



United Nations Development Project Country: KENYA

Annual Work Plan

Project: 1 KEN 10103Project No. 00076107 (Proposal No.00060439)

Project Title: Inclusive Market Development Project

Expected CP Outcome(s):3.1.1 Policies and Projects for an inclusive Private Sector Development and employment creation developed and implemented by 2013

Expected Output(s):

1) Inclusive market development projects that contribute to significant employmentereation and / or improved access to goods and services for low income communities developed and supported

2) Multi stakeholder partnerships/alliances established

3) IMD/GSB institutionalised in Kenya Investment Authority and operationalized.

2012 Dag 2012

Implementing Partner: Kenya Investment Authority
Responsible Parties: United Nations Development Project

Collaborating Partners: Whellthy/Nikken Corporation, UNDP Japan

Brief Description

Poverty, especially income poverty, remains one of the most formidable challenges for Kenyans today. Over 45% of Kenya's population still lives in poverty, with some 12.6 million of the estimated 33 million population living below the poverty line of less than one dollar a day. At the core of poverty is the lack of opportunity caused by a lack of money or resources. Markets play an essential role in the day to day lives of poor. They generate jobs and incomes and provide goods, services and solutions for poor women and men. Markets therefore have the potential to increase choices and opportunities and ultimately, reduce poverty. The project will therefore pursue the following outputs; a) Inclusive market development projects that contribute to significant employment creation and / or improved access to goods and services for low income communities developed and supported b) Multi stakeholder partnerships/alliances established c) IMD/GSB institutionalised in Kenya Investment Authority and operationalized. The project activities will include identification and assessment of markets/value chains that offer significant benefits to poor women, men and youth, use of participatory multi-stakeholder processes to identify constraints and develop action plans for interventions and establishment of strategic partnerships with key stakeholders to participate in project activities.

| Project Period: | Jan 2013 – Dec 2013 |
|-----------------------------------|---------------------|
| Key Result Area (Strategic Plan): | CPAP 2008-2013 |
| Atlas Award ID: | 00604369 |
| Start date: | September 2010 |
| End Date | December 2013 |
| PAC Meeting Date | 28th July 2010 |

Management Arrangements NEX

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| | 2012 AWP budget: | \$481,943 | | |
|---|----------------------------|-----------|--|--|
| | Total resources required | \$481,943 | | |
| 1 | Total allocated resources: | | | |
| | Regular | \$302,810 | | |
| | Other: UNDP Japan | \$170,148 | | |
| | Whellthy Corporation | \$ 8,985 | | |
| | Unfunded budget: | Nil | | |
| | In kind contributions | \$n/a | | |

AGREED BY IMPLEMENTING PARTNER

MANAGING DIRECTOR
KENYA INVESTMENT AUTHOR

P.O. Box 55704, NAIROBI

AGREED BY UNDRY THE CURVE & C

25 Feb 2013



Inclusive Market Development Project

Annual Work Plan 2013

developed and implemented UNDAF CP: 3.1: Equitable livelihood opportunities and food security with a focus on vulnerable groups enhanced and sustained Project Title and ID (Atlas Award ID): Inclusive Market Development Project (00060439) Expected CP Outcome(s):3.1.1 Policies and Projects for an inclusive Private Sector Development and employment creation indicators and annual And baseline, associated EXPECTED OUTPUTS projects that contribute market development Output 1: Inclusive employment creation to significant access to goods and and / or improved and supported communities developed services for low income market initiatives actively Baseline: No inclusive PLANNED ACTIVITIES List activity results and associated actions proposals developed concepts and project Specific IM changamka and implemented 1.1Activity Result medical camps and creation through intitiative 1.1.1: Launch of 1.1.2: Awareness TIMEFRAME × × 22 × × S C 2 Responsible Party Changamka Keninvest Changamka Keninvest Source PLANNED BUDGET Funding B UNDP B UNDP Budget Description Travel Catering Hospitality Amount 5,000 USD 3,000

MANAGING DIRECTOR
R.G. SCHOOL SETTING MILESTAN

| 357 | ENT AUTHORITY M. MAIASSI | Inclusive market initiatives developed and supported 50% of women benefitting from the IMD initiatives | | 0 4 | |
|---|--|--|--|---|---|
| 1.2.2: Engage with X X local community in | improve access to safe water and increase agricultural productivity by utilizing Japanese water purification technologies in Kenya | 1.2.1: Recruit 3 X X consultants to implement and develop inclusive business models to | for print program. To: Changamka maternal health initiative targeted to poor women | urban areas 1.1.4: Design marketing material | activations 1.1.3: New activations targeting X X x noor women in |
| UNDP Keninvest | | UNDP Keninvest | | Keninvest UNI Changamka (K) | Keninvest Changamka (K) |
| Japan | Whellthy Corporati on | UNDP Japan | | OP - | DP |
| DSA | Agriculture consultant | Lead, Agriculture and water Consultants | | Professional services/con sultant | Contractual liservices - company |
| | 32,841 | 53,175 | | 5,000 | 12,000 |

NUMBER

2