



REPUBLIC OF KENYA



PRESS RELEASE

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President William Ruto Launches NYOTA Project Business Start-Up Capital Disbursement for 6 Counties in the North Rift Cluster

8th January 2026, Eldoret, Uasin Gishu County: H.E. Dr William Ruto, President of the Republic of Kenya, today officially launched the NYOTA Project Business Start-Up Capital disbursement for the North Rift Cluster, amounting to Ksh. 235,575,000. The initiative will benefit 9,423 youth from Uasin Gishu, Elgeyo Marakwet, Nandi, Trans-Nzoia, Turkana, and West Pokot counties. Each beneficiary will receive an initial disbursement of 25,000.

Ksh. 22,000 deposited into the Pochi La Biashara Wallet to support business operations, and Ksh. 3,000 deposited into the Haba Na Haba savings account under NSSF to reinforce a savings culture among young entrepreneurs.

President William Ruto hailed the NYOTA Project as "a benchmark for transparency and inclusivity," noting that it gives "every young Kenyan an equal chance through a fully digitised process." The NYOTA Project is a flagship initiative for youth empowerment through job creation and enterprise development. The initiative complements other government interventions, including opportunities under the affordable housing project, labour export, and the digital economy.

County Governors from the benefiting counties pledged their support to NYOTA beneficiaries, committing to the waiver of business licences and cess charges to lower the cost of doing business. They also announced that enterprise development funds will be availed to support further capital needs.

During a high-level panel mentorship session hosted by Susan Mangeni, Principal Secretary, State Department for MSMEs Development, President Ruto shared his personal journey as a hustler in Maili Tisa, Uasin Gishu County, urging the youth to remain resilient and to take full advantage of available government interventions such as the Hustler Fund, Uwezo Fund, and MSEA to grow their enterprises.

The Cabinet Secretary for Cooperatives and MSMEs Development, Hon. FCPA Wycliffe Oparanya, thanked the President for the NYOTA Project, describing it as “the largest youth job creation exercise in Kenya’s history.” He noted that the project ensures fairness by giving “every Kenyan youth an equal chance, with at least 70 beneficiaries reached in each of the 1,450 wards across the country.”

The Cabinet Secretary for Youth Affairs, Creative Economy and Sports, Hon. Salim Mvurya, advised beneficiaries to “invest the business start-up capital prudently,” adding that other project components, including Job Experience and Recognition of Prior Learning, will commence immediately after the completion of the business Support component.

Hon. Marianne Keitany, Vice Chair of the Trade and Cooperatives Committee in the National Assembly, highlighted the ongoing consideration of the Start-Up Bill in Parliament. She noted that the Bill will create a more conducive environment for MSMEs by mainstreaming access to business development services, providing for licence waivers, and establishing a clear framework for capital flows to MSMEs.

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State Department for MSMEs Development Communications