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PROMOTING ECONOMIC DEVELOPMENT AND SUSTAINABLE LIVELIHOODS: THE NYERI YOUTH, WOMEN, AND PERSONS WITH DISABILITIES EMPOWERMENT PROGRAMME

County:	Nyeri County		
Sector/s:	Gender, Youth, Sports, and Social Services	Sub-sector/Theme:	Youth Empowerment
Keywords: (for search in the online platform)	The Nyeri Youth, Women, and Persons with Disabilities Empowerment Programme		
Target Audience:	Counties, Stakeholders in Economic Development		
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Introduction

The Sustainable Development Goals (SDGs) serve as a universal call to action to end poverty, protect the planet, and ensure that all people enjoy peace and prosperity. The first five SDG goals share important similarities as they collectively address fundamental aspects of human development and well-being. The goals of No Poverty and Good Health and Well-being are intertwined, as poverty often leads to poor health outcomes. The goals of Zero Hunger and Good Health and Well-being are closely related, as malnutrition and hunger have adverse effects on health, making individuals more vulnerable to diseases and impeding well-being. The goals of No Poverty and Quality Education are interconnected, recognizing education as a powerful tool for poverty reduction while Zero Hunger and No Poverty are closely linked, as limited access to sufficient and nutritious food is caused by poverty and lastly, quality Education and Gender Equality intersect significantly, emphasizing the importance of providing equal educational opportunities to all, regardless of gender. Promoting gender equality in education empowers women and girls and has broader societal benefits such as reducing poverty, improving health outcomes, and fostering economic growth. To achieve the stated goals, the County Government of Nyeri, under the Nyeri Youth, Women, and Persons with Disabilities Empowerment Programme, has provided support to more than 360 registered groups from the 30 wards and facilitated the establishment of businesses to improve livelihoods within the community. The inception of this initiative stemmed from the recognition of various societal challenges, including youth unemployment and poverty among families where a person with disability (PWD) serves as the primary breadwinner. Additionally, there was a need to empower women, particularly those without formal education, to initiate small-scale businesses. This strategy was also formulated with the aim of combating drug abuse and reducing alcoholism among the youth. It achieves this by engaging them in various projects such



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as carpentry, car wash businesses, cooking and baking, hairdressing, and other activities that keep them occupied and productive.



Youth beneficiaries in car wash business

The Kirimukuyu Community Based Organization in Karatina has received support from the County. Their primary focus is on producing animal feed. This organization consists of 417 members who have joined forces and submitted a business proposal to the County's Department of Gender, Youth, Sports, and Social Services. Their goal was to acquire feed-making equipment utilized in the production of livestock and dairy feed. While the group does not generate substantial profits, the funds earned are utilized for warehouse maintenance and employing staff to run the operations of the store.



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Additionally, group members have the advantage of purchasing animal feeds at a discounted price. Farmers in the area can also access the feeds at a better price than in conventional stores.



Feed-making machines for the Kirimukuyu Community Based Organization

Implementation of the practice

In 2019, the County Government of Nyeri allocated Ksh 30 million from the Ward Specific Fund to every ward, aiming to facilitate projects across different departments. The County Department of Gender, Youth, Sports, and Social Services requested each ward to identify specific projects for collective interest support through the Nyeri Youth, Women, and Persons with Disabilities Empowerment Programme. Subsequently, the



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project underwent a sensitization phase conducted by social welfare officers, which was followed by a call for registered groups to submit business proposals for funding consideration. The County Government collaborated with the Social Development Office at the national government to verify the registration status of groups that submitted applications. The groups are required to fill out a specific form obtained from both the sub-county Social Welfare Office and the Office of the Chief Officer in the Department of Gender, Youth, and Social Services. Following the submission of proposals, the Department evaluates them and proceeds with procuring the necessary equipment for the supported groups.

To foster financial intelligence, the County offers the groups comprehensive training in savings, digital literacy, and marketing strategies, empowering them to proficiently promote and showcase their products. Despite the possibility of having up to 400 members in a single group, the profits generated from the designated projects are deposited in a bank account and subsequently distributed equitably among all members at the end of each month.

Beneficiary summary in years and the amount allocated to the programme

Year	Amount in Ksh
2019-2020	1.5M
2020-2021	7M
2021-2022	42,050 M
2022-2023	25M
Total	75.550M

 **COUNTY GOVERNMENT OF NYERI**
DEPARTMENT OF GENDER, YOUTH & SOCIAL SERVICES

CALL FOR PROPOSALS

The County Government of Nyeri under the leadership of H.E Governor Edward Muthahi Kahiga in conjunction with County Ward MCAs, is pleased to announce that, the County Government is now rolling out;

"The Nyeri Youth, Women and Persons With Disabilities Empowerment Programme."

This programme aims to boost organized group's Income Generating Activities (IGAs) and transform them into viable economic ventures by supporting the youth, women and persons living with disability with equipment tools & machinery. This is hoped to promote the IGAs into formal established businesses.

This is therefore a **CALL FOR PROPOSALS** from such groups that require such support and have met certain conditions by filling the prescribed form which can be obtained from Social Welfare Officer in your Sub-County or through the area MCA.

The forms and guidelines can also be downloaded from the County website; www.nyeri.go.ke

The fully filled form with supporting documents should be returned to the **Chief Officer, Social Welfare Officer at your Sub-County or the area MCA's office or via email to nyerigenderyouthss@gmail.com on or before 7th February, 2022.**

WARDS FOR SPECIFIC PROJECTS FY 2021-22		
Konyu	Kamakwa/Mukaro	Thegu River
Aguthi-Gaaki	Mweiga	Irlaini Othaya
Chinga	Kirimukuyu	Gatitu/Muruguru
Irlaini Mathira	Ruring'u	Mahiga
Gakawa	Karima	Wamagana



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This amount has benefited 361 registered groups across all sub-counties in Nyeri County.

The County collaborates with the Social Welfare Officer (SWO) to diligently monitor the progress and achievements of the activities. Further, there is a set of guidelines that group leaders are required to sign, ensuring adherence to regulations such as prohibiting members from selling the provided equipment.

To ensure sustainability, the Nyeri County Youth Development Policy has successfully completed executive validation and is currently being reviewed by the County Assembly. Additionally, the program is firmly established within the 2023-2027 County Integrated Development Plan (CIDP).

Results of the practice

- **Economic Empowerment:** By funding projects and providing training in financial skills, the initiative has enhanced the financial independence of the participating groups.
- **Job Creation:** The projects supported by the initiative have generated employment opportunities like hairdressing and barbering hence reducing unemployment rates and improving livelihoods within the community.
- **Skill Development:** The training and capacity-building efforts have equipped group members with valuable skills in areas such as savings, digital literacy, marketing, and project management.
- **Social Inclusion:** By focusing on collective interest and marginalized groups, the initiative promotes social inclusion and equality. It creates opportunities for underrepresented groups like Persons with Disabilities (PWDs) to participate actively in economic and social development.
- **Sustainable Growth:** By incorporating the Youth Development Policy within the County Integrated Development Plan, the initiative aims to ensure long-term



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sustainability. This integration has facilitated better coordination, planning, and resource allocation, fostering continuous progress and positive impact.

Lessons learnt:

- **Diversify funding sources:** County Governments can explore multiple funding avenues, such as partnerships with private sector entities, seeking grants or donor support, and exploring innovative financing mechanisms.
- **Prioritize budget allocation:** Allocating a specific portion of the County budget for economic empowerment programs can ensure sustained financing and demonstrate a commitment to the initiative.
- **Establish interagency collaboration:** County Governments can establish formal coordination mechanisms, such as interagency task forces or committees, to facilitate effective communication, collaboration, and resource sharing among relevant stakeholders.
- **Engage community leaders and organizations:** Involving community leaders and organizations in the coordination process can help ensure grassroots participation, local ownership, and effective implementation of economic empowerment programs.
- **Invest in capacity building:** County Governments can invest in training and development programs for personnel involved in implementing economic empowerment initiatives. This can enhance their skills, knowledge, and capacity to effectively manage and monitor the programs.
- **Strengthen monitoring and evaluation systems:** County Governments can establish robust monitoring and evaluation frameworks to collect, analyze, and use data to assess the impact and effectiveness of economic empowerment programs.

Conclusion



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The Nyeri Youth, Women, and Persons with Disabilities Empowerment Programme has made significant progress in promoting sustainable development and addressing societal challenges. Through funding and support to registered groups, the initiative has empowered individuals economically, created jobs, and developed valuable skills. It has also prioritized social inclusion by engaging marginalized groups and promoting their participation in community development.