



REPUBLIC OF KENYA



## PRESS RELEASE

Thursday, 15th January 2026

# Ksh. 147.5M NYOTA Start-Up Capital Disbursed to Youth in Machakos, Makueni, and Kitui Counties

### Video

### Link:

<https://www.dropbox.com/scl/fo/mkkanz1q8tfj8mfz9ktbd6/AFkUxcm-kHcR4MHXh4Hiyak?rlkey=ellhzkb8x76n3mxtj37zgi07&st=i64sn3g6&dl=0>

**Machakos County, 15th January 2026:** H.E. Dr William Ruto, President of the Republic of Kenya, today officially launched the NYOTA Project Business Start-Up Capital disbursement for Machakos, Makueni, and Kitui counties, injecting Ksh. 147,525,000 to support youth-led enterprises across the three counties.

The disbursement will benefit 5,901 youth, each receiving Ksh. 25,000 to start or expand their businesses. Of this amount, Ksh. 22,000 will be deposited directly into Pochi la Biashara to support day-to-day business operations, while Ksh. 3,000 will be saved under the Haba na Haba savings account managed by the National Social Security Fund (NSSF). In the second phase of the disbursement, the beneficiaries will receive another KSh25,000 to bring the total of the Nyota Start-Up Capital to KSh50,000.

Speaking at the event, President William Ruto described the NYOTA Project as a transformative intervention that has democratised access to economic opportunities for young people across the country. "Through the NYOTA Project, we are ensuring that young people in every part of Kenya have a fair chance to access capital, grow enterprises, and create jobs," said President Ruto. "Each of Kenya's 1,450 wards will benefit, with between 70 and 84 young people accessing the Ksh. 50,000 business grant under the Business Support Component."

The President further highlighted the government's ongoing investments in over 400 modern markets, Special Economic Zones, and County Aggregation and Industrial Parks, which are designed to provide structured spaces for youth to conduct business and scale their enterprises.

Deputy President of the Republic of Kenya, Prof. Kithure Kindiki, emphasised the central role of MSMEs in driving Kenya's economic transformation. "MSMEs are the backbone of our economy and a key pillar in our journey towards becoming a first-world economy," he said, noting that the MSMEs sector is a major driver of jobs for youth in Kenya.

The Cabinet Secretary for Cooperatives and MSMEs Development, Hon. FCPA Dr Wycliffe Oparanya, urged beneficiary youth to prudently utilise the start-up capital and leverage additional government support mechanisms. "This grant is a foundation. Beneficiaries are encouraged to grow their enterprises and subsequently access other financing and support programs under the Ministry, including Kenya Industrial Estates and the Hustler Fund," he said.

Principal Secretary, State Department for MSME Development, Hon. Susan Mang'eni, assured the youth of continued post-disbursement support, including an upcoming mentorship program that will link NYOTA entrepreneurs to local business ecosystems and experienced mentors.

Members of Parliament from Machakos, Makueni, and Kitui counties who attended the event commended the President for prioritising youth employment and enterprise development, noting that the initiative will significantly contribute to poverty reduction. They further pledged to support skills development initiatives within their constituencies to grow and sustain the youth entrepreneurship movement.

**End**

**State Department for MSME Development, Communications**