



REPUBLIC OF KENYA

TALKING NOTES FOR PRINCIPAL SECRETARIES: NYOTA PROJECT GRASSROOT LEADERS STAKEHOLDER SENSITIZATION FORUM.

6TH OCTOBER, 2025

Distinguished Guests;

Fellow Kenyans;

1. It is my great pleasure to join you today as we continue rolling out one of the most transformative youth initiatives in Kenya, the National Youth Opportunities Towards Advancement (NYOTA) Project.
2. NYOTA Project is a BETA flagship Job creation initiative of the government of Kenya under the transformative leadership of **H.E President Dr, William Samoei Ruto**, demonstrating his commitment and good will to address youth unemployment through practical, inclusive, and results-oriented interventions.
3. As you are aware youth unemployment is a growing concern across the world and mostly exacerbated in our continent. In Kenya every year close to one million young people troop our shrinking job market, unfortunately our market can only accommodate less than 200,000 leaving a huge deficit of about 800,000 struggling with livelihoods.
4. Kenya is a youthful nation with an average age of our population being 17 years. Out of **20 million** potential work-force only **3.5 million** are in the formal sector. The rest are pushed back to the informal economic undertakings deepening the poverty level.

5. Our young people represent the future and the lifeline of our Kenyan society. They constitute the greatest natural resource implying a promising rich workforce, creativity, innovation and numerical strength capable of changing the socio-economic landscape of Kenya towards prosperity if their demographic dividend is harnessed and fully maximized.
6. It is against this backdrop that the government in partnership with the World Bank has rolled out this **multi-billion-shilling** project aimed at bettering the livelihood of vulnerable Kenyan youth by improving employability through skilling and expanding employment opportunities through entrepreneurship.
7. NYOTA Project seeks to benefit over **820,000** vulnerable young people across the country in all **1450 wards** aged between **18-29** years and up to **35 years** for persons with disabilities. The project lays emphasis on **50%** gender parity as well as inclusion of youth in the gazetted refugee camps of Garissa and Turkana counties.
8. The NYOTA initiative presents **three pathways to job creation**:
 - i. **On job experience**: seeks to provide the youth with technical and socio-emotional skills, on-the-job experience placement with master craftsmen and employers to learn on job as they gain the necessary industry experience to boost their chances of getting retained or absorbed in the job market. Targets **90,000** beneficiaries across the country
 - ii. **Recognition of Prior Learning**: seeks to certify the skills of the youth who learned informally for example, through work or self-taught experience. Targets **20,000** youth across the country.
 - iii. **Business support**: targets to support the creation of at least **100,000** young entrepreneurs (70 per ward) through business development training and **start-up capital** of **Kshs. 50,000** per beneficiary to grow sustainable enterprises.
9. NYOTA also seeks to train **600,000** youth entrepreneurs on AGPO to increase and expand access to sustainable market by unlocking the AGPO opportunities.
10. The project also promotes a sustainable savings culture among the youth through mandatory saving of **12%** for both **business support** and on **job experience** beneficiaries, which will be matched up if they continue building up their savings. Savings serves to de-risks businesses and enhances social protection for the beneficiaries.

11. The project leverages on the strides we have made as a country in mobile technology space to achieve equitable and fair distribution of resources and opportunities to the youth at the bottom of the economic pyramid.
12. The application process is digital through the **zero-rated** Financial Inclusion USSD channel of ***254#** and can be accessed through both feature 'mulika' and smart phones.
13. **Ladies and gentlemen**, the initial application process of the project was rolled out in **March this year** and attracted overwhelming response from the youth.
14. For instance, the **business support** component attracted over **1.4million** applications indicating a growing business intention among the youth. However, we faced challenges with completing applications as only **1.1million** were completed.
15. Further selection processes, have since returned uneven distribution both geographically and demographic wise, pointing to the need of a blended process (physical and **digital**) to fastrack the project implementation and ensure effective delivery of the intended objective.
16. This has therefore necessitated a **whole-of-government-approach** to ensure inclusivity and transparency and effective roll out of this very transformative job creation initiative, targeting to empower the livelihoods of vulnerable youth at the bottom of the economic pyramid.
17. This forum therefore serves to rally you around this project and seek your support in mobilizing the potential beneficiaries who might have missed out on the opportunity during the initial application period to come forward and onboard as we **reopen the application window of the business support from today 6th October 2025 midnight till 12th October 2025**.
18. During the new application window period, we shall count on you to help mobilize and beef up numbers especially in wards we recorded low response which threatens to deny the targeted beneficiaries' reach. Remember **a missed target is a missed opportunity** for the county, community, and to the eligible young person who dreams of a better future.
19. On **17th October 2025** we shall again convene for a physical validation forum in every constituency. This time round all the youth applicants will be present for our verification and validation. The Entrepreneurship Aptitude Test will be conducted on site ahead of the commencement of classroom training.
20. Kindly note that those who successfully applied in the initial period they **don't need to reapply**. They will still be considered for selection once the new window closes.

21. The project provides equal opportunity to young women and is designed to present at least **5%** opportunity to persons with disabilities. I wish to urge you to lay much emphasis on these two marginalized groups.
22. Finally, we seek your support in effectively monitoring the entire business support process from classroom training to field mentorship to ensure project success.
23. As I conclude, I wish to emphasize that NYOTA Project is not just a pipeline for job creation but also about hope, empowerment, and action. NYOTA is about giving our young people the tools, the skills, and the confidence to shape their own future.
24. It is also about demonstrating that entrepreneurs can be created and that there's no corner of this country devoid of economic potential and neither is there a Kenyan that has no potential; a believe that is strongly entrenched in our Bottom-Up Economic Transformation Agenda.

And with those remarks, it is now my honour and privilege to officially declare the NYOTA Project grassroot leaders Sensitization Forum duly opened.

Thank you, and may God bless you all.