



REPUBLIC OF KENYA



## PRESS RELEASE

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# KSH258.4M NYOTA START-UP CAPITAL DISBURSED FOR YOUTH IN NAIROBI, KIAMBU AND KAJIADO COUNTIES

### Video Footage:

[https://www.dropbox.com/scl/fo/4ead9nn4qz45robk7gor5/APCsStN7jcQBiH\\_AnUuUang?rlkey=f20g43zyd3mcs6q2rrbzlts4h&st=uemrtdjp&dl=0](https://www.dropbox.com/scl/fo/4ead9nn4qz45robk7gor5/APCsStN7jcQBiH_AnUuUang?rlkey=f20g43zyd3mcs6q2rrbzlts4h&st=uemrtdjp&dl=0)

**Moi Sports Centre, Kasarani, Nairobi:** H.E. Dr William Ruto, President of the Republic of Kenya, today presided over the launch of the NYOTA Project Business Start-Up Capital disbursement, amounting to **Ksh.258,425,000**, targeting youth from Nairobi, Kiambu, and Kajiado counties. The launch ceremony took place at the Moi Sports Centre in Kasarani.

The disbursement will benefit **10,337 young entrepreneurs**, each receiving KSh25,000 in the first phase to support the establishment or expansion of their businesses. Of this amount, KSh22,000 will be credited directly to each beneficiary's Pochi la Biashara account, while KSh3,000 will be deposited into the Haba na Haba savings account, managed by NSSF. Under the second phase of the NYOTA Start-Up Capital programme, beneficiaries will receive an additional KSh 25,000, bringing the total support per beneficiary to KSh 50,000.

Speaking at the event, President William Ruto reaffirmed the Government's commitment to equal access to empowerment opportunities, regardless of religious, political, or social backgrounds. "The NYOTA Project is a holistic intervention that integrates business start-up capital with business skills training, mentorship, and structured support from county governments to enhance the sustainability and growth of youth-led enterprises," he added.

The President further urged young people to take advantage of other government-led opportunities, including the Labour Export Program managed by the National Employment Authority, the Affordable Housing Programme, and the expanding digital economy ecosystem.

H.E. Prof. Kithure Kindiki, Deputy President of the Republic of Kenya, described the NYOTA Project as part of the Government's whole-of-government approach to creating multiple pathways for employment and enterprise development for young people. He noted that the initiative places youth at the centre of Kenya's economic transformation.

The Cabinet Secretary for Cooperatives and MSMEs Development, Hon. FCPA Dr Wycliffe Oparanya, confirmed that the NYOTA beneficiary pipeline is ward-based, in line with the Bottom-Up Economic Transformation Agenda (BETA), ensuring inclusivity and grassroots impact. Meanwhile, Hon. Salim Mvurya, Cabinet Secretary for Youth Affairs, Sports and the Creative Economy, affirmed the Ministry's readiness to fully implement all components of the NYOTA Project, guaranteeing that every deserving Kenyan youth will be given a fair and equal opportunity to benefit.

County Governors present at the disbursement, Hon. Johnson Sakaja (Nairobi County), Hon. Joseph Ole Lenku (Kajiado County), and Hon. Anne Waiguru (Kirinyaga County), pledged continued support for NYOTA entrepreneurs, including waivers of business licence fees and tailored capacity-building programmes to help their enterprises grow and thrive.

**End**

**State Department for MSME Development Communications**