



**Project:**

Nyanza Women's Economic Empowerment

**Local Partner:**

CARE Kenya

**Summary:**

Improving the business capacity of 4,000 women entrepreneurs with the ultimate goal of expanding their businesses into small and medium-sized enterprises

**The facts**

An estimated 46% of the Kenyan population is living below the poverty line.

Although more than a quarter of households in Kenya are headed by women, only 1% own land titles in their names, meaning they are ineligible for substantial loans.

Lack of financial information and the inability to provide collateral and meet other banking requirements negatively affects women's economic productivity.

85% of women's businesses are in the informal sector, making it difficult for them to scale up their operations.

Many women entrepreneurs in East Africa lack the capital, technical skills and support needed to establish competitive businesses.

**What people say**

"There's lots of training on how to make soap or candles, but what we need is training on how to get financing, and how to develop markets."

Kenyan Women Entrepreneur



**Nyanza Women's Economic Empowerment**

In partnership with CARE International, we are training 4,000 Kenyan women entrepreneurs in business management skills and connecting them with financial institutions using mobile phone technology. Our goal is for these women to have better access to formal banking services in order for them to expand their businesses.

**About the Project**

The Cherie Blair Foundation for Women and CARE International are training 4,000 Kenyan women entrepreneurs in business management skills and connecting them with financial institutions using mobile technology.

The project links group savings and loan associations with formal banking institutions in order to address the barriers that prevent women from scaling up their businesses. To this effect, we are using mobile phone technology to enable women to gain access to banking services.

The training incorporates five elements: selection of income generating activity; marketing; profitability analysis; business planning, and steps in business initiation and diversification.

Our key beneficiaries are women currently involved in mature savings and loan groups in Nyanza Province. Their entrepreneurial activities vary from fishing, horticulture and manufacturing

to service retail and wholesale.

Through the growth of their businesses, these women are better able to provide food and education for their families as well as gain vital business skills.

The project is embedded within the Foundation's larger mobile phone programme, "Women Entrepreneurs and Mobile Technology" which aims to connect thousands of women with mobile phones, and CARE's "Access Africa" programme, a 10-year investment which aims to lift 30 million people out of poverty and help transform their futures.

Ultimately, it is our hope that this will serve as a model to be replicated across Kenya and the region so that we can reach more women, and as a result help bring more families and communities out of poverty.

For more information about CARE: [www.careinternational.org.uk](http://www.careinternational.org.uk)

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