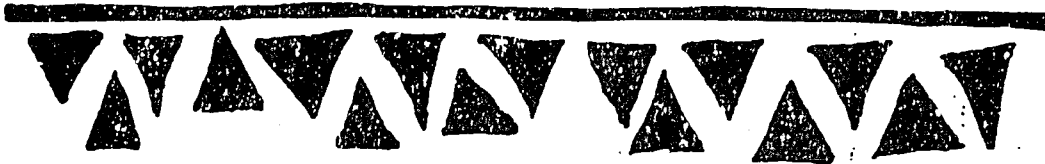


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ENTREPRENEURSHIP



RESOURCES AVAILABLE IN KENYA

by

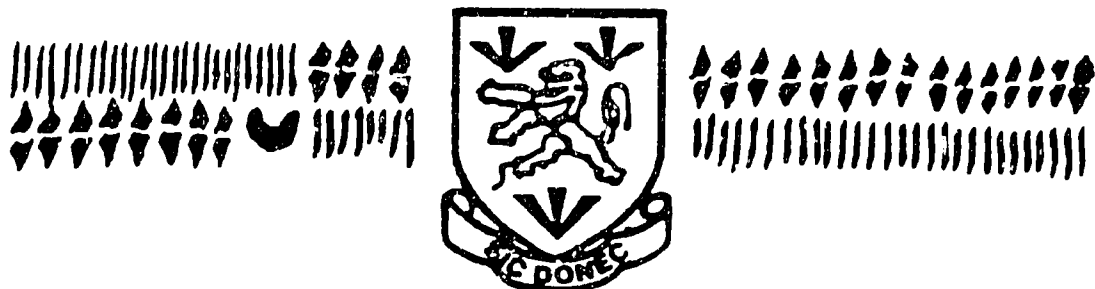
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A.I.D. funds provided for the activities described in this report have not been utilized for any testing or breeding feasibility study, variety improvement or introduction, consultancy, publication, conference or training in connection with the growth or production in countries other than the United States of an agricultural commodity for export which would compete with a similar commodity grown or produced in the United States.

There are many entrepreneurship projects helping targeted groups of Kenyans. Representatives of the projects were generous with their time and deeply committed to extending entrepreneurship education, consulting expertise, and sharing resources.

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Annamaria Watrin, Private Enterprise Projects, United States Agency for International Development (USAID)



HOW TO USE THE RESOURCE GUIDE

This Resource Guide lists agency programmes, books, articles and manuscripts available for the student who wants to know more about entrepreneurship. Some of the resources are located in the Centre for Women Studies and Gender Analysis, Egerton University, Njoro. Other materials are located at the Entrepreneurship Education Program at the Kenya Technical Teachers College (KTTC).

The first section describes various programmes in Kenya that offer training, consulting and other services to new, emerging, and expanding small businesses.

The next section lists materials in the Centre for Women Studies and Gender Analysis. They are listed under two general categories: Business Development, and Career and Personal Development.

The third section summarizes selected KTTC materials which are listed by number. The KTTC materials provided here include only those related to entrepreneurship. Additional resources on vocational education and other topics are also available.



SECTION I: ENTREPRENEURSHIP PROGRAMMES

A. KENYA MANAGEMENT ASSISTANCE PROGRAMME (KMAP)

M.V. Gohil, Deputy Programme Administrator
2nd Floor, Standard Chartered Chambers, Kimathi Street
Box 59400, Nairobi, Kenya
Telephone: 220853/220590

K-MAP was established in 1986 as a non-profit organization. Its purpose is to help small businesses become successful. More than 70 highly successful large and medium firms release their top and middle level executives, free of charge, one day each month to counsel small business operators.

"With a documented small business mortality rate of between 60 and 80 percent within the first two years of operation, K-MAP was set up to help alleviate the plight of the small entrepreneur....Experience with K-MAP clients already shows a failure rate of less than 5%."

K-MAP offers:

Counselling services include how to prepare business plans, how to apply for loans, marketing and market research, sales promotion, pricing, keeping business records, quality assurance, good customer relations and many more. Executives will work one-to-one to help with any question a small business operator might have.

Training Programmes address topics such as accounting, marketing, pricing, quality assurance, personnel management, etc. Training programmes may be open to any interested party or can be custom-designed.

The **Mobile Training Unit** conducts workshops and does counselling in communities throughout Kenya.

The **Business Development Centre** focuses on pre-investment counseling working with interested entrepreneurs before they embark on a business venture.

Consultancy is offered to businesses at nominal fees.

Sub-contracting exchange services are offered.

Through the **Endowment Fund**, K-MAP helps clients obtain working capital by guaranteeing bank loans.

Exhibitions sponsored by K-MAP offer a forum to exchange ideas about product improvement and better customer relations.

K-MAP promotes **cooperation between Kenyan enterprises and companies throughout the world.**

K-MAP offers the following **publications** for sale:

Keeping Records in Small Business - 25 KSHS*
How To Plan and Start a Small Business - 40 KSHS*
Effective Small Business Management - 40 KSHS
Pricing for Profit - 25 KSHS*
Analyze Your Records to Reduce Cost - 20 KSHS*
Negotiating for a Small Business Loan - 25 KSHS
How to Start and Run a Bakery - 50 KSHS*
Marketing for Small Hotels and Restaurants - 40 KSHS*
Business Success Through Good Customer Relations - 30 KSHS*
A Handbook on Export/Import Trade - 70 KSHS

*These materials are available at the Centre for Women Studies and Gender Analysis.



KENYA RURAL ENTERPRISE PROGRAMME (KREP)

Kamau Kabbucho, Senior Training Officer
Werep Ltd./World Ed. Inc,
Minet ICDC House, Ground Floor
Mamlaka Road
P.O. Box 39312, Nairobi Kenya
Telephone: 722792/720173

The mission of K-REP is to empower low income people, encouraging them to participate in the development process, and to enhance their quality of life. Goals are to generate employment and increase income. K-REP accomplishes its goals by offering loans, training and technical assistance to individuals, groups, associations, and local non-governmental organizations (NGOs).

K-REP offers the following services:

The **Juhudi Credit Scheme** is a lending programme for individual entrepreneurs. Loans are offered through a group based process and entrepreneurs pay market interest rates.

The **Institutional Credit Programme** provides financial and non-financial assistance to local non-governmental organizations (NGOs). The NGOs establish revolving loan funds to individual entrepreneurs.

Credit is also offered to **Community Based Enterprises and Business Associations** such as cooperative groups, Jua Kali Associations and ROSCAS. The groups must be largely low income entrepreneurs and registered with the Ministry of Culture and Social Services or under the Companies or Societies Acts.

Training packages are offered to K-REP supported NGOs and other local and regional organizations involved in delivering credit to small scale entrepreneurs.

K-REP monitors all credit activities through **research and evaluation studies**.

Consultancy services are offered as training workshops, technical assistance consultancies and research studies.

K-REP's research, technical, evaluation and consultancy paper list is extensive. Selected titles include:

Survey and Analysis of Credit Programmes for Small and Microenterprises in Kenya, March 1991 - 300 KSHS*

Informal Financial Markets in Kenya, July 1990 - 150 KSHS

Basic Bookkeeping and Accounting Manual for Small Business, January 1986 - 300 KSHS

Diocese of Eldoret: Evaluation of Small Scale Enterprise Programme, June 1988 - 200 KSHS

Assisting Micro-Enterprises in Kenya: Lessons on the Grameen Bank in Bangladesh, July 1985 - 60 KSHS

Entrepreneur Needs in Kenya's Informal Sector, 1991 - 80 KSHS

Proceedings of the Conference on Micro-Enterprise Credit Schemes: A Special Focus on the Group Based Method of Lending to Individuals, March 1992 - 200 KSHS

*This report is available at the Centre for Women Studies and Gender Analysis.

C. KENYA WOMEN FINANCE TRUST LTD. (KWFT)

Jennifer Riria-Ouko, Managing Director
Rosemary Macharia, Credit Manager
Adalyn Place, 2nd Floor
P.O. Box 55919
Nairobi, Kenya
Telephone: 712823/713015/712903

KWFT began in 1981 to help women obtain financing for businesses. Initially, the Trust worked in cooperation with the World Women's Bank and Barkley's Bank to guarantee loans to women.

Recently, KWFT has adopted the Grameen group model of dispensing and collecting loans. The emphasis is still on helping women get credit, establish credit records and increase credit limits as appropriate.

**D. ENTREPRENEURSHIP EDUCATION PROJECT/MINISTRY OF
TECHNICAL TRAINING AND APPLIED TECHNOLOGY/INTERNATIONAL
LABOUR ORGANIZATION/UNITED NATIONS DEVELOPMENT
PROGRAM/UNIVERSITY OF ILLINOIS/KENYA TECHNICAL TEACHERS
COLLEGE**

Julius B.M. Mburugu, Project Coordinator
Anthony S.N. Getambu, Entrepreneurship Development Specialist
Kenya Technical Teachers College (KTTC)
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Nairobi, Kenya
Telephone: 521920

Entrepreneurship education is a multidisciplinary area of study that develops attitudes and provides skills essential for responding to one's environment by conceiving, starting and managing a business enterprise.

The project:

- **prepares trainer guides and student handbooks** for teaching entrepreneurship education at the technician, craft and artisan level.
- **conducts inservice workshops** on methods of teaching entrepreneurship education for trainers from technical training institutions.
- **establishes Small Business Centres** in technical training institutions throughout Kenya to promote education-business linkages and to facilitate entrepreneurship education, especially for women.
- **conducts a Master's Degree programme** at KTTC for administrative and teaching personnel. This programme is implemented by faculty from the University of Illinois.

Training Materials available from KTTC:

Entrepreneurship Education Syllabi for Artisan, Craft and Technician Levels

Craft Trainers Guide

Craft Trainees Handout

Craft Trainees Manual

Technician Trainers Guide

Technician Trainees Manual

Technician Trainees Handout

Artisan Trainees Manual

Artisan Trainers Guide

Success Stories*

Case Studies*

Business Planning Manual

Sample Business Plans

The Concept of The Entrepreneurship Education in Kenya*

The Concept, Strategy and Programme of Action for Small Business Centres (SBCs) in Kenya*

Promoting Entrepreneurship Education in Technical Training Institutes.*

References Manual for Key Issues in Teaching Entrepreneurship Education*

8 video cassette on entrepreneurship

A collection of 131 titles of various publications in Entrepreneurship Education and Development

A catalogue containing 2869 titles on entrepreneurship education and development and small scale enterprise

A collection of sample library books in Entrepreneurship

*These materials are also available at the Centre for Women Studies and Gender Analysis.

One of the Small Business Centres established through the Entrepreneurship Education Project is located at the Rift Valley Institute of Science and Technology, Nakuru.

Rift Valley Institute of Science and Technology
Small Business Centre
Dr. Bii
P.O. Box 9182
Nakuru, Kenya
Telephone: 211974/5

This Small Business Centre will:

- develop entrepreneurship **training programmes** for specific target groups
- organize and conduct **business clinics** for small enterprises facing business management problems
- initiate and maintain linkages** with agencies and organizations which are involved in the promotion of small and Jua Kali enterprises
- identify and carry out **research** in various aspects of small enterprise development
- create an **information centre** for entrepreneurs and others who are interested in business
- assist entrepreneurs to solve business problems by offering **counselling and consultancy services**
- assist small entrepreneurs to form **business associations**
- create entrepreneurial awareness by publishing a small enterprise **newsletter**

The Centre charges a nominal fee for their services.

E. TRICKLE UP PROGRAM INC.

The Trickle Up Program began in 1979 from the dreams of Glen and Mildred Robbins Leet. They believed that even in the poorest parts of the world, people have energies and abilities, and that they want to learn to help themselves, economically and socially.

Trickle Up provides \$100 grants in two \$50 installments to groups of five or more people who have joined together to start a business. Grantees are required to complete a one-page business plan where they commit to begin a business enterprise.

Trickle Up Coordinators in Kenya:

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Mgange, via Wundanyi

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New Jericho Harambe
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International Fellowship of the Clergy
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Eldoret

Beatrice Nelima Wasia
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P.O. Box 43706, Nairobi

Ms. Rose Waruhiu Telephone: 334033
Women in Development Consultant
C/O Rosa Muraguri, CIDA
Canadian High Commission, Comcraft House
P.O. Box 30481, Nairobi

Mrs. Lousia Awiti Telephone: 724789
National General Secretary
YWCA
YWCA Hostels Building
P.O. Box 40710, Nairobi

Mr. Jonathan Campaigne Telephone: 749504/5
CID/PRIDE
Opposite USIU
P.O. Box 30980, Nairobi

University of Nairobi
Institute of Development Studies, 5th Floor
Gandhi Wing/Main Campus
Entrepreneurship materials--some for sale

University of Nairobi Entrepreneurship Club

Mary Anne Seekircher Telephone: 722356/352
International Executive Service Corps
Retired U.S. professionals will consult from 1-3 months Alico House, Nairobi

Kenya Commercial Bank has programmes for young graduates.

Barkley's Bank - flyers on women and credit

PRODEC Telephone: 334777
Sponsors an international entrepreneurship conference
Finland, International House
Nairobi

McKenna/Mwonya

SECTION II: CENTRE FOR WOMEN STUDIES AND GENDER ANALYSIS, EGERTON UNIVERSITY, NJORO

BUSINESS DEVELOPMENT

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SECTION III: ENTREPRENEURSHIP EDUCATION PROJECT, KENYA TECHNICAL TEACHERS COLLEGE, NAIROBI

The following selected publications are available at the Entrepreneurship Education Project office, Kenya Technical Teachers College, Nairobi:

1. Stimulating Entrepreneurship and Business Development by Allan Gibb.
2. Entrepreneurship and Small Enterprise Development for Women in Developing Countries: An Agenda of Unanswered Questions. Discussion Paper Based Upon Research by Henng Romijn.
3. Women's Role in Small Enterprise Development in Litho by Mary Jennings.
4. Group Training Methods in Management Development with Special Reference to Small-Scale Enterprise by Colin Guthrie.
5. International Issues in Management Education and Implications for Training of Trainers: A Preliminary Survey of Issues Raised by Management Education Specialists from 21 Countries by Mary Tanton & Mark Easterby.
8. Video Cassette:
 - i) The Balance Sheet
 - ii) Quality in the Job Improving Productivity Through People
 - iii) Management Self-Development
9. Management Development in the Asian Arab Countries by George Kanaway.
11. Improving Productivity in Developing Countries by Joseph Prokopenko.
12. Techniques for Managerial Manpower Planning by A.R. Smith.
14. Results-Oriented Management Development: The Case of the Ethiopian Management Institute by Nancy Gibson & John Whittaker.

15. Planning, Organizing and Conducting Management Development Programme A Manual of Practical Advice.
16. Technical Cooperation Among African Countries in Management Development.
18. Management and Leadership Style in a Management Development Institution by Robert Abramson & Milan Kubr.
21. Productivity Improvement in Developing Countries: Role of Productivity and Management Institutions by Dr. A.M. Saxena.
22. Increasing the Impact of Management Development Institutions: Problems and Strategies by Milan Kubr.
43. Case Method in Management Development: Guide for Effective Use.
44. The Practice of Entrepreneurship by Geoffrey G. Meredith, Robert Neison & Phillip Neck.
47. Training Entrepreneurs for Small Business Creation: Lessons from Experiences by Kenneth Louks.
48. Management, Administration and Productivity. International Directory and Information Sources by Milan Kubr & Ken Vernon.
56. A Guide to Small Business Management (2nd Ed) by Dennis Bockus.
57. Developing and Implementing Entrepreneurial Cultures by K. Mark Werver.
59. Small Business Institute (Manual for Student Participation) by Joel Gorman (Ed).
61. Management Exercises *Role Plays *Simulations *Case Studies by Talico Inc.
62. Entrepreneur Training Program by Richard Dearia & Marilyn Halprin.
63. Set Up a Model Business Community Right in Your Classroom.
65. Small Business is Good Business.
68. Entrepreneurship: A Senior High School Home Economics Career Exploration Unit.
70. A Study of Self-Employed Industrial Entrepreneurs by A.T. Uploankar.

82. Further Development of a Descriptive Profile of Entrepreneurs by Erik K. Winslow & George T. Solomon.
85. the Anthropological Study of Entrepreneurship by Raymond L. Owens.
86. New Markets & Good Needs on Altruism & Exemplary Entrepreneurship by Keven Auruch.
88. Entrepreneurship, Business Performance & Industrial Development by B.W.E. Alford.
89. International Labour Office Small Scale Industry & Management Development from 1988.
90. Small & business Entrepreneur A Catalog Performance Objectives & Performance Guides.
91. Entrepreneurial Systems for the 1990s.
93. Steps to Starting a Small Business. Student Notebook.
94. Small Business. The Soul of Your Community.
95. Entrepreneurs, Champions, & Technological Innovation by Modesto A. Maidique.
97. Common Misperceptions of Modern American Entrepreneurs by Steven M. Cohen & Zachary Tapp.
98. Evaluating a Business Opportunity by Steven M. Cohen.
99. The Entrepreneurial Endeavour: Taking the Exam Before You Have Taken the Course by Arax M. Kalajian.
101. Defining the Win and Thereby Lessening the Losses for Successful Entrepreneurs by Arthur Lipper III.
102. Entrepreneurs are More Than Non-Conformists: They are Mildly Socio Pathic by Erik K. Winslow & George T. Solomon.
103. Factors Affecting Entrepreneur Characteristics of Farmers.
105. Business Plan for Small Manufacturers.

107. How to Plan & Start a Small Business by Kenya Management Assistance Programme.
109. Getting Down to Business: Restaurant Business Module 22.
110. Risks and Rewards of Entrepreneurship by Catherine Ashmore, Lisa Mazzei Fischer, Gwendolyn Rippey, Terry W. Southewick, Laurel A. Zlotnick & Frieda Douthitt.
112. The Entrepreneurial Renaissance & Its Promoters.
113. Why Some Women Decide to Become Their Own Boss.
119. Towards a Typology of Female Entrepreneurs by Stanley Cronic & John Hages.
126. A Study of Self-Employed Industrial Entrepreneurs by A.T. Uplaonkar.
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