



## PRESS RELEASE



***H.E the Deputy President Hon. Rigathi Gachagua accompanied by Nandi Governor Hon. Stephen Sang, Majority leader Senate Hon. Aaron Cheruiyot, M.P Aldai constituency Hon. Maryanne Keitany and Senator Uasin Gishu Jackson Mandago received by MSEA Director General Mr. Henry Rithaa at the Aldai Technical Training Institute where the Micro and Small Enterprises Authority has supported artisans with common user machinery for woodwork, metal fabrication and car wash services.***



***H.E the Deputy President Hon. Rigathi Gachagua inspecting the lathe machine issued by MSEA to the Aldai Technical Training Institute as MSEA Director General Mr. Henry Rithaa and Senator Uasin Gishu Jackson Mandago lok on.***



## **EMPOWERING MICRO AND SMALL ENTERPRISES WITH COMMON USER FACILITIES**

**Aldai, 19<sup>th</sup> October 2022...** Micro and Small Enterprises Authority (MSEA) has officially handed over work tools and kits for welding, woodwork, metal fabrication and carwash services to over 700 Juakali artisans in Nandi, Uasin Gishu and Elgeyo Marakwet Counties.

The artisans are drawn from 17 Juakali associations that have been registered with the Registrar of Micro and Small Enterprises (MSEs). The machines donated include woodwork combination machines, woodwork routers, welding machines, vehicle diagnostic and electrical tool kits that will be used by mechanics, electricians, welders, plumbers and carpenters among other artisans.

**Speaking during the handover event at Aldai Technical Training Institute, H.E Hon. Rigathi Gachagua** called on the artisans to utilize the machinery to improve their workmanship and quality of their products to fulfill the demands consumers. "Skilled labour and self-employment is the way to spur entrepreneurship among young people and inculcate good production practices for made in Kenya products to enlarge market opportunities," he said.

**Present during the event, Aldai Member of Parliament Hon. Maryanne Keitany** Welcomed this initiative and encouraged the artisans to work within their associations to access procurement opportunities as a business expansion strategy. "The machinery issued to these associations will be instrumental in standardizing the designs and production of MSE products, inculcating good production practices for made in Kenya products to enlarge market opportunities," she added.

**Speaking during the event, Director General Micro and Small Enterprises Authority Mr. Henry Rithaa** said, "MSEA is empowering MSEs to participate in value added activities by providing access to common user machinery as well as product development as an employment creation strategy to transform the economy from the bottom up. We are also partnering with other Government agencies and the private sector to bridge skills and financing gaps to further empower the sector. By standardizing the design and production of these items, we will be able to use Jua Kali manufacturers across the country and provide them with new income generation opportunities," the director general explained.

MSEA is conducting training for the association members on standardization, registration of trademarks and compliance. This training will be done in partnership with the following agencies under the Ministry of Trade, Industrialization and Enterprise Development. These are; Kenya Bureau of Standards (KEBS) and Kenya Industrial Property Institute (KIPI).

To further promote industrial activity across the constituencies, MSEA has operationalized over 170 Constituency Industrial Development Centers (CIDCs) across the country which are model manufacturing centers riding on common user production concept.

The Authority is implementing a product development programme (dubbed One Constituency (CIDC) One Product), with the first phase of the programme targeting specific products produced within the newly refurbished CIDCs. Borrowing from the one village, one product (OVOP) model and in collaboration with other relevant agencies, the authority is identifying locally available resources/materials in each constituency which can be value added for greater economic benefit. The value added products will then be marketed both locally and internationally.

The informal sector has the greatest potential to enable the realization of the Vision 2030 agenda and economic growth as critical players in the manufacturing, agribusiness, trade and services sectors. This project represents the Authority's support for MSEs create innovative solutions for self-employment while also addressing the existing gap in the required standards and compliance.



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**NOTES TO EDITORS:**

**About The Micro and Small Enterprises Authority (MSEA)**

The Micro and Small Enterprises Authority (MSEA) is a state corporation under the Ministry of Industrialization, Trade and Enterprise Development mandated to promote, develop and regulate micro and small enterprises (MSEs) in Kenya. MSEA is implementing key Government programmes aimed at mainstreaming the contribution of MSEs towards the activation of Vision 2030.