



Laikipia

The official newsletter of the County Government of Laikipia

**WEEKLY
BULLETIN**

The county Government of Laikipia has listed 79 made-in-Laikipia products under its preferential procurement.

This means government departments will buy these products only if they are made in the county.

Finance executive committee member Murungi Ndai has sought the approval of the cabinet to give preferential procurement to the 79 made-in-Laikipia products.

The aim is to help local industries achieve economies of scale which will bolster their competitiveness. The initiative will raise Laikipia productivity by promoting utilization of local resources.

“China was an economic underdog that could not compete with countries such as USA and German. But it started by manufacturing goods and protecting its manufacturers such that no one would have brought any products and sell in China if it was being manufactured in the country,” CECM Finance Murungi Ndai said.

The move will create synergy and create job opportunities. There is need to grow the manufacturing sector by increasing the consumption of local goods to create wealth and higher incomes. This falls within strategy of Buy Laikipia Build Laikipia.

“The plan is to protect our local manufactured products. There is need for deliberate efforts to protect enterprises and manufacturers. The items in the list must not be bought outside Laikipia and if they are bought, you as an accounting officer must explain why. This is the only way that we can revive the economy,” Mr Ndai said.

Laikipia has a robust innovation and enterprise development programmes which is currently supporting 1,500 SMEs to scale up their production.

Many enterprises have benefited from the county support in terms of access to working capital, training and linkages. Laikipia Innovation and Enterprise Development (LIEDP) has ensured that enterprises are handheld with around 200 business development officers assisting them.

The county has also been creating an enabling environment that allows business to thrive exponentially. Among the items are culverts for road work, food and apparel for hospitals.

Others are: Metallic Gates, Doors, Windows, Chairs, Tents and Chairs, Farm Machinery, Maize Driers, Khaki Packing Bags, non-wooven packaging bags, staff badges, ECDE Learning Materials, branded notebooks, desk; two way, straight, desks, L- shape office desk, office tables office chairs, wooden pen holders, among oth-

Government to Buy 79 Items Only From Laikipia Manufacturers



A maize drier by Laikipia's Mwireri Engineering at an exhibition in Rumuruti. Maize driers are among 79 Laikipia-made items listed for preferential procurement by the County Government of Laikipia

ers

For service providers they must be able to use 70% of local content.

“The person who will bring the items in this list should prove they are manufactured here in Laikipia by producing certificate of origin and manufacturer’s trading license, for these items, we will not pay any fee outside Laikipia,” the CECM said.

The department of finance is setting out guidelines that will be used in programme such a rebate and subsidy.

This procurement plan is likely to trigger increased investment in Laikipia as entrepreneurs seek to take advantage of this list to produce more high quality goods for local market.

Laikipia as it will support production, supply, purchase and consumption of locally produced goods and services. The county has also been in the forefront of promoting the use of locally available materials to produce goods which will propel establishment of industries.

Enhancing the access of goods made in Laikipia will entice their consumption and their market access by promoting the Laikipia’s brands. This will be a government support program that seeks to create local job by providing assistance to manufacturing enterprises. In the long term it will inject a momentum for sustained commercial and industrial growth in Laikipia.

Early Fruits of Marketing Destination Laikipia in Mombasa



A Laikipia SME showcasing products in Mombasa

A team of 20 tourists from Coast has already confirmed their visit to Laikipia before end of November 2021, exactly a week after Laikipia made a marketing blitz in the coastal city of Mombasa.

Various stakeholders showcased Destination Laikipia' Products in Mombasa. The county government facilitated a meeting between Laikipia Tourism Association and their Mombasa counterparts.

During the Coast visit, the two associations agreed to partner and market the two regions for mutual benefits.

"There were over 25 exhibitors from manufacturing and tourism. The ones who could not make it had sent their exhibitions of which eight are in the Laikipia Innovation and Enterprise Development Programme," Trade and Tourism CECM Biwott Tirop said.



According to the CEC there were many successful presentations that wooed many people triggered the desire to visit Laikipia.

Another team from Mombasa Tourism Association will be in Laikipia from November 17 to 21 this year hosted by Laikipia Tourism Association to come and sample what Laikipia has for easier marketing.

"We will have a MoU with the Kenya Coast Tourism Association (KCTA) and Laikipia Tourism Association for joint marketing and developing the complementary tourist products.

This will ensure that tourists on a say like 10-day visit to the country may spend six days at the Coast and the rest in Laikipia," said Biwott.

Laikipia also managed to sell some of the products made in the county. Laikipia has the best beef in the region and thus the participants were given some samples of over 700 kg premium beef to have a taste.

During one of the meetings, Kenya Airports Authority assured that the construction and renovation activities of Nanyuki Airstrip will be complete by mid-December this year. This will have a direct impact on the number of visitors coming to Nanyuki and Laikipia at large henceforth.

At times tourists have been coming to Laikipia just for game drives. The coastal visit

provided the tourism sector to showcase how to add value to that service. Now visitors can combine the drive with quality beef and mountain climbing.

Some may ask, *why go to Mombasa and you want visitors to come to Laikipia?* The CECM says it was an opportunity for Laikipia to tell her own story.

"Statistics from tourism sector show that coast receives the second highest number of tourists from all over the world after Nairobi, and thus we had gone to take advantage of this. Also, the Coast tourism is well structured and we have a lot to learn from them," said the CECM.

He explains that the association has managed to lobby for chartered flights from across the globe to destination Mombasa. Currently, they are working with two airlines- one a weekly flight from the Netherlands, and another weekly from Czech Republic.

The duo carriage way coupled with the railway will also enhance more tourists to come to Laikipia, especially those who like road trips.

"I am confident that this December Laikipia will be full especially after the new market from the Coast region," Biwott said.

He urges the hospitality players to ensure their services are always up to standard to cater for the huge numbers expected.

Dressing Africans with African Fabric Fashion

By Wanjiku Wambaki

Judy Githogori is not your average tailor. She is a fashion designer set on making the world a better place through her love for fashion. Situated at Oljabet town, Laikipia county, Judy has a designing shop where she specializes in Ankara fabric.

The reason for choosing this kind of fabric for her designs is to encourage Africanization among Kenyans.

Her inspiration comes from showing that even Ankaras-popularly known as kitenge-can also be fashionable. Most Kenyans, especially the youths, have welcomed the western way of dressing and that is what she is trying to rectify. She started her business in 2017 after the contract to her employment ended.

She chose Oljabet as her base of operation because it is her home town and the cost of living is low. Since it is quite a small town, she only uses it for production purposes. Her marketing strategies include; loyal customers who help publicize her designs, online marketing on Facebook and Jamaa Supermarket in Nyahururu town which acts as a middle man in selling her products.

What makes her business stand out is that her clothes are trendier than the others in their locality. The designer has offered employment to a number of residents who help in navigating her day-to-day business in both temporary and contractual capacities.

As one of SMEs under the Laikipia Innovation and Enterprise Development Programme, Judy had the opportunity to promote her products in Mombasa during a recent marketing foray by the local stakeholders. The event aimed at promoting Laikipia economy gave her a platform to expose her products to a bigger population.

She attributes her success to the Innovation and



Judy Githogori in her working area in Ol-Jabet town. Below: some of her products

Enterprise Development programmes.

"If it were not for the innovation programme, I would not have got some of the clients I have right now," Judy says.

The programme has helped her acquire exposure and expanded her business through more clientele.

Her motivation comes from helping the less fortunate people from her community. She sponsors a couple of students where she pays for their school fees and buys them all the necessary items needed in schools. She says that the more sales she makes, the more she is able to give back to the society.

Just like any other business, she experiences challenges such as unresponsive residents who have not yet grasped the aspect of fashion and Ankara culture.

Her support system is quite varied, from her family to the county government. She is a beneficiary of the Laikipia economic stimulus where the county government in conjunction with several banks help Laikipia businesses get back on their feet after being hit hard by the Covid-19 pandemic.

Judy advises the youths to follow their dreams and for parents to be supportive in their children's careers. She has been looked down upon because of the path she chose for a career since she is a university graduate.

"If you are talented and passionate about something, pursue it. Your passion is what drives you because whether you are making money or not, you enjoy doing it,"

Judy also credits her success to self-discipline and focus. Self-discipline encourages one to push themselves and focus enables devotion and commitment to a particular goal. She stands by two values: Integrity and Honesty. She believes that one's word is their bond.

"If you make a promise, make sure you see it through to the end. Stick to your word."

She has a vision of expanding her business not just countrywide but also worldwide with her aspiration being Zara. She also hopes to employ more staff, preferably ten or more permanent staff.

She sticks to the phrase all work and no play makes jack a dull boy. In her off days she enjoys morning jogs and spending time with family. Even though her work is demanding, she finds the balance to take care of her mental and physical health. As Kenyans, we should promote our very own. We build ourselves. We should not go outside the country buying what we can produce for ourselves. Let us market our products among ourselves."



Climate Change Dialogue and Rangeland Management Policy Formulation

By Lewis Mutuku

This week, just as the UN climate negotiations took place in Glasgow, the County Government of Laikipia with the support from Frontier Counties Development Council convened a policy dialogue forum.

The aim was to foster exchanges among stakeholders (policymakers, the private sector, and youth and women engaged in climate justice) on knowledge and best practices, leading to prioritized interventions going forward by developing rules and regulations to operationalize the Laikipia County Climate Change act.

The discussions also looked into having ways to enable proper utilization and management of rangelands through policy, noting that rangelands play a unique role in impacting livelihoods of pastoralist communities.

Most stakeholders highlighted a lack of access to the recently assented Laikipia Climate Change Act now awaiting publication.

To ensure clear understanding of the policy, it was decided that arrangements be made to have a dissemination forum and to develop a popular version of the climate change act for the purpose of enlightening the masses once



Free Prior informed consent dialogue with members of makurian community in line with reforesting Mukogodo forest landscape

the act has been published.

As an urgent measure to streamline climate change mitigation in all related sectors, with limited source of funding, a technical working group drawn from the relevant stake-

holders will be formed to develop climate change finance rules and regulations to enable community inspired actions to take place.

A Motherly Cuddle Where it's Needed Most



Laikipia County First Lady Maria Mbeneka cuddles a baby at one of LHS facilities where she has been launching Hongera Mama Kits

Embu's Turn to Learn from Laikipia on Revenue



By Victor Waiganjo

As one of the most successful revenue organisations in the country, Laikipia County Revenue Board was glad to host a delegation of the Embu County Revenue Authority (ECRA) which came for a benchmarking session.

The delegation, led by the acting chief executive officer Evelyn Kimuli was taken through the LCRB processes of the revenue collection, the structures, mandate, performance, the success factors and our core values.

In a plenary discussion session led by the LCRB chief executive officer Prudence Waithera and revenue director John Ngigi and senior staff of the LCRB, the team was enlightened on the various success factors that have made the Laikipia make the tremendous upwards growth it has been making over the last four years.

Although both boards have a similar structure, the Embu team was keen to know what drives LCRB's continuously post upward rev-

enue growth trajectory to stand out as the best revenue board in the nation despite the prevailing hard economic times occasioned by Covid -19 Pandemic.

The use of technology through implementation of cashless mode of payment, installation of CCTV's in key revenue streams for revenue monitoring, vibrant and dynamic workforce are some of the factors that have ensured efficiency in revenue collection. These have minimized revenue leakages and thus enhancing performance.

Ms Waithera explained the seamless nature in which the county executive relates and works with the Board. Governor Ndiritu Muriithi chairs the monthly Governor's Revenue roundtable meetings to review the departmental revenue performance.

It is this synergy with the county executive that has enabled the LCRB perform exemplary in revenue collection. Mr Ngigi delivered in details the revenue operations formula of suc-

cess in our ever soaring performances to the keenly following ECRA members.

He indicated that the LCRB sets its target per each quarter of the current financial year, The Board divides the target as follows; 20% of the target in the first quarter, 20% in the second quarter, 35% and 25% in the third and fourth quarter respectively. He said that the Board always strives to improve or at least maintain on the momentum of the performance.

The Embu delegation was awed by the progress the LCRB has made and thanked their host for taking them through the session noting that they were definitely learning from the best and hoped to replicate that in their county. The team was later taken on a field trip to some of the key revenue streams which to witness first-hand how the process works. The ECRB delegation also included Karanja Mwangi, Nathaniel Ndwiga, Jonathan Kimiya, Elias Njeri, William Kariuki, Dorothy Karimi and Irene Mutua.

Nawasco Refurbishing its Water Distribution Network

By Vivian Wachira

Water is a daily necessary resource for life, health, economic development and the ecosystem. Identifying water main breakage patterns over-time is an effective method for gauging deterioration of water supply.

Nanyuki Water and Sewerage Company (NAWASCO) is refurbishing its water distribution network to serve the customers better.

The infrastructure which is being replaced was inherited from the municipal council of Nanyuki and could have been installed in 1960s. It's made up of Asbestos-cement (AC) and Galvanized Iron pipes (G.I). Due to age, the infrastructure has deteriorated in terms of quality. This has resulted to water wastage because as they age, they get cracks along the pipeline

and the G.I pipes corrode with time due to deposition of sediments inside the pipes.

NAWASCO in their strategic plan 2019-2023 prioritized replacement of the old AC and G.I pipes. Most of these large pipes of 400mm diameter are expensive. "In 2017, we wrote a proposal on the replacement of the AC and G.I pipes and we started at the Asian quarters. This was meant to remove from the network around 2000 connections which we are still planning on how to do it," head of technical services said Njunge Kamau says. According to Mr Kamau WSTF granted Nawasco Kshs3.1 million on the advent of the COVID-19 last year march as part of mitigation measures. The firm started with Ichuga area.

"Initially we were to replace 7km of pipeline

from Polyvinyl Chloride pipes (PVC) to the new High Density Polyethylene pipes (HDPE) but ended up doing 17km because we did not contract the work. The reason for prioritizing Ichuga area is because of the bursts and leakages experienced in the area," said Mr Kamau.

The continued bursts and leakages in the pipes contributed highly on non-revenue water. Non-revenue water is water produced but lost in the system due to leaks and burst in water pipes and also commercial losses because of inaccuracy of the meters contributing to non-revenue water. "The advantage of the new HDPE pipes is that there will be reduced health risks, reduced water losses, increased revenue, increased supply hours and also the environment

Teams Participating in Sport for Peace Soccer Tournament for Kirima sub-county



Transforming Oljabet to a Smart Town



Ongoing Construction of Ol-Jabet town

By Muriithi John

Like in many big, well-planned cities of advanced countries, Ol-Jabet town's streets will soon have pedestrian walkways among other infrastructure.

The government is making deliberate efforts to upgrade the small, scenic market centre in Marmanet ward through construction of infrastructure around the trade centre to elevate it to a smart town.

The first phase will be complete by end of December this year just as promised when the government announced that it is to be constructed in eight months (the project started on April 12, 2021).

The construction work is already over 70 per cent complete.

"We plan to be through with this first phase by

end of December this year if the weather allows us so that the second phase can commence," said Duncan Ouma, the site foreman and Wanwan Ltd site agent.

According to him, the earthwork is already complete.

Phase one entails construction of service roads and connecting to the dam site. The road to the dam site is almost complete as the constructors are on their final touches. Construction of the road to the dispensary as well as the one connecting Jua Kali also fall under the first phase. They are in their final stages of completion also.

The town will have a total of around 3.6 kilometres of all-weather roads, comprising tarmac and cobblestone.

Some of these roads have width going up to 10 metres while others are six metres to avoid congestion in the newly created town.

To curb the flooding problem in Ol-Jabet,

culverts of different sizes have been made and put in place. The drainage system which includes open and closed drainage and culverts. "Some box culverts extend up to 350 metres, connecting the swamp to the spring. These culverts ensures that the town does not flood," said Ouma.

Ol jabet sits between hilly places that have rendered it swampy whenever it rains.

Already, the town has been clad with cobblestone walkways to reduce human and motorcycle crushing while fighting for space, thereby reducing accident instances.

The walkways are between 1.5 to 2 metres to allow enough space for several people to move at a go. They extend up to 1.2 Km.

Governor Ndiritu Muriithi always insists on the need to cater paths for non-motorists owing to the fact that pedestrians are more than the vehicles in any given town.

Further, the town will be lit with at least 30 street lights to allow running of 24-hour economy. Street lighting also improves the security of a place.

As it stands out now, the town does not have well-structured parking bays. Parking for 100 vehicles.

On completion of the first phase the smart town will be 80 per cent complete. The first phase carries more of the work and leaves the rest to the second phase.

It will include construction around residential areas around the town.

Further, to improve the town's beauty and conserve the environment, the government is planting approximately 6,500m³ of grass and small tress



Government Training of Fruit Tree Nursery Operators on Enterprise Development

By Mollin Wanjiru

The County department of Agriculture organized a one day training workshop which brought together 30 fruit tree nursery operators drawn from Laikipia West Sub-county in efforts to enhance their entrepreneurial skills so that they can be able to do business with the County Government and its partners.

The facilitators included Lucy Nyathogora from KEPHIS who trained the farmers on requirements for phyto-sanitary certification usually done by KEPHIS, Esther Kabatha from Horticulture Crops Directorate on requirements for registration, Joan from Agriculture Procurement office on government procurement, Maureen from Accounting Unit on Financial Literacy, Bernard Matu from ICT directorate on e-marketing, and Gladys Mugure on Business Development.

The County Department of Agriculture and its partners has over the last four years procured over 50,000 fruit tree seedlings for farmers at an estimated cost of Kshs 10 million in efforts to promote high value fruit trees production in the county. Most of these fruit seedlings have been procured outside Laikipia County.

Why are they procured outside Laikipia?

Laikipia has over 100 fruit tree nurseries. Despite having these fruit tree nurseries in the county, the procuring entity was not able to source the seedlings from within Laikipia. The main reason is that most of the nurseries are either not registered or certified. According to the data in possession of Kenya plant Health Inspectorate Service, only two nurseries in the county have phytosanitary certificate.



In the spirit of buy Laikipia, build Laikipia, there has been decided that concerted efforts need to be put in place to ensure that the department is able to procure from within the county.

These trainings will be continuous to ensure that the nursery operators of Laikipia are able to do business with the government and its partners.

What is required for an operator to do business with the County Government?

- * National Identity Card/ Kenyan Passport .
- * Business Registration Certificate/ Certificate

of Incorporation

- * CR12 for Limited Company from Registrar of Companies
- * Partnership Deed for partnership business
- * Tax compliance certificate
- * Registration certificate from Horticulture Crops Directorate
- * KEPHIS Certificate (Phytosanitary)
- * Single business permit
- * Must be pre-qualified

Planting a Commemorative Tree



A delegation from Standard Group Ltd that included CEO Orlando Lyomu, Corporate Affairs Charles Kimathi and Editor-in-chief Ochieng Rapuro, Regional Editor Wainaina Ndung'u, business manager Victor Mwenjeri and Laikipia business executive Faith Wanjiru paid courtesy call on Governor Ndiritu Muriithi. They explored wide area of possible collaboration and partnership especially in supporting growth of Laikipia SMEs.