



**SPEECH BY H E SUSAN KIIHIKA,
NAKURU COUNTY GOVERNOR, DURING
THE LAUNCH OF NYOTA PROGRAM
FOR FIVE COUNTIES AT THE ASK
SHOWGROUND, NAKURU ON 9TH
JANUARY, 2026**

Your Excellency, Hon Dr William Ruto, the
President of the Republic of Kenya and
Commander-In-Chief of the Kenya Defence
Forces

Cabinet Secretaries present

Principal Secretaries present

Hon MPs and Senators present

Development partners present

Our esteemed entrepreneurs

Distinguished Guests

Ladies and Gentlemen

Good morning.

1. It is my distinct honour and profound privilege to join you today, Your Excellency, as you launch the National Youth Opportunities Towards Advancement—NYOTA—a flagship initiative designed to confront youth unemployment head-on and to ignite entrepreneurship not only in this region but across all 47 counties.
2. At the very outset, allow me, Your Excellency, to convey our heartfelt appreciation for choosing Nakuru City as the venue for the launch of business start-up capital disbursement for beneficiaries drawn from our County of Unlimited Opportunities, and our neighbours Narok, Kericho, Bomet and Baringo. It affirms your belief in inclusive leadership and your unwavering commitment to listening to the voices of Kenyans at the grassroots.
3. Your Excellency, we in Nakuru support you for initiating the NYOTA Programme—a

powerful symbol of hope, opportunity, and equity for the people of Kenya. At its core, it represents a national commitment to ensure that no young person is left behind simply because they lack access to capital, skills, or opportunity. It is a declaration that talent exists in every village, every ward, and every estate—and that government must be an enabler of that potential. As Your Excellency often reminds us, our youth do not lack ideas; they lack opportunities. NYOTA is the bridge between ideas and impact.

4. In Nakuru County, Your Excellency, we have deliberately aligned our development agenda with this national vision. Under my leadership, we resolved early on that empowerment must not be postponed. If the National Government is investing in youth and SMEs, then the County Government must match that energy with action. That is why, in May 2025, we launched the Nakuru County Wezesha Fund—a Sh100 million kitty comprising the Nakuru County Enterprise Fund and Nakuru County Cooperative Revolving Development to offer low-interest credit line to our Saccos, entrepreneurs, youth, and women.

5. Your Excellency, through the Nakuru County Enterprise Fund, we are gradually—and systematically—removing barriers that have historically locked out small traders, youth groups, women groups, and grassroots entrepreneurs from accessing affordable capital. The fund prioritizes ease of access, minimal bureaucracy, and real impact. The results are already visible. Between June and July 2025, the first batch of 66 groups received a total of Sh11.2 million. These included boda associations, mama mboga groups, youth-led enterprises, and small traders who had never before accessed formal government financing. Today, many are expanding their businesses, increasing stock, creating jobs, and operating with renewed confidence. In September 2025, the second phase followed with an approval of Sh14.1 million. Already, 32 groups have received Sh 5.1 million as disbursement continues. This is empowerment in real terms—money in pockets, goods on shelves, and hope in households.
6. Through the Cooperative Revolving Development Fund, Your Excellency, over Sh 47 million has been disbursed to

cooperatives—supporting dairy farmers, transporters, housing cooperatives, traders, and agribusiness groups. From Naxwest Riders Sacco in Nakuru West, to dairy farmers in Molo, Kuresoi, and Olenguruone. From housing cooperatives to cereal promoters, farmers, transporters, and traders. Picture this, Your Excellency. When a dairy cooperative in Molo receives Sh5 million, that is not just a figure on paper. That is school fees paid on time. That is milk chilling equipment bought. That is farmers getting fair prices. That is dignity restored. When a housing cooperative in Nakuru West accesses funding, that is families moving from rentals to home ownership. That is security. That is pride. These cooperatives are creating jobs, stabilizing incomes, and keeping money circulating within our communities.

7. Your Excellency, to further strengthen youth livelihoods, Nakuru County has set aside Sh 30 million for a dedicated Boda Boda Fund, with full implementation scheduled this. Our boda boda riders are not a problem to be managed; they are an economic force to be empowered. This initiative focuses on safety, structure, enterprise growth, and financial

stability. Equally, we have in a place an enabling business environment including a Single Business Permit which is approved in less than an hour on application.

8. In addition, Your Excellency, we have invested heavily in skills, sports, and social empowerment. We have distributed empowerment equipment worth over Sh 97 million to youth across the county last year. This year, we have increased the allocation to Sh126 million. Further, we have operationalized more than 12 digital hubs, rolled out tools-for-work programmes, modernized the Kivumbini Alms House, renovated the Njoro OVC Centre, and opened Youth Empowerment Centres in Bondeni housing a recording studio, a textile hub and ICT hub. In Naivasha, we have set up an empowerment centre with recording studio facilities.
9. Your Excellency, we are developing stadia and playgrounds to nurture, grow, and monetize talent. In partnership with the National Government, we are currently constructing Olenguruone Stadium and Phase Two of Afraha Stadium. Soon, we will

launch the Governor's Cup, a multi-sport tournament aimed at youth inclusion and talent development. To equip our youth with skills and knowledge, we have expanded our Vocational Training Centres (VTCs) from 33 to 41, increased enrolment to 5,421 students, by offering free tuition to learners. So far, 19,115 students have benefitted from the capitation grant, including Fidelis Nyokabi Leshishi now working at KenGen, Edith Nyanjui (KDF) and Robinson Njuguna (Kenya Prisons).

10. Your Excellency, this is the spirit of NYOTA in action. Moving people from survival to sustainability. From hustle to enterprise. From exclusion to inclusion. Nakuru is ready to partner with the National government even more. Whether it is through NYOTA, the Hustler Fund, youth innovation programs, women enterprise initiatives, or SME support, we are aligned. Our systems are open. Our teams are on the ground. Our people are eager. To our youth, women, and SMEs: the government is with you. Organize. Register. Seize these opportunities.

11. In conclusion, Your Excellency, I want to assure you that as a County Government, we are committed to accountability. Every shilling we disburse must tell a story of impact. And we are continuously improving our processes to ensure inclusivity, transparency, and speed. We thank you for believing in counties as partners. Thank you for taking NYOTA to the grassroots.

Thank you

H E SUSAN KIIHIKA, EGH

GOVERNOR, NAKURU COUNTY