



STANDARD ANNUAL PROGRESS REPORT FOR THE
PERIOD JANUARY – DECEMBER 2011



PROMOTING WOMEN IN BUSINESS AND INVESTMENTS IN KENYA

Reporting Agency : Ministry of Trade

Country : Kenya

No. and Title : 1KEN08103- Promoting Women in Business and Investment
in Kenya
(Popularly reeferred to as "*Fanikisha*")

Reporting period : January - December 2011

1.00: PURPOSE

This report aims at assessing the progress of the Promoting Women in Business and Investment in Kenya Project against the planned results for the period January to December 2012. The Promoting Women in Business and Investment in Kenya Project contributes to the poverty reduction goal (iii) which underscores the reduction of gender disparity in education and in access to and control of productive resources and to raise women's participation in leadership and decision making positions.

Further, this programme seeks to enhance women entrepreneurs and their enterprises in three areas of productivity, marketing and competitiveness through capacity development, business development and financial services accessed to women SMLEs. There are FIVE outputs to realize this goal viz:

- a) *Facilitation to financial services*
- b) *Capacity development*
- c) *Enhancing an investment culture*
- d) *Strategies and action plan established for improving the environment of women in business and*
- e) *Business development services*

Notably and as planned, implementation for this year focussed on output 2.00.

2.00: RESOURCES

UNDP Kenya	USD 175,000
Ministry of Trade	Technical expertise
Equity Bank Limited	Office space
Total resources	USD 175,000

3.00: RESULTS

Output 2: 2,000 women SMLEs provided with capacity development (technical and entrepreneurship) and business development services

a) Six (6) Entrepreneurship Training Workshops conducted

These were conducted in Kericho, Machakos, Meru, Bungoma and Kakamega (2 trainings were conducted in Kakamega) where 150 entrepreneurs graduated after successfully completing the copyright UNCTAD/EMPRETEC workshop. Over 450 entrepreneurs went through the business counselling exercise conducted prior to the training workshop.

Majority of the entrepreneurs trained are middle aged women with already established agribusiness, schools, retail and beauty sector. 10% of the enterprises represented are wholly owned by women as a majority manage family owned businesses. **Pending:** Five national trainers are still awaiting certification from UNCTAD so as to increase the numbers of EMPRETEC trainers to the planned 10 National EMPRETEC trainers. As they await this certification they have qualified as ILO certified trainers.

b) Business Development Services

- *Implementation of the business development services (in-house trainings, research and studies through established institutions, mentoring and exposure to trade fairs)*
- *36 women entrepreneurs currently undertaking the e-mentoring programme in conjunction with the Cherie Blair Foundation for Women, Google, UNDP Kenya and Ministry of Trade. One woman entrepreneur was accredited to be a mentor.*

Challenges:

- ✓ *Low internet and ICT literacy of women entrepreneurs who are above 40 years;*
- ✓ *Conflict of timing;*
- ✓ *Low commitment characterised by hectic schedules of women;*
- ✓ *Family and cultural settings and*
- ✓ *Lack of IT equipment.*

Mitigation:

The Ministry of Trade has been encouraging women to mentor women in their locality although the platform and uniformity of this has not been agreed upon.

- *3 women entrepreneurs attend international trade fairs while 2 represented Kenya in the East African Conference in Rwanda. Their contributions were noted in the policy paper of EAC Common Market Protocol;*
- *4 women entrepreneurs linked and undergoing the Export Promotion Council - Business Plan Programme;*
- *All trained participants in Embu and Bungoma linked to Kenya Industrial Estates and Kenya Institute of Business Training for further business development services;*
- *All 150 successful participants linked to local banks within their business premises of which 2 qualified for the JITHADA programme that exposes business people to the processes of planning, preparation of business plans and funding of their ideas;*
- *7 women entrepreneurs have expanded their business products and reduced their costs while improving on their productivity; eg: In Meru a participant who managed a guest house in the Makutano area ventured into the energy saving jikos business within the greater Meru after she was linked to KARI; In Machakos, a participant found challenges in continuing mentoring but has practiced the personal entrepreneurship competencies which have greatly enabled her to expand her media agency business to the wider Eastern and Nairobi Province;*
- *27 entrepreneurs trained by an ATC value chain expert in Bungoma on the benefits and understanding of sugar and maize value chain;*
- *Meru and Machakos EMPRETECOs have registered self help groups and are currently engaged in table banking.*

c) Monitoring and evaluation - Mid term review of PWIBIK and DBSCs projects

On 5th December 2011, the mid term review consultant was contracted by the Ministry of Trade and he has provided the inception report to the Director of Internal Trade and National Programme Coordinator.

Challenges:

Being the end of the financial calendar year he has not been able to meet with the national steering committee members at the head office and in the projects and therefore he may not complete the assignment on time as per the expected date of completion.

d) Business and Investment Forums

During the reporting period, a number of interventions related to the referenced sub-heading were fast-tracked. These include:

- *In Muranga over three hundred (300) women and youth attended the joint forum (DBSC and PWIBIK). Topics tackled include animal husbandry, formation of groups to access Government funds such as WEF and YEDF, financial products and services available for farmers, awareness of the two programmes among others;*
- *Cherie Blair Foundation (CBF) representative conducted training for the new mentees and M&E workshop on the older mentees in Nairobi. A promotional campaign was conducted in Mombasa where 150 women entrepreneurs were made aware of the benefits of going through the one year mentoring programme and its benefits to their businesses and linkages formed worldwide;*
- *In Machakos, Kericho, Meru, Bungoma and Kakamega a general training needs analysis and informative business and investment forums were conducted. Over 240 business people attended.*

Challenges:

- *Language and low publicity in the target locations*

Mitigation: - *Through the involvement of various government ministries and agencies, representatives we are able to pass on the information to as many business people as can be reached through trickle effect.*

- *Telling our story - media and publicity*
The project was highlighted in the GOK and UN – JP-GEWE annual report, the current banners used by UNDP Kenya are feature success stories of our participants and publicity during the CBF promotional campaign in Mombasa highlighted the activities of the Ministry of Trade through the project on Daily Nation Newspaper dated 1st December 2011 and vernacular stations in Coast Province

e) Partnerships formed

New partnerships included Ken-Invest, Federation of Women Entrepreneurs Associations (FEWA) (the CEO-FEWA was co-opted into the project National Steering Committee as a private sector representative), Women Enterprise Fund (WEF), Youth Enterprise Development Fund (YEDF), KAWBO, www.kiva.org, Women in Agribusiness Forum among others.

4.00: FUTURE WORK PLAN

In the period January – December 2012 the Ministry of Trade supported by UNDP Kenya has planned to carry out the following suggested activities as part of the exit strategy and fulfilment of the PID:-

- a) Technical and entrepreneurial trainings targeting the high growth small, medium and large enterprises owned by women entrepreneurs;*
- b) Up-grading trainings on product certification, negotiation skills;*
- c) Promotional campaigns that attract more women entrepreneurs who own medium and large enterprises;*
- d) Establishment of the EMPRETEC Centre – Kenya which includes the accreditation of the national trainers;*
- e) Monitoring and evaluation which will look at the various gender issues;*
- f) Forums that will focus on dissemination of information, awareness/educational programmes, investment mobilization, periodic forums for policy analysis and*


dialogue and lobbying / advocacy by network of women entrepreneurs in conjunction with other partners;

g) Activities that seek to increase the investment culture and wealth creation of women entrepreneurs;

h) Facilitate activities that work towards an improved business environment of women entrepreneurs in Kenya

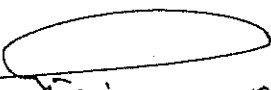
5.00: FINANCIAL IMPLEMENTATION

UNDP Kenya	USD 175,000
Ministry of Trade	Technical expertise
Equity Bank Limited	Office space
Total resources	USD 175,000



Sign/Stamp: Ministry of Trade

~~For: DIRECTOR INTERNAL TRADE~~
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