop in Bungoma. MSEs were sensitized on the importance of product certification, conformity challenges, schedule supervision, and control.

The workshop provided a platform for MSEs to share their challenges, ideas, and solutions, as well as interact with the present government agencies.

Sensitization workshop organized by MSEA, KEBS, County Government Department of Trade, KNCCI, and KIE in Bungoma County



Sensitization on Economic Empowerment and Registration of MSMEs in the Edible Oils Value Chain in Busia County

MSEA Busia County team led by MSEA Head of Capacity Building Mr. Patrick Kamenyi representing Director General MSEA Mr. Henry Rithaa joined the Principal Secretary State Department for MSMEs Development Susan Mang'eni and Budalangi Member of Parliament Hon. Raphael Wanjala in a sensitization and registration forum for the women economic warriors in Funyula sub-county.

During the event, the Principal Secretary stated that the Ministry of Cooperatives and MSMEs Development is committed to enhancing cottage-level manufacturing with common user facilities to refine the production processes and enhance the aggregation of MSME products leveraging the existing network of 6 Constituency Industrial Development Centres (CIDCs) run by MSEA in the county.

Budalangi, Funyula, Butula, Matayos, Angurai

CIDCs & and Busia worksite are supporting value addition in edible oils, leather processing, bamboo value addition, dairy value addition and textiles. MSEA beneficiaries; Fredrick Juma who produces sesame (simsim) and groundnuts oils at Funyula CIDC, Marvin Nabango doing Handcrafts, Jacklyne Namadi in bamboo value addition at Butula CIDC and Claire Osinya who processes soya beans products were recognized as having success stories in the region.

The capacity building program will be rolled out across the county and will prioritize key value chains, the affordable housing project and the upcoming Kenya Jobs and Economic Transformation Project (KJET). The PS was accompanied by Busia County Commissioner Mr. Kipchumba Rutto and representatives from the Busia County government, agencies under the State Department were also present, led by Youth Fund representative Mr. Benson Muthendi, Ag. CEO Kenya Industrial Estate Charles Mativo and CEO Uwezo Fund Mr. Lengapiani.



Highlights from the Sensitization on Economic Empowerment and Registration of MSMEs in Busia

KERA Co-Learning & Co-Sharing Day

The MSEA Nairobi Region, led by Regional Head Madam Janet Kamotho, participated in the Inaugural Co-learning and Co-sharing Day of Kenya Ecosystem Resolution Alliance (KERA), a non-profit organization and an official Actor of the UN Decade on Ecosystem Restoration in Kenya and Country Implementing Agency for the UN Decade Food Challenge. KERA is at the forefront of climate action and biodiversity restoration.

The forum mainly focused on knowledge exchange, on-the-ground ecosystem restoration experience, and collaborative discussions on climate change and ecosystem restoration in Kenya. It included notable players in the climate resolution sector, such as the Young Africans for Peace and Development (YAPAD), and Youth Action Forum for Networking (YAFNET). YAFNET is a women and youth-led association registered with MSEA and a member of KERA, which focuses on uniting youth, women, and persons with disabilities in activities promoting tolerance, trust, and mutual respect.

During the forum, KERA's CEO, Mr. Eric Ombija, elucidated KERA's mission and ongoing projects aligned with ecosystem restoration. These projects included the Kenya Integrated School Ecosystem Restoration Project, emphasizing engagement with primary and secondary schools, and the Victoria Eco-Agri-Tourism Youth Flagship Project.

Madam Janet underscored the Authority's mandate and core functions, encompassing MSE formalization, capacity building, infrastructure development, market linkages, and access to finance by connecting MSEs with financial institutions and government agencies supporting Micro and Small Enterprises. In her closing remarks, Madam Janet urged KERA to collaborate with MSEA, particularly in value addition and agribusiness aspects of the Victoria Eco-Agri-Tourism Youth Flagship Project.

She encouraged all stakeholders to embrace government initiatives and strive to benefit from them. "The true worth of a nation is determined not just by its economic prosperity but by the health of its environment; let us restore, preserve, and nurture our planet for a sustainable future," said Janet.



Nairobi Regional Head Madam Janet Kamotho sensitizing the participants about MSEA's mandate



Participants at the Inaugural Co-learning and Co-sharing Day



KERA's CEO, Mr. Eric Ombija at the Inaugural Co-learning and Co-sharing Day

Sensitization meeting for Segera Umoja Chicken Farmers' Cooperative Society in Laikipia North

MSEA Laikipia Office held a sensitization meeting for Segera Umoja Chicken Farmers' Cooperative Society in Laikipia North whose members are drawn from pastoralists and youths in that locality. The major objectives of the forum was; creating awareness on the Authority's mandate which includes; MSEs formalization into associations, capacity building in business development services, technology transfer among the MSEs, and market linkages through trade fairs and exhibitions.

The farmers were also sensitized on financial institutions linkages e.g. Hustler Fund, Uwezo Fund and Youth Fund. The society expressed their gratitude to the Authority towards its full commitment in assisting them in writing proposals seeking to secure the necessary Funds from National Government Affirmative Action Fund (NGAAF) through the office of the Area MP who has also shown her full commitment to walk with them in all their projects. Also present were Laikipia North County Cooperative Officer Madam Trizah and Mr. Gitau County Livestock Production Officer Segera.



MSEA Laikipia Office sensitizing Segera Umoja Chicken Farmers' Cooperative Society at the forum

Export Readiness Training Elgeyo Marakwet

MSEA Elgeyo Marakwet County actively participated in a 2-day training that was held at Noble Hotel, Eldoret, which was organized by Elgeyo Marakwet County Department of Trade, Cooperative, Industry and Tourism. The training in collaboration with Kenya Trade Network Agency (KenTrade) and GIZ Kenya Focused on the following key areas; KenTrade Mandate, How KenTrade systems operate and their portal, how KenTrade can help the MSEs to export their produce and products within the African continent and the challenges that the MSEs go through when trying to export their goods and how it can be mitigated.

The session was a revelation since it helped MSEs to understand the importance of exporting and its challenges. In attendance were the CEC Trade, CEC Devolution and ICT, CO Trade, Director for Co-operative, Director Trade, and County Cooperative Officers. The KenTrade portal enlightens the traders on the requirements that a trader needs in order to export their goods, all the institutions, and the certificates needed. It also provides the statistics for all the products that are exported from Kenya and to what country.



Training session at the export readiness forum in Elgeyo Marakwet



Participants at the export readiness training in Elgeyo Marakwet

Dual-TVET training in Chuka

MSEA Tharaka Nithi office actively took part in the Dual-TVET training program organized by Chuka Technical and Vocational College (CTVC) in collaboration with Finland and German Development Cooperation under the GIZ program. Dual-TVET blends classroom theory with hands-on workplace training, and the workshop aimed to evaluate potential collaborations with industry players. It also delved into explaining the dual training model and its applicability in Kenya.

In line with the BETA objective of cultivating a skilled workforce, the government is channeling investments into Competency-Based Education and Training (CBET) in TVET institutions, with a focus on equipping the youth with the necessary skills for the industry. The partnership with industries and institutions will see to it that the implementation of the curriculum will enable trainees to spend 70% at an industry and 30% at a vocational center and subsequently get absorbed into the industry upon graduation. Some of the small industries registered with MSEA that participated in the training workshop were; Mugumo brands dealing in Chain link manufacturing, Estarita Universal clothing, Chuka professional mechanics, and Chuka Welders and Fabricators.



Training session at the DUAL-TVET program



Participants at the DUAL-TVET training program

14-day business development skills training for women groups –Kario-bangi

Kario-bangi MSE Centre of Excellence hosted a closing ceremony for the Business Development and Skills (BDS) training program cohort 1. 38 MSEs were awarded their certificates, marking the successful completion of the intensive 14-day training on business development skills.

The ceremony served as a significant milestone for these entrepreneurs, highlighting their dedication and commitment to honing the skills acquired.

The group, unified in its ambition, expressed a keen interest in investing in the edible oils value chain. The closing ceremony encapsulated the spirit of achievement, unity, and the prospect of growth.

Key training areas included; entrepreneurship, group dynamics, product development, digital marketing and e-commerce, climate change, product development, and other important skills in ensuring that the MSE run sustainable businesses.



MSEA officer Fortunata awarding one of the MSEs at the closing ceremony



MSEA officer interacting with the MSEs at the closing ceremony



MSEs having an interactive session at the closing ceremony



Participants and MSEA Kariobangi Centre of Excellence officers at the closing ceremony

BDS training and benchmarking at the Kariobangi Centre of Excellence

MSEA Kariobangi team and MSEs undergoing Business Development Services training at the Kariobangi Centre of Excellence took part in a benchmarking exercise as part of a collaboration between MSEA and Kenya Industrial Research and Development Institute (KIRDI) to support MSEs.

The MSEs had the unique opportunity to learn from KIRDI experts with a key focus being on various product development cycles, incubation, and the utilization of common user facilities, particularly in food technology. The focus on common user facilities, especially in

food technology, provided these entrepreneurs with a unique opportunity to apply theoretical knowledge in a real-world context.

The MSEs have a keen interest in the edible oils value chain a priority value chain in the Bottom Up Economic Transformation Agenda (BETA). The hands-on insights gained from KIRDI and the training from Kariobangi MSE Centre of Excellence will undoubtedly play a crucial role as these entrepreneurs gear up to start businesses in this vital value chain.

This collaborative learning experience not only strengthens their skills but also aligns with broader goals of promoting sustainable business development practices.



KIRDI team having an interactive sessions with the MSEs



KIRDI team demonstrating the use of some of the machines at the Centre



MSEA Kariobangi team and MSEs that attended the Benchmarking Exercise

Needs assessment for MSEs in Nyeri County

MSEA Nyeri office teamed up with the Kenya Institute of Business Training (KIBT) to conduct a training needs assessment for MSEs in Nyeri County. This collaboration is a strategic move by the Authority to enhance ties with other government agencies and capitalize on existing opportunities.

As a result, the MSEA Nyeri office successfully negotiated with the KIBT Regional office, securing a first-priority position once the enhanced curriculum is rolled out.



MSEA and KIBT officers undertaking needs assessments in Nyeri County



MSEA and KIBT officers undertaking needs assessments

Capacity building workshop for TVET trainers

MSEA Director of Infrastructure, Eng. Edward Karani, served as a distinguished guest speaker at the Capacity Building Workshop for TVET Trainers from Western Kenya in emerging technologies at Bishop Stam Pastoral Center, Kakamega. The workshop aimed to enhance the institutional and individual capacities of teachers.

Eng. Karani provided valuable insights on maintaining competitiveness within the TVET sector, stressing the pivotal role of educators as knowledge providers. He urged participants to capitalize on Community Industrial Development Centers (CIDCs) as innovation hubs for students, citing the example of Malakisi CIDC in Bungoma, where groundnut and soya value addition initiatives are underway with support from KIRDI. However, Eng. Karani highlighted the underutilization of

such opportunities by the community. His call to action emphasized the importance of delivering high-quality Science, Technology, and Innovation (STI) content, promoting innovation, nurturing life skills, and fostering remarkable achievements among learners.



Nairobi Regional Head Madam Janet Kamotho sensitizing the participants about MSEA's mandate



Participants at the capacity building workshop for TVET Trainers in Western Kenya

Entrepreneurship Training in partnership with KIBT – Nakuru County

MSEA Nakuru office, in collaboration with the Department of Trade, Tourism, and Cooperatives Nakuru County and the Kenya Institute of Business Training (KIBT), successfully completed a 2-day entrepreneurship training for MSEs in the textile value chain.

The participants, representing Bahati Sub County, covered essential topics such as business formalization, business records, business plans, business funding, stock management, and financial planning.

As a positive outcome, the MSEs have collectively decided to establish an association and officially register with MSEA.



MSEA officer sensitizing MSEs at an entrepreneurship-training program in Nakuru



MSEs posing with their certificate after the 2-day entrepreneurship-training program

MSEs Training on workshop safety

MSEA Kariobangi Center of Excellence team conducted a machine and workshop safety training for MSEs operating within the Kariobangi Incubation Centre. The training focused on hazard analysis, Personal Protective Equipment (PPE) requirements, and the importance of workplace safety.

Its aim was to equip MSEs with the necessary knowledge and tools to effectively mitigate workplace hazards. Attendees gained insights into various potential hazards within the facility, including sharp tools, machinery, fire, electrical shocks, and chemical exposure.

Officers emphasized the intrinsic link between workplace safety, productivity, and business sustainability. Through engaging presentations and case studies, MSEs developed a profound understanding of how prioritizing safety not only protects livelihoods but also enhances overall efficiency and morale in the workplace.

MSEs were reminded of their inherent responsibility in maintaining a safe work environment and encouraged to actively participate in hazard identification, promptly report potential risks, and diligently adhere to safety protocols and regulations.



Workshop Safety training conducted by MSEA Officer in Kariobangi Centre of Excellence



Workshop Safety training conducted for MSEs at Kariobangi COE

MSEA and Insurance Regulatory Authority (IRA) workshop and sensitization forum

MSEA North rift region in partnership with the Insurance Regulatory Authority organized a two-day workshop targeting MSEs in the Dairy farming and Agribusiness sector. The objective is to sensitize the MSEs on the benefits of insuring their products, and livestock and mitigation of risks.

The two-day event brought onboard 60 MSEs selected by MSEA. The Authority sensitized the MSEs on the role of MSEA, formalization, and financial literacy amongst other initiatives. The Uasin Gishu County Chief Officer Livestock and Fisheries, Mr. Nickson Cheplong alongside other IRA officers were in attendance.



MSEA North Rift Head Alton Kogo sensitizing MSEs at the 2 day workshop



MSEs participating at the workshop organized by MSEA and Insurance Regulatory Authority

Igoji Youth Extravaganza

MSEA Meru regional office through the invitation of the Assistant County Commissioner Igoji East Division Mr. James Nandi actively participated in the Igoji Youth extravaganza, which was held at Miruriiri Boys Secondary School.

Experts from different fields sharing their career and entrepreneurship experiences graced the event, whose theme was Fun Day and Mentorship Sessions.

The youths present showcased their talents in; Dancing, Singing, Spoken Word, Poems. They were enlightened on the benefits of formalization and the opportunities that come with having organized Associations, the upcoming NYOTA and KJET projects.

Together with the administration, MSEA Meru regional office agreed to organize more mentorship programs for the youth in the area.



MSEA Meru Head Ivy Kirera sensitizing Igoji Youth at the event



Igoji youth gaining skills and insights at the event

Sensitization Forum for Youth in Kisumu in partnership with Shining Hope for Communities (SHOFCO)

Kisumu MSEA team, along with officials from Kisumu Centre Juakali and Shining Hope for Communities (SHOFCO), collaboratively conducted a comprehensive awareness session at Kisumu Centre CIDC premises. The event, attended by 100 enthusiastic youth from Kisumu Centre Juakali worksite, focused on enlightening participants about various youth-centric opportunities for economic empowerment.

The forum featured informative sessions covering a variety of products and services tailored for youth, including business loans, skill-building programs, and business development initiatives facilitated by SHOFCO. Simultaneously, MSEA provided updates on ongoing youth programs such as KYEOP and NYOTA. Participants were briefed on a variety of services, ranging from market access and linking MSEs to affordable credit (Hustler Fund) to formalization, infrastructure development, and capacity building. The forum also delved into the potential benefits arising from partnerships with government agencies like NITA, TVET, KIBT, KEBS, and more. Sensitization Forum for Youth in Kisumu in partnership with Shining Hope for Communities (SHOFCO)

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Youth at the sensitization forum participating at the training

STRATEGIC VISITS

Familiarization Tour by Gatsby Africa to Coconut Processors in Mombasa County

MSEA Mombasa office together with a delegation Gatsby Africa and Dickson Korir from the Presidential Economic Transformation Office (PET), responsible for advising the president on MSE-related matters visited coconut processors in Mombasa County on a familiarization tour towards mapping value chains in the county.

The tour commenced with a visit to Smart Ventures based in Ujamaa along Likoni - Ukunda Road. Smart Ventures employs a fermentation process to produce coconut oil, involving drying the coconut, decantation to separate oil and water, and subsequent packaging. The company has established collaborations with women who actively contribute to oil production, thereby creating employment opportunities. Smart Ventures offers three products: Jelly, coconut oil, and soap.



Smart Ventures products on display

Youth sensitization at Best Kenya College, Imenti

MSEA Meru Regional office attended the third graduation ceremony of Best Kenya College, at the Kinoru Primary grounds in Imenti North Sub County.

Best Kenya College is a Technical and Vocational Education and Training (TVET)-accredited institution whose core mandate is to solve the existing youth unemployment challenge through employable skills and entrepreneurship skills.

The graduates were enlightened on the benefits of formalization and the opportunities that come with having organized Associations, affordable housing project and the upcoming NYOTA and KJET projects.

MSEA Meru regional office in collaboration with the colleges, agreed to organize more mentorship and training programs for the students.



Muthuri Gitonga an officer at MSEA Meru Regional office during the third graduation ceremony of Best Kenya College, at the Kinoru Primary grounds in Imenti North Sub County

MSE REGISTRATION

MSEA Meru office in partnership with the office of Ntima West Member of County Assembly

In a bid to support and bring more MSEs on board the MSE database, the MSEA Meru regional office in partnership with the office of Ntima West Member of County Assembly, Hon Patrick Ntururu held a sensitization meeting for members of the Kathumbi Boda boda group. The group comprises youth who are planning to venture into poultry farming to diversify their earnings as well as create job opportunities.

The authority will; formalize the group to ensure that they do not miss out on any government support, and collaborate with the relevant county government offices and agencies to offer training in poultry farming as well as business development services.



MSEA Meru regional office, the office of Ntima West Member of County Assembly, Hon Patrick Nturu during the sensitization meeting for members of the Kathumbi Boda boda group

Sensitization and registration of Pendekezo Letu NGO

MSEA Kariobangi team collaborated with Pendekezo Letu Non-governmental organization to empower 39 MSEs from various sub-counties within Nairobi County with essential business development skills covering areas such as business and financial management, product development, record keeping, and access to credit. The initiative aimed to fortify the entrepreneurial prowess of participating MSEs while fostering sustainable growth and resilience in the micro-enterprise sector.

Participants were not only immersed in a skill-building session but were also introduced to MSEA's support programs to MSEs including but not limited to capacity-building initiatives to enhance entrepreneurial skills, market access opportunities, and linkages to diverse financial institutions for business prospects.

The sensitization underscored the importance of formalizing their businesses through registration with MSEA, emphasizing that this step not only grants access to a myriad of support programs but also establishes a formal recognition, enhancing credibility and broadening avenues

for success in the competitive business landscape. This collaboration stands as a testament to the commitment to catalyze positive change and uplift MSEs, laying the groundwork for a flourishing micro and small enterprise ecosystem.





MSEA Kariobangi team and Pendekezo Letu NGO during the sensitization forum aimed to empower 39 MSEs from various sub-counties within Nairobi County

Election of officials for the Pwani Circular Association

MSEA Mombasa team organized the election of officials for the Pwani Circular Association, which focuses on waste management in Mombasa. The association has had tremendous success which has seen them benefit from a truck donation courtesy of a generous donor to enhance garbage collection. The Authority remains committed to collaborating with them to maximize the potential within this field.



MSEA Mombasa regional office during the election of officials for the Pwani Circular Association, which focuses on waste management in Mombasa.

Sensitization and registration at Karma Technical Institute

The MSEA Meru Regional Office together with the [Kenya Revenue Authority](#) Meru office visited Karma Technical Institute in Urru area in Tigania East Constituency to sensitize groups on MSE registration and tax compliance.

The groups board members were sensitized on the benefits and opportunities associated with formalization such as accessing government support, financial linkage through Hustler Fund, market linkage through exhibitions and trade fairs and other resources that can contribute to their growth and success. The association is in the process of registration with the Authority.



The MSEA Meru Regional Office and representatives from the Kenya Revenue Authority during the sensitization and registration of group associations at Karma Technical Institute in Urru area in Tigania East Constituency

Sensitization and registration of St. Catherine Women group in Igoji East ward

The MSEA Meru Office held a sensitization meeting for the St. Catherine Women group in Igoji East ward, Imenti South Constituency. The group was sensitized on the benefits and opportunities associated with formalization such as accessing government support, financial linkage through Hustler fund, market linkage through exhibitions and trade fairs and other resources that can contribute to their growth and success. The association is in the process of registration with the Authority.



The MSEA Meru Office and St. Catherine Women group during the sensitization and registration forum in Igoji East ward, Imenti South Constituency

Youth Mentorship Forum in Tigania West

The MSEA Meru regional office through the invitation of the youth leadership in Meru County actively participated in a youth mentorship forum in Tigania West Sub County, which was held at Kianjai Girls Secondary School.

The 200 youth in attendance, were enlightened on the benefits of formalization and the opportunities that come with having organized Associations, they were also sensitized on upcoming NYOTA and KJET projects. MSEA Meru regional office in collaboration with the Meru County youth leadership, agreed to organize more mentorship programs for the youth around the county.



The MSEA Meru regional office during the youth mentorship forum at Kianjai Girls Secondary School

Business Management Skills Training in Nyeri

MSEA Nyeri Office, in partnership with Enable Youth Association and International Labour Organization, conducted a four-day business management skills training using the Start and Improve your Business Programme (SIYB) business-training module. The participants received in-depth insights into crucial aspects of business management.

Furthermore, the group was immersed in hands-on training on Yoghurt making, serving

as an initial step in their journey towards exploring value addition opportunities. Youth from Nyeri and neighboring counties actively participated in the training, reflecting the broad impact of the initiative.

The success of this collaboration has paved the way for a strategic partnership between MSEA Nyeri office and the involved parties, with plans underway for additional training sessions in the coming year.



MSEA Nyeri Office, in partnership with Enable Youth Association and ILO, during a four-day business management skills training using the SYIB business-training module

Sensitization and registration of MSE representatives at Mukuru Slum Upgrading Project

MSEA Nairobi Region and Registrar's office collaborated with a team from the State Department of Housing, Area Chiefs, and MSEs representatives at Mukuru Slum Upgrading Project on a sensitization and registration program for members of the project.

The MSEA team enlightened participants about MSEA's involvement in the formalization of MSEs and its various roles in fostering the growth of the sector. The State Department of

Housing visited MSEs based at the worksites in the region, conducting a fact-finding mission to identify potential metal fabricators to be enlisted in the affordable housing program. Multiple groups were pinpointed, and the registration process was initiated.



MSEA Nairobi Region and Registrar’s office, a team from the State Department of Housing, Area Chiefs, and MSEs representatives during the MSE sensitization and registration at Mukuru Slum Upgrading Project

Affordable housing project

The affordable housing project is a key pillar of the government’s Bottom-Up Economic Transformation Agenda (BETA) development plan. The project is poised to address the housing deficit and promote homeownership, particularly among low-income individuals in the country. This is also expected to create jobs in the construction sector and boost the economy.

The Jua Kali associations registered with MSEA have been allocated preferential contracting of doors, windows, and other ringfenced items for

all affordable housing works.

MSEA Field Officers have been engaged in the mobilization and sensitization of these Juakali artisans.

MSEA Nakuru office took part in the ongoing public participation on affordable housing at Bahati constituency, Bahati stadium. Various presentations were delivered by Jua Kali artisans, emphasizing the project’s advantages in terms of job creation, thereby enhancing their livelihoods. The discussions also highlighted the potential reduction in crime rates attributable to increased employment opportunities.



MSEA Nakuru office took part in the ongoing public participation on affordable housing at Bahati constituency, Bahati stadium

Sensitization session for the leadership of Jua Kali Associations in Mombasa County

MSEA Mombasa Office convened a meeting with the Likoni Bubumbu Jua Kali Association to streamline upcoming activities, including the Mombasa Affordable Housing initiative and targeted value chains.

The MSEA Mombasa office pledged to persist in their efforts to install 3-phase power connections, thereby catalyzing commercial activities and bolstering the associated value chains especially edible oils which is on the brink of unprecedented growth, fueled by a surge in domestic demand and favorable global trends.

Anticipating a projected population of 58.9 million by 2025 and a burgeoning middle class, the demand for edible oils in Kenya, particularly in processed foods, is witnessing an exponential rise. This presents a golden opportunity for Kenyan edible oil exporters and farmers to not only meet this demand but also to innovate and tap into a highly lucrative market.

MSEA Mombasa office is committed to collaborating with stakeholders in this sector to actively drive its growth.



MSEA Mombasa team together with Likoni Bubumbu Jua Kali Association members during the visit

Tharaka Nithi County Affordable Housing Program

Tharaka Nithi County Affordable Housing Program and Markets Committee led by the chairperson, the County Commissioner Mr. Wesley Koech, visited the proposed sites for the housing projects in three constituencies namely; Chuka/Igambang'ombe, Maara and Tharaka South.

The visit was meant to ascertain the availability and existence of the land, verify land documents and ownership, and consider the suitability of the sites putting into consideration other factors such as distance before giving

final recommendations to the State Department of Housing.

In attendance were MSEA County Head, County Director of Housing, County Co-ordinator National Land Commission, County Land Surveyor, County Land Administrator, County Land Adjudication Officer, County civil engineer, NEMA, KPLC, County police boss and the CIC.



MSEA Embu office together with County Director of Housing, County Co-ordinator National Land Commission, County Land Surveyor, County Land Administrator, County Land Adjudication Officer, County civil engineer, NEMA, KPLC, County police boss and the CIC during the site visits

Capacity Building on Affordable Housing Project in Laikipia County

MSEA Laikipia office in collaboration with National Construction Authority Mt. Kenya Region participated in the National Government Affirmative Action Fund (NGAAF) empowerment program in line with the sensitization and awareness campaign on the National Affordable Housing Project.

The program was a one-day capacity-building training to over a pool of 500+ MSEs in the construction industry drawn from masons, plumbers, welders, painters electricians, carpenters and casuals in Laikipia East.

Areas covered during training; Importance of formalization, issuance of accreditation cards to provisional and fully skilled workers, safety measures in construction site and life skills and relations in worksite.

Present in the program was Hon. Jane Kagiri Laikipia County MP, Eng. Sifuma, Architect Syengo and Architect Juliet all from NCA and Madam Kisotu Laikipia Central Assistant County Commissioner.



Highlights from the sensitization and awareness campaign on the National Affordable Housing Project in Laikipia County

Consultative meeting with the Juakali Business Inclusivity Craft Workers Association in Embu

Embu MSEA office, in collaboration with the Embu County Government, National Housing Corporation, and representatives from the project contractor, conducted a consultative meeting with the Juakali Business Inclusivity Craft Workers Association. These artisans, specializing in housing-related services have registered with MSEA to tap into Affordable Housing Project opportunities, among other benefits.

The discussion focused on operational procedures once they secure jobs for windows and doors fabrication, county representation within the Association, and inclusion of youth, women, and PWD representation. A technical committee, comprising members from the County Government, MSEA, the Juakali associations, the Contractor, and NHC, was appointed to compile a report on the discussed areas.

The meeting was a result of relentless efforts by the MSEA Embu office to ensure that MSEs derive maximum benefits from the project, supported by the directive from the Governor, H.E. Hon. Cecily Mbarire. CEC Trade Hon. Jamal Runyenje, representing CEC Lands Hon. Rymond,

CO Housing Mr. Mutisya, NHC Works Officer Mr. Kibochi, Contractor representatives, Mr. Munoru Edward (MSEA regional head Embu/Tharaka Nithi), and Association leadership led by Chairman Mr. Josiah, were present at the meeting.



Mr. Munoru Edward (MSEA regional head Embu/Tharaka Nithi), Juakali Business Inclusivity Craft Workers Association Chairman Mr. Josiah and representatives from Embu County Government, the Contractor, and National Housing Corporation during the meeting

Affordable Housing Project Mombasa

MSEA Mombasa office actively participated in the Affordable Housing committee meeting held at the Mombasa County Commissioner’s office. The agenda covered crucial topics such as pinpointing suitable land for the project. MSEA will take on the responsibility of mobilizing MSEs to register for the initiative and reap its benefits.

The County Commissioner emphasized the importance of involving locally sourced skilled labor for community empowerment.



Pictorials from the Mombasa affordable housing meeting with the County Commissioner Mr. Abdirisack Jaldesa

ENVIRONMENTAL CONSERVATION

Tree Planting Day at Nyakach CIDC

MSEA Kisumu Regional office in partnership with Kenya Forest Service and Central Nyakach Ward Youth forum organized a tree-planting day at Nyakach CIDC and its environs. The youth groups mostly engages in voluntary activities mainly aiming at environmental conservation such as market cleanups, garbage collection & waste disposal, tree planting, sensitization on environmental conservation etc.

The group planted 1000 trees and are aiming to plant over 50,000 trees in Nyakach Sub County. Kenya Forest Service encouraged people to plant as many trees as possible while highlighting the benefits of trees to the environment and promised to support tree-planting initiatives through sensitization of the public and provisions of seedlings where possible.

MSEA officers took the opportunity to sensitize youths on the opportunities available in the authority, in government, as well as the authority’s key services. The tree planting exercise was part of the National Tree Planting Campaign under the Presidential Program for Accelerated Restoration of Forests that aims to plant 15 billion trees by 2032.



Kisumu MSEA team sensitizing MSEs during the tree-planting event



MSEA Kisumu team participating in the tree planting exercise



The team preparing to plant the tree at Nyakach CIDC

Tree Planting Initiative in Busia

Madam Yasmin Jafari, the Bungoma Senior Enterprise Development Officer, joined the Busia MSEA team to plant a total of 13 trees, including 11 bamboo and 2 Moringa trees outside the Busia MSEA office. The tree-planting initiative was carried out in line with MSEA’s goal of planting 30 trees per staff member during the current financial year.

Madam Yasmin Jafari’s participation in the exercise highlighting her commitment to environmental conservation and underscores the importance of corporate social responsibility. Additionally, the Busia MSEA team’s support indicates MSEA’s commitment to sustainable practices and environmental stewardship.



Tree planting exercise in MSEA Busia office

Tree Planting in Mukuru Kwa Njenga

MSEA Nairobi regional office joined Mukuru Kwa Jenga Conservation Association and the Area Assistant Chief M. Ezekiel in a trees planting exercise at Our Lady of Nazareth primary school grounds.

A total of 110 trees were planted as part of the Presidential Program for Accelerated Restoration of Forests.



MSEA Nairobi Head Janet Kamotho at the tree planting exercise



MSEA Nairobi officers participating in the tree planting exercise

Tree Planting in Nyandarua

The MSEA Nyandarua office, in collaboration with the Nyandarua County Government and the office of the County Commissioner, joined in the National Tree Planting Day. MSEA team rallied a distinctive group of young mothers registered as an association.

Nyandarua Governor Hon. Moses Badilisha planting a tree assisted by a Kenya Forest Service Officer



STAFF CORNER

MSEA Board Chairman James Mureu, Board Member Margaret Gitonga, Board Member Billy Baltazar, senior managers, and other staff members joined in celebrating the reappointment of Mr. Henry Rithaa as the Chief Executive Officer (CEO) for another five-year term.

The announcement was made during a staff meeting where the Board Chair and the board of directors joined hands with MSEA staff to extend their heartfelt congratulations to Mr. Rithaa.

The Chairman emphasized the significance of continuity and collaborative efforts between the staff and management in advancing the Micro, Small, and Medium-sized Enterprises (MSMEs) sector.

He urged everyone to align their efforts with the Bottom Up Economic Transformation Agenda (BETA), underlining the significant role played by MSEA in supporting the growth and sustainability of the MSME economy.

During the meeting, the CEO Mr. Rithaa appreciated the staff members and vowed to continue working together for the betterment of the Authority and its stakeholders.



MSEA Board Chairman James Mureu, Board Member Margaret Gitonga, Board Member Billy Baltazar at the staff meeting



MSEA CEO Henry Rithaa speaking during the staff meeting



Staff members present at the meeting held at MSEA Board Room

JOKES CORNER

Where do dogs go to replace their docked tail ? The reTail store.



*"The strength of the team is each individual member.
The strength of each member is the team."*

- Phil Jackson

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