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## **INCUBATION PROJECT MEETING**

### **WEBINAR REPORT**

**PREPARED BY**  
**BRENDA KEMEI**

**DATE: 2.02.2022**

## **Introduction**

The UON WEE Hub convened a working committee meeting to look at the list of women businesses, the board, the questionnaire for the survey and the launch of the project. The virtual meeting was held on 2<sup>nd</sup> February 2022 at 2.00pm to 4.00 pm. with an attendance of 11 participants (*see annex 1*). The meeting began at 2.10 PM with a prayer from Rebecca Kuthera. The meeting was moderated by Dr.Mbithi

## **List of women in Business**

The list of women in business was presented by Paul Ngugi and Rebecca Kuthera. Paul pointed out that they had been able to reach to 425 women out of the 360. He let the participants know that they had not gotten hold of someone who could mobilize for the team in Kisumu and Samburu however they had set systems in place to ensure that they reached to those areas they had not reached however he was quite positive that the numbers were coming in well. Paul further indicated that there were questions they would ask that qualified the number they were given. He noted that the number of declines were negligible. He also said that there were those numbers that they were still working on. In Samburu and other places they were expecting more women. He highlighted the fact that the counties had already been agreed on and Techno Serve were not open to the addition of any other counties but if it is significant they could have a discussion around that.

Paul also touched on the model around incubation and said that they had not previously looked at women's agency and voice and the structural barriers the project is seeking to address they had now added onto to model. The list formed the baseline survey questions. He said they were not going to add any personal information until they had created enough trust with the participants.

## **Plenary Q and A**

### **Prof. Kabira**

She noted that policy advocacy and data collection should be added to the structure since that was one of the objectives of the project. She also wanted to look at the indicators for growth. She also noted that the need to have specific outcomes at the end of the 3 years. She asked Dr. Mbithi whether they could consolidate the information with CRAWNtrust and other partners.

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### **Paul**

Responding to Prof. Kabira he said that they were going to add that. On the indicators, he said that they had put that in power point form but they were going to develop a pictorial theory of change that would show the interventions and the outcomes. The indicators would eventually form part of the questions for the baseline survey. He said they would create an indicator tracking table and would provide the documents

### **Dr.Mbithi**

In response to Prof Kabira she said that they needed to utilize such networks so that in those counties Techno Serve is not in they could leverage on the partnership. Especially in the mobilization of women for training and policy advocacy.

**Prof. Kabira**

She said that the team could share the information more broadly to greater network on WEE so that there could be an interconnectedness.

**Dr. Mbithi**

She was of the view that one of the indicators that could be tracked was access to AAF and access to credit from banks or other institutions. She lauded the great job done by the team because the team already had more than 200 women entrepreneurs who had accepted to be part of the process. She wanted to know where they had categorized them to micro, small and medium enterprises.

**Catherine Mwangi**

Responding to Dr.Mbithi she said that those who had been accepted, they had information on the type of business whether micro, small or medium.

**Paul Ngugi**

He noted that it would be easier to capture that information during the baseline survey. But at the moment he asked to be allowed to look for ways of calculating and measuring the indicators.

**Dr. Meroka**

She said that she was following up on the characteristics of the businesses and wanted to know whether the team knew which businesses were formal and which were informal and whether the team was thinking of different curricula for the different businesses.

**Catherine Mwangi**

She said that for those who had accepted, they were capturing all the information on the registration status. Therefore they could tell whether they were formal or informal.

**Paul Ngugi**

He said from the Techno Serve experience they could bring in all the businesses and probably help those which are not formal get formalized.

**Prof Kabira.**

She said that they could incorporate the concepts into the curriculum e.g. get KRA to come and talk to them, registrar of societies and let them explain the importance of formalizing their businesses.

**Presentation by Rebecca Kuthera**

She gave a brief overview of the women entrepreneurs she had spoken to and let the participants know that she had spoken to 1239 women in total. From the 17 counties we were working with there were 783 women the rest came from the other counties. From the 17 counties 220 were willing to participate in the project. From WEEHub there were 114 women and 106 women from the school of business. She highlighted some the reasons why some women were not willing to participate and why others were willing to participate.

**Prof. Kabira**

She wanted to know how many women would participate when the two lists were consolidated

**Paul Ngugi**

Responding to Prof Kabira, he said they would be about 455 and an additional 119 they were waiting for the responses.

**Prof. Kabira**

She wondered whether they would want to have a cutoff point.

**Paul Ngugi**

He said that for Techno Serve they had not yet reached the tipping point so they were still going on.

**Prof. Kabira**

She wanted to know if Rebecca had a full list. She said that if Rebecca had exhausted the list on her data base Techno Serve could be allowed to bring the list of the remaining women so that there is a figure to work with as the team worked towards the launch of the program.

**Paul Ngugi**

He agreed they would consolidate the list as they reached out to the rest of the women. He said they had been given a deadline of 10th February and that was when they would come with the final list.

*Paul and Rebecca were both in agreement with Prof. Kabira.*

**The Launch**

- It was proposed that preparation for the launch should begin in earnest with a team led by Prof. Kinoti, Dr. Meroka, Rose Marete, Rebecca Brenda and the Techno Serve team. They would develop the structure and the programme and the guest speakers who could be possible supporters for the program.
- The launch would focus on promoting women entrepreneurs through incubation.
- The date would be around the International Women's Day on 8<sup>th</sup> March 2022.
- There were suggestions of it being blended so that the participants could meet in person. If there are no COVID restrictions. This could also mark the beginning of the project.
- Participants from nearer counties could be invited to represent those who are far from Nairobi. WEE Hub would fund the launch.

**The Board**

It was proposed that instead of calling it a board we call it the Advisory Committee. The members of the advisory board should not exceed 15, the membership could involve:

**Government bodies:**

1. The State Department for Gender,
2. The National Treasury
3. Department of Micro and Small enterprises at the ministry of industrialization.
4. The Gender Department, Ministry of East African Community

5. Ministry of Labour
6. Ministry of Trade

**Private Sector**

1. Credit Bank
2. Equity Bank
3. Cooperative Bank

**Service providers**

Tech providers

**Donors**

USAID

The following people were proposed to be part of the board:

1. Prof. Bitange Ndemo
2. Eva Muraya KEPSA
3. Mary Ngechu KAM
4. Liz Wanyoike

**Way forward**

- ✓ Prof. Kinoti to have a conversation with Prof. Ndemo and come up with a two page written document where he provides advice on the kind of donors to look for and the government institutions to ensure we have the right people to support the project.
- ✓ Prof. Kinoti to seek the advice of Prof. Ndemo in drafting the terms of reference for the advisory board.
- ✓ Dr. Meroka to look at the modalities of carrying out the baseline survey along with Dr. Kitiabi and Paul Ngugi.
- ✓ Dr. Meroka and Paul to work on a draft tool for the baseline survey to be discussed in the next meeting.
- ✓ We could have representation from the Affirmative action funds in the committee.
- ✓ The first planning meeting for the launch would be held on Monday 7.02.2022

**Closing**

The meeting ended at 3.50pm with a prayer by Brender Akoth.

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## **Annex 1**

### **Participants**

1. Prof..Kabira
2. Prof. Kinoti
3. Dr.Mbithi
4. Mrs Rose Murithii
5. Dr. Meroka
6. Abigael Nyawacha
7. Catherine Mwangi
8. Daniel Waigwa
9. Paul Ngugi
10. Brenda Akoth
11. Rebecca Kuthera
12. Brenda Kemei