



REPUBLIC OF KENYA



PRESS RELEASE

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KSH. 103.9M NYOTA START-UP CAPITAL DISBURSED FOR YOUTH IN SAMBURU, MARSABIT, LAIKIPIA, AND ISIOLO COUNTIES

Archers Post, Samburu County, 13th January 2026: President H.E. Dr. William Ruto today launched the NYOTA Project Business Start-Up Capital disbursement, injecting Ksh. 103,975,000 to support youth-led businesses in Samburu, Isiolo, Laikipia, and Marsabit counties.

Today's disbursement will benefit 4,159 young entrepreneurs drawn from the 4 counties, each receiving Ksh. 25,000 to start or grow their businesses. Ksh. 22,000 of the grant will be deposited directly into Pochi La Biashara to support business operations, while Ksh. 3,000 will be saved under the Haba Na Haba savings account with the National Social Security Fund (NSSF).

Speaking during the disbursement function, H.E. President William Ruto described the NYOTA Project as a strategic intervention aimed at leveraging Micro, Small and Medium Enterprises (MSMEs) to accelerate Kenya's economic development. He emphasized the central role of young people in the country's transformation, stating, "The talent, energy, and expertise of our youth will drive Kenya into a first-world economy."

The President further noted that, under the NYOTA Project, the Government will train 600,000 young men and women on access to government procurement opportunities, enabling them to competitively participate in tenders at both national and county government levels.

Deputy President H.E. Prof. Kithure Kindiki affirmed that Kenyan youth remain the country's greatest national resource, noting that the NYOTA Project is strategically aligned with the Bottom-Up Economic Transformation Agenda (BETA) and is designed to unlock opportunities for youth-led enterprises across the country.

Cabinet Secretary Hon. Salim Mvurya commended the President for decisively addressing youth challenges through practical solutions such as the NYOTA

Project, describing it as an initiative that is accessible, transparent, and accountable. He further assured of the Ministry's commitment to ensuring seamless implementation of the project and sustained support for young entrepreneurs.

Principal Secretary, State Department for MSME Development, Hon. Susan Mangeni, applauded the youth for stepping forward to participate in nation-building through entrepreneurship. She noted that the beneficiaries are now better equipped through business skills training, access to start-up capital, and structured mentorship to grow sustainable enterprises.

Governors present from Laikipia, Marsabit, and Isiolo counties pledged their support to NYOTA beneficiaries through a range of county-level interventions, including business license waivers, additional training through county-operated TVET institutions, waivers on livestock movement permits, and continuous business development support.

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State Department for MSMEs Development Communications