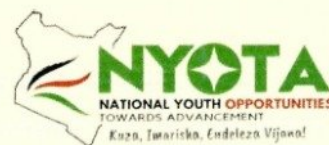




MINISTRY OF CO-OPERATIVES AND MICRO,
SMALL AND MEDIUM ENTERPRISES (MSMEs)
DEVELOPMENT
State Department for Micro, Small and Medium
Enterprises (MSMEs) Development

REPUBLIC OF KENYA



PRESS RELEASE

Friday 7th August 2026

NYOTA PROJECT UPDATE: MENTORSHIP PROGRAM ANNOUNCEMENT

1. The National Youth Opportunities Towards Advancement (NYOTA) Project has re-ignited a national enterprise moment in the country, presenting a pipeline for self-employment through skilling and start-up capital support to the youth at the bottom of the economic pyramid drawn from all the 1450 wards in Kenya.
2. The NYOTA project rolled out in March 2025 is leveraging a digital technology platform to enable the youth across the country to gain easy access to equal opportunities towards socio-economic empowerment. On 10th July 2026, the government disbursed the **start-up capital grant** to over **122,000 Business Support** beneficiaries, providing them with the resources to launch and grow their enterprises.
3. The Business Support beneficiaries are now scheduled to commence mentorship sessions beginning this coming **Monday, 10th August 2026**, and over **4,879 mentors** have been engaged across the country to undertake the exercise. Every beneficiary is assigned a mentor, an experienced business practitioner who will handle no more than 20 mentees. The mentorship session will include business site visits, cross-peer mentorship, business case experiences, coaching, counselling and market linkages.
4. The government has also embarked on the development of innovative and blended financing growth products targeting NYOTA business support beneficiaries to access enhanced financing from the government catalytic funds in line with His Excellency President Dr William Ruto's directive of expanding access to financing to NYOTA beneficiaries made during the start-up capital disbursement last month.

5. We are also working closely with the County Governments to develop a framework for implementing the business licence waivers to accord NYOTA beneficiaries access to markets and viable trading spaces.
6. The Government is also finalising preparations for the rollout of the Access to Government Procurement Opportunities (AGPO) training component, scheduled for next month and targeting more than 600,000 young entrepreneurs to increase their uptake of government procurement opportunities.
7. Similarly, under the **On-the-Job Experience (OJE) component**, the Socio-Emotional Skills Development (SESD) is currently ongoing in 18 Counties: Isiolo, Marsabit, Laikipia, Samburu, Turkana, Baringo, Nandi, West Pokot, Uasin Gishu, Elgeyo Marakwet, Trans Nzoia, Lamu, Mombasa, Kilifi, Garissa, Mandera, Wajir and Tana River.
8. Upon successful completion of the Socio-Emotional Skills Development training, beneficiaries will transition into a **five-month apprenticeship** under experienced master craftsmen and Employers, where they will acquire practical, hands-on industry experience, receive mentorship and develop occupational skills that enhance their employability and prepare them for sustainable livelihoods.
9. The NYOTA business support beneficiaries are reminded that mentorship session completion is mandatory for their next level of support and are therefore urged to ensure maximum participation.

END

A handwritten signature in blue ink, appearing to read 'Susan Mang'eni', with a stylized flourish at the end.

SUSAN MANG'ENI, CBS

PRINCIPAL SECRETARY

STATE DEPARTMENT FOR MSMEs DEVELOPMENT