



EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF THE PRESIDENT'S ADVISOR
ON WOMEN RIGHTS

SPEECH FOR THE 'EMPOWER HER' KAKAMEGA COUNTY PROGRAMME LAUNCH

Salutations

First Lady Kakamega County , Prof Janet Barasa

- ABSA Bank
- African Guarantee Fund
- Kenya National Chamber for Commerce and Industry
- Kakamega County Government
- Women Entrepreneurs

Ladies and Gentlemen,

Good morning!

Habari zenu!

Milembe vosi!

1. In Kenya women make major contributions to the economy, directly and indirectly to economic growth and development. The participation of women in Micro, Small and Medium Enterprises which boosts income, savings and tax contributions at the family, community and national levels.
2. The Government's Bottom-up Economic Transformation Agenda focus on Micro, Small and Medium Enterprises (MSMEs), is a game

changer for women economic empowerment in Kenya. The MSMEs sector has been identified and prioritized as a key growth driver for achieving the development blueprint's objectives. This is expected to result in inclusive economic growth and sustainable development for the nation.

3. Numbers do not lie. Women are the majority in micro and small enterprises which contribute 50% of job creations and 30% to the Gross Domestic Product (GDP). This shows that women-led businesses in Kenya have a bigger investment impact.
4. The government has developed several financial programmes to support women to access affordable credit as well as increase participation of women in all economic, social and political decision-making processes: Hustler Fund, Women Enterprise Fund and Uwezo Fund. In addition, the government will be expanding the credit guarantee products to allow for more women to borrow.
5. The launch of "**Empower Her**" County Programme is a demonstration of the need to support women-led MSMEs. This is why my Office is partnering with private sector entities to curate programs that can reach you. This is the main reason why His Excellency the President created the office of the Women's Rights Advisor, to show his commitment towards every Kenyan woman and girl.
6. Ladies, the programme we are launching today is one of the first things my team and I began to think about when the President gave us the mandate. How do we ensure that women have the money to do their business? What stops the women from sustaining your businesses? How do we partner with entities that can support women? How do we educate women to be business moguls?

7. This programme today is the beginning of answering these questions. We have come to empower you but we know that there is a God given power within you that can propel you to fulfill your dreams. Do you remember the parable of the 5 talents in the Bible?
8. **In Matthew chapter 25 verse 14 - 30**, one of Jesus' most significant parables regarding work is set in the context of investments. A rich man delegates the management of his wealth to his servants. He gives five talents to the first servant, two talents to the second, and one talent to the third. Today we are giving a talent in the form of financial literacy. What you do with it will tell us whether you become the first, the second or the third servant in Jesus's parable.

Ladies;

9. This programme is designed to be your springboard. Through this programme, you will gain valuable skills in areas like financial literacy, business development, and leadership. During the training you will interact and connect with other inspiring women, share experiences, and build a powerful network of support.
10. Remember, empowerment is not given, it is claimed. This programme is a tool, but the real power lies within you. Most importantly, you will discover the power of your own voice. You will be equipped to chase your dreams, break down barriers, and reach your full potential.
11. Embrace the knowledge, challenge yourselves, and do not be afraid to dream big. Think about the businesses you want to build, the changes you want to make, and the legacy you want to leave behind.
Proverbs Chapter 13 verse 22 says, A good man leaves an inheritance

to his children's children. Ladies, I believe we are capable of doing much for ourselves and families, given the right push and tools.

12. You have a viable business idea, start it and financial institutions will come to support with funding. My job is to ensure that you access all the available tools that are available within our nation through partners like Absa and others. Our motto is that every woman is a super woman and therefore none should be left behind.
13. Remember that Counties will soon be having the County Aggregation and Industrial Parks (CAIPs). My office's dream is that these parks will be full of women's businesses. These parks are meant to enhance value chains in the products you produce. After all women are the ones that till the land. ***Wahenga walisema, Kidole kimoja hakiui chawa***, therefore I urge us to form groups, grow into cooperatives to begin driving the economy of your county as we get ready take up the Industrial parks.
14. The small steps you take here today mark the beginning of an incredible journey to economic empowerment. Remember, we are the changemakers. Together, we can rewrite the narrative. We can show the world the unstoppable force of a Kenyan woman who is empowered. You will learn and then you will teach others, this will have a ripple effect in your family, village, ward, county and nation.
15. Today we are gathered here to start this incredible journey of women and girls empowerment and investment through the **"Empower Her"** training programme.

Are you ready to be empowered?

Then let us begin! Let us **Empower Her** together!

It is now my pleasure to declare the **‘Empower Her’** Programme officially launched!

Asanteni sana!

Thank you.

Hon. Harriette Chiggai
President’s Advisor on Women Rights