



REPUBLIC OF KENYA



MEDIA STATEMENT

25th November 2025

NYOTA PROJECT BUSINESS SUPPORT COMPONENT UPDATE

1. The Nyota Project will roll out the Business Support component Classroom training, in the last cohort covering 17 counties from Central Kenya, Nairobi, North Eastern and Coastal region, beginning this Wednesday, 26th November 2025, to Saturday, 29th November 2025, in respective constituency headquarters.
2. These 17 counties are: **Garissa, Kiambu, Kilifi, Kirinyaga, Kwale, Lamu, Mandera, Marsabit, Mombasa, Murang'a, Nairobi City, Nyandarua, Nyeri, Samburu, Taita Taveta, Tana River, and Wajir.**
3. This brings the number of counties that have undergone the NYOTA Project business support component to 46 Counties. Training in Elgeyo Marakwet County, which was affected by recent tragic landslides, will be organised at a later date.
4. A total of **42,735 trainees** have been invited for classroom training across **510 wards**, in line with the program requirement of **70 trainees per ward**.
5. The selected beneficiaries for the classroom training have been contacted directly and are required to attend at least 3 out of the 4 days in their respective constituencies, which they indicated during the application process, to qualify for the disbursement of the business grant.

6. All Constituency training centres are ready for the BDS training scheduled to take place from 26th to 29th November 2025. The disbursement of start-up capital will follow the training.
7. Last week, similar training took place in the following 25 counties: Kitui, Machakos, Makueni, Uasin Gishu, Trans-Nzoia, West Pokot, Turkana, Baringo, Laikipia, Meru, Tharaka Nithi, Embu, Isiolo, Nakuru, Narok, Kajiado, Nandi, Siaya, Kisumu, Homabay, Migori, Kisii, Nyamira, Kericho and Bomet. This brought together beneficiaries drawn from 151 constituencies and 754 wards.
8. The NYOTA project Business Support Component is targeting to empower over **100,000** vulnerable youth across all **1,450** wards in Kenya, with at least **70** beneficiaries per ward.
9. All the beneficiaries will further enjoy a 2-month mentorship by business development experts and local entrepreneurs in order to give them entry to the local business ecosystems.

END

SUSAN MANG'ENI, C.B.S.

PRINCIPAL SECRETARY

STATE DEPARTMENT FOR MSMEs DEVELOPMENT