

## Contents:

- ⇒ **The Ripple Effect**
- ⇒ **Recent Courses**
- ⇒ **Follow up Mentoring**
- ⇒ **How You Can Be Involved**



## The Ripple Effect

Why feature lettuce on the cover of our August newsletter? Firstly because it has never been grown before in this Masai area. Secondly, lettuce is now being grown here as a result of the Business For Life training held at the end of last year.

In November and December 2015 **Sentinel Mara Camp** sponsored an entrepreneurs' training in the Mara-Rianta area, just outside the Masai Mara Reserve in South-western Kenya. Business For Life facilitators Joshua Mwita and Dennis Andaye trained fifty local residents who are predominantly pastoralists. One outcome of the training was that it enabled the participants to see more opportunities around them in addition to their cattle.

Here are some of the new opportunities that have emerged that the new entrepreneurs are engaged in: Vegetable farming targeting the market of nearby safari camps, primary schools, restaurants, improved Masai attire for the tourist market, Agro-Vets, meat and other products suppliers, guest houses, petrol/gas stations and many more.

What has stood out, is that most of them are seeing things from a different perspective. They have realized that they can continue to keep livestock as well as conduct other businesses for the market around them.

Pastor David Liaram and his wife are showing others how this can be achieved. They now grow vegetables such as broccoli, spinach, pumpkins, and kale that they sell to camps and lodges in the Masai Mara including their sponsors Sentinel Mara Camp! They also run a clothing shop.

Some of these businesses might not be new but the approaches taken by the business owners have definitely changed. They now know how to make a business profitable and they are pressing on to improve their businesses so that they reach their full potential.

*(By Joshua Mwita, Business For Life Facilitator and Coach)*

## Recent Courses

During the 2nd quarter this year, Business For Life facilitated a 6 week course in Nairobi, together with four local partnering organizations. The class was diverse with women from the Kibera slum, Rwandan refugees, staff members from a nearby childrens' home, a spinal injury trust beneficiary and some local Nairobi small business owners. Even though they came with varying levels of education and experience, all had something to contribute and something to learn. Below are some pictures as well as comments from the class members.

### Comments from Learners

"I am so happy to have gone through this training. Moving forward I have learnt that I need to separate personal money and business money. I have learnt that I need to improve on record keeping.

**Milkah Wanjiru**

"I have learnt a lot on research and its importance. Through constantly researching, I am sure that it will make my business prosper."

**Nsabimana Rene**

"I have learnt that any business for it to be successful, one has to be dedicated and committed to it. I have realized that for 20 years I actually wasted my time trying to do what I thought was *business*. Now is the time for me to do business the right way."

**Boniface Kiruka**

"I have learned how to concentrate on one line of business and making it productive. Learning BEP has helped me a lot as well."

**Susan Odero**

"One of the things I was clueless about is what a business plan is. Now I know what a business plan is and how to come up with one."

**Claudia Odhiambo**



**Students discussing an issue with their team members**



**Student working on a cashbook exercise**



**A diverse group of men and women learning together in the Nairobi class which began in July**



# Follow up Mentoring

**Empowering Lives International** 2016 high school graduates' course held their Financial Understanding Training Day using a board game this quarter. All 20 students attended. They demonstrated recordkeeping skills during the training; however, admitted that they



often forget to record some expenses in their businesses resulting in hidden costs. Decision-making is a challenge to these young people, but through this simulation experience they learned to be more confident in this and agreed that they need to make decisions in a timely and wise way. Many of them reported that family members have helped themselves to their stock resulting in losses to their business. This common problem can only be solved by the young business owners explaining to their family members how this negatively impacts their businesses.

**Naiswaku Sengeny** (right) is a shop owner in Mara Rianta. During a recent follow up visit, the trainer discovered that her business is thriving! She sells beaded items such as belts, jewelry and sandals which she herself manufactures. She also sells items that move quickly in the local market such as sodas, blankets and kangas (worn by the local women).



**Gideon Gichiri** attended a Business for Life Training earlier this year. Prior to attending the training, he had some business experience in his village after having run a family shop. The Business for Life Training came to him at the right moment as he had just started selling Jackfruit after graduating from college. During the one month training, he exhibited a lot of enthusiasm and motivation, especially during the money making activity. During the training, he set

aside 500 ksh worth of jackfruit as his start up capital for the purpose of employing what he was learning. As the training progressed, he added dried pineapples to his stock. By the end of the training, he had made a profit of over 13,000 ksh!

After the training and during the first follow up, he had slightly added to his net profit. The small profit margin did not deter him from continuing doing his business research and by the third follow up visit, his total monthly income had risen to over 14,000 ksh! At twenty six years of age, Gideon is a very good example of a young person in business. He can definitely inspire other youth to be self employed. With more research and continued follow through of best business practices, Gideon definitely has the potential of adding more value and growing his business even further.

*(By Evans Nanga and Paul Kagiri, Business for Life Facilitators)*

# How You Can Be Involved

## Funding

**Because the poor cannot afford to pay for this kind of training, we rely heavily on donor funding and community-based partnerships in order to operate this program.**

Each Business For Life Training in Kenya requires approximately \$8000. This amount covers the costs for the training and follow-up of 20-25 learners. Courses outside of Kenya incur additional costs.

Courses thus far have been funded by a variety of organizations including US AID, Greater Cincinnati Foundation, The Mission Society, Compassion Kenya, Compassion Rwanda, The 410 Bridge International, Samaritan's Purse, Hope Alive, Freely in Hope, SIM, Empower Africa, World Vision Rwanda, Comza, Servant Partners, Rehema House, and Sentinel Mara Camp, as well as a number of churches and individuals.

We are looking to expand our network of donors as the demand for the course grows. Donations in US dollars can be sent to Empowering Lives International, P.O. Box 67, Upland, CA 91785-0067 and demarcated for the Business For Life Training. To make a tax-deductible contribution on line using your credit card, visit [www.empowerlives.org](http://www.empowerlives.org), click on DONATE, select Training and Development and find "Business For Life" in the drop down menu.

*Since your gifts are tax-deductible all funds contributed to ELI are inherently under the control of the board of directors to improve and empower the lives of people living in poverty.*

Community Development organizations working in Africa interested in exploring a partnership with us, may call us at +254 735 479152, or +254 721 179061 or email us at [businessforlife@empowerlives.org](mailto:businessforlife@empowerlives.org).



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