



Micro and Small Enterprises Authority

Jan- May 2026 ISSUE

QUARTERLY

THE MSE AGENDA

MSE Agenda is a quarterly publication of the Micro and Small Enterprises Authority



Implementation of the National Youth Opportunities Towards Advancement (NYOTA) Project

Enhancing Cluster Competitiveness: How the Kenya Jobs and Economic Transformation (KJET) Project is transforming MSME clusters from the ground up

Empowering MSMEs through Policy Awareness and Strategic Partnerships

CEO's foreword

This newsletter — our comprehensive review of MSEA's programme activities is an attempt to honour that diversity of stories while making visible the single thread that runs through all of them: MSEA's unwavering commitment to creating opportunity, building capacity, and strengthening enterprise at every level of Kenya's MSME ecosystem.

Across the counties, our teams have been active on multiple fronts simultaneously, and the breadth of those activities is a source of genuine pride.

The NYOTA Programme continued to touch young lives across the country through targeted training and financial disbursements to youth in multiple counties, expanding economic opportunities for young people through entrepreneurship and giving some of Kenya's most vulnerable micro-entrepreneurs a foothold in the formal economy and the financial tools to grow.



Mr. Henry Rithaa
Director General/CEO

Under the Kenya Jobs and Economic Transformation (KJET) Project, the flagship Cohort of our Business Development Services training was completed across all 47 counties, reaching 95 MSME clusters with a 12-module curriculum delivered through structured classroom sessions and now deepened through an intensive three-month mentorship programme. Meanwhile, our second call for application, expanded to ten value chains — signalling the growing reach and ambition of this transformative initiative.

Through our partnership with SNV Netherlands Development Organization, business forum sensitization activities ran across multiple counties from November to December 2025, connecting MSME clusters to market intelligence, peer networks, and value chain actors in ways that formal training alone cannot replicate.

The Affordable Housing Project has emerged as one of the most exciting convergence points between national development infrastructure and MSME opportunity in recent memory. MSE associations across counties including Uasin Gishu, Kajiado, Siaya, Meru, Nandi, Machakos, and Wajir have secured contracts worth tens of millions of shillings to fabricate windows, doors, furniture, and other building components — transforming Jua Kali artisans from spectators into active participants in Kenya's most ambitious housing programme.

The SME Loop Programme reached another significant milestone this quarter with the graduation of a fresh cohort of entrepreneurs who have journeyed through structured financial literacy, business management training, and access-to-finance support, and are now better equipped to compete, grow, and sustain their operations long term.

And through the SAFER Project, MSEA has continued to expand ICT infrastructure and enterprise registration across counties — ensuring that more of Kenya’s small businesses are formally recognized, digitally visible, and positioned to access the support and markets they deserve.

These are not separate programmes happening in parallel. They are parts of a coherent and ambitious vision, one in which Kenya’s micro, small, and medium enterprises are not left behind by economic growth but are the very engine of it.

As we look to the year ahead, this momentum gives us every reason for confidence. The work is harder than it looks, the challenges are real, and the scale of the need is vast. But so is the capacity, the resilience, and the entrepreneurial energy of the Kenyan people we serve.

Henry Rithaa
Director General/CEO

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IMPLEMENTATION OF NATIONAL YOUTH OPPORTUNITIES TOWARDS ADVANCEMENT (NYOTA) PROJECT

The Micro and Small Enterprises Authority (MSEA) is implementing the Business Support intervention under the National Youth Opportunities Towards Advancement (NYOTA) Project, aimed at expanding economic opportunities for young people through entrepreneurship. The intervention targets to reach over 110,000 youth across all 47 counties, providing a structured business support package that includes business skills training, start-up capital, mentorship, and market linkages to help young entrepreneurs establish and grow sustainable enterprises.

Under this component, Progress has been made, with 91,253 youth across the country completing the four-day Business Skills Training and receiving business start-up capital to start or expand their businesses. This integrated approach ensures that young people are equipped not only with financial support but also with the knowledge and guidance needed to navigate their entrepreneurial journey.

Below are highlights of key milestones in the rollout of the intervention, including the nationwide Business Skills Training and the Business Start-Up Capital Disbursement ceremonies that brought together thousands of youth entrepreneurs across the country.

NYOTA BUSINESS DEVELOPMENT SKILLS TRAINING: EQUIPPING YOUTH ENTREPRENEURS WITH SKILLS FOR BUSINESS SUCCESS

Across Kenya, classrooms have been filling with energy, and determination as young people participate in the Business Development Skills (BDS) training under the NYOTA Project. From Nairobi to Turkana counties, thousands of youth showed up in training centres eager to gain the knowledge and tools needed to start and grow sustainable businesses.



Classroom Business Development Services Training in session

Since the rollout of the entrepreneurship training, youth turnout was impressive, with many arriving early ready for the four-day learning journey. Training centres in counties such as Nairobi and Kiambu recorded particularly strong participation, with long queues in the early hours, Notebooks in hand, the participants have shown enthusiasm and readiness to take advantage of the opportunity.

Across these regions, training centres have consistently reported full classrooms, ac-

tive participation, and strong commitment from beneficiaries who successfully progressed through the selection process.

The BDS classroom training forms a core intervention of the Business Support component under the NYOTA Project, which aims to strengthen the entrepreneurial capacity of young people across Kenya. Over four intensive days, beneficiaries participate in structured sessions designed to build practical competencies needed to start, manage, and grow viable enterprises.



Youth line up to mark the attendance register as they head into class for NYOTA training

The youth are guided through a comprehensive curriculum covering key areas such as business planning, financial literacy, record keeping, compliance requirements, marketing strategies, customer relations, and enterprise growth planning. The training is

highly interactive, allowing participants to engage in discussions, group exercises, and practical examples that reflect Kenya's dynamic business environment.



Pictorial highlights from the first classroom training for Business Development services

Through this structured learning approach, youth are not only introduced to the fundamentals of entrepreneurship but are also equipped with the mindset and skills required to navigate the realities of running a business. Across counties, trainers reported vibrant classroom sessions characterized by lively discussions and strong engagement from the beneficiaries. They have been eager to share their business ideas, discuss local market opportunities, and learn from the experiences of fellow participants.

Youth have described the training as transformative, noting that it has helped them refine their business ideas, understand the importance of financial discipline, and gain

confidence in pursuing entrepreneurship. For others, the sessions have provided clarity on how to formalize their businesses and position themselves in increasingly competitive markets.

To ensure the quality and effectiveness of the training, implementation has been closely monitored through field visits and engagement with trainers and participants. During one such monitoring exercise, a delegation from the World Bank visited training centres in Nairobi and Kiambu counties to observe the ongoing sessions and assess the delivery of the curriculum.



Task Team Leader Mr. Kevin Heraniah and Co-Task Team Leader Ms. Federica Ricaldi addressing youth during a monitoring visit to training centres in Kiambu and Nairobi counties

Led by Task Team Leader Mr. Kevin Heraniah and Co-Task Team Leader Ms. Federica Ricaldi, the team visited constituencies including Lang'ata, Kibra, Dagoretti South, and Kasarani in Nairobi, as well as training centres in Kiambu County. The visit provided an opportunity to interact directly with beneficiaries and trainers, understand the classroom experience, and review overall facilitation quality.

The delegation observed highly interactive sessions and commended the strong engagement demonstrated by participants. They emphasized the importance of maintaining consistent delivery standards across

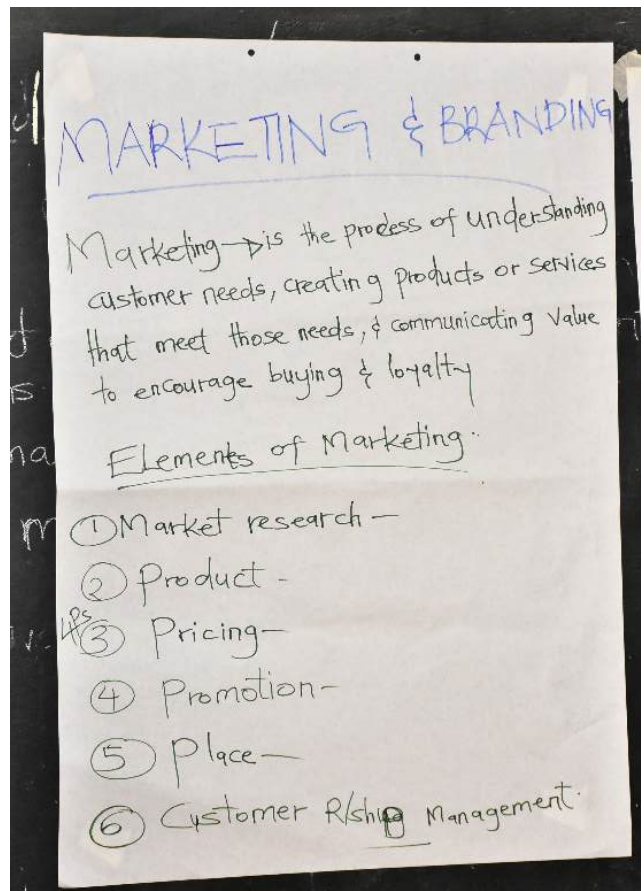
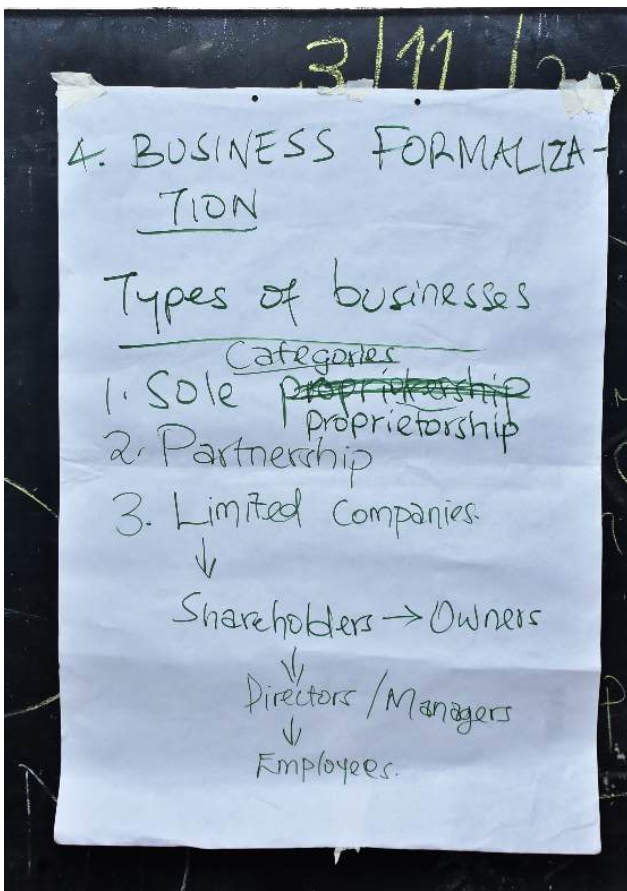
all counties and ensuring that the training remains youth-centred, practical, and impactful.

In addition, each beneficiary will undergo a two-month mentorship programme delivered by business development experts. During this phase, mentors will support the youth to refine their business ideas, strengthen operations, access markets, and develop strategies for growth. This mentorship component is designed to ensure that the knowledge gained during training translates into practical action and sustainable enterprise development.

The NYOTA Project aims to empower more than 820,000 young people across all 1,450 wards in Kenya through entrepreneurship training, certification, financial support, and mentorship.

By strengthening the capacity of emerging entrepreneurs, the programme seeks to expand income-generating opportunities, enhance productivity, and position youth as key drivers of Kenya's socio-economic transformation.

The strong turnout witnessed across the training centres demonstrates both the growing demand for entrepreneurship opportunities and the determination of Kenya's youth to build better futures through enterprise.





Pictorial highlights from the classroom training

NYOTA BUSINESS CAPITAL DISBURSEMENT: EMPOWERING YOUTH ENTREPRENEURS ACROSS KENYA



Thousands of young entrepreneurs across Kenya are taking the first step toward building sustainable businesses following the NYOTA Project's Business Start-Up Capital Disbursement. Following the successful completion of Business Skills Training,

youth from across the country gathered through a series of regional disbursement ceremonies that marked a significant milestone in the Government's efforts to expand employment opportunities through entrepreneurship.



MSEA DG, Mr. Henry Rithaa, and the Board Chairman Mr. James Mureu receive H.E the President, Dr. William Ruto at the disbursement ceremony in Mombasa and Meru.

The nationwide disbursement events brought together thousands of young people who had completed the mandatory three-day entrepreneurship training designed to equip them with essential skills in business planning, financial management, and enterprise development.

Across the regional events, beneficiaries received the first tranche of start-up capital amounting to Kes. 25,000 per youth. Of this amount, Kes. 22,000 was deposited directly

into Pochi la Biashara to support immediate business operations, while Kes. 3,000 is saved under the National Social Security Fund (NSSF) Haba na Haba savings scheme, promoting financial discipline and long-term savings among the young entrepreneurs.

A second tranche of Kes. 25,000 will be disbursed after the mentorship phase, bringing the total business capital support to Kes. 50,000 per beneficiary.



Pictorial caption youth jubilant upon receiving tranche one business grant of Ksh 22,000

In North Rift and Rift Valley counties, including Turkana, West Pokot, Uasin Gishu, Trans-Nzoia, Elgeyo Marakwet, and Nandi, 9,423 young entrepreneurs gathered in Eldoret for the disbursement ceremony. The event highlighted the transformative potential of youth entrepreneurship in expanding local economies and creating employment opportunities within communities.

Beyond the capital injection, the forum provided an opportunity for open engagement between government leaders and young entrepreneurs. A fireside discussion moderated by Principal Secretary Susan Mang'eni allowed beneficiaries to share their aspirations and challenges while reaffirming the programme's commitment to responding to the real needs of youth in business.



Pictorial Caption HE the President Dr. William Ruto at the disbursement ceremony in UasinGishu County

Another major ceremony was held in Nakuru County, bringing together beneficiaries from Baringo, Narok, Bomet, and Kericho counties, where 9,847 youth entrepreneurs received a total of Kes. 245 million in start-

up capital. The event underscored the growing recognition of youth-led enterprises as a key pillar in driving regional economic growth and innovation.



Pictorial from Disbursement event in Eldoret, Uasin Gishu County

In Central Kenya, over 6,892 youth entrepreneurs from Nyeri, Murang'a, Nyandarua, and Kirinyaga counties received more than Kes. 170 million in business capital, further

expanding the reach of the programme and unlocking new opportunities for enterprise development within the region.



Pictorial from disbursement ceremony in Nyeri County

Meanwhile, Kinoru Stadium in Meru County came alive with excitement and optimism as over 4,500 youth from Meru, Embu, and Tharaka Nithi counties gathered for a disbursement ceremony presided over by H.E. Dr. William Samoei Ruto, President of the Republic of Kenya.

Speaking during the ceremony, the President encouraged young entrepreneurs to embrace the power of small beginnings, emphasizing that entrepreneurship remains a critical driver of job creation, innovation, and inclusive economic growth.

The event also highlighted strong collaboration between national and county governments, with the Governors of Meru, Embu, and Tharaka Nithi announcing licence fee waivers for NYOTA beneficiaries to reduce the cost of starting businesses and encourage enterprise formalization.



Pictorial from Meru County Disbursement

In lower Eastern Kenya, the project unlocked new business opportunities for 5,901 youth from Machakos, Makueni, and Kitui counties, injecting Kes. 147.5 million into youth enterprises across the region.

The capital also reached youth entrepreneurs in the Nairobi Metropolitan region, where 10,337 beneficiaries from Nairobi, Kiambu, and Kajiado counties received Kes. 258.4 million in start-up capital during a ceremony held at the Moi International Sports Centre, Kasarani.

The event reaffirmed the Government's commitment to ensuring that young people in urban and peri-urban areas are equally supported to participate in Kenya's growing entrepreneurial ecosystem.

Beyond these clusters, additional disbursement events were held across other regions of the country, including the North Eastern counties of Garissa, Wajir, and Mandera, as well as the Coastal counties of Kilifi, Tana River, Lamu, Mombasa, Kwale, and Taita Taveta.



H.E the President, Dr. William Ruto, engages with beneficiaries in Nairobi County.

Similar ceremonies were also held in Western and Nyanza regions, covering counties such as Kisii, Nyamira, Migori, Kisumu, Homa Bay, and Siaya. Through these events, thousands more young entrepreneurs received the capital needed to launch or expand their businesses, further strengthening the foundation for inclusive economic participation across the country.

The NYOTA Project adopts a holistic approach to youth empowerment by integrating multiple complementary interventions that support young entrepreneurs throughout their business journey.

Before receiving capital, beneficiaries went through a structured entrepreneurship training that equipping them with practical business management skills. Following the disbursement of start-up capital, the youth transition into a structured mentorship

phase, where they receive guidance from experienced business development experts to help stabilize, manage, and grow their enterprises.



Highlights from the disbursement activities across the country

In addition, the project promotes a culture of savings through the NSSF Haba na Haba scheme, enabling beneficiaries to build financial resilience while running their businesses.

Beyond enterprise support, the NYOTA Project also provides pathways for skills development and economic participation, including Recognition of Prior Learning, on-the-job training under master craftsmen, and training to help youth, women, and persons with disabilities access government procurement opportunities.

Through the nationwide disbursement of business start-up capital, the NYOTA Project is laying the foundation for a new generation of youth-led enterprises across Kenya. By combining financial support with entrepreneurship training, mentorship, and savings mobilisation, the programme seeks to nurture resilient businesses capable of generating income, creating jobs, and contributing to local economic growth.





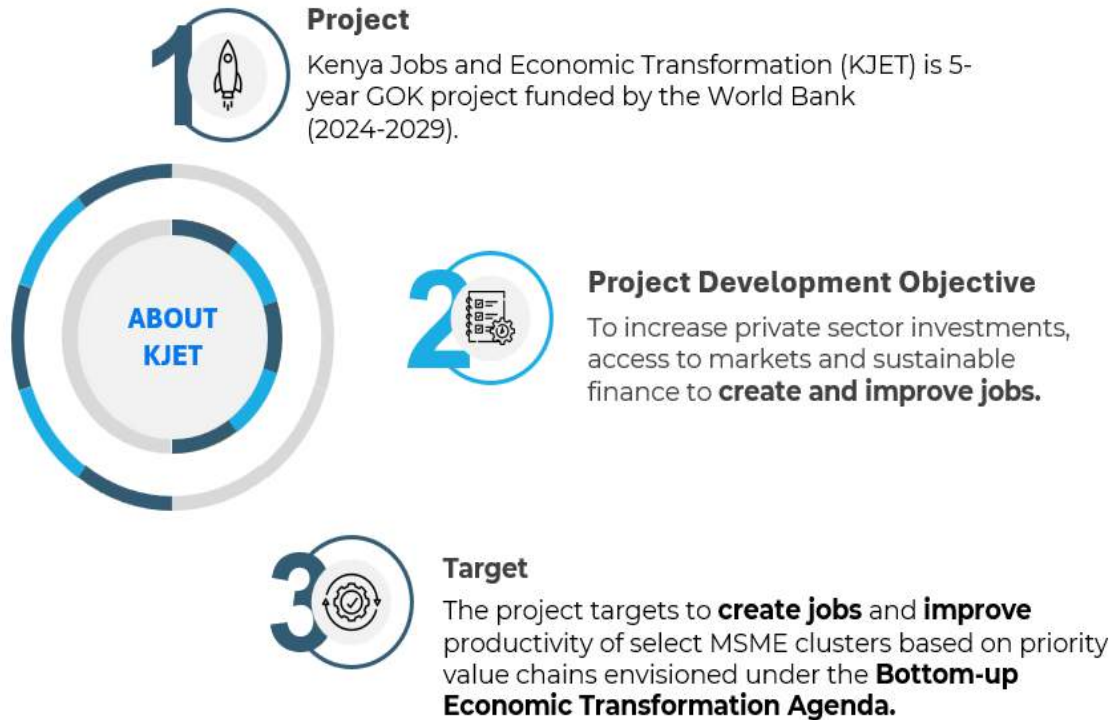
President William Ruto interacts with young entrepreneurs during the NYOTA Business Capital disbursement

ENHANCING CLUSTER COMPETITIVENESS: HOW THE KENYA JOBS AND ECONOMIC TRANSFORMATION (KJET) PROJECT IS TRANSFORMING MSME CLUSTERS FROM THE GROUND UP

The Kenya Jobs and Economic Transformation (KJET) Project is a landmark Government of Kenya initiative, supported by the World Bank, designed to drive inclusive

economic growth, create quality jobs, and strengthen the competitiveness of Kenya's Micro, Small, and Medium Enterprises (MSMEs).

ABOUT KJET

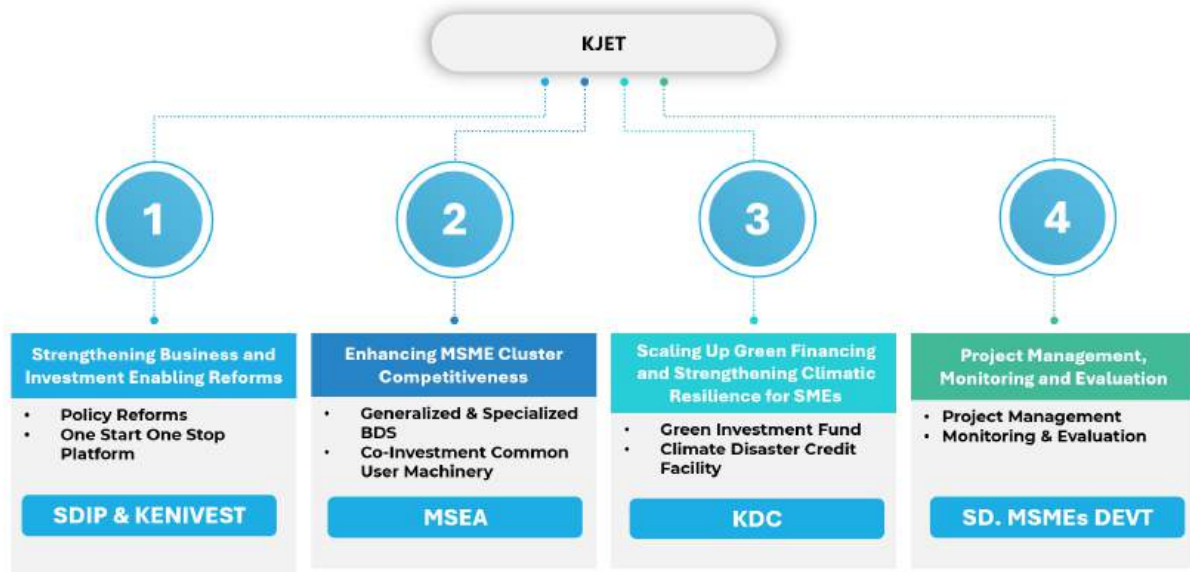


An overview of the Kenya Jobs and Economic Transformation (KJET) Project

Implemented through a partnership between key government agencies, including the State Department for MSMEs Development, State Department for Investment Promotion, the Micro and Small Enterprises Authority (MSEA), Kenya Development Corporation and Kenya Investment Authority— KJET takes a multi-pronged approach to enterprise development, targeting the structural barriers that have long prevented Kenya’s small businesses from reaching their full potential.

At its core, the project recognises a fundamental truth: Kenya’s MSMEs do not lack ambition. What they have lacked is organized, sustained, and high-quality support. KJET is here to provide exactly that.

KJET PROJECT COMPONENTS



Overview of KJET components

Component 2: Enhancing MSME Cluster Competitiveness

Among KJET’s key components, Component 2 — spearheaded by the Micro and Small Enterprises Authority (MSEA) — is the one closest to the ground, and arguably the one with the most immediate and visible impact on Kenyan entrepreneurs.

The component is built around a simple but powerful insight: businesses grow faster, stronger, and more sustainably when they work together. Rather than supporting individual enterprises in isolation, Component 2 invests in clusters — groups of MSMEs operating within the same value chains, sharing knowledge, resources, and ambitions.

Here is what Component 2 is delivering:



Business Development Services (BDS) for 1,200 Clusters A total of 1,200 clusters — comprising MSE associations, cooperatives, and cluster-based entities — will benefit from tailored Business Development Services interventions. These encompass both generalized and specialized training modules covering business capacity building, management practices, financial literacy, and market readiness.



Co-Investment Support for 600 Clusters Beyond training, 600 clusters will access co-investment support designed to facilitate the acquisition of common-use machinery and equipment, enabling shared production facilities that drive efficiency, value addition, and competitiveness at scale.

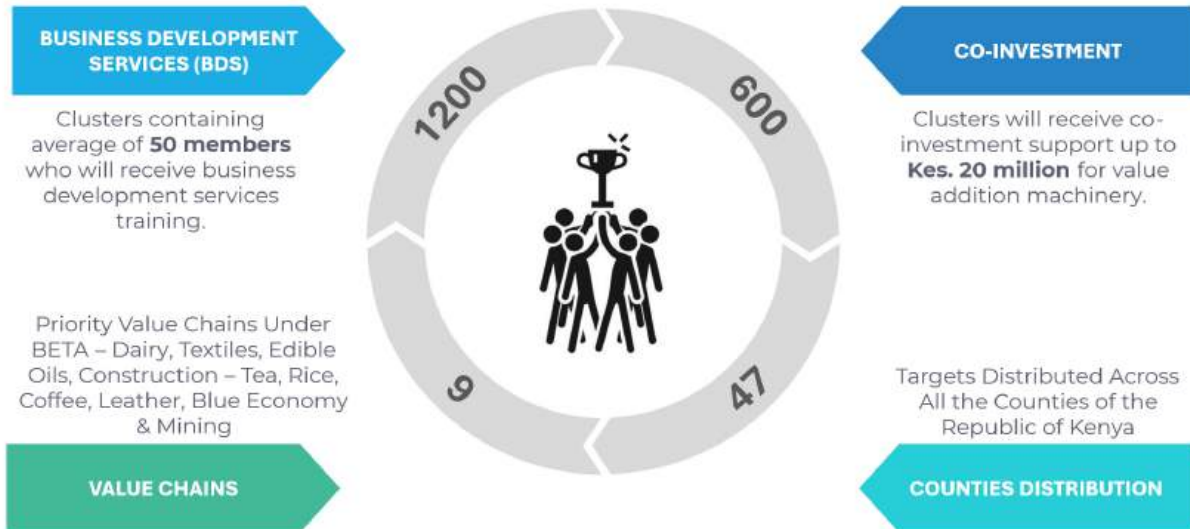
Strengthening Value Chains Through these dual interventions, Component 2



seeks to unlock growth opportunities, foster innovation, and strengthen local value chains — making Kenya’s MSMEs a key engine of job creation and economic transformation under the Bottom-up Economic Transformation Agenda (BETA).



COMPONENT 2 – OVERVIEW AND TARGETS



HOW TO BENEFIT – COMPONENT 2 CRITERIA



How to Benefit Infographic — Application steps, eligibility criteria, and value chains

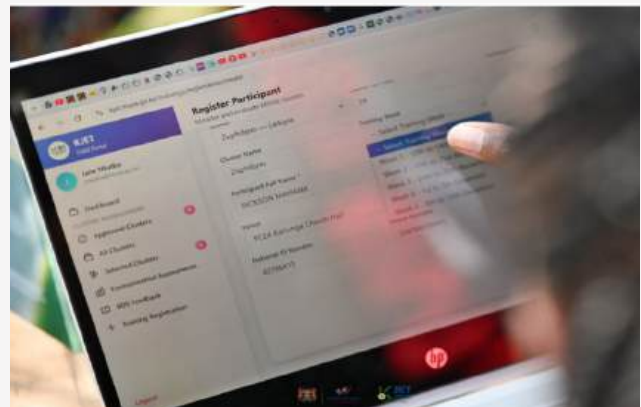
Component 2 Roll-Out: The journey so far

What began as a plan on paper has rapidly become one of the most dynamic enterprise development programmes Kenya has ever seen. Here is the story of how Component 2 has unfolded — step by step, county by county.

1. The KJET Microsite

Before a single training could begin, MSEA knew that awareness was everything. In a country of 47 counties and thousands of potential beneficiaries, reaching clusters at the grassroots required more than word of mouth. MSEA's answer was the launch of a dedicated KJET microsite at <https://msea.go.ke/kjetproject/> — a central digital hub housing everything a prospective beneficiary could need.

The platform features comprehensive FAQs, step-by-step application walk-throughs, and key talking points designed to demystify the programme. MSEA county coordinators and field officers have since adopted the microsite as their go-to tool for mobilising and guiding groups at the grassroots, ensuring that no eligible cluster is left uninformed.



KJET Microsite showcasing participant registration

2. Equipping the frontline: Training and sensitization of MSEA Field Staff

Before rolling out training to beneficiaries, MSEA invested in its own people. A comprehensive sensitization forum was conducted for county coordinators and field officers across the country — equipping them with accurate, detailed knowledge of Component 2 and the tools to effectively communicate it at the community level.

The results have been visible. Armed with clarity and confidence, officers are now actively mobilizing and guiding beneficiaries at both county and sub-county levels — bridging the gap between a national programme and the small business owner in Turkana, Kilifi, or Murang'a who needs it most.



Pictorial highlights from the sensitization forum

3. Cohort 1 call for applications

On **11th June 2025**, MSEA launched a nationwide Call for Applications, inviting eligible MSME clusters from all **47 counties** to apply for BDS Support under the KJET Project.

The initial application window was set to close on **30th June 2025**. But equity demanded more. A review of early submissions revealed that some counties had registered significantly low application numbers, a pattern that, left unaddressed, risked skewing the programme away from the communities that needed it most. MSEA acted decisively: the application period was extended to **20th July 2025**, creating additional time for targeted outreach and mobilisation in underrepresented counties.

The extension worked. The result was a far more robust, diverse, and nationally representative pool of MSME cluster applicants, a foundation worthy of the project’s ambitions.

5 DAYS TO GO!

KJET PROJECT CALL FOR APPLICATIONS IS CLOSING SOON!

The Kenya Jobs and Economic Transformation (KJET) is a five-year Government of Kenya project (2024-2029) funded by the World Bank. Its development objective is to increase private sector investment, access to markets, and sustainable finance. The project aims to enhance the productivity of Micro, Small, and Medium Enterprises (MSME) clusters thereby facilitating job creation and improvement which is aligned with the Government's priority on job creation under Bottom-up Economic Transformation Agenda (BETA).

The project invites Cooperatives, Associations, or other cluster-based entities looking to scale, innovate, and access new markets to apply for support under **Component 2: Enhancing Cluster Competitiveness**.

Through this component, eligible organizations operating within priority value chains will benefit from tailored **Business Development Services (BDS)** training. In addition, some beneficiaries will receive **co-investment support** to acquire productive assets that enhance their operations and market reach.

DEADLINE 30TH JUNE, 2025

Eligibility Criteria:

- Must be a registered Cooperative, Association or Cluster-based entity.
- Must operate in one of the following value chains:
 - Dairy
 - Textiles
 - Edible Oils
 - Construction
- Note: While the project prioritizes the four value chains listed above, exceptional MSME clusters in other sectors may be considered on a case-by-case basis, depending on strategic alignment and potential for impact.
- Must have been in existence for **over 2 years**.
- Must be actively engaged in **value addition**.
- Must have **products currently in the market**.

Don't miss out on this opportunity to transform and scale your impact!

Apply today
by scanning the QR code or go to <https://kjet.msea.go.ke/>

Disclaimer: Submission of an application does not guarantee selection. All applications will undergo a rigorous review and verification to confirm eligibility and operational capacity. Only genuine operational clusters aligned with the project objectives will be considered for support.

For further enquiries,
✉ kjetenquiries@msea.go.ke
☎ +254 (0) 770 666 000

Scan QR Code

DEADLINE EXTENSION

**CALL FOR APPLICATIONS:
KJET PROJECT - MSME CLUSTERS**

The Kenya Jobs and Economic Transformation (KJET) is a five-year Government of Kenya project (2024-2029) funded by the World Bank, its development objective is to **increase private sector investment, access to markets, and sustainable finance**. The project aims to enhance the productivity of Micro, Small, and Medium Enterprises (MSME) clusters thereby facilitating **job creation and improvement** which is aligned with the Government's priority on job creation under Bottom-up Economic Transformation Agenda (BETA).

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NEW DEADLINE IS 20TH JULY, 2025

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- Must be a registered Cooperative, Association or Cluster-based entity.
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Scan QR Code

Call for application posters

4. Training of Trainers (ToT) workshop

With applications in and a curriculum developed, MSEA took a critical step that many programmes overlook: investing deeply in the quality and consistency of delivery.

From 22nd to 26th September 2025, MSEA convened a comprehensive Training of Trainers (ToT) workshop in Naivasha, Nakuru County, bringing together trainers from the five contracted BDS Providers responsible for rolling out training across all 47 counties. The five-day workshop was designed to ensure that every trainer walked away with not just knowledge of the curriculum, but a mastery of how to deliver it, interactively, inclusively, and effectively across Kenya's richly diverse local contexts.

The ToT sessions included interactive modules, group sessions, and facilitation techniques which included:

- Introduction to KJET Project and its Components
- Introduction to the M&E Component & Data Collection Tool
- Overview of the BDS Ecosystem
- Principles of Adult Learning
- Roles of a trainer, Facilitation Skills, Trainer vs Facilitator
- Communication Skills
- Training Methods & Facilitation Techniques
- KJET BDS Curriculum Overview Participants' Workbook
- Module Deep Dive: Introduction to Business Planning
- Marketing and Sales for MSMEs

- xi. Microteaching II: Personal and Business Financial Management
- xii. Microteaching III: Building Business Resilience
- xiii. Microteaching IV: Driving Sustainability through ESG Pillars
- xiv. Microteaching V: Digitization Transformation
- xv. Mentorship and Coaching
- xvi. Action Planning and localization of Content

These sessions were designed to foster experiential learning and adaptability in diverse local contexts. This initiative serves as a critical step in building local capacity to deliver impactful and sustainable BDS support under the KJET project.



A group photo of the participants during the training

5. Cohort 1 BDS Classroom Training

Following the call for applications, 594 clusters expressed interest in the programme. Applications were screened and scored using a clear and objective selection framework to ensure equity across counties. Ultimately, 95 MSME clusters were admitted into Cohort 1 of the BDS Support, two per county nationwide, with an additional

two clusters included under a pilot in one county.

The Generalized BDS Training for MSME Clusters officially commenced on Monday, 10th November 2025, and was implemented in a phased approach over a five-week period across the 47 counties. The train-

ing was done in five-day cycles and used a structured and participatory classroom-based approach at the county level. Each county hosted two clusters trained concurrently across different venues. This arrangement resulted in approximately ten counties undertaking BDS Training concurrently per week, thereby ensuring efficient coverage, optimized resource utilization, and a well-coordinated national implementation schedule.

This arrangement resulted in approximately ten counties undertaking BDS training concurrently per week, thereby ensuring efficient coverage, optimized resource utilization, and a well-coordinated national implementation schedule.



Members of Naliangor Cooperative Society (left) and Coconut Producers Consortium (CPC) (right), Lenel Leather (below left) and Chebarus Marketing Cooperative Society Limited (below right) during the Kenya Jobs and Economic Transformation (KJET) Project business development classroom training in Kalokol and Kopa Memorial Hall, Turkana and Kilifi Counties respectively. Component 2 of the KJET project, implemented by the Micro and Small Enterprises Authority, aims to strengthen the productivity and growth of Micro, Small and Medium Enterprise (MSME) clusters operating within priority value chains identified under the Bottom-up Economic Transformation Agenda.





Highlights from the classroom training and site visits

6. Cohort 2 Call for applications

The second call for applications for Business Development Services (BDS) Support ran from 4th November to 31st December 2025, inviting eligible MSME Clusters from all 47 counties to apply for BDS Support under the KJET Project.

This call had expanded the value chains from 4 to include the 10 value chains which are;

- Edible Oils
- Textiles
- Construction Materials
- Dairy
- Leather
- Tea
- Coffee
- Rice
- Blue Economy
- Minerals

MINISTRY OF CO-OPERATIVES AND MICRO, SMALL AND MEDIUM ENTERPRISES (MSME) DEVELOPMENT
Small Enterprises for Africa, Small and Medium Enterprises (MSME) Development

CALL FOR APPLICATIONS: KJET PROJECT – MSME CLUSTERS

The Kenya Jobs and Economic Transformation (KJET) is a five-year Government of Kenya project (2024–2029) funded by the World Bank. Its development objective is to **increase private sector investment, access to markets, and sustainable finance**. The project aims to enhance the productivity of Micro, Small, and Medium Enterprises (MSME) clusters thereby facilitating **job creation and improvement** which is aligned with the Government's priority on job creation under Bottom-up Economic Transformation Agenda (BETA).

The project invites Cooperatives, Associations, or other cluster-based entities looking to scale, innovate, and access new markets to apply for support under **Component 2: Enhancing Cluster Competitiveness**.

Through this component, eligible organizations operating within priority value chains will benefit from **tailored Business Development Services (BDS)** training. In addition, some beneficiaries will receive **co-investment support** to acquire productive assets that enhance their operations and market reach.

DEADLINE 31ST DECEMBER, 2025

Eligibility Criteria:

- Must be a registered Cooperative, Association or Cluster-based entity.
- Must operate in one of the following value chains:

1. Edible Oils	6. Tea
2. Textiles	7. Coffee
3. Construction Materials	8. Rice
4. Dairy	9. Blue Economy
5. Leather	10. Minerals
- **Note:** While the project prioritizes the four value chains listed above, exceptional MSME clusters in other sectors may be considered on a case-by-case basis, depending on strategic alignment and potential for impact.

- Must have been in existence for over 2 years
- Must be actively engaged in value addition
- Must have products currently in the market

Don't miss out on this opportunity to transform and scale your impact!

Apply today

by scanning the QR code or go to <https://kjet.msea.go.ke/>

Disclaimer: Submission of an application does not guarantee selection. All applications will undergo a rigorous review and verification to confirm eligibility and operational capacity. Only genuine, operational clusters aligned with the project objectives will be considered for support.

For further enquiries,
✉ kjetenquiries@msea.go.ke
☎ +254 (0) 770 666 000

MINISTRY OF CO-OPERATIVES AND MICRO, SMALL AND MEDIUM ENTERPRISES (MSME) DEVELOPMENT
Small Enterprises for Africa, Small and Medium Enterprises (MSME) Development

KJET COHORT 2 CALL FOR APPLICATIONS IS NOW OPEN!

Are you a Cooperative, Association, or Cluster-based entities seeking to scale, innovate, and access new markets?

Apply now for support to benefit from Business Development Services training under **component 2**, implemented by the **Micro and Small Enterprises Authority (MSEA)**.

01
DAY TO GO

DEADLINE

31ST DEC 2025

APPLY NOW

Scan QR Code:

Apply via: <https://kjet.msea.go.ke/>

FAQs: <https://msea.go.ke/kjetproject/faqs/>

Enquiries: +254 770 666 000 | kjetenquiries@msea.go.ke
#EmpoweringMSEs #AjiraNaUwekezaji



KJET COHORT 2 CALL FOR APPLICATIONS IS NOW OPEN!

Are you a Cooperative, Association, or Cluster-based entities seeking to scale, innovate, and access new markets?

Apply now for support to benefit from Business Development Services training under component 2, implemented by the Micro and Small Enterprises Authority (MSEA).

10 DAYS TO GO

DEADLINE
31ST DEC 2025

APPLY NOW

Scan QR Code:

Apply via: <https://kjet.msea.go.ke/>
 FAQs: <https://msea.go.ke/kjetproject/faqs/>
 Enquiries: +254 770 886 000 | kjetenquiries@msea.go.ke
 #EmpoweringMSEs #AjiraNaUwekezaji



APPLICATIONS CLOSED FOR KJET PROJECT- MSME CLUSTERS

Thank you to all Cooperatives, Associations, and Cluster-based MSME entities that submitted their applications for the Kenya Jobs and Economic Transformations (KJET) Project - MSME Clusters.

The application window officially closed on 31st December, 2025.

We appreciate the overwhelming interest and proactive participation from MSME Clusters across the country.

What Next?
Here's what applicants and stakeholders can expect in the coming weeks:

- Application Review and Shortlisting**
All submissions will be reviewed for eligibility, completeness, and alignment with project objectives.
- Notification of Shortlisted Groups**
Successful applicants will be contacted for further assessment via the contact details indicated in the application form. Please ensure your contact information remains active.
- Stay Connected**
Continue checking the official MSEA website and social media channels for updates on the selection process, next steps, and upcoming activities.

Scan QR Code:

Apply via: <https://kjet.msea.go.ke/>
 FAQs: <https://msea.go.ke/kjetproject/faqs/>
 Enquiries: +254 770 886 000 | kjetenquiries@msea.go.ke
 #EmpoweringMSEs #AjiraNaUwekezaji

Call for application and next steps posters

7. Mentorship for Cohort 1 Clusters

The completion of classroom training for Cohort 1's 95 clusters was not the finish line — it was the starting gate for something even more impactful. Clusters underwent a critical three-month mentorship phase,

receiving individualized, in-person guidance tailored precisely to their specific operational needs, gaps, and growth opportunities.



KJET Task Team Leader Asta Bareisaite and Co-Task Team Leader Leah Kiwara with the MSEA project implementation team and representatives of Ndumberi Dairy Farmers Cooperative Society during a spot check of one of the mentorship sessions

The mentorship follows a rigorous, structured process:

Step 1 — The 360-Degree Diagnostic Each cluster undergoes a comprehensive assessment to identify operational gaps and opportunities across all areas of business performance.

Step 2 — The BDS Growth Plan Based on the diagnostic, mentors co-develop a tailored Business Development Services Growth Plan — a roadmap aligned to each cluster’s unique priorities and market context.

Step 3 — Guided Implementation With mentors walking alongside them, clusters implement their growth plans — refining processes, enhancing productivity, strengthening gov-

ernance, and building investment readiness in real time.

Step 4 — Tiering and Next Steps Upon completion, clusters are evaluated and placed into one of two tiers:

- **Tier 1 clusters** — operationally mature and ready for co-investment financing, including support for acquiring shared machinery and common-user infrastructure
- **Tier 2 clusters** — directed toward targeted support to help them develop into Tier 1 entities

During a supervision visit to **Ndumberi Dairy Farmers Cooperative Society Limited**, KJET Co-Task Team Leaders **Leah Kiwara** and **Asta Bareisaite** under-

scored the mentorship’s deeper purpose.

They emphasised that Component 2 is specifically designed to help clusters operate as structured, commercially viable enterprises — moving beyond basic training toward measurable improvements in productivity, market access, and job creation.

The goal, they noted, is not simply to build skills. It is to ensure that clusters can scale sustainably, attract financing, and create quality jobs that meaningfully contribute to local economic growth.





Pictorial highlights from the visit to Ndumberi Dairy Farmers Cooperative Society



KJET moments and milestones

Ps Mang'eni champions cluster competitiveness as Cohort 1 BDS training closes successfully nationwide



Principal Secretary Hon. Susan Mang'eni addressing members of Limuru Dairy during the monitoring visit of the classroom BDS training

As the Cohort 1 classroom training drew to a triumphant close, Principal Secretary Hon. Susan Mang'eni conducted a high-level monitoring visit to three beneficiary clusters in Kiambu and Kajiado counties: Ndumberi Dairy Farmers Cooperative, Limuru Dairy Cooperative Society, and Preco Concrete Limited.

The visit gave the PS a firsthand view of the project's real-world impact. She engaged with trainees, interacted with facilitators,

reviewed curriculum delivery, and observed the tangible changes already taking hold in enterprise governance, productivity, and market orientation.

She was emphatic about what she saw: the KJET cluster-based model is fundamentally shifting Kenya away from fragmented, one-off MSME interventions toward coordinated, structured, and high-impact enterprise development support.

Addressing participants, Hon. Mang'eni stressed the critical role of collective production, structured value chain development, and coordinated cluster support in unlocking market access, driving investment readiness, and strengthening MSME competitiveness.

She affirmed that by strengthening entire clusters and value chains, rather than isolated businesses. KJET is positioning MSMEs to become genuine engines of competitiveness, job creation, and inclusive economic growth under BETA.



Principal Secretary State Department for MSMEs Development Hon. Susan Mang'eni with members of Preco Concrete Limited (above), Limuru Dairy Cooperative Society (Class-room setting) and Ndumberi Dairy Farmers Cooperative (group photo) during the monitoring visit

World Bank team visits Murang'a as Cohort 1 training gains momentum

The international partners behind KJET are not silent stakeholders — they are active, engaged, and on the ground.

A high-level delegation from the World Bank, led by former Task Team Leader Dr. Ahmed Rostom and accompanied by Co-TTL Leah Kiwara, Ryan Kuo, and current Task Team Leader Asta Bareisaite, conducted a monitoring visit to Kangari United and Kigoro Dairy Cooperatives in Murang'a County to assess the quality and impact of the Cohort 1 BDS classroom training in action.

The delegation observed live training sessions, engaged directly with cluster representatives, and assessed the practical application of the curriculum. Their findings were encouraging.

The team commended MSEA for the successful nationwide rollout, strong county coordination, and the remarkable levels of participation and enthusiasm demonstrated by clusters across the country.

They also emphasised the importance of maintaining quality and consistency as the programme continues to scale.

The visit reinforced a message that resonates at every level of KJET's implementation: this is not a programme designed in Nairobi for Nairobi. It is a national undertaking, reaching every county, every value chain, and every cluster with the tools to grow, compete, and thrive.



Principal Secretary State Department for MSMEs Development Hon. Susan Mang'eni with members of Preco Concrete Limited (above), Limuru Dairy Cooperative Society (Class-room setting) and Ndumberi Dairy Farmers Cooperative (group photo) during the monitoring visit

Looking Ahead

The story of KJET Component 2 is still being written — and its most exciting chapters are yet to come. With 95 Cohort 1 clusters wrapping up their mentorship journeys, Cohort 2 applications being processed, and co-investment support on the horizon for the most prepared clusters, the programme is building momentum that no single newsletter can fully capture. With the support of KJET MSME clusters

are transforming themselves into the competitive, resilient, and market-ready enterprises that will power Kenya's economic future.

More information on the KJET Project and how to apply, can be found here:

 <https://msea.go.ke/kjetproject/>

 kjetenquiries@msea.go.ke

EMPOWERING MSMEs THROUGH POLICY AWARENESS AND STRATEGIC PARTNERSHIPS

Over 160 MSMEs in Eldoret, Kisumu and Nakuru benefited from the fourth phase of the Business Awareness Creation Forums held between November and December 2025.

The forums were organized by MSEA in partnership with SNV under the Investing in Young Businesses in Africa (IYBA) – SEED Project.

The engagements focused on strengthening the entrepreneurship ecosystem by enhancing awareness of business policies, improving access to financial products, promoting tax compliance and certification, and highlighting available county government support.

MSEA Senior Assistant Director, Ms. Tabitha Gicheru, underscored MSEA's presence in all 47 counties and encouraged MSMEs to leverage the Authority's programs and form

associations to increase market access and competitiveness.

Participants were also sensitized on the MSME Policy and the proposed Amendment Bill, alongside key initiatives such as NYOTA, KJET, CIDCs and regional trade opportunities including the EAC Trade Fair.

SNV Project Manager for the IYBA–SEED Project, Ms. Nduta Ndirangu, reiterated the project's commitment to long-term systems transformation and strategic partnerships that enable young businesses to grow sustainably. She noted ongoing collaboration with county governments, including support to Uasin Gishu in developing MSME-related policies.

The forums brought together stakeholders from County Governments, KRA, KEBS, financial institutions, the Youth Enterprise Development Fund and the Women Enter-

prise Fund, and concluded with interactive panel discussions that allowed MSMEs to directly engage with service providers and seek clarification on key business issues.



Kisumu County participants



Uasin Gishu County participants



Nakuru County participants



SNV Project Manager for the IYBA–SEED Project, Ms. Nduta Ndirangu speaking during the forum



MSEA Senior Assistant Director, Ms. Tabitha Gicheru addressing the participants at the forum



Stakeholder panel discussion at the Nakuru forum

SME LOOP PROGRAM MARKS SUCCESSFUL GRADUATION FOR 82 ENTREPRENEURS

Eighty-two entrepreneurs took a significant step forward in their business journeys as the SME Loop Program held its graduation ceremony, celebrating the completion of a rigorous capacity-building initiative designed to equip small business owners with the skills, confidence, and networks needed to thrive.

Of the 100 entrepreneurs who enrolled, 82 successfully graduated, 41 of them coached directly by MSEA, representing a diverse range of sectors including manufacturing, agriculture, food processing, construction, arts, and entertainment. Each graduate was awarded a certificate in recognition of their commitment and achievement.

The SME Loop Program is implemented through a partnership between the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), the Micro and Small Enterprises Authority (MSEA), Kenya Industrial Estates (KIE), and GFA Consulting Group. Its model, combining structured classroom training, personalised coaching, and continuous peer mentorship, was widely credited for its effectiveness in driving real, measurable change in participants' businesses.

Speaking on behalf of MSEA CEO, Dr. Caroline Kaua, Director of Business Development, Marketing, and Trade, challenged graduates to move beyond the classroom and put their new skills to work.

She encouraged them to take full advantage of government-backed platforms such as the EAC Trade Fair and the recently launched Africa Trade Gateway (ATG) chapter network as springboards for growth and market access.

GIZ Director Dr. Christoph Zipfel echoed this

call to action, affirming that MSEs are the true champions of the economy. He urged graduates to actively pursue both financial and strategic partnerships as they look to scale their enterprises.

A highlight of the event was a lively panel discussion featuring SME Loop alumni from sectors as varied as sunflower oil extraction, leather goods, skincare, and specialty coffee.

Their testimonies brought the programme's impact to life — sharing how it had strengthened their record-keeping practices, streamlined their operations, improved their access to markets, and helped them sharpen the vision and mission driving their businesses.

The SME Loop Program was celebrated as a model worth building on, an interactive, human-centred approach that proved classroom learning, one-on-one coaching, and peer networking, when brought together, can genuinely transform the trajectory of a small business.



Dr. Caroline Kaua, Director of Business Development, Marketing, and Trade, GIZ Director, Dr. Christoph Zipfel giving their remarks during the ceremony



MSEs and trainers receiving their certificates

SUPPORT FOR MSEs REGISTRATION THROUGH THE SAFER PROJECT

The Government of Kenya, in partnership with the World Bank, is implementing the five-year Supporting Access to Finance and Enterprise Recovery (SAFER) Project. The project aims to increase access to financial services, enhance business capabilities, and support the post-COVID-19 recovery of Micro, Small and Medium Enterprises (MSMEs) in Kenya.

The project focuses on three key areas: innovation and liquidity support to MSMEs, de-risking lending to improve access to finance, and providing technical assistance and project management. Through these interventions, SAFER seeks to strengthen the resilience, productivity, and sustainability of enterprises across the country.

As part of its implementation, the project is also supporting the registration of Micro and Small Enterprises (MSEs) and the adoption of Information and Communication Technology (ICT) solutions. This support has enabled many entrepreneurs to formalize their businesses, improve record keeping, streamline operations, and enhance their visibility in the digital marketplace.

By promoting business formalization, digital adoption, and improved access to financial services, the SAFER Project continues to empower entrepreneurs and support the growth and competitiveness of the MSME sector in Kenya.

Promoting, developing and regulating globally competitive and sustainable micro and small enterprises.

Micro and Small Enterprises Authority
Introducing online MSEA services. Apply and pay for government approved services conveniently through your eCitizen account.

eCitizen
Access Micro and Small Enterprises Authority services using your eCitizen account.

About MSEA
The Micro and Small Enterprise Authority (MSEA) is a state corporation established under the Micro and Small Enterprise Act No. 55 of 2012. The Act was developed through a stakeholder's consultation process which took several years, to formulate and coordinate policies that will facilitate the integration and harmonization of various public and private sector initiatives, for the promotion, development and regulation of micro and small enterprises to become key industries of tomorrow.

MSEA eCitizen account



KENYA'S JUA KALI ARTISANS TAKE CENTRE STAGE IN THE AFFORDABLE HOUSING REVOLUTION

For years, large national projects passed through communities without leaving much behind for local artisans. The Affordable Housing Programme (AHP), anchored in the Bottom-Up Economic Transformation Agenda, is changing that narrative.

MSEA has been at the forefront of this shift, systematically engaging contractors, county housing offices, and Jua Kali associations to ensure local enterprises are not spectators but active participants in national development.

Across multiple counties, MSEA regional offices have brokered agreements, facilitated negotiations, supervised contract signings, and issuing of Local Purchase Orders (LPOs) into the hands of Associations.

Perhaps nowhere is this integration more visible than in Uasin Gishu County, where MSEA has built a model worth replicating. In an early breakthrough, seven MSME associations were engaged to fabricate building components, doors, windows, grills, and wooden frames, for 220 housing units at the Moiben Affordable Housing Project.

Building on that momentum, 15 Jua Kali associations were subsequently contracted to fabricate and supply metal windows, steel doors, and wooden doors for over 2,200

housing units under the Pioneer Affordable Housing Project, following a strategic meeting with the main contractor. Quality assurance measures, supported by a qualified quantity surveyor, were built into the arrangement from the outset.

The scale of MSEA Uasin Gishu's achievement reached new heights when a KES 36 million deal was secured with Vaghjiani Contractors Ltd, engaging 21 MSME associations to fabricate windows, with the prospect of doubled orders upon successful delivery.

Further LPOs worth KES 10 million were subsequently issued to eight additional associations, bringing the total number of MSMEs involved to 46 and the cumulative business awarded to an impressive Kes. 46 million.

Throughout the process, MSEA Uasin Gishu staff has urged participating associations to uphold quality, efficiency, and deliv-

ery timelines, because the government's investment in MSMEs is matched by an expectation of professionalism in return.



MSEA Uasin Gishu Regional Head CPA Alton Kogo accompanied by representatives of the State Department of Housing at the Moiben Affordable Housing Project



MSEA Uasin Gishu Regional Head CPA Alton Kogo accompanied by representatives of the State Department of Housing at the Moiben Affordable Housing Project



MSEA Uasin Gishu Regional Head, CPA Alton Kogo, issuing LPOs to representatives of beneficiary associations

In Kajiado County, MSEA issued LPOs worth Kes. 28,069,920 to five MSE associations for window fabrication at the Ngong Affordable Housing Project.

The contracts followed a joint stakeholder meeting at which window samples supplied by Jua Kali artisans were inspected and formally approved by the project contractor, a sign that local craftsmanship is not simply being accommodated but is meeting professional standards.



MSEA Kajiado regional officers, representatives from the State Department of Affordable Housing and representatives from the beneficiary associations during the meeting

In Machakos, MSEA played a pivotal role in piloting the furnishing component of the AHP, with local MSEs successfully delivering high-quality sofas, beds, and coffee tables for 49 housing units.

the speed, the entire furnishing assignment was completed within just ten days, demonstrating that small enterprises, when properly organized and supported, can deliver with the efficiency of much larger firms.

What stood out as much as the quality was



MSEs delivering high-quality furniture including sofa sets, beds, and coffee tables for 49 housing units in Machakos

The reach of this programme extends to every corner of the country. In Siaya County, MSEA worked alongside County Housing Director Mr. Isaac Nyamanga to harmonise quotations submitted by the New Siaya Jua Kali Association for window and door fabrication at the 820-unit Alego Usonga Affordable Housing Project, launched by the President himself on 30th August 2024.

The project has already created employment for local youth and stimulated economic activity as far as the food vendors serving workers on site.



Moments captured during the meeting with artisans in Siaya

In Nandi County, MSEA operationalised Jua Kali participation across multiple project sites simultaneously, finalizing price negotiations at Kaptumo AHP, onboarding artisans at Nandi Hills AHP, and carrying out quality verification through sample inspections at

Chesumei AHP. Seven associations across the two sites are now confirmed participants, with livelihoods, incomes, and skills all standing to benefit.



MSEA Kajiado regional officers, representatives from the State Department of Affordable Housing and representatives from the beneficiary associations during the meeting

In Meru, the MSEA Regional Office visited the Timau Affordable Housing Project, already 40% complete across 287 housing units, and opened the door for three associations, 47 Pillars, Crosswood, and Timau Jua Kali, to submit quotations for fabrication

works. The engagement was a first step in what promises to be a lasting partnership between local enterprise and national construction.



MSEA Meru regional Head Ivy Mwendwa accompanied by representatives from the State Department of Affordable Housing and officials from the three beneficiary associations at the Timau Affordable Housing Project

And in Wajir County, MSEA coordinated and supervised a week-long negotiation and contract signing process between local Jua Kali artisans

and the AHP contractor. Thirteen associations presented samples and have since commenced window production under labour-rate

contracts, a milestone for a region where large-scale economic inclusion has historically been harder to achieve.



MSEA Wajir regional officers, beneficiary representatives from the Associations and the Affordable Housing Project contractor for fabrication works

What is unfolding across these counties is a deliberate policy in action, one that treats the construction of affordable homes not just as an infrastructure goal, but as a vehicle for building an economy from the bottom up.

MSMEs are gaining contracts, artisans are earning incomes, associations are strengthening their organizational capacity, and communities are watching

their members contribute to projects that will outlast the work itself. For the youth especially, these engagements are creating pathways into formal enterprise and building the kind of track record that opens doors to future opportunities.

MSEA's role has been indispensable, acting as the bridge between government programme and grassroots enterprise, ensuring that the benefits of public investment

do not stop at the contractor's gate but flow all the way to the workshop floor. As Kenya's affordable housing programme continues to expand, the model being built in Uasin Gishu, Kajia-do, Machakos, Siaya, Nandi, Meru, and Wajir offers a compelling answer to a long-standing question: how do you make national development work for everyone?

You start by putting the Jua Kali artisan at the heart of it.

**The most effective
way to do it,
is to do it.**

- Amelia Earhart

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