



REPUBLIC OF KENYA



## PRESS RELEASE

### **KSH168 MILLION NYOTA START-UP CAPITAL DISBURSED TO YOUTH FROM MERU, EMBU AND THARAKA NITHI COUNTIES**

#### **Video Footage:**

<https://www.dropbox.com/scl/fo/imsmh0kmsujhekbw4hcg4/ACFvIOJvlfRSoKIUH yHcUHg?rlkey=6m6iqiuopzzo7jo5oegd48uay&st=j0wzkqp2&dl=0>

**Thur, Jan 2026, Kinoru Stadium, Meru:** H.E. Dr William Samoei Ruto, President of the Republic of Kenya, today presided over the launch of the NYOTA Business Start-Up Capital Disbursement for young entrepreneurs from Meru, Embu and Tharaka Nithi counties, at Kinoru Stadium in Meru Town. The initiative will benefit **6,720 youth entrepreneurs**, who will collectively receive **KSh168,000,000** to support their enterprises.

Under the first phase of the project, each beneficiary will receive KSh25,000, with KSh22,000 credited directly to the beneficiary's Pochi la Biashara account to boost or start a business, while KSh3,000 will be channelled into the Haba na Haba Savings Account, managed by NSSF. In the second phase of the NYOTA Start-Up Capital Disbursement, beneficiaries will receive an additional KSh25,000, bringing the total start-up capital per beneficiary to KSh50,000.

Speaking during the disbursement, H.E. Dr William Samoei Ruto announced that 121,800 youth across the country will benefit from the NYOTA project, with the first phase of the national rollout expected to be completed by 3rd February 2026. "Kenya has a practical and demonstrable plan to grow our nation into a first-world economy," the President added as he emphasised that the NYOTA Project is part of the Government's broader youth empowerment agenda, alongside initiatives such as the Affordable Housing Program, digital economy opportunities, and the Kazi Majuu labour mobility program.

Deputy President, Prof. Kithure Kindiki, stated that following three years of stabilising the macroeconomic environment, the Government is now focusing on direct economic empowerment of households. He reiterated that the NYOTA Project represents a multi-pronged strategy to unlock opportunities for young people across the country.

The Cabinet Secretary for Cooperatives and MSMEs Development, Hon. FCPA Dr Wycliffe Oparanya, informed beneficiaries of additional enterprise support mechanisms available under the Ministry, including the Hustler Fund, Uwezo Fund, Kenya Industrial Estates (KIE) and the Micro and Small Enterprises Authority (MSEA), which are designed to support business growth and sustainability.

The Cabinet Secretary for Youth Affairs, Creative Economy and Sports, Hon. Salim Mvurya, applauded the Government's people-centred approach, noting that the NYOTA Project reflects the true spirit of the Bottom-Up Economic Transformation Agenda (BETA) by ensuring that youth who would otherwise be left behind are given equal opportunities to participate in nation-building.

The Principal Secretary, State Department for MSMEs, Hon. Susan Mang'eni, outlined a structured business mentorship and capacity-building programme that will follow the capital disbursement, aimed at helping beneficiaries establish viable enterprises and integrate into local business ecosystems.

The Leader of the Majority in the National Assembly and Member of Parliament for Kikuyu Constituency, Hon. Kimani Ichung'wah, described the NYOTA Project as a critical injection into the micro-economy, which forms the backbone of Kenya's economy, accounting for over 70 per cent of jobs for youth and women, and serving as a key pillar of the Bottom-Up Economic Transformation Agenda.

**End**

**State Department for MSME Development Communications**