



Your first Community Report: Ntirimiti village

Prepared for: The Association of Corporate Treasurers

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Our warmest thanks

Thank you for your generous donation to Hand in Hand Eastern Africa's Community Uplift Programme. Thanks to your donation, the village of Ntirimiti will be transformed over the next two and a half years. Together, we will aim to train approximately 500 poor and marginalised people in entrepreneurship. This will lead to some 350 small enterprises being created and strengthened, which in turn will lift some 455 children, women and men out of poverty.

Your village: Ntirimiti



The village is 244 kilometres (4 ½ hours' drive) from Nairobi.

Ntirimiti is in **Meru County**, home to the Meru National Park, at the foot of the Nyambene Mountain Range. The park is well watered by small rivers and streams, flanked by dense tropical riverine forest. Away from the rivers, the vegetation consists of wide grassy plains, dotted with acacias and palms and areas of woodland. Meru is perhaps best known as the place Elsa the lioness, star of Joy Adamson's books, was released into the wild.



However, the view is far less resplendent once you step off the tourist trail. Nearly half of Kenya's population lives in poverty and the majority are women and children. Unemployment is very high with almost 70 per cent of the working population unemployed. Two-thirds of the

rural population lack access to sanitation facilities and 55 percent lack access to clean water.

As recently as March 2017, 2.7 million East Africans were classified as food insecure due to poverty and drought and Kenya was very affected. As a result, 1 in 3 Kenyan children suffer from malnutrition, jeopardising the possibility for future generations to reach their full potential. [This short article](#) gives an excellent overview of inequality in Kenya.

The Kenyan context

After a tumultuous year of elections, drought and then floods, the Kenyan economy rebounded in 2018, growing by some 5 per cent. This is good news, which will benefit the 244,000 micro-entrepreneurs we have already trained in Kenya. However, unemployment and poverty remain high because, for many Kenyans, including the people of Ntiriti, what is missing is the opportunity to generate an income. Providing that opportunity means they can put food on the table, afford clean water, seek treatment when illness strikes and send their children to school instead of work.

Ntiriti's challenge



Ntiriti is on the eastern slopes of Mount Kenya where just ten per cent of the local population have jobs with a regular wage. However, lack of skills and capital has hindered the growth of self-

employment. As an example, many local farmers have tried to establish tree nursery businesses but, without the proper structures and irrigation, many are struggling.

Hand in Hand is confident that its programme, which combines savings and business skills, will make a real difference to the working lives of the residents of Ntirimiti.

Nothing like Hand in Hand Eastern Africa's Community Uplift Programme as ever been tried in Ntirimiti before, but that is precisely why local leaders have welcomed us into their community. It is their co-operation that will enable us to work effectively.

Ann Wamwea, your Business Relationship Officer (BRO)

Business Relationship Officer (BRO), Ann Wamwea, is the trainer who will support Ntirimiti's villagers on their journey from subsistence to success.

Ann is 28 years old and joined Hand in Hand Eastern Africa in March 2015. She graduated from the University of Nairobi with a Bachelors of Arts Degree in Economics and Sociology. She is familiar with the area and gets on well with the community and local leaders, local administrators and other NGOs in the area.

Ann tells us, "I am looking forward to creating impact and bringing about change in Ntirimiti. I have already met several of the local residents. It is really encouraging to see how enthusiastic they are to learn and to work their way out of poverty."

Our approach

Our entrepreneurship model is uniquely comprehensive. First, we mobilize people into Self-Help Groups who support each other, save together and learn together. Then we train them in basic business skills (such as finance, bookkeeping, marketing, pricing) and teach them to develop and strengthen small businesses that make use of their skills and potential. Next, we provide members with access to a microloan, either from local microfinance organizations or from Hand in Hand directly. Finally, we support members to scale-up their businesses by taking them to bigger markets where they can sell their products for a higher price, as well as helping them to source cheaper supplies and improve their marketing.

The targets for your project are as follows:

Main Activities	Targets
Number of community members to be trained in business skills	500
Number of Self-Help Groups to be mobilized	25
Number of members who will start or enhance small enterprises	350
Number of jobs to be created in the community	455

We are confident we will reach these targets because the team leading your project have created over 448,000 jobs in East Africa in the last six years and were credited as **'a centre of excellence in training'** by the Swedish International Development Cooperation Agency (Sida). You can read the reasons for this [here](#).

What has happened so far?

The project in Ntirititi got under way in March 2019.

We started by engaging the local leaders and sharing our approach with them in forums, such as community meetings. Their buy-in at this stage is critical to the success of the project, and we will use their insight to target the people most in need of our help in the village.

We have also connected with potential members in the village. As a first step, we have held 15 outreach meetings in the village, such as the one pictured. Here, we explained our expectations and standards for compliance. We will now ensure that the members fall within our



target groups (i.e. living on or below the poverty line as defined by the World Bank) and are committed to the training, and then we will formally enroll them in the project.

By the end of April 2019 we had already mobilized four groups, comprising 88 members (34 men and 54 women). We have trained two of the groups on how document their meetings, as well as to establish a formal leadership structure, with a Chairman, Secretary and Treasurer. This will ensure that the groups are disciplined with their attendance and training going forward.

What's next?

Business trainer Ann Wamwea will now spend many hours weaving her way along the dusty roads of the village on her motorcycle enrolling more groups into the project, and visiting groups every two weeks for training.

The training will cover the following skills:

- Group dynamics and Savings mobilization
- Enterprise development
- Finance planning, investing and borrowing and repaying credit
- Effectively managing credit
- Adding value to products
- Resilience to climate change

However, because no two communities are the same, neither are any two Community Uplift Programmes so Ann will ensure that each group, and each member, identifies their own skills and market opportunities. This could be tailoring, beekeeping, poultry rearing or more modern farming techniques, for example.

We look forward to working alongside you and the residents of Ntirimiti over the next 27 months. Of course, we will keep you updated along the way, sharing our successes and setbacks as the project unfolds. Your next report will measure the project's progress after six months. You will receive subsequent reports after 6, 12, 18 and 30 months.

Keeping in touch

We pride ourselves on meeting deadlines and maintaining low overheads. Accordingly, we keep your reports prompt and simple. Of course, we also endeavour to provide all the information you require. If you have any questions, comments or suggestions, please contact [Dan Browne](#) our colleague in London at Hand in Hand International; he will be delighted to hear from you.

We also hope that you or your members will take the opportunity to come and visit Ntirimiti over the course of the project. Many say that getting to know the villagers and the team at Hand in Hand Eastern Africa is the best thing about supporting a village.

Once again, we would like to thank you for creating change for the poor in Kenya by supporting Hand in Hand Eastern Africa.