

Kenya Vision 2030

# Newsletter

Issue No: 001





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## Foreword

**Mugo Kibati,**  
Director General,  
Vision 2030 Delivery Secretariat

The importance of the Vision 2030 cannot be overstated, more so as we enter this very momentous era of change and transformation.

Let me emphasize again that the overarching goal of Kenya Vision 2030 is to transform the country into *"a globally competitive and prosperous nation with a high quality of life for its citizens"* by the year 2030. This goal entails three main dimensions; Global Competitiveness, National Prosperity and a High Quality of Life.

Based on this perspective, mandate and goals, I am therefore encouraged that Vision 2030 Delivery Secretariat through the support extended by the government of Kenya has overseen gains in the social, political and economic pillars under the implementation of The Vision 2030: First Medium Term Plan (2008-2012) with priority areas outlined herein will be achieved ahead of schedule.

As we head into the implementation of The Vision 2030: Second Medium Term Plan(2013-2017), our greatest challenge as a coordinating agency is to guard these positive gains that have been realized on these fronts while clarifying the roles of multi-sectoral stakeholders in attainment of the second strategic plan.

The priority for the Government alongside the Secretariat in the period 2013-2017 is to spearheaded efforts to align priorities of the Kenya Vision 2030 in relation to the constitution. This Compliance with the Constitution would guarantee an enabling environment for the progressive realization of the economic and social rights for all Kenyans as provided in Article 43 of the Constitution.

The significant issues and challenges under The Vision 2030: Second Medium Term Plan (2013-2017) include the creation of more employment opportunities for the youth who still comprise of the largest constituent of the Kenya's productive labor force and yet the largest pool of the unemployed, the attainment of gender balance in our national programs as well as introducing measures aimed at bringing more equitable development in all regional of our county is another key objective of the plan.

The intermediate interventions are a focus on the agenda that prioritizes on implementation and achievements of second Medium Term Plans of the Vision 2030.



It prioritizes: modernizing agriculture; improving the business environment; creating more jobs for youth; ensuring affordable credit for youth and women enterprises; promoting equitable resource distribution through devolution; investment in the ICT sector; provision of water for irrigation and human use; strengthening Medium and Small Enterprises; and deepening economic and political relations with our neighbours (EAC, COMESA, etc.).

As the Secretariat, we shall be at the forefront in lobbying the Government for enactment of appropriate legislation, seek new and enhance existing partnerships for resource mobilization, engage the treasury for budgetary support and help mobilize for stakeholder and national support for the vision.

We look forward to successful implementation of the national vision.





## The Vision On Track

**Kevin Mwole**  
Transport Assistant  
Vision 2030 Delivery Secretariat

The coming to life of Kenya's Vision 2030 was greeted with equal optimism and skepticism in some quarters. With its launch on 10th June 2008, the journey towards its implementation has been faced with a mixed bag of challenges and successes.

*"It is possible. It is do-able. Together we will get there."*

These challenges have not dented the resolve of the staff at the Vision 2030 delivery secretariat under the able and astute leadership of the Director General Mr. Mugo Kibati. Indeed the challenges have acted as fuel, propelling the management and staff to work selflessly to ensure that the vision remains on track. It feels great to know that the efforts of all the staff members at VDS are indeed going a long way in shaping the future of this great and beautiful land Kenya. That the government has continued to support the Vision is impressive.

This continued government goodwill promises the country a future where children will not die young due to diseases and illnesses that can be prevented or cured through the provision of accessible, quality and affordable medical care; it promises the youth more opportunities for employment and self advancement especially through the setting up of Youth Empowerment Centers and the revitalized youth development fund.

More so it promises that Kenyans will be able to enjoy the fruits of devolution promising that far flung corners of this country will be reached and developed equitably.

The Vision 2030 is manifestly the single most critical economic blueprint ever developed in and for Kenya. It illuminates the path to greater social-econo-political development in Kenya and as such deserves the support of all and sundry. The strategy is the savior this country has been yearning for.

The vision espouses the dreams and aspirations of all Kenyans regardless of tribe, race, religion, gender, or any other classification. I urge all Kenyans from all corners of this country to embrace the vision and hold their leaders to account so that the vision stays on course always. It is possible. It is do-able. Together we will get there.



## Vision 2030: Future Kenyan Nuclear Scientists Commence Training In Korea

Kenya's efforts to boost its electricity generation capacity to over 19,000 MW by the year 2030 have received a major boost with eleven local budding nuclear scientists now off to Korea for training.

As part of the master plan to increase Kenya's installed electricity capacity over the next two decades, Kenya has dispatched a team of scientists to undertake postgraduate studies in Nuclear Science at the Korea Electric Power Corporation (KEPCO) training school. According to Vision 2030 Delivery Secretariat, Director General, Mugo Kibati, a team of 11 Kenyan Nuclear scientists are now enrolled at the prestigious KEPCO International Nuclear Graduate School (KINGS).

At the KINGS training complex, the students will undertake studies in various Nuclear Power Production (NPP) disciplines as part of a bilateral co-operation agreement between Kenya and Korea.

Kibati says that in tandem with the training programs, Kenya's plan to engage in nuclear electricity Production is well on course under the direction of the Kenya Nuclear Electricity Board.

The eleven postgraduate students enrolled this year, Kibati disclosed, will pursue a comprehensive two-year Masters Degree programme in Nuclear Engineering. Upon graduation, the Nuclear Scientists will play a key role in laying the groundwork for Kenya's nuclear electricity generation plans over the next two decades as envisaged in the Vision 2030 National Development policy.

Besides the 2013 class comprising of eleven students, a further six students drawn from the Kenya Nuclear Electricity Board, Kenya Power and Lighting Company and Kenya's Radiation Protection Board admitted last year are now concluding their two year Masters Studies in power generation, power transmission, and radiation safety.

"As part of the wider effort to enhance and diversify our electricity generation capacity, Vision 2030 Delivery Secretariat is encouraged that a team of Kenyans students are now taking their Nuclear Science studies in Korea," Kibati said. He added: "Over the past few years, Kenya has been sending a number of students to study at the prestigious KINGS school in Korea which will ultimately enable us to design and build a nuclear power plant by the year 2022." The integration of a nuclear electricity generation plant in Kenya is part of continental effort by more than 12 African governments to facilitate the diversification of power generation.

The KEPCO International Nuclear Graduate School (KINGS) is an educational institute established to cultivate leadership-level professionals in planning, design, construction, operation and management of nuclear power plants (NPPs). The training programs, curriculum and teaching methods adopted at KINGS are uniquely and innovatively designed to educate and train international nuclear professionals who will contribute to enhance nuclear safety and technology.

KINGS aims to be a worldwide provider of the qualified Nuclear Power Production (NPP) professionals through new study programs, which include learning lifecycle issues, and associated technologies of NPP and hands-on experience at Kori NPP complex located at the southern seashore of the Korean peninsula.



The partnership with Korea is just one of the initiatives embraced by the Kenya Nuclear Electricity Board (KNEB). Locally, 28 students sponsored by KNEB are currently undertaking Master of Science in Nuclear Science degree course at the University of Nairobi's Institute of Nuclear Science and Technology.

KNEB Executive Chairman Hon. Ochilo Ayacko says that it is within the mandate of the organisation to build the capacity and human resource skills of Kenyans in this specialized field. "We are using local and international resources to enable Kenyans to be trained to an adequate level of competency to run all aspects of the Nuclear Power Programme."

Ayacko says that a nuclear power programme has three key facets: a Nuclear Electricity Programme Implementing Organisation (NEPIO) - which is the role KNEB is performing, a regulator who will ensure application of nuclear technology is done safely with safeguards for human life and property. The third arm is the operator, which is the body that will run the nuclear power plant. "All these organisations require highly skilled manpower, conscious of safety, security and safeguards requirements as per the International Atomic Energy Agency's guidelines," Ayacko said.

The net benefit of the increased power generation capacity will be a more competitive country, which is able to attract foreign investors, stimulate growth of the manufacturing sector, ensure energy security and ultimately the achievement of the Vision 2030 flagship projects.



## Vision 2030 Dream To Unveil The First Coast Region Based University Comes True

Fully-fledged Varsity backed by its Lamu and Ukunda Satellite Campuses sets sail

Kenya attained its efforts to implement a key Vision 2030 goal geared at unveiling the first fully-fledged university in the Coast Region.

The long-standing goal, captured under Vision 2030's Social Pillar was been achieved following the culmination of the former Mombasa Polytechnic University College, transition to a fully-fledged university.

The transition, undertaken through four key phases transformed the former University College to the new Technical University of Mombasa (TUM); Coast region's first University in Kenya's history. The Mombasa based university is to now offer a variety of Degree and Diploma programmes at its Mombasa town campus with complementary Diploma programmes also offered at its Lamu and Ukunda Satellite Campuses.

Speaking when he confirmed the Vision 2030 Milestone, the Vision 2030 Delivery Secretariat Director General Mr Mugo Kibati explained that the new Technical University of Mombasa would help promote higher education development countrywide. Alongside, TUM, President Mwai Kibaki also presented a University Charter to the Pwani University College making the new Pwani University the second fully fledged University in the coastal region. In addition, Kibati further disclosed that the Vision 2030 Secretariat was considering identifying TUM as a Marine Studies and Technology Centre of Specialisation following the University Charter award.

The Vision 2030 Delivery Secretariat Team Leader, who was also the Founding Vice Chairperson of the former Mombasa Polytechnic University College, noted that the two Coast based universities stand a good chance of progressing on to become Vision 2030 Centre's of Specialisation in Tourism, Hospitality, and Marine based Science & Technology disciplines.

With key Vision 2030 Flagship projects such as the Multi million dollars, Lamu Port – South Sudan – Ethiopia Transport (LAPSSET) corridor now taking shape, Kibati said that both TUM and Pwani University will now be well positioned to cater for the emerging intellectual demands in the region and beyond.



"The award of the University Charter marked a major milestone on the Vision 2030 Social Pillar which underscores the need for intellectual development to meet the emerging demands," Kibati explained.

And added: "having been brought up in Mombasa, I am proud to note that the Coastal region people are now celebrating the delivery of the first University in the region, in an occasion that clearly confirms that Vision 2030 goals are attainable with the concerted efforts of all stakeholders."

While imploring the Coastal region political and economic leaders to prioritise educational programmes, Kibati pointed out that the institutions of higher learning will remain national assets attracting students countrywide on merit.

"As a Public Servant, I cannot shy away from reiterating the fact that the two new universities will only admit students on merit; a fact that necessitates community action to promote education development across the Coast."

Besides TUM and Pwani University, the Vision 2030 Delivery Secretariat has been actively co-ordinating the development of potential Centres of Specialisation to address the challenges associated with limited work force and intellectual capacity in specific development sectors.

The rollout of such centres of specialization, are expected to facilitate improved quality of education and learning while boosting skilled work force resources in Kenya.



## Kenya Red Cross Society Receives Vision 2030 Flagship Project Seal

The Vision 2030 Delivery Board has moved to award the Kenya Red Cross Society with the Vision 2030 Private Sector Flagship project status.

The award presented to local organizations adjudged to be providing crucial support; necessary for the attainment of Vision 2030, has been presented to Kenya Red Cross Society (Kenya Red Cross) in recognition of its humanitarian and social economic development initiatives.

As part of its organizational mission, Kenya Red Cross has been providing cross cutting solutions to challenges identified in all the Vision 2030 pillars including agricultural development, entrepreneurship, social development and primary healthcare provision.

Speaking during a brief award presentation ceremony on the sidelines of a presidential event to mark the opening of the new Boma Hotel; developed by the Kenya Red Cross, VDB Chairman Dr. James Mwangi said the humanitarian relief organization had remained steadfast in national development.

In the lead up to attaining, the Vision 2030 Flagship status, Kenya Red Cross, Dr. Mwangi explained had managed to distinguish itself through exceptional service delivery in the health and disaster recovery front.

By awarding Kenya Red Cross with the Vision 2030 Flagship project status accreditation, Dr. Mwangi acknowledged that the humanitarian relief organization had been successfully evaluated against its organizational efforts to align its mission to Vision 2030. He singled out current and planned investments including an ultra-modern Emergency hospital to complement its E-Plus Ambulance services as key aspects justifying the award of a Vision 2030 Flagship project status to Kenya Red Cross.

Dr. Mwangi added that it embodies the true spirit of the Vision 2030 national development policy that aims to transform Kenya into a middle income, globally competitive and industrializing country with a high quality of life by the year 2030. As part of the Vision 2030 Wakilisha campaign, Dr. Mwangi said that VDB shall actively seek to recognize transformative private sector organisations that are progressively helping to fuel the engine of Social, Political and Economic progress in Kenya such as the Kenya Red Cross."

The Kenya Red Cross Society has steadfastly remained true to its own institutional vision to be the most effective, most trusted and self-sustaining humanitarian organisation in Kenya which effectively espouses Vision 2030 ideals," Dr. Mwangi explained.

In addition, "the development of such a multimillion hotel complex to provide a sustainable financing stream for Kenya Red Cross provides a platform for other social development organisations to

emulate as the world moves to embrace Impact Investment projects." Impact investing is a new sector that seeks to use for-profit investments to drive a positive impact on social problems, supplementing philanthropic fund raising options.

On the global front, impact investors, are actively seeking to invest in companies that will help the poor solve their own problems by providing goods or services that will improve lives and create jobs. Players in the impact investing sector include networks of development entrepreneurs looking for companies that require funding to drive prosperity creation in poor countries; entrepreneurs whose business models seek to solve social problems; banks willing to take risks to alleviate poverty; and foundations.

Over the last two years, the Vision 2030 Delivery Secretariat has been rolling out the Wakilisha campaign that is a rallying call to entrench the National development policy ideals amongst private sector players and general citizens.

The essence of Wakilisha is for each party to realize that Vision 2030 will lead to A BETTER KENYA, where all Kenyans are proud to work, live and enjoy the fruits of their hard work through their vision.

*"Impact investing is a new sector that seeks to use for-profit investments to drive a positive impact on social problems..."*



## Vision 2030 Engages Private Sector Stakeholders

The Kenya Private Sector Association (KEPSA) is the private sector apex body mandated to champion private sector interests through advocacy, projects and partnerships both local and international. KEPSA ensures the formulation and implementation of pro-growth policies that promote Kenya's competitiveness, encourage domestic and foreign investment, and pursue regional, continental and international economic opportunities.

KEPSA has been an influential player in the private sector push for implementation of the Vision 2030 strategy. One of the key mandates of the Vision 2030 Delivery Board to make the national vision a people-driven, people centered strategy has been to accelerate Kenya private sector engagement.

To hasten the implementation and subsequent realization of Vision 2030 goals, this has been utilized through various platforms with the main strategy to create model 'Vision 2030 companies' that are globally competitive.

The initiative is driven by industry captains the purpose being, to come up with a comprehensive framework that will build local companies to global standards as they are the engine to achieving Vision 2030 and cemented through Memorandum of Understandings (MOU's) and Partnerships.



Betty Maina,  
CEO KAM



Esther Koimet,  
National Treasury - Investment Secretary



Eunice Kariuki,  
Marketing Director ICT Board



Jaideep S. Vohra,  
Managing Director - Sarova Hotels



Jane Ngige,  
CEO- Kenya Flower council



Jeremy Awori,  
MD - Barclays Bank Kenya



Laila Macharia,  
Vice Chair - KEPSA



Linus Gitahi,  
CEO - Nation Media Group



Mahesh Punia,  
Partner - KPMG



Patrick Obath,  
Director - KEPSA



## Garden City Granted Vision 2030 Partnership Project Seal

- Endorsement reaffirms Garden City position as a flagship project that will set the bar for property development in region
- Garden City will have the multiplier effect of creating jobs and contributing significantly towards economic growth

Garden City, the USD250million upcoming mixed-use development set on 32 acres of land on Nairobi's Thika Highway has once again scored another first after being granted the Vision 2030 Private Sector partnership project status. The endorsement by Vision 2030 Delivery Board (VDB) elevates the status of the project as the biggest and most innovative real estate development that represents a holistic urbanization model in line with the social and economic pillars of Vision 2030.

The scheme, which will house a 500,000 square foot shopping complex, the largest and most innovative shopping mall in East Africa, an estimated 420 apartments, a three-acre park and other recreational facilities, is being financed by Actis, the pan-emerging markets private equity firm. Aspire Group and Mentor Management are the project's international and local property, construction, project and development management consultants respectively. Commenting after signing a Memorandum of Understanding (MoU) with Vision 2030, Actis Managing Director for East Africa Mr. Michael Turner said:

"We are very delighted that Garden City has been recognized by the Kenyan government as a project that is in line with the Vision 2030 objectives. Garden City is a unique and exciting infrastructure scheme that will not only contribute towards meeting the growing demand for housing by the middle-income earners and ensure the provision of decent and sustainable housing but also play a big role in building an increasingly sophisticated retail culture in Kenya."

Upon completion, Garden City will be a destination retail centre and a primary catchment area of 1.5 million people in Northern Nairobi node which has been poorly served by modern retail, office or leisure facilities.

While congratulating Actis and its partners for this major milestone, Vision 2030 Delivery Secretariat Director General Mugo Kibati said: "Besides the sustainability and all positive attributes that Garden City prides itself in, I have been informed that phase 1 of the project will result in the creation of approximately 600 permanent jobs mainly targeting local Kenyans and over 300 jobs throughout the period

of construction, the multiplier effect is enormous. The project is an example of the holistic initiatives that contribute towards our social, economic and political pillars that we are encouraging and fully welcome."

As part of the MoU, the two parties will implement mutually beneficial objectives that promote not only Vision 2030 and Garden City but also those that market Kenya as the most favorable investment destination in sub Sahara and Africa's emerging markets.

The MoU signing comes at an opportune time when Actis has received all the regulatory approvals and has just commenced the construction

of phase 1, which comprises over 330,000 square metres of retail space and around 80 residential units. The retail centre is expected to be completed for opening by November 2014, paving the way for the entry of 120 major local and international retail brands including those opening their flagship stores such as furniture and fashion stores in the Kenyan market.

*"...phase 1 of the project will result in the creation of approximately 600 permanent jobs..."*





## Key Private Sector Focus For The 2<sup>nd</sup> MTP (2013 – 2017)

The private sector will focus its efforts on 10 thematic issues that will be derived from the National Business Agenda (NBA) II which was developed through updating the key successes but also major issues that remained unresolved in NBA I. These constraints have been consolidated with emerging issues and developed into a second 5-year NBA and they include:

- 1** Improving the Regulatory Environment: sustainably reform the business environment by addressing the constraints of high tax rates, high costs of access to finance, high labor costs, corruption, insecurity, poor infrastructure and business licensing.
- 2** Improving Security: reduce costs and revenue losses to businesses due to insecurity, by creating a professional and effective police service, increasing private security industry participation in national security, addressing corrupt elements within the criminal justice system and fighting cybercrime.
- 3** Improving Governance: build, strengthen and sustain institutions for accountability by addressing delays and high costs at the courts regarding dispute settlements for commercial matters, inadequate investor protection laws and corruption.
- 4** Infrastructure Development: improve physical and social infrastructure by expanding and rehabilitating transport networks and (air) ports, promoting Public-Private Partnerships in energy, increasing housing supply for low- and medium-income markets and promoting integrated urban planning.
- 5** Promotion and Development of Micro, Small and Medium-Sized Enterprises (MSEs): effectively implement the MSE Act by strengthening MSE Associations, formalizing MSEs and improving their access to finance & training.
- 6** Improving Productivity and Competitiveness of the Agricultural Sector: increasing the annual budget to the agricultural sector, increasing effectiveness of extension services, reducing the cost of inputs, improving access to credit and proper implementation of the land policy.
- 7** Natural Resources Management: increasing Kenya's forest cover, reducing poaching, promoting green energy, increasing access to safe water and ensuring transparent and prudent management of the extractive industry.
- 8** Improving Trade and Investment: promoting export diversification, tackling Non-Tariff Barriers, strengthening engagement with the diaspora and attracting strategic investors.
- 9** Re-investing in Human Capital Development: increasing investments in Technical Vocational Education and Training (TVET) and improving linkages between research, education and training institutions and the private sector.
- 10** Promoting a Culture of High Performance: improving the linkages between policy and planning, increasing consultation with the private sector during policy development and expediting key projects that have a huge effect on economic growth.



## Vision 2030 Leads In Government Bodies Use Of Social Media

The national development blueprint Vision 2030 has been recognised for its social media influence on the social, economic and political development of the country.

Alongside Safaricom, the Vision 2030 perched on top for their strategic and creative use of social media amongst government and corporates bodies in the 2013 OLX Social Media Awards.

Seeking to reward organizations and individuals showcasing outstanding command of social media in the country, the 2013 OLX Social Media Awards, were open to business enterprises, associations and private and government bodies through an online nomination and voting process.

Coming on the heels of the new government policy on adoption of digital media, the Vision 2030 topped a category that consisted the Kenya Wildlife Service; Magical Kenya; Kenya ICT Board and the Kenya Power.

Speaking on the award, Vision 2030 Secretariat Director General Mugo Kibati, said the award was a vindication that the strategy was impactful on the Kenyan masses on alternative platforms.

*“This is a testament that the vision is cascading in the right direction as we have started seeing its social and economic benefits”*

“This is a testament that the vision is cascading in the right direction as we have started seeing its social and economic benefits,” said Mugo adding that social media has played a key role in unpacking positioning the vision 2030 as a daily life objective in Kenya. And added: “the social media has been part of a long successful journey to entrench the role of Vision 2030 in the national consciousness of the general Kenyan population”.



Speaking at the same event, title sponsor OLX Country Director Peter Ndiangui said that the visible shift was to see government bodies embrace social media in bringing services closer to the people.

“We are proud to be associated with the first Social Media Awards in Kenya and with the country’s growing online population; it is imperative that companies and individuals to shift to digital as social media is the future.

Speaking on behalf of the SOMA Judging Committee, SOMA Judge James Murua added, that the awards had achieved in providing an avenue to positively influence and streamline the use of online platforms and ensure that the Kenyan community use these for social, economic and political development that will help our country achieve Vision 2030.

The SOMA Awards are considered the online community’s all-encompassing awards platform and the industry’s highest honour. All nominations were vetted and judged based on a set criterion by a panel of industry professionals drawn from media, technology and public relations. The process involved judging each nominee on creativity, originality and overall impression, followed by design, content, purpose, clarity or humour as it pertains to the specific category. The final nominees and eventual winners were voted for by the online community.



## Growing Indigenous Fruit Trees For Environmental Conservation, Food Security And Job Creation Background

### Authors

Dr. Gituro Wainana, Dionsysious K. Kiambi and Belinda Mbuu

Environment is an increasingly important issue in Kenya's development agenda with many communities directly relying on natural resources surrounding their localities to generate goods and services for consumption and income.

*"... to increase Kenya's forest cover to 10%, it will be necessary to grow 2.88 billion trees..."*

With only 8 percent of arable land and 75 percent of the workforce engaged in agriculture, Kenyan people face growing problems of soil erosion, deforestation, water pollution and desertification.

Kenyan, both in the rural and urban areas, face serious social-economic and environmental problems that aggravate the poverty situation making sustainable economic development an elusive goal. In 1960, the forest cover in Kenya was 15 percent and since then, over-exploitation in the past four decades has reduced the country's forest cover to just over 1 percent. This reduction of forest cover has seriously aggravated loss of biodiversity, soil erosion, reduced production of agricultural lands and

subsequent close down of hydroelectricity power dams due to reduced water levels and siltation.

However, due to improved forest protection and other recent initiatives, the forest cover is now about 4 percent. Environmental experts recommend a forest cover of 10 percent to ensure a sustainable and healthy environment. It has been estimated that to increase Kenya's forest cover to 10 percent, it will be necessary to grow 2.88 billion trees, an uphill but possible task.

Achieving this target requires concerted efforts and participation from a wide range of stakeholders, and more so the youth who are the future custodians of this vital biological heritage. Afforestation will have numerous benefits including environmental reclamation, increasing community adaptive capacity and resilience to the adverse impacts of climate change. This will translate to direct economic benefits through increasing on-farm productivity and financial benefits from tree products.



Dr. Gituro (in white) presenting awards to Master and Miss Environment 2013.

According to the Food and Agriculture Organization (FAO) Conference on Forests for Food Security and Nutrition, trees and agroforestry systems are integral part in food security and nutrition, but are poorly reflected in food security strategies. This is why it is imperative to show Kenyans and the youth in particular of viable ways to combat climate change, increased forest cover, filtration of air pollution, improvement of food security and tree growing initiatives in accessible areas to defeat malnutrition, create jobs, and raise household incomes.

### Rationale for Growing Indigenous Fruit Trees

Kenya is endowed with over 400 species of indigenous fruit trees that have the potential to meet household food security needs, create employment particularly for the youth and spur economic growth while at the same time mitigating poverty and climate change.

They also are known to contribute significantly to nutritional base diversification that the normal agricultural produce does not adequately provide. Many indigenous fruit trees, such as *syzigium coradatum* (mukoe), *maytenus holstii* (mutuya) *vangueria* spp (mubiru), *ficus* spp (mukuyu) which are slowly disappearing are also important sources of natural plant products such as beverages, cosmetics, honey, herbal medicines and pharmaceutical medicines.

Globally, the natural products industry including the key sub-sectors of food and beverages, cosmetics, herbal medicines and pharmaceuticals, is currently valued at US\$65 billion per annum and is booming with a 15 to 20 per cent annual growth rate in the last few years. For instance, current formal natural products trade in Southern African region is estimated at only US\$12 million per annum, although it has the potential to grow to US\$3.5 billion per annum. There is therefore a great opportunity for developing food, beverages and other natural products value chains from indigenous fruit trees.

While available statistics reveal that current youth population constitute a 38 percent of the Kenyan population, it is estimated that 64 percent of all the unemployed Kenyans are youth, most of whom have no vocational skills and have only completed primary or lower secondary education. Therefore, diverse fruit trees uses creates opportunities for employment.





Food security is a particularly challenge for many developing nations. The ability for common and indigenous fruit trees to become an avenue for food supply cannot be overlooked. Secondly, according to FAO, the world's most widespread and debilitating nutritional disorders that include birth defects, weak immune systems and even death are caused by diets that lack vitamins and minerals. Fruits play an important part in preventing these nutritional disorders. Many fruits are rich in antioxidants, vitamins and minerals are part of a nutritious balanced diet.

The growing of indigenous fruit trees is well aligned with the Kenyan Constitution Chapter 4 Part 3 on Specific Applications of Rights Section 55 which states that, "The State shall take measures, including affirmative action programmes, to ensure that the youth — (a) access relevant education and training; (b) have opportunities to associate, be represented and participate in political, social, economic and other spheres of life; (c) access employment and it is also in line with Chapter 5 Part 2 — Environment and Natural Resources, Section 69.

Furthermore, the proposed project advances the cause of Vision 2030 especially Chapter 5 Social Pillar Section 5.3 on Environment, Water and Sanitation and Section 5.5 on Gender, Vulnerable Groups and Youth. It also contributes towards achieving the objectives of the Economic Pillar (Chapter 5) Section 4.2 on Agriculture which recognizes the significant contribution of small scale processing of fruits and production of indigenous food crops to food security.

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## Vision 2030 Ambassadors

### The Purpose and Leadership Forum



Angela Murenga is a trained hotelier and has had the opportunity to work in the hotel industry in Kenya and in the United Kingdom for a total of seventeen years.

At Purpose and Leadership Forum (P&LF), not only are we involved but also passionate about Kenya Vision 2030. We teach that the Vision is a strategic rebuilding tool and have broken it down so as to align it to individual purpose. We believe that the Vision is referable gene rationally and is our road map to rebuild Kenya through the God given resources. We also believe that Kenya Vision 2030 is the envisioned culture for the nation.

P&LF is a 12 session program and three of the sessions are used to break down Kenya Vision 2030. In session three, we break down the vision and connect it to individual purpose. In session four, we talk about devolution of purpose and all marketplace leaders fill in the purpose and vision 2030 matrix. We then discuss some of the flagship projects to encourage the leaders to see themselves in the Vision. In session eleven, all graduating marketplace leaders make a presentation that informs us what problem they were created to solve and how the solution aligns with Kenya Vision 2030 and their purpose.

In addition, we train marketplace leaders on the Kenya Vision 2030 as part of the Executive Purpose & Leadership Training offered to the marketplace. The leaders are required to align the Vision to their place of assignment in the marketplace. By the time they complete the training, they fully understand Kenya Vision 2030 and are able to see themselves in the vision and not as a Mugo Kibati project or Thika Highway. Recently, we trained 30 Britam assistant managers on the vision at the Fairview Hotel.

We challenge the marketplace leaders to embrace the message of purpose and Kenya vision 2030, using this new found knowledge to influence the market place through their privileged positions of leadership. Additionally, they should:

- Design solutions that will create wealth.
- Teach the youth to change their paradigm.
- Implement solutions that have posterity.
- Create business models that last generationally.



