



The Real Youth Agent

Mapping Youth Entrepreneurship in Ruaraka Constituency





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Acronyms and Abbreviations

AGPO	Access to Government Procurement Opportunities
AIDS	Acquired Immunodeficiency Syndrome
CBO	Community Based Organisations
DJ	Disc jockey
HIV	Human Immunodeficiency Virus
ICT	Information Communication Technology
IEBC	Independent Electoral and Boundaries Commission
IGA	Income Generating Activity
KNBS	Kenya National Bureau of Statistics
KES	Kenya Shillings
NCIDP	Nairobi City Integrated Development Plan
NGO	Non-Governmental Organization
SACCO	Savings and Credit Cooperative Organisations
YEDEF	Youth Enterprise Development Fund

Acknowledgement

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We want to thank the review team lead by Raphael Obonyo, Millicent Mwololo and Stanley Ogola for putting together the information for the mapping report. We are grateful to youth enterprises and organisations interviewed during the survey and those who shared their stories that have been documented as success stories to inspire other youth in Ruaraka, Kenya and across the globe, we thank you.

Finally, our gratitude go to Kenya Community Development Foundation (KCDF) who provided financial support to the project.

Asanteni Sana.

Note from Raphael Obonyo, Convener, The Youth Congress

Kenya is a youthful nation. Nearly 80 per cent of the country's population is aged 35 years and below. Amidst this bulging population of youth, whose majority has a good education, is highly skilled; are diminishing job opportunities. In Kenya, more than one million young people join the work force every year and of these, only about one-in-five is likely to find a formal job.

As the country gears towards Vision 2030, the Kenyan youth faces important challenges, particularly in the economic context of livelihoods. It is amidst this backdrop that The Youth Congress, a youth serving Non-Governmental Organization (NGO) that serves as a reliable youth agent, especially for young people in deprived communities, has conducted a research study to map youth-owned and youth-led enterprises in Ruaraka Constituency in Nairobi City County.

Founded in 2007, The Youth Congress has been at the forefront in supporting youth enterprises through training of youth on income generating skills and crafts, entrepreneurship, business management and value addition. Not only this, The Youth Congress has gone ahead to create market linkages and manage the entire business value chain through initiatives such as the Koch Identity Label, which is a design and strategy to promote a positive image, entrepreneurship and to market hand-made products from Korogocho.

Armed with the expertise and knowledge in working with youth-owned and youth-led enterprises, The Youth Congress has managed to identify, profile, evaluate and analyse the challenges and opportunities for youth enterprises within Ruaraka Constituency. The research study, Mapping Youth Entrepreneurship in Ruaraka Constituency seeks to inform on the main issues affecting youth enterprises in Ruaraka and why the creation of enabling and support programmes would expand livelihoods for the youth. It is an exciting time for us at The Youth Congress to do this kind of work, as we strongly believe that the success of any economy depends on its ability to create opportunities for its youth. Through the mapping, we bring forth the kind of changes that need to be put in place to strengthen these youth enterprises.

Though the mapping has been rolled out in Ruaraka Constituency, it can be replicated in all the other Constituencies in Kenya. This way, tackling the bulging youth unemployment will have received the much-needed boost. Looking at the way youth unemployment has presented itself in Kenya, its weight is felt more at the Constituency level. This is mainly because it is at the Constituencies where these youths hail from, and without the proper mechanisms to support them, the economies at that basic level cannot develop due to over-dependency.

This is the main reason as to why other Constituencies should follow what the Youth Congress has done in Ruaraka Constituency; to map where these young entrepreneurs are, so as to find their challenges and opportunities.

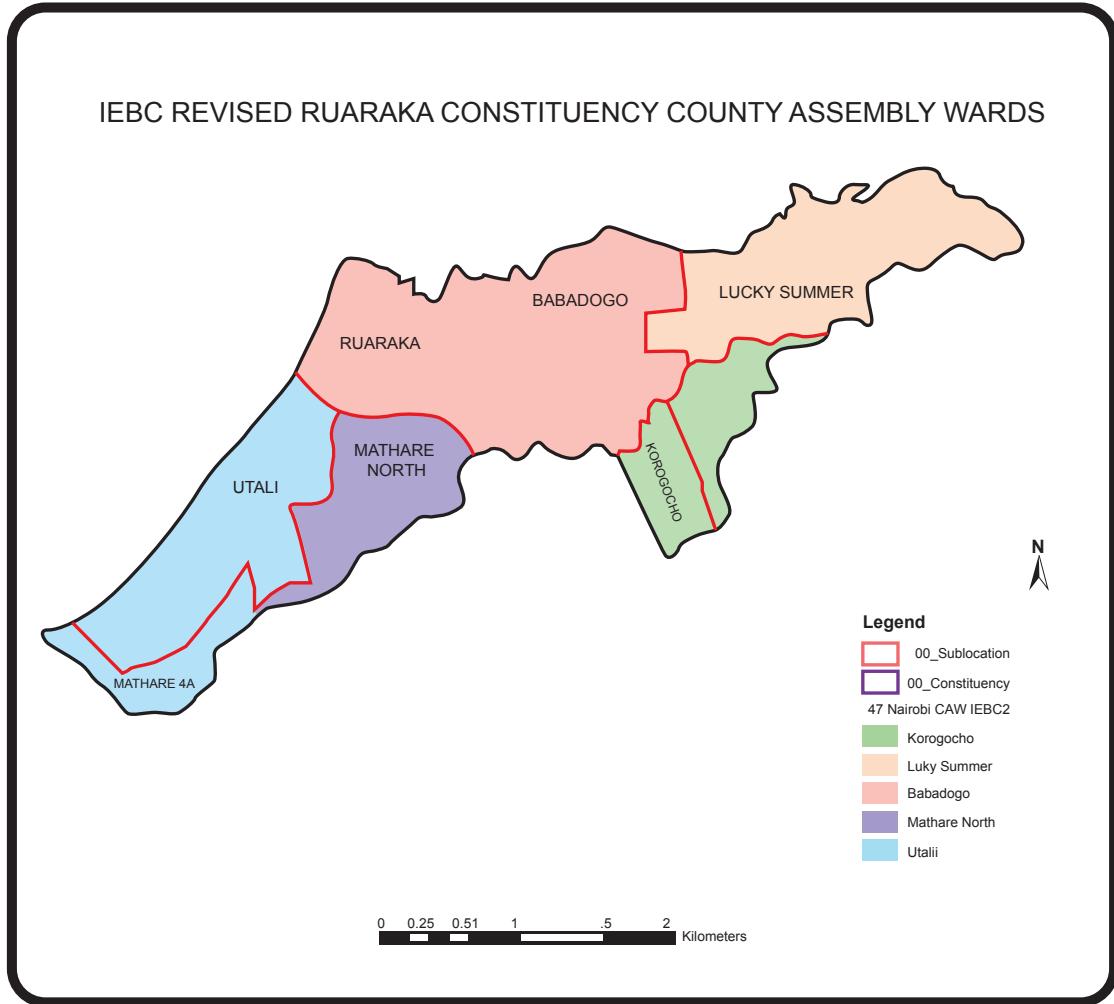
This will inform the design of proper support mechanisms that will enable such businesses to expand and create employment to more young people.

This way, Constituencies will prioritise youth socio-economic development at the County level, which will inform the design of specific and targeted youth entrepreneurship programmes at the Constituency and County levels of governance. The mapping too will inform Constituencies on what the youth want, what will give them a competitive edge and how they can build on it.

We, at The Youth Congress believe that if Kenya is to make any meaningful headway towards achieving sustainable development, deliberate focus must be on investments that create jobs for young people, right from the Constituency level. The potential of a youthful generation that is better skilled than ever before must be fully translated into demographic dividend. However, those jobs must be strategic in triggering a socio-economic transformation. That is why this mapping of youth enterprises right from the Constituency level is important if Kenya is to make significant economic progress in the next decade.



Map of Ruaraka



1. INTRODUCTION

Kenya's population is currently estimated at nearly 43 million – based on the latest United Nations estimates. This presents Kenya as one of the youngest countries in Africa with youth between ages 15-19 (11%), ages 20-24 at 10%, ages 25-29 at 9% and ages 30-34 at 7%,(KNBS, 2015) with the median age of the population estimated at 18 years.

This youth bulge should largely be the basis for optimism, offering great opportunity for Kenya's socio-economic take-off. However, the majority of youth in Kenya do not have gainful economic opportunities. They thus can only register limited participation in nation building, since a majority are unemployed or vulnerably employed. This places them at the periphery of economic growth, political participation and social development.

According to the Kenya Country Report for the 2014 Ministerial Conference on Youth Employment (Abidjan, Cote d'Ivoire, 21-23 July, 2014), Youth (15 – 34 year olds), who form 35% of the Kenyan population, have the highest unemployment rate of 67%. It is estimated that over one million young people enter into the labour market annually without any skills some having dropped out of school. An additional 155,000 join the labour market annually after completing training in Technical and Vocational Education and Training or at the University.

However, country's formal sector is unable to absorb the huge number of job seekers contributing to high informal sector employment rates, where jobs are typically less stable and have lower earnings potential. Majority of Kenyan workers, including 90% of employed youth, work in the agricultural and non-farm informal sectors.

At the moment, Kenya registers 81 dependents for every 100 working-age adults. Yet, countries that have realised a demographic dividend –from the youth bulge - typically have a dependency ratio of less than 50 for every 100 working adults. Something has to be done.

Besides, issues of gender inequality aggravate youth unemployment, especially the female gender which experiences double marginalisation both as a youth and female. Women seeking both formal and informal jobs are particularly impacted, often facing even greater barriers to accessing opportunities. This has pushed a majority of the youth, especially those from informal urban settlements into fragile states, where they face additional challenges, with economic opportunities diminished by instability and lack of institutional capacity.

The costs of unemployment are pervasive and severe. Long spells of youth unemployment and vulnerable employment permanently lower future productive potential and earnings. Faced with limited income, youth have restricted access to quality health and education services. Also, many youth cannot afford decent shelter, and they are forced to live in the informal settlements-slums.

Previous measures like; investment in infrastructure development to lower cost of business, attract investors, grow the economy and create jobs in the formal sector; all of which have been adopted by successive governments have not comprehensively addressed youth unemployment. Other initiatives include: integration of Information Communication Technology in Technical and Vocational Education Training; programme for employing youth in the labour-intensive construction industry; and the provision of low cost credit to youth. Other notable government led initiatives are 'Kazi Kwa Vijana' (jobs for the youth), Youth Enterprise Development Fund (YEDF), Uwezo Fund and 30% Access to Government Procurement Opportunities (AGPO), county government making allocation for youth and recruitment under the National Youth Service.

With unemployment levels standing at over 40 per cent for this nearly 80 per cent of Kenya's population, there is dire need for Constituencies to design and scale-up entrepreneurship programmes as a way of jobs creation.

Entrepreneurship presents sustainable alternative jobs creation models that ensure that youth not only create jobs for themselves, but for fellow youth. However, there has been no systematic attempt by constituencies in Kenya to look at entrepreneurship from a youth angle. The tendency has been to subsume the youth into the general adult population. This has resulted in the lack of an adequate understanding of the potential benefits of youth entrepreneurship as a means of improving youth livelihoods at the Constituency level.

This report, Mapping Youth Entrepreneurship in Ruaraka Constituency, is a first by a Constituency in Kenya and will no doubt stimulate policy debate on the potential benefits of youth entrepreneurship as a viable career option at the grassroots, obstacles that stand in its way, and policy measures and strategies that can be initiated to support it. The report acknowledges that when entrepreneurship programmes are brought closer to the youth, they generate higher efficiencies, and make greater impacts in driving economy right from the grassroots.

A survey by The Aga Khan University East Africa Institute-The Kenya Youth Survey Report (2015) indicates unemployment among youth (55%) with women being the highest (62%) and even higher among the rural women at 68%. The survey too reveals that majority of Kenyan youth (48%) would like to go into business with (26%) wishing to pursue careers and (11%) who want to go for farming. It also finds unemployment as a key concern (63%) that youth would want the government to address. Other concerns are lack of capital (11%), lack of business opportunities (9%) and discrimination and non –recognition at 4.7%. These clearly call for the need to develop programmes that address unemployment, particularly among the youth. If more youth can get decent means of earning a living, they will be able to afford decent lives and contribute to economic development. This will reduce poverty levels, increase life expectancy and make families more stable.

If Kenya wants to ensure its stability and prosperity, we must establish and support more opportunities for young entrepreneurs. Establishing entrepreneurship programmes at the Constituency level, will ensure that they are well managed because of having youth in smaller clusters. This will create more jobs and increase the middle class, which is essential in sustaining economic growth.

2. METHODOLOGY

2.1 Project goals

The goal of the project is to; Improve Youth Livelihoods through Access to Opportunities and Participation in County Budget Processes

2.2 Research question

The following were the questions in the mapping tool used to collect data on youth enterprises in Ruaraka Constituency

- Bio data (name of the company/organization, area of focus, year founded, members/shareholders by gender, contact person and contact)
- What is the company/organization's history?
- What motivated you/members to start the business?
- What are some of your business successes and achievements?
- What are some of the challenges that you face in running the business?
- What are your sources of capital for your business?
- Do you know any existing government funds or other funds targeting youth? If yes, list them...
- Have you ever applied or received resources from any Government Youth Fund?
- What should be done to increase your business and other youth enterprises in the Constituency?
- What is the impact of your business/organization in the Constituency?
- Any other comment

2.3 Methodology and tools

The data was collected through a questionnaire designed for the mapping exercise. Identified youth enterprises in five County Assembly Wards of Ruaraka Constituency were interviewed and information recorded in the questionnaire. Other sources included information from the Constituency Uwezo and Youth Enterprise Development Fund offices and review of other literature.

3. BACKGROUND OF RUARAKA CONSTITUENCY

3.1 Political and Administrative Situation

Ruaraka Constituency is an electoral Constituency in Nairobi City County. Ruaraka is among the new 80 Constituencies that were created by Independent Electoral and Boundaries Commission (IEBC) during the electoral boundaries review in 2012. The former Kasarani Constituency was sub-divided into Ruaraka, Roysambu and Kasarani Constituency. The Constituency is one of the 17 Constituencies/Sub-county of Nairobi City County. Ruaraka covers an area of approximately 7.20 Km square and has a population of 192,620 (National Census 2009). Kasarani has five County Assembly Wards, namely; Babadogo, Utalii, Mathare North, Korogocho and Lucky Summer.

The Constituency is divided into seven sub-locations, namely: Gitathuru, Nyayo, Korogocho, Mathare, Mathare 4A and Utalii and Ruaraka sub-location.

3.2 Social-Economy

Ruaraka Constituency is home to some of the great homegrown industries in Nairobi City County, like the Chandaria Group of Companies and Haco Tiger Brands. Other manufacturing companies within the zone include: Kenafric Industries, Premier Foods Industries, Balaji EPZ Ltd, Delarue Currency and Security Print, and a cluster of other smaller light industries within Kariobangi, Baba Ndogo and Korogocho.

The presence of these industries in Ruaraka has greatly contributed to a high number of youths who continuously move from rural areas, into the informal settlements of Korogocho, Baba Ndogo and Mathare, in search of employment. This has created a lot of congestion, a housing deficit and substandard housing as property owners throw away building standards for quick money. On matters health, the population in the constituency is served by 41 health facilities, most of them managed by non-governmental organisations, and the private sector.

Youth vulnerability in the slums exposes them to underemployment and businesses take advantage of the availability of cheap labour. They end up working as casual labourers, with little pay and for a very long time. A common characteristic that cuts across these settlements is the lack of sanitation, leading to illegal waste disposal and the accumulation of solid waste. This has offered job opportunities to the youth; most of whom have gotten into the recycling, cleaning and environmental management businesses.

3.3 Youth unemployment in Ruaraka

According to the reviewed Nairobi City Integrated Development Plan, 2015 (NCIDP), The level of unemployment in Nairobi stands at 42.70%, slightly higher than the national average of 40%; with the female unemployment rate standing at 43.97%, while that of males is 41.55%. Ruaraka Constituency, which lies in the heart of Nairobi, is no exception.

Chances are that Ruaraka may even record slightly higher digits, given that it consists of informal settlements right at the proximity of the capital, Nairobi. As such, it tends to attract youthful jobseekers who migrate from rural Kenya into Nairobi in search of employment opportunities.

Employment is a major source of income and an important determinant of social and economic outcomes. The high poverty levels witnessed in informal settlements in Ruaraka are strongly related to labour force participation because earnings in the labour market are the main source of income for these youths in urban areas. However, participation in the labour market does not guarantee being above the poverty line. This is because there are many youths in Ruaraka who are engaged in non-income generating employment activities, simply because jobs are hard to find. Most of the youths are employed in low productivity industries, including the informal sector.

Of importance, are the youths who have shown interest in establishing their own enterprises. This has seen the Constituency come up as the home of young entrepreneurs who are ready to challenge the status quo and create jobs for fellow youths, instead of resigning to the fate of job-seeking

These are the youths who are changing the face of Ruaraka, giving youth entrepreneurship a new definition; as the meaningful endeavor, in order to change the fortunes of the youth.

3.4 Youth Entrepreneurship in Ruaraka

In recent years, the promotion of entrepreneurship as a possible source of job creation, empowerment and economic dynamism in a rapidly globalising world has attracted increasing policy and scholarly attention. However, despite this attention, there has been no systematic attempt to look at entrepreneurship from a youth angle. In Ruaraka Constituency, in particular, the tendency has been either to subsume the youth into the general adult population or to ignore their efforts to forge a livelihood through enterprise activities. This has resulted in the lack of an adequate understanding of the potential benefits of youth entrepreneurship as a means of improving youth livelihoods within key economic zones at the Constituency level.

According to the findings from the mapping exercise, entrepreneurship ventures in Ruaraka have been informed by two main issues; to create employment, and to respond to community needs like cleaner environment for improvement of living standards. There are a number of youth enterprises that include; Car- wash and cleaning services, Water point and vending services, video and cinema businesses, garbage collection and recycling, beauty salons and barber shops, boutiques, urban farming, motorcycles 'Boda Boda', hand-crafts such as bead work and sandals, shoe-shine, computer and DJ Academies, among others.

The mapping exercise has profiled and analysed the threats, growth factors, opportunities and challenges to these entrepreneurship ventures. The exercise has exposed the existing skill gaps in managing and running these businesses and the nature of new skill sets that these young entrepreneurs require to achieve so that they can be able to position their businesses competitively.



The mapping exercise seeks to make available, accurate and systematic data on youth, which is presently lacking. This has been possible through face-to-face interviews and visits to business premises and profiling of the activities involved.

Most of the youth enterprises in Ruaraka have created employment opportunities for both the self-employed youth and other young people, and this has brought back the alienated and marginalized youth into the economic mainstream. The ventures, though small in nature have helped to address some of the socio-psychological problems and delinquency that arise from joblessness, and promoted innovation and resilience in youth. This has revitalised the local community.

With entrepreneurship, young people in Ruaraka, have particularly been responsive to new economic opportunities and trends. The ventures too, have given the marginalised youth, most of who live in the informal settlements a sense of meaning and belonging. The art of running enterprises has also developed in young women and men new skills and experiences that can be applied to many other challenges in life.



4. DATA ANALYSIS

4.1 Youth Enterprises in Ruaraka Constituency

The table below gives the enterprises identified during the mapping exercise in the County Assembly Wards in Ruaraka Constituency

4.1.1 UTALII WARD

Fact Sheet:

Population: 36,275 (National Census 2009)

Area (Sq. Km): 1.90

Source: Independent Electoral and Boundaries Commission (IEBC)

No	Name of the / company/organization	Area of focus	Year founded	Members/ share-holders by gender	Ward/ area	Contact person	Contact
1	MATHARE YOUTH TALENTED ORGANIZATION	-Education -Health -Business (IGAs)	September 2004	Male (19) Female (12)	Mathare 4A	Bernard Ochieng Fred Okidi	0727887885 0724108984
2	UTALII YOUTH ORGANIZATION	Building & construction Supply -Urban farming Water and Sanitation	2014	Male (20) Female (15)	Mathare 4A	Steven Ochieng	0726256228
3	T-AREA DEVELOPMENT YOUTH GROUP	-Soap making. -Garbage collection -Car-wash -Art work	March 2015	-Male (10) -Female (7)	Mathare 4A (T-Area)	Bernard Ochieng	0790471420

No	Name of the / company/organization	Area of focus	Year founded	Members/ shareholders by gender	Ward/ area	Contact person	Contact
4	ORIDOH SACCO	-Water vending- Environmental Conservation -Savings	July 2016	Male (20) Female (5)	Mathare 4A (T-Area)	Sammy Ambugo	0712039313
5	ACCEDING YOUTH GROUP	-Sanitation -Garbage collection -Rental houses -Transport	2006	Male (16)	Mathare 4A (T-Area)	Fred Amboko	0700011132
6	CHINI YA MNAZI YOUTH GROUP	-Shoe-shine -Milk sale	2015	Male (50) Female (20)	Mathare 4A(T-Area)	Kenney Oduor	0725113302
7	KWARE YOUTH GROUP PROJECT	-‘Mandazi’ business -Car-wash -Sanitation -Fruits sale	2014	Male (30) Female (5)	Mathare 4A(T-Area)	Moses Waroe	0714271278/ 0727585374

4.1.2 MATHARE NORTH WARD

Fact Sheet:

Population: 53,658 (National Census 2009)

Area (Sq. Km): 0.50

Source: Independent Electoral and Boundaries Commission (IEBC)

No	Name of the /company/ organization	Area of focus	Year founded	Members/ shareholders by gender	Ward/ area	Contact person	Contact
1	BETTER LIFE DEVELOPMENT ORGANIZATION	Poultry Farming -Hall to hire -Education (School) -Sports Arena (Video Show)	April 2017	Male 7) Female (7)	Mathare North	Isaya Omwango	071222938
2	BODA BODA SELF-HELP GROUP	-Transport -Car-wash -Water and Sanitation.	2009	Male (33) Female (3)	Mathare North	George Odhiambo	0721101692
3	ON THE STONE SELF-HELP GROUP	-Environmental - Bead work -Transport -Talent nurturing	May 2012	Male (15)	Mathare North Area 3	Joseph Njoroge Bernard Omondi	0713628173 0717907379
4	MATHARE VIJANA DEVELOPMENT ORGANIZATION	-Garbage collection -Water vending -Urban farming	2007	Male (45) Female (3)	Mathare North Area 1	Robert Mfupi	0710702406

No	Name of the /company/ organization	Area of focus	Year founded	Members/ shareholders by gender	Ward/ area	Contact person	Contact
5	NALA TREDY SALOON AND COLLEGE	-Saloon school	2016	Female(1)		Petty Waria	0710964212
6	JITAHIDI SELF-HELP GROUP	-Urban farming -Water vending -Garbage collection	May 2012	Male (15) Female (5)		Geoffrey Oyoo	0716571111
7	ONE LOVE CBO	-Urban farming -Environmental management -Water and sanitation -HIV and Health	2000	Male (25)	Mathare North Area 3	Kevin Teku Kennedy Kweya	0723273777 0724726744
8	UTALII INITIATIVE	-Car-wash and cleaning services -Water vending	2012	Male(12) Female(6)	Mathare North Area 4	Meshack Kyalo	0721487103

4.1.3 BABADOGO WARD

Fact Sheet:

Population: 30,741 (National Census 2009)

Area (Sq. Km): 1.95

Source: Independent Electoral and Boundaries Commission (IEBC)

No	Name of the /company/ organization	Area of focus	Year founded	Members/ shareholders by gender	Ward/area	Contact person	Contact
1	KENBAT	-Sandals and Beads Making	2016	Male (1)	Darfur Kariobangi	Kennedy Oredi	0718686252
2	BABADOGO TERMINUS CARWASH	-Car-wash and cleaning services	2013	Male (8)	Babadogo	Erick	0708304330
3	COLLINS INVESTMENT COMPANY	-Shop keeping	2017	Male (1)	Riverside	Ochieng Collins Otieno	0729299997
4	PAUL'S CANES	-Selling Sugar Cane	December 2017	Male (1)	Riverside	Paul Ooko	0707979894
5	BABADOGO FRUIT VENDOR	-Selling fruits	April 2016	Male (2)	Babadogo	Patrick Lila	0718504102
6	EDGER SHOE BUSINESS	-Shoe Business	2015	Male (1)	Kariadudu	Stephen Edgar	0719574084
7	ENOCK ELECTRONICS	-Electronic Gadgets	2014	Male (1)	Riverside	Enock Momanyi	0716838743
8	BABADOGO SACCO	-Petrol Station -Transport	2016		Babadogo	Rose	0727061574
9	JACKEN CARWASH	-Car-wash and cleaning Services	2015	Male (4)	Babadogo	Paul Mwangi	0706362955
10	WAZALENDO YOUTH GROUP	Shoe Shine	2007	Male (10)	Babadogo	Peter Munyao	0720294475

4.1.4 KOROGOCHO WARD

Fact Sheet:

Population: 41,946 (National Census 2009)

Area (Sq. Km): 0.90

Source: Independent Electoral and Boundaries Commission (IEBC)

No	Name of the / Company/ Organization	Area of focus	Year founded	Members/share Holders by gender	Ward/area	Contact person	Contact
1	PECULIAR SOLE ASSOCIATION	Garbage collection -Car- Wash -Water vending -Showers	2008	Male (14) Female (9)	Ngomongo	Tobias Maurice	0726408814 0721536051
2	KOCH SOUND EXTREME	-Deejay Academy - Sound Hiring -Rehabilitation Center	2016	Male (5) Female (7)	High ridge	Elvis Owindo	0703994076
3	KOCH PEACE HUB	-Pig and Poultry faming	2015	Male (18) Female (8)	Korogocho B	Peter Song Kariuki	0723972253
4	KODA	-Water vending -Poultry faming	2002	Male (22) Female (10)	Ngomongo	Peter Oduor	0702707956
5	SAO PAULO YOUTH GROUP	-Sports -Environment -Health	2006	Male (30) Female (15)	Ngomongo	Phillip Omayya	0717151892
6	TARUMBETA AFRICA	-Training (Life skill) -Outreaches -Bead work -Entertainment	2005	Male (14) Female (15)	Nyayo	Daniel Mboya	0720264239
7	WASAFI YOUTH GROUP	-Garbage collection -Car wash	2015	Male (8) Female (7)	Korogocho B	Peter Mwangi	0726289633

No	Name of the / Company/ Organization	Area of focus	Year founded	Members/share Holders by gender	Ward/area	Contact person	Contact
8	UMOJA YOUTH GROUP	-Water vending -Garbage collection -Soap making	2004	Male (10) Female(5)	Korogocho A	Peter Mwangi	0725406519
9	ENVIRONMENTAL FRIENDLY INITIATIVE	-Garbage collection -Car Wash	2015	Male (17) Female (7)	Gitathuru	Titus Kithimba	0708637445
10	KOCH HOPE YOUTH GROUP	-Water and Sanitation	2008	Male (15) Female (10)	Grogon A	Rose Syombua	0721597982
11	KISUMU NDOGO DEVELOPMENT GROUP	-Environment -Water vending	1999	Male(12) Female(9)	Kisumu Ndogo	Samwel Owino	0719371333

4.1.5. LUCKY SUMMER WARD

Fact Sheet:

Population: 30,000(National Census 2009)

Area (Sq. Km): 1.95

Source: Independent Electoral and Boundaries Commission (IEBC)

No	Name of the /company/ organization	Area of focus	Year Fou Nded	Members/ shareh Olders by gender	Ward/area	Contact person	Contact
1	REDDO COLLECTION	Selling Clothes	2015	Male (1)	Lucky Summer	Fredrick Ochola	0712103464
2	EVERGREEN SERVICES	Branding Services	2015	Male (3)	Lucky Summer	Maurice Anditi	0722304108
3	JOYLAND KINYOZI	Salon	2015	Male (1)	Lucky Summer	Timothy Mosioma Omanwa	0701307610
4	EBENEZER POULTRY FARMERS	Poultry farming	2016	Female (1)	Lucky Summer	Beatrice Ochieng	0715654414
5	NEVILLOS INVESTMENT	Selling chicken	2011	Male (1)	Lucky Summer	Nevillos	0715326085
6	LIFESTYLE DRYCLEANERS	Dry Cleaning	March 2016	Male (1)	Lucky Summer	Silas Omondi	0712265758
7	KARIOBANGI PUFF INVESTMENTS	Poultry farming- ducks	2016	Male (1)	Darfur Kariobangi	Leonard Okumu	0797101409
8	PORKLAND	Butchery- Pork	2015	Male (1)	Lucky summer	Kelvin Ndanga	0702354101

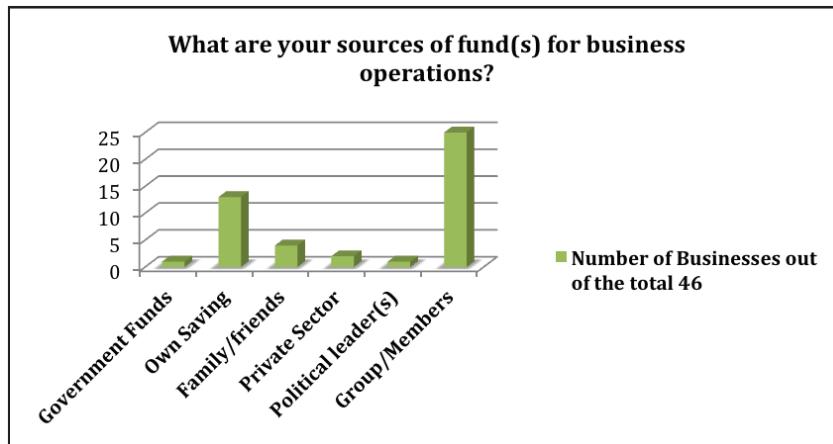
4.1.6 List of Groups from Uwezo Fund Ruaraka Constituency Office

Additional list of youth enterprises in Ruaraka was received from UWEZO Constituency Office. The list is part of Annex 1

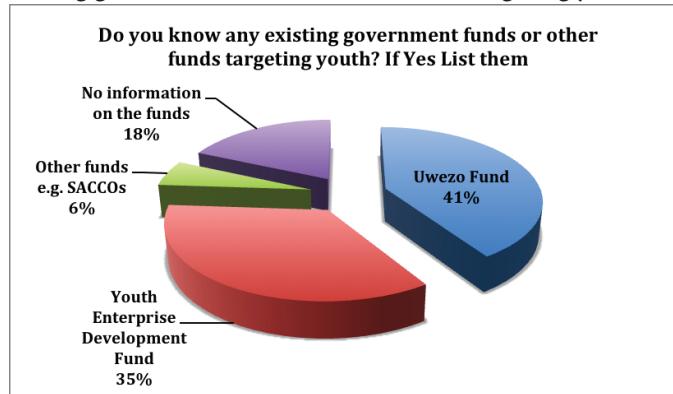
4.2 Youth and Source of Fund

The table below gives the responses of the youth on their sources of fund for their enterprise, knowledge of government and other funds targeting the youth and whether they have applied for the fund.

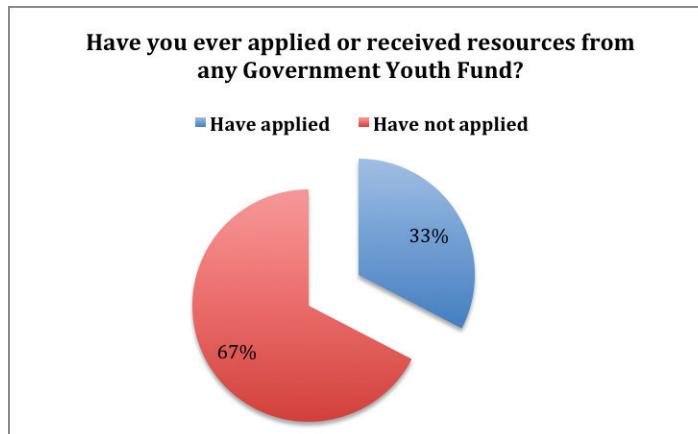
4.2.1 What are your sources of fund(s) for business operations?



4.2.2 Do you know any existing government funds or other funds targeting youth? If yes, list them

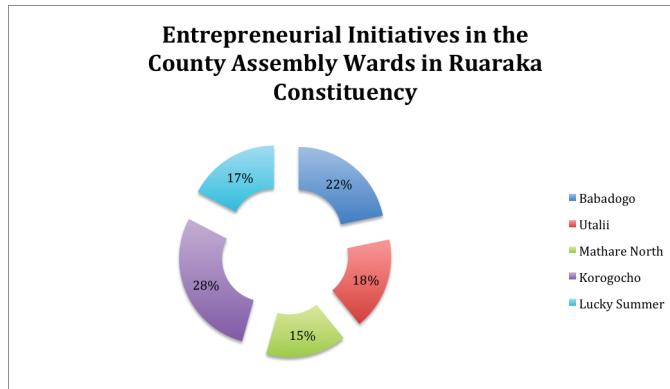


4.2.3 Have you ever applied or received resources from any Government Youth Fund?



4.2.4 Youth Entrepreneurial Initiatives

Entrepreneurial initiatives in the County Assembly Wards as a percentage of the total enterprises – 46 in number-identified during the mapping exercise in Ruaraka Constituency



4.3 Key Motivation

It emerged in the mapping that a number of issues were the motivating factors that informed the starting or setting-up of youth enterprises. These included; unemployment and young people's desire for better living standards, self-reliance and financial stability and freedom, motivated by friends or families some of who operate similar businesses.

But it is the success stories of the local business ventures like the Chandaria Industries Limited in Ruaraka that inspire the youth the most. Chandaria Industries Limited has made a name for itself as the home of tissue paper, as it makes use of recycled paper to make quality tissue and hygiene paper products.

For a company that started small, and which has grown with the community in Ruaraka, being a major employer; it is no doubt that it has inspired the youth to think of recycling business ventures.

Many other youth have taken into enterprise out of a desire to change their lives for the better. They express that even though they have not made it in academics, they know that if they succeed in business; they are going to make it in life. They have bigger dreams to expand their ventures and employ more youth.

Most of the youths, particularly who have grown up within Ruaraka have been influenced by the need to respond to societal problems that are a challenge to youth development. These include: HIV/Aids prevalence, high rate of school drop-outs, abortions, environmental conservation, lack of water and sanitation, education and health for vulnerable families, and alternative livelihood to support young people who could have opted for crime, prostitution, drug and substance abuse; and those who have reformed from the same, among other ills. As a result, they have gone ahead to establish social enterprises that target some of the community needs.

The mapping has also identified the enormous talent among the youth on sports and entertainment as another key motivating factor. A good number of the youth in Ruaraka are determined to turn their talents into passion, which has led to improved livelihoods as they are able to make money out of what was once a hobby.

Other motivating factors include: passion in particular fields, and the availability of resources to set up the enterprise. For instance, some had space to do a car wash and cleaning services, water tanks and showers, and urban farming activities such as pig rearing and poultry keeping.

Above all, the overriding motivator for setting-up the various business enterprises was for young people to escape from poverty and improve their living standards. It emerged that the youth fear poverty more than anything else, and would rather work hard, day and night to ensure that their future is secure.

4.4 Challenges

The mapping exercise identified many overriding challenges that these young entrepreneurs are faced with. For instance, most youth only have access to limited financial resources. This, they said, has drawn them backwards in their quest to expand their businesses by investing in more equipment; and having business operating capital in order to facilitate goods and services delivery.

The other challenges that have been identified include: the lack of ready markets for their products and services, lack good facilities and a conducive environment for doing business, and the lack of capacity to deliver mass products whenever such opportunities arise.

Other challenges include the lack of business networking events that would expose them to potential markets, partners and clientele; and mentorship and linkage opportunities for business growth. At the moment, commitment and trust among the membership for enterprises formed and run by groups or partners is not as effective and this hinders further business expansion.

Even though youth enterprises are funded from government or private sector sources; the youth do not have the training on how to conduct and manage business. They lack in basic skills such as client relations, building customer experience, book and record keeping, accounting, and business relationship communication. This tends to work against them in building regular and repeat clientele and overall business management.

The lack of targeted youth policies at the county level has worked against youth entrepreneurship. There being no policies to expose the youth to entrepreneurship programmes works against their skills development. The youth too face challenges in accessing business licenses as they are unable to afford the hefty fees that County government charge as they have to pay for multiple licenses in order to run business.

Insecurity has also become a major challenge to young entrepreneurs as it exposes their investments to vandalism, breakages and loss of property. A good example is the high crime in the motorcycle taxi business. High expectations and non-cooperation from community and perception towards young people too is a hindrance to the growth of young entrepreneurs.

The young entrepreneurs cite high taxation, harassment by the Police and County 'Askaris', especially so for those in the transport sector. There is also limited information on available resources to support young enterprises, and this keeps them recycling the same old wheel; rather than adopting new business models that can spur their ventures. Most of the youth too identified political manipulation as a challenge to entrepreneurship. They explained that they were victims of false promises by political leaders who offer them cash handouts and make promises to fix their challenges; something that they say interferes with their focus for self-reliance and create more reliance to politicians. However, the political class still fails them as they do not honour their promises.



4.5 Opportunities

The devolved system of government provides a major opportunity for young people to take advantage of in the endeavors to create employment. There is a lot of renewed attention to the counties than ever before, something that youth at the Constituency level can tap into. For instance; Counties are attracting investors and this opens doors for youth at the Constituency level to design business plans that tap into support services that investors at the County level need. It could be garbage collection services, petty errands, office maintenance, catering, and such others.

The youth bulge presents an opportunity for market if young people would be rallied to buy from fellow young entrepreneurs. Youth in Ruaraka can achieve this by the use of social media to market their innovative solutions and services. Youth in Ruaraka have access to internet and are thus empowered with the tools to express creativity through the Internet and global media networks.

They therefore got the means to exceed their own expectations once the challenges and barriers of the digital divide are overcome, within and across nations. This presents an opportunity for learning, linkages, and networking to grow their market share and tap into the potential that targeting the bulging youth market brings.

Saving in groups and ploughing back the group resources into their business. Youth have a huge potential only if they learnt a group savings culture 'Chama', where they would have all the shareholders pull their resources into one pool and plough it back to grow the business. This way, they would escape costly loans, and grow their business from within the shareholders.

Youth in Ruaraka have not yet explored strategic partnerships, whereby an entrepreneur whose business is up and running identifies a partner who is so good with sourcing for markets. This partner comes in to grow the business as human capital and this will give him some shareholding in the business. This is a modern business model that frees off entrepreneurs the headache of sourcing for markets and leaves them to focus on innovation and product development.

The other opportunities that young entrepreneurs need to take advantage of are the resources and affirmative funds from the government - Youth Enterprise Development Fund (YEDF), Uwezo Fund and 30% Access to Government Procurement Opportunities (AGPO); sources from the private sector and other stakeholders.

Youth entrepreneurship programmes too provides opportunities for private sector to partner with government, civil society organisations and other youth actors; in a bid to train and finance the youth, while advancing their brand strategy. Such partnerships are crucial for the achievement of development goals. The private sector can leverage comparative advantage, resources, shared interests and diversity to enhance the impact of individual partners' efforts.

4.6 Success stories

“I did not get the chance to go to school. But my parents enrolled me into vocational training at ‘Bega Kwa Bega’. Here I learnt how to make baskets from recycled sacks, which is now my main source of livelihood. I work for three days a week at my sewing machine and set a side two days for selling the baskets

On a good day, I sell the baskets in bulk, which later will be sold in Korogocho, Thika and Tala markets. I engage my children in the business to learn a few skills, so as to avoid future unemployment issues

The business pays. I buy my materials at a price of KES 3,000 and make KES 5,000 in profits after recycling and selling the baskets. From this money I take care of everything at home and my children are able to go to school. If I had no basket making skills, I would be destitute.”

-Veronica Syombua – Basket Making

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“I have been in this Shoeshine business for more than six years. At that time most of the youth wanted to get into ‘Matatu’ business as drivers, which gradually became crowded, leaving a majority of them without a source of livelihood since they had no skills that they can trade.

But for me, I chose to sweat it out and earn a decent living. I engaged a few friends and we formed the group – ‘Wazalendo’ shoeshine and we stationed ourselves at Baba Dogo because there are lots of formalities to follow before setting up your business at City Center.

Although this business seems small, members can find for their families and make some savings. I challenge fellow youth to work hard and stop looking for fast and easy money, as this will lead them astray.”

-Peter Munyao – Wazalendo Shoeshine.

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“My day begins at 6am when I start cooking chapatti, until 10am. I then leave the food kiosk under the supervision of my friend who prepares food that will be sold for lunch. We work in turns from Monday to Sunday. The kiosk is busy, given that most people start streaming in early for breakfast.

On most days, we use about eight packets of wheat flour, making a profit of KES 100 from each packet. But I cannot just cook and sell chapatti forever. I intend to save and do a hairdressing course during my free time. This way, I will be able to work on two jobs to sustain myself and build a future.

I can now see myself headed somewhere, though initially it was difficult to establish the business. The operating capital was inadequate. Together with my friend whom we run the business together, we had tarmacked looking for employment in vain. That was in 2008. Fortunately, we came across two women, who were running a food business in Ngomongo. We learned from them.”

- Natasha Osowo -Chapati Business at Ngomongo
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“While a young boy, I always dreamt of being two things in my life: a welder or a cobbler. But the dream of becoming a welder was much stronger than mending torn shoes.

But given that I had no source of income to start a welding business, I started off as a cobbler for few years. Fortunately, I later joined my brother-in-law in Nairobi who happened to be a welder. He offered me intensive training in the trade for two years. I worked for him for six years to raise capital and learn how to operate a welding business. I needed this knowledge, experience and skills in order to be able to handle future business challenges.

Then in 2005, I set up this business after finding a suitable location. However, following the 2007-2008, post-election violence my welding kiosk was looted and I lost the main welding machine that I relied on. I did not give up. I rented another kiosk and started afresh. Gradually, I was back on my feet.

The business is doing well, and I have successfully trained over 35 other youth. Only one of them has quit. It gives me satisfaction when I see a youth that I have trained getting into the trade and making a decent living. Competition from the many welders in the market is a challenge, but I have managed to stay on because of my workmanship, experience and passion.”

-Gerald Odhiambo, Lucky Summer Welding
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5. CONCLUSION

The world is changing rapidly and structured employment opportunities have declined, while entrepreneurial skills have become necessary for the youth to compete effectively in the jobs marketplace. Entrepreneurship provides a successful route to long-term participation in the job market, especially if the entrepreneur receives robust support and advice in the business start-up phase. Furthermore, entrepreneurship can be an engine of economic growth.

From the mapping exercise, a majority of the youth in Ruaraka Constituency are faced with a high level of youth unemployment, underemployment and face worse working conditions like longer working hours with no social protection. Such factors influence negatively, on not only the lives of young people but also current and future economy of Ruaraka Constituency as it is apparent that socio-economic development of the youth has been slower than expected. This has seen the continuing gross socio-economic disparities between the youth and the rest of population at the Constituency. For the Constituency to record sustainable socio-economic development, urgent intervention measures have to be employed in order to bridge this deficit and tap into the potential of its youthful population.

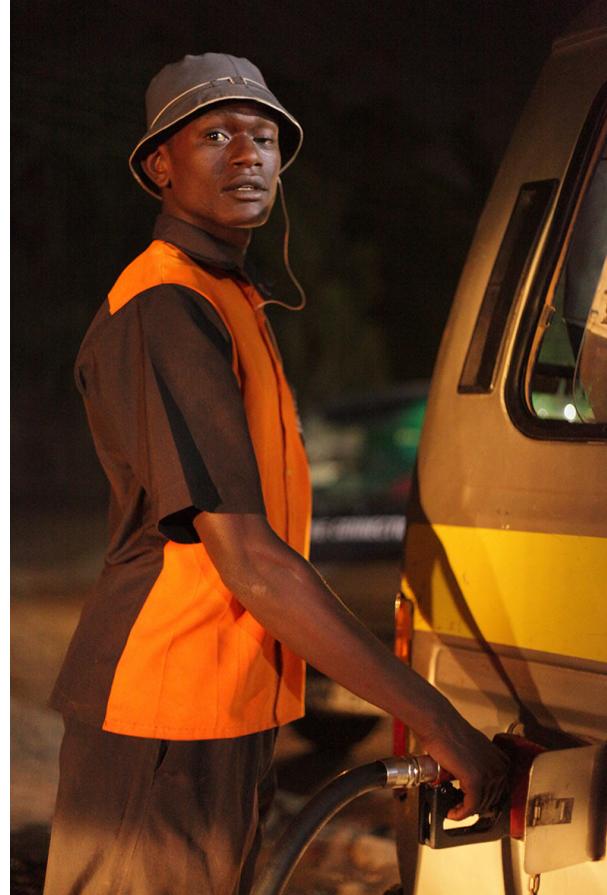
As such, Ruaraka Constituency has to believe in and support its over 40 young entrepreneurs who are running profitable businesses as they provide future socio-economic growth potential, and future jobs for the youth. The ventures, if well enabled and supported through targeted youth entrepreneurship programmes will no doubt provide workplaces for the many unemployed, under-employed and vulnerable young people. This will give them sustainable livelihoods which offers a multiplier effect on the economy of Ruaraka as it will increase its market competitiveness.

The support will increase innovation and create market linkages using available opportunities. Further, the support will drive the establishment of modern innovation-driven economies that are highly dependent on constant development of new ideas.

Taking into account the numerous positive effects of youth entrepreneurship for young people, but also for economy in general it will be desirable for Ruaraka Constituency to increase the numbers of youth entrepreneurs through various training and incubation programmes.

The most important determining factor to this success is that youth entrepreneurs in Ruaraka have the determination to grow not just their businesses, but to also see the Constituency grow into a business hub in Nairobi. They are open and willing to any business enablers and support opportunities that come their way.

This mapping exercise recognises the need to stimulate youth entrepreneurship, and the barriers and incentives to enterprise start-ups by young people. This will inform training programme design to ensure efficiencies in training and outcomes. If this support is coordinated for emerging entrepreneurs, Ruaraka Constituency will no doubt build a sustainable and thriving youth-driven economy.



6. RECOMMENDATIONS

Even though socio-economic development and poverty reduction among the youth can be achieved by enhancing access to financial resources, entrepreneurship policies should focus on expanding livelihoods. There is need for Ruaraka Constituency to broaden the scope of livelihood interventions while taking into account of the various kinds of resources upon which the youth draw on for their livelihoods.

With high expectations for employment, the issue of how to generate employment through youth enterprise remains important. It is on this account that Counties should formulate youth development policies with a focus on entrepreneurship. This will put youth enterprise development at the center stage, and spell out the measures to be taken in order to improve the access of young people to vocational training.

I. Develop Comprehensive Youth Policy

A comprehensive youth policy that details socio-economic youth development programmes should be designed and properly integrated with key sector policies. These include: Information, Technology and Communication, Agribusiness, Entrepreneurship and so forth. The policy too should point at effective implementation mechanisms and programme linkages whose focus is to expand livelihoods.

II. Access to financial support: there is need for information on financial support that young entrepreneurs could take advantage of, for business-start up and growth, both from the government, Private Sector and other stakeholders. In addition, the Constituency can reach out to public, private, and philanthropic institutions to pool resources to coordinate efforts and maximize impact. These partnerships will enable the training programme to achieve its ambitions and equip young entrepreneurs across the Constituency to realise their full economic potential. The financing will enable them to set-up facilities and buy equipment that will facilitate their business and delivery of services. The process and procedure should be easy and ‘youth friendly’-lower rates etc. thus increasing the number of young people in business and self-employment.

III. Market and Linkages: there is need to link youth product and services to the market to enable continuation of the businesses. The national and county governments, and other stakeholders should partner with Constituencies and do business with young people. Although governments have been more concerned about provision of funds for young entrepreneurs, there is an urgent need for focus on market creation for the goods and services.

IV. Capacity and Skills Development: the need for capacity assessment and building capacity of individual entrepreneurs and groups on areas that will support and enhance their operation and growth. These include: saving, marketing, value-addition, branding, networking, book keeping, leadership, developing business plans, and tendering among others. They also need to know business management, management of business finances (budgeting), time management, stress management, improving sales, managing and reducing costs, debt recovery techniques, stock control techniques, marketing and recruitment. This suggests the need for an integrated package for the promotion of youth entrepreneurship. Thus, there is need for skills training, business counseling, and mentor support, access to working space, business expansion support, and creating support networks.

V. Stopping Corruption: corruption has eaten into opportunities that could have created enabling environment for young entrepreneurs and wealth creation to reduce poverty. The institutions charged to fight corruption should act decisively on corruption and meaningfully involve youth in the fight against the device. Much effort and resources should be channeled in preventive measures.

VI. Programme Design and Implementation: Private, public, and civil society organisations can provide inputs to program design and support implementation for key activities. Pervasive unemployment among the youth can only be reduced through well-coordinated approaches and effective partnerships for youth development especially at the constituency level.

VII. Knowledge Generation and Incubation: Research and academic institutions, entrepreneurial networks, and others can share best practices and build the evidence base on promising interventions. This will strengthen the incubation of any promising new solutions.

VIII. Monitoring, Evaluation and Learning; the need to enhance access to information and strengthen monitoring system both from the government and non-state actors to ensure the resources are channeled in the right course. Qualitative and quantitative information on youth development is essential in the identification of priority needs and concerns. Weaknesses in the monitoring and evaluation of youth development programs in the constituency contribute to the failure in the delivery of more effective and relevant responses.

ANNEX 1: LIST OF GROUPS FROM UWEZO FUND RUARAKA CONSTITUENCY OFFICE

No	Name of Organisation/ Company	Ward	Contact Person	Contact
1	Baba Dogo Young Women Ent.	Baba Dogo	Maurine Awino	0710921054
2	Kariadudu Youth Development Group	Baba Dogo	Jacob Ochieng	0711951337
3	Kasabuni Uplifting Brothers Self Help Group	Baba Dogo	Stephen Ochieng	0711363034
4	Riverside Bodaboda Self Help Group	Baba Dogo	Simon Begi	0722141345
5	North Arise and Shine Youth Group	Baba Dogo	Peter Wells	0720861598
6	Zhinueh Youth Group	Baba Dogo	Francis Macharia	0720566085
7	Korogocho Handicapped Development Organisation	Korogocho	Line Achieng	0728750873
8	Nyayo Visionary Youth Group	Korogocho	Vincent Otieno	0726547730
9	High Ridge Youth Group	Korogocho	Moses Ochieng	0703772231
10	Nyayo Youth Development Association	Korogocho	George Otieno	0725919607
11	Ngunyumu Youth Self Help Group	Korogocho	Boniface Otieno	0725787865
12	Best Friends Self Help Group	Korogocho	Kennedy Oluoch	0724363631
13	Free Alliance Youth Group	Korogocho	Yvonne Goya	0700480623
14	The Early Bird Self Help Group	Lucky Summer	Esther Kaluki	0712678357

No	Name of Organisation/ Company	Ward	Contact Person	Contact
15	Kula Na Mwenzako Self Help Group	Lucky Summer	Millicent Achieng	0710549798
16	Gender Based Violence Women Group	Lucky Summer	Patricia Lukale	0728829586
17	Glucola Youth Self Help Group	Lucky Summer	Edward Imbukwa	0725147199
18	The Star of Peace Group	Lucky Summer	Joshua Owiti	0720879337
19	Mathare North FM Development Empowerment	Mathare North	George Otieno	0714666646
20	Area 1 + Synergy Youth Group	Mathare North	Isaiah Muthoka	0722111293
21	Ruaraka Benchmark entrepreneurs	Mathare North	Silvanus Odera	0724675305
22	Upya Association Group	Mathare North	Meshack Kyalo	0721487103
23	4A Reloaded Youth Group	Utalii	Paul Ochar	0724589206
24	Wagayule Self Help Group	Utalii	Antony Waga	0720298188
25	Ruaraka Kware Youth Bunge	Utalii	Charles Ondieki	0723939738
26	M-Net Self Help Group	Utalii	Sarah Nthenya	0725774648

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- <http://www.nation.co.ke/oped/Opinion/Streamline-procurement-to-benefit-youth/440808-3435488-ivcovpz/index.html>
- <http://www.nation.co.ke/oped/Opinion/kenya-youth-agenda-needs-keener-focus/440808-3344614-amodk2z/index.html>
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- <https://nextcity.org/features/view/the-improvisers-nairobis-youth-confront-a-future-with-few-formal-jobs>
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Mapping Youth Entrepreneurship in Ruaraka Constituency



The Real Youth Agent

With funding from Kenya Community
Development Foundation



The Youth Congress is a youth serving Non-Governmental Organisation (NGO) founded in 2007 to provide young people in Kenya with a platform to articulate their issues , explore opportunities for youth participation and leadership to effectively address their interests and concerns and engage young people in social, economic and political processes .

Mission Vision

A society in which the youth enjoy all their human rights and apply their agency

To provide a platform for the youth to improve their status and realize their full potential

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