

## WIDU Kenya Awards 2023

### Green Project Nominees

No	Project Name	Entrepreneur	Project Description
1	Joka Organics	Job Kanyi	Joka organics, in Nyeri, has three employees and aids small-scale farmers by providing cost-effective organic farm inputs. Their low-cost organic fertilizer, made from sugarcane waste, tackles low yields caused by excessive inorganic fertilizer usage. Utilizing leftover sugarcane and other organic leftovers, the entrepreneur produces animal feed (sugarcane brawn) and organic fertilizers, repurposing waste effectively. This sustainable initiative not only supports farming practices but also minimizes waste, promoting organic solutions for better agricultural sustainability and higher yields. Employs, 5.
2	Borehole Solarization Project in Garissa	Nuriye Mohamed	Marshk investments limited, located in Garissa and employing five people, embarks on the replacement of borehole generators with solar equipment for water pumping and irrigation in Kenya's arid and semi-arid areas. In these regions, over a thousand boreholes use diesel generators for water supply, heavily impacting communities amid soaring fuel prices and prolonged droughts. Marshk investment ltd. addresses this by introducing a socially impactful and sustainable project, planning to solarize boreholes through a 'pay later' scheme, allowing communities to pay through generated income from the supplied system over an agreed time frame.
3	Rice Husk fertilizer	David Gathuka	Organic kenya limited (OKL), based in Mwea and with a team of 17 employees, spearheads agri-services by producing organic fertilizer, soil conditioner, and foliar fertilizer for smallholder farmers. These products are aimed at enhancing Integrated soil fertility management (ISFM) to bolster food security. OKL's range boosts soil productivity, strengthens climate change resilience, and fosters more sustainable food systems, ensuring increased agricultural resilience. Additionally, they offer training and consultation services to farmers on agroecology, promoting sustainable livelihoods and landscapes while educating on the creation of homemade bio-fertilizers and bio-pesticides for eco-friendly farming practice.

4	Care Holdings	Allan Ligare	Gare holdings limited, in Musembe, Kakamega County, involves four employees and focuses on supporting smallholder farmers' access to affordable farm inputs. They partner with farmers to convert local organic materials, like animal waste and plant residue, using black soldier flies and red wigglers. This process generates valuable farm inputs: liquid and solid fertilizers, and insect-based protein for animal feeds. By offering these high-quality products, farmers enhance productivity and diversify crops, improving their income and living standards.
5	BSF Farming	Sharon Mutiga	Lomu farm, situated in Meru and employing two individuals, focuses on sustainable and profitable integrated farming practices. They rear the black soldier fly (BSF) for pollution control and by-product/waste management. Utilizing the BSF larvae, they convert organic waste into organic bio-fertilizer, which also serves as feed for animals. The farm efficiently uses the deceased BSF flies and their pupae shells, incorporating them into animal feeds and bio-fertilizer.
6	Natural Char Energy Ltd.	John Kiruri	Natural char energy ltd. is in Mombasa and employs nine people. They produce carbonized charcoal briquettes from coconut shell waste by carbonizing, crushing, and processing the materials into an efficient product. They source coconut shells and husks from local farmers and dump sites, and cassava starch from farmers to create the briquettes. Solar drying prepares the product for packaging, generating 1 tonne daily and sold at Kshs30 per kilogram. These briquettes have a long burn time, eco-friendly attributes, minimal ash, quick ignition, no toxic gas emissions, and safe for indoor/outdoor use. They find applications in barbecues, hospitality, institutions, and household cooking
7	Biofit	Grewncall Jack Oyugi	Biofit feeds company is situated in Kendu Bay, Homabay County employs three individuals. They convert organic waste into protein for both human and animal feed, producing insect-fortified animal feeds, including dairy, poultry, pig, and fish feeds. The business develops a circular process using black soldier fly larvae, starting with harvesting invasive water hyacinth plants, milling them into powder, fermenting the powder, and combining it with additional organic waste to create a nutritious diet for the fly larvae. Biofit offers affordable and eco-friendly solutions for livestock farmers in western Kenya, contributing to both food security and environmental sustainability.
8	Victoria Scraper	Dennis Otieno	Victoria scapas enterprise, located in Kisumu and employing five people, is dedicated to transforming fish waste into valuable products for various purposes. The company converts fish waste into omega-3 fish oils, gelatine from fish skin, and produces chicken feed and fish biscuits from fish powder. By utilizing fish waste and transforming it into diverse products, they contribute to

			reducing environmental pollution from waste decay, curbing post-harvest losses, and creating job opportunities within the local community. Their wide-ranging clientele spans from households and offices to pharmaceutical companies
9	Climate Smart Africa	Jeconiah Mokaya	Climate smart Africa limited, situated in Kisii and employing three people, focuses on sustainable renewable energy solutions by creating integrated community clean briquettes. The project aims to enhance the quality of life in urban and rural areas by generating employment opportunities, eradicating indoor pollution, and combatting deforestation. Their primary focus involves converting agricultural and agroforestry waste into profitable clean cooking energy in the form of briquettes. This circular economy approach ensures the improved livelihoods of employees and the community, providing affordable and environmentally friendly charcoal solutions. They recycle waste from various sources, including agriculture post-harvest, char dust from marketplaces, office paper waste, and old newspapers to produce their briquettes.
10	Baobab Husks Planting 456Media	Kevin Kibuka	Vokenel limited, headquartered in Kibwezi, focuses on the production of organic baobab fruit powder and baobab oil, with a unique twist of repurposing waste into sustainable planting mediums. This environmentally conscious business has made a significant social impact by providing employment opportunities for five individuals, including two women. Vokenel limited is not only committed to the cause of food security but also to sustainable practices and community empowerment.
11	Carbon Sink Planters	Phyllis Wanjiru	Carbon sink planters, situated in Lanet, Nakuru, employs five individuals and is revolutionizing tree growth in degraded soils and drylands. Phyllis uses food waste and rock minerals to create innovative carbon sink planters, allowing trees to grow with minimal irrigation. These biodegradable planters, made from modified food waste turned into biochar blended with olivine sand and other rock minerals, efficiently sequestering carbon and retain water and nutrients. This technology aids in restoring native and fruit trees in rural dry areas, providing an environment conducive to plant growth.

### Digital Projects Nominees

No	Project Name	Entrepreneur	Description
1	Island Photocon	Issa Twahir	Island photocon is a photography and videography business in Lamu and employs 3 youths. Issa Twahit has seen a gap in society to showcase and advertise the Lamu historical and cultural heritage as a tourist town since the economy depends on tourism. The entrepreneur also aims at capturing social events such as yearly cultural events, birthday parties, weddings and corporate events within the county.
2	Cofarmer Solutions	Kelvis Musumba	Co-farmer solutions is an agri-tech platform that evaluates farming projects and links them to investors. They are located at North Kinangop in Nyandarua County and have 5 employees. The platform utilizes various scrutiny mechanisms, such as the intentional vetting of farmers, analysis of farm projects and cash flows using analytical tools, to ensure higher profits for investors from farm operations.
3	Healthy Harvest	Dennis Otieno	Healthy harvest, created in 2021, deals with urban gardening and supplies organic seedlings which are not commonly available in Migosi, Kisumu County. Organic products ensure that they are free from harmful chemicals and pesticides. The entrepreneur has managed to create a website where he showcases and sells his service. Furthermore, he has created an initiative programme that helps youths fight drug addiction by creating activities, he currently has a team of 3 dedicated employees. Overall, the business has a strong emphasis on community and the promotion of sustainable living to provide opportunities for people to work together.
4	Mykoolala.com Media House	Muhia Kimani	MyKoolala is an online travel agency based in Nairobi with three employees, marketing tourist destinations and providing booking services for e.g., hotels and travel tours. The focus is on selling Kenya as a tourist region by providing a range of accommodation from Five-star luxury experience to Pitch-your-tent wilderness experience. By enhancing his social media presence, he has increased content within the tourism space and used the Mkooolala website to market different destinations Kenya-wide, promoting Kenya's tourism industry.
5	Farmhub Africa	Hesborne Ongudi	Fairways Green Markets is a project based in Muhoroni in Kisumu county and employees five people. They deal with the production of vegetables, herbs, spices for household use. By creating an app, he connects farmers to markets and buyers, insurance and financial institutions while providing training and

			education opportunities through their farmers open days. Furthermore, the app provides the opportunity to make orders on the various crops and vegetables they were selling.
7	Think Organic	Brian Ogaro Omoke	Think organic is an e-commerce platform based in Nairobi, that reaches out to more than 50 vendors and small holder farmers with their products. They are committed to provide potential consumers affordable and sustainably access to their products, mainly a wide variety of organic items. The investment was used to upgrade the website to a more user friendly and responsive system, and an app, currently employing two people.
8	KreaMIT Milky Ltd.	Mildred Were	KreaMIT milky ltd., situated in Ainamoi, Kericho County, is an E-commerce dairy project specializing in sourcing milk from local farmers and processing it into a variety of yogurt flavours and quantities. The products are then sold via an e-commerce platform to their target market in Kericho, Bomet, and Kisumu counties. With a dedicated team of four employees, this project has not only improved the living standards of its workforce but has also contributed to local economic growth.
9	Nipe Wifi	Samuel Kioko	Samuel Kioko runs an affordable internet solution business in Mariakani market centre. He buys unlimited internet in bulk and sells it to individuals and residential users in little packages ranging from 650 MB to 40 GB per month. For the past four years, he has been running the company with the goal of this initiative is to use WIFI connections to increase the availability of internet to surrounding residences including the rural settings. Clients can buy data vouchers for as low as sh.10.
10	Merime Solutions	Andrew Sikudhani Kadzoyo	Merime solutions employees three people. Andrew runs a coworking space business which he has promoted online to give access to internet and an environment to be more productive. Furthermore, he provides software development solutions, for example in creating websites. Additionally, he has expanded the exterior of the office and created a workspace outside to interact with nature. Overall, he has created more private meeting rooms, a call booth and generally improved the outlook of the space to increase comfort and productivity for his clients.

### Food Security Projects Nominees

No	Project Name	Entrepreneur	Project Description
1	Mount Kenya Feeds	Pinton Koome	Mount Kenya Feeds, located in Nkubu, Meru, stands as an integral force in promoting food security. With a devoted team of three employees, the initiative has pioneered the installation of feed processing machinery within the community by leveraging on WIDU grants and has established a sales outlet for local produce and effectively reducing food wastage. Through the Mount Kenya Heifers program, they have empowered the community in dairy farming, extending vital support to over 900 farmers by providing feeds on credit, thereby ensuring sustained livestock productivity.
2	RafikiPay Limited	Joshua Kamanja	Rafik Pay Limited, based in Meru County, is a grassroot business enterprise nominated for its innovative strides in advancing food security. The project focuses on sunflower oil production and implements a comprehensive approach by utilizing residue for animal feed and supporting farmers in sunflower cultivation. The WIDU project has enabled the business to acquire efficient machinery to extract sunflower oil and feed mixers. By aggregating farmers into groups and providing essential guidance and seedlings, the project effectively enhances food security and positively impacts the livelihoods of numerous households.
3	Nyota Limited	Florence Mogere	Nyota Limited, located in Nairobi, is championing food security with a team of 16 employees, notably comprising 15 women. Their key product lines include Frozen Isle, offering a variety of fresh frozen African Indigenous and contemporary vegetables, and Ntamu, crafting natural tomato-based specialty sauces for diverse culinary uses. The company's innovative approach in crafting natural sauces and offering pre-cooked legumes, along with supplying major retail chains like Naivas Supermarkets, Carrefour, and Chandarana Food Plus, reflects their market penetration and commitment to making nutritious food options accessible to a wide segment of the population. With WIDU grants the business was able to acquire the equipment to scale operations.
4	African Lamu Nuts	Naomi Kimuyu	Premium Lamu Nuts, situated in Nairobi, stands out for its transformative impact on food security through a diverse range of roasted peanuts and cashews. The business, employing 10 women, has displayed remarkable growth, marking a significant increase in sales, a testament to its positive influence in the local food market. Prior to WIDU Naomi was producing peanuts in her home kitchen. WIDU has enabled the kitchen expansion to own space as well as market outlet. The business plans to

			set up a production warehouse reflect their commitment to scalability, indicating their aim to further meet the community's demands for their sought-after products.
5	Irima Poultry	Anne Macharia	Irima Poultry offers a different model of poultry farming initiative in food security. From its beginnings with 500 birds, the project through WIDU now has a flock of 3000, significantly contributing to the production of over 450 crates of eggs every week. The venture's expansion demonstrates its business tenacity and optimization of efficient farming practices. This expansion not only meets local demands but also signifies the potential for further scalability and outreach.
6	Kisaju Dairy Farm Processing Plant	Jesse Njai	Kisaju Dairy Farm, situated in Kajiado County, is a dairy business investment that stands out from the crowd. With a dedicated team of four employees, the farm specializes in dairy farming, supplying Isinya town's local dairy and neighboring families with consistent milk supply. Beyond the milk supply, the farm's partnership with WIDU has led to value addition endeavors, introducing products like maziwa mala and yogurt. This strategic move to value addition signifies the business model appetite to meet diverse market needs, enhancing product variety and boosting economic sustainability.
7	Afrifama Poultry	Hilary Njuguna	Afrifama Poultry, stationed in Kilifi County, specializes in the production of chicken for meat, chicks, and poultry feeds, making a significant impact on the local agricultural landscape. With a dedicated workforce of five employees, Afrifama Poultry actively contributes to the poultry industry, thereby bolstering food sustainability and supply within the community. This business started with WIDU, and its growth is a good example of how coaching and financial grants are transforming start-ups.
8	Samo Hills Tea	Nancy Chepkirui	Samoa Hills Tea, located in Eldoret, Uasin Gishu County, is an example of small-scale enterprises in the tea industry. Operating as a tea leaves packaging project, it sources tea leaves from Nandi County's tea factories, expertly blends them into diverse flavors, and packages them affordably for consumers across Nandi, Uasin Gishu, Trans Nzoia, and other Western Region counties. With a team of four employees, Samoa Hills Tea not only directly provides job opportunities but also indirectly improves the livelihoods of beneficiaries, fostering economic growth within the community through WIDU support.
9	Oh honey	Mari-Lisa	<i>Oh, Honey</i> is a beekeeping project specializing in honey and related products like honey-fused chocolate and lip balms. Using eco-friendly refillable cans with special lid sticks to prevent honey crystallization, the project caters to hotels, retailers, and supermarkets in Nakuru and Nairobi. Beyond product innovation, Oh Honey offers beekeeping consultancy and supplies equipment to local farmers, supporting sector growth.

10	Gimor Naturals	Stella Nzioka	Gimor Naturals, situated in Kajiado, is a locally sourced, 100% natural products in Kenya. With a team of six individuals, the business champions an array of diverse, natural offerings including honey, Moringa, coconut and Chia seed oils, Hibiscus tea petals, turmeric, red onion, garlic, and ginger powder. Driven by Stella, a former banker inspired by the Hibiscus plant, Gimor Naturals stands out for its exceptional leadership and innovative product range. Stella's initiative in processing cold-pressed oils, honey, and herbal teas, along with establishing in-house production, demonstrates a commitment to quality and innovation.
11	Mucho Mangoes Ltd.	Didas Mzirai	Mucho Mangoes Ltd, situated in Taita Taveta, is a business model dedicated to empowering smallholder mango and banana farmers. They focus on elevating produce quality, offering a reliable market for farmers. Using solar drying acquired through WIDU support, they produce dried fruits, green banana flour, nutritious mixed porridge flour, and banana and potato crisps. Solar dryers sustain off-season fruit supply, empowering farmers, reducing food waste, and bolstering local economic development.
12	Yummy Pot Ltd.	Julie Gachiku	An agro-processing company, located in Nyandarua County, focuses on minimizing post-harvest losses. They run a model farm to train small-scale farmers, aggregating produce for value-added products like various potato flours, fresh-cut potatoes, and dehydrated vegetables. Engaged in food processing, they produce potato flour, crisps, and dehydrated vegetables, supplying consumers across Kenya. Educating small-scale farmers through their model farm not only improves farming practices but also positively impacts the local economy.
13	Hydroponic garden	Edwin Adoga	It is a business enterprise driven that features a series of raised beds filled with nutrient-rich water, fostering the growth of a diverse range of vegetables and herbs such as sukumawiki, spinach, managu, spring onion, tomatoes, peppers, and basil. This hydroponic garden ensures that farming happens throughout the year hence sustainable agriculture.
14	Blossom Health Essentials	Juliet oduor	Blossom Health Essentials Limited, operating in Siaya, functions with a team of seven employees in the agro-processing industry, concentrating specifically on the cassava value chain. The company's primary commitment revolves around promoting the consumption of underutilized crops, particularly cassava, offering a gluten-free alternative to maize and wheat for consumers. The company's production of top-quality cassava flour tailored for various local pastries like chapati, samosa, and mandazi indicates innovative product development.



15	Rema Agritech Ltd.	Josephat Mokaya	Business specializes in Multistorey Garden technology. This innovative approach encourages vertical farming, significantly multiplying available space. The project not only promotes efficient land use but also supports farmers by providing essential agronomic and organic training, ensuring that they derive optimal value from the gardens they purchase.
17	Esther Dairy Farm	Esther Ngeeti	Esther Dairy Farm, situated in Narok County, stands as an exceptional initiative led by determined women who have defied social norms within the Maasai Community. Through her entrepreneurial endeavors, Esther has shattered barriers and traditional constraints, serving as a model of empowerment within the community. By setting an example and creating a sustainable business model, she positively influenced others to strive for economic independence.
18	Kakuma bee enterprise	Avril Ndambiwe	Kakuma Bee Enterprise, operating within the Kakuma Refugee Camp, has dedicated its efforts to sustainable beekeeping and horticulture, striving to combat food insecurity, poverty, and unemployment. The enterprise focuses on producing various bee products such as honey, propolis, bee venom, and beeswax items. Notably, they have expanded their products to include food items, shoe polish, and candles from processed beeswax.

### Social Enterprise Nominees

No	Project Name	Entrepreneur	Project Description
1	Talanta Junior School	Lucas Hainja	Angie Talanta Junior Academy, situated in Budalangi, Busia County provides education up to Grade 2. With WIDU support, the entrepreneur has constructed state of the art facility making significant strides in offering quality education to the local community. The academy employs 12, notably with 9 being women, all committed to shaping the future of young learners. This project is a testament to the positive impact achievable through strategic partnerships, spearheaded by the diaspora leader, Ms. Angela Hainja.
2	Macecall Home	Alfred Muthomi	<p>In the face of global economic challenges, even charitable organizations felt the impact of declining donations, including Macecall Children's Home, which provides for 50 orphans. When Director Mr. Alfred Muthomi learned about WIDU, he boldly embraced agri-business in Mitunguu, Meru County.</p> <p>This agri-social enterprise has established a solar-powered water pump and storage tanks, ensuring year-round access to nearby river water. With sustainable source of water through-out the year the project can provide vegetables without relying on unpredictable rainfall. The project, now employing 6 individuals, not only sustains the home but also exemplifies resilience and adaptability in the charitable sector.</p>
3	Global Field Children's Home	Mary Bahati	<p>Mary Bahati, director at the Global Field Children's Home in Uasin Ngishu, a sustainable orphanage, has leveraged WIDU's support to embrace green-tech initiatives. Through drip irrigation, greenhouses, fishponds, and diversified agribusiness, the project has flourished.</p> <p>This concept extends support to widows in the community, offering them casual employment opportunities on the farm, thereby enhancing their livelihoods. This sustainable approach not only supplements donations but also ensures the children receive education and meet their daily needs. The project has created 5 employment positions, further advancing its positive impact.</p>

4	Uzwela Medical Centre	Christine Kerubo Nyamweya	Licensed medical practitioner Christine Kerubo Nyamweya serves Mwiki Residential area in Nairobi County with affordable and outpatient services. Her clinic, established with a WIDU grant, addresses healthcare needs in a slum area. She educates girls on reproductive health, provides preliminary care for senior citizens, and makes referrals when needed. This initiative contributes to universal healthcare in Nairobi's informal settlements, with 5 employees supporting its mission.
5	Faster learning Consultancy.	Lawrence Omamo	<p>Faster Learning Consultancy is an educational facility in Nakuru County providing education with innovative methods. They cater to secondary school, college, and young students, aiming to make learning enjoyable and accessible through coaching and mentorship. They offer online classes with recorded lessons. WIDU support has enabled them to execute their business idea by providing equipment and furniture both hardware and software.</p> <p>They simplify complex topics and sell their solutions to schools. This initiative has created three permanent job opportunities, contributing to both education and employment.</p>
6	TURNEL LIGHT	Hanna Awuor	<p>Hanna's rural farm in Kisumu County stands out with a unique approach. She engages in honey production, passion fruit farming, and herb cultivation. What sets her farm apart is Hanna's personal journey as a recovering addict. She's transformed her farm into an employer for community members facing addiction and other vulnerabilities.</p> <p>This well-executed project serves as a prime example of how small-scale businesses can address community challenges by providing job opportunities and livelihoods, showcasing the power of local initiatives in tackling social issues.</p>
7	Iko Rabbits	Nicholas Mbaya	Nicholas Mbaya, a primary schoolteacher in Meru County, is using his teaching platform to instil entrepreneurial skills in students. Across three neighbouring schools, they've established modern rabbit cages, enabling children to learn about rabbit rearing and sell the rabbits to sustain their projects. This initiative has created three jobs and empowers children to learn about entrepreneurship and self-generate income through rabbit farming.
8	ELIMU SHOP	Lilian Nyaranga	Elimu Shop, founded by Lilian Nyaranga in Nairobi County is a passionate educator, designs interactive, STEM-focused learning resources for children in school and at home. They create innovative teaching tools aligned with Kenya's curriculum, emphasizing game-based learning to make STEM subjects engaging.

			<p>Her educational offerings include Math Flash board games, ADDSUB and MULDI math puzzles, and growth mindset-building children's journals. We also encourage parental involvement in their children's education, fostering a love for learning. They sell their books in most of the retail shops in Nairobi.</p>
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### Service Industry Projects Nominees

No	Project Name	Entrepreneur	Nomination Justification/Reasons
1	My Soaps Kenya	Florence Kibuchi	<p>Nairobi-based My Soaps Kenya by Florence Kibuchi provides a broad selection of organic cosmetics, body oils, and soap. This business operates in both the B2B and B2C sectors, catering to a diverse customer base.</p> <p>Florence's expertise and knowledge in crafting these organic products have seen her not only meet customer demands but also provide training for others looking to delve into this industry, she employs one person.</p>
2	Payson Cyber Services	Simon Warui	<p>Simon Warui of Payson Cyber Services, based in Nanyuki, specializes in offering a wide range of digital services, such as M-Pesa, photocopy, printing and sale of laptops and phones.</p> <p>Notably, with the support of the WIDU's 250 Euro Covid top-up, Simon expanded his business operations by establishing a carwash. This strategic move not only diversified his income but also contributed to the local economy by creating employment opportunities. To date, his business has provided jobs to 17 individuals.</p>
3	Well-being Fitness Empire	Scholar Achieng Onyango	<p>Scholar Achieng's Well-being Fitness Empire, a woman-led fitness center and healthy living consultancy located in Busia, currently has three employees, it is making a significant impact on the community with its innovative approach to well-being.</p> <p>One unique aspect of the fitness center is its use of locally fabricated equipment, acquired with WIDU's support, which not only supports the local economy but also ensures the affordability of fitness services for its customers.</p>

			Beyond physical health, Scholar Achieng's initiative also has a strong social impact as through her facility, many have found employment in security firms and as guards for trucks in transit at the Kenya-Uganda border.
4	Noelas Tailoring Enterprises	Noel Atieno	Noela's Tailoring, managed by Noel Atieno, is a tailoring business that focuses on quality and sustainability. Located in Migori county, they specialize in garment making, curtain design, and fabric waste management. With WIDU's support, she has repurposed fabric waste into eco-friendly pillows and floor mats, reducing environmental impact and creating 9 job opportunities.
5	Mambogaz basket	David Kioko	David Kioko's Mambogaz Basket, is green consulting firm with three employees, based in Port Victoria, offering farming extension services to farmers in Busia, Kakamega, Bungoma, and Siaya Counties. The company has leveraged the WIDU grant to set up a demonstration farm, smart farming training sessions, and personalized consultancy to promote superior farming techniques like drip irrigation and organic farming practices.  He also owns an agrovet shop ensuring his clients can access quality farm inputs.
6	Pure Purple	Yolanda Odida	Pure Purple, owned by Yolanda Odida, is a local leather product company based in Kajiado county with its shop in Nairobi. They create high-quality leather goods and accessories, incorporating brass metal waste into their products.  The WIDU grant has supported its commitment to sustainability not only through the production of high-quality leather goods but also in creating three jobs, contributing to economic growth and local employment opportunities.
7	Sassal Reality Consulting	Penina Suge	Sassal Reality Consult, a social entrepreneurship organization that has supported over 10,000 families since its inception 10 years ago by its founder Penina Suge, a professional counselor, certified life coach, with three employees, is focusing on psycho counseling, business coaching, and human rights outreach programs for persons living with disabilities. Through the WIDU grant, the business was able to upscale its entrepreneurship model business.  Their efforts have positively impacted a significant portion of the population facing mental health challenges, particularly in secondary schools and tertiary institutions in Uasin Gichu county and other regions.

8	So Soft	Martin Kamau	<p>So Soft in Gilgil, Nakuru county, by Martin Kamau who ventures in the manufacturing industry, specializing in the formulation and production of versatile polyurethane foam products. By leveraging WIDU Grant, Martin managed to add locally fabricated machines to maximize production of items, including mattresses, automotive dashboard inlays, furniture cushions and motorcycle seats.</p> <p>To support operations, Martin has generated employment for three dedicated individuals.</p>
9	Sancity Welders	Samuel Ng'ang'a	<p>Sancity Welders in Naivasha, owned by Samuel Ng'ang'a, is a community-focused welding and metalwork shop that has created four job opportunities and contributed to local employment and financial stability. The shop offers essential welding services and comprehensive welding training.</p>
10	Heaven Spa	Sharon Monyenye	<p>Heaven Spa, by Sharon Monyenye, is a beauty hub based busy Keroka town in Kisii County offering a range of services including a salon, barber shop, and massage parlor. With the support of WIDU, Heaven Spa has not only generated five sustainable job opportunities but also seen the addition of a capacity building component where Sharon is utilizing her state-of-the-art Salon to equip our young people with the highest international standards and skills-sets in Cosmetology.</p>
11	Javim Autoworld	Jeremano Mugambi	<p>Javim Autoworld is an auto service business specializing in the Ford model based in Meru town, known for its marketing strategies through free auto clinics and post service follow up.</p> <p>Under the leadership of Jeremano Mugambi, Javim Autoworld who set up his garage with the WIDU grant, the business has grown to currently having three employees and apprentices from neighbouring tertiary institutions.</p>
12	Brea Consultancy Ltd	Eunice Ndegwa	<p>Eunice Ndegwa's Brea Consultancy Limited is an apiculture venture based in Migori town, with six dedicated employees. With the WIDU grant, the company continues to make modern beehives, protective gear, and beekeeping equipment. Additionally, it provides extensive training on beekeeping to local communities.</p>
13	Urithi	Violet Mugoya	<p>A well-executed corporate tailoring shop in Nairobi CBD, she makes uniforms, overalls and other corporate outfits. With WIDU grant she has been able to acquire state of the art sewing machines thus introducing a wide range of products.</p> <p>Employs 6 pax, Nairobi County.</p>

### Young Entrepreneur Nominees

No	Project Name	Entrepreneur	Nomination Justification/Reasons
1	Bella Poultry Farm	Belinda Kinya	Belinda Kinya is a 23-year-old entrepreneur and owner of Bella Poultry Farm based in Meru County. Through WIDU, she has enhanced the coops, while simultaneously elevating the farm's productivity. Through her dedication a social impact by generating two employment opportunities within her community. Her strategic vision and hard work underscore her success, serving as an inspiration to young entrepreneurs.
2	Menelik Airbnb- 3 <sup>rd</sup> coaching yet to be done	Menelik Mathew	18-year-old Menelik Adundo of Menelik's Air BnB offers affordable accommodation that caters to the needs of tourists visiting Nairobi, with the WIDU grant, he furnished the premise, providing a comfortable and cost-effective place to stay. Situated in Nairobi, Menelik's Air BnB currently operates with one dedicated employee.
3	Tuuti Urban Farm	Brian Ogwang Okeyo	Brian Okeyo, a 30-year-old water engineer based in Bungoma, runs Urban Tuuti Farm, a greenhouse where he cultivates tomatoes and African leafy vegetables, using locally available materials. By leveraging the WIDU grant, Brian has designed and built a solar dryer, reducing post-harvest losses and now offers a range of value-added products, including dried ground vegetables, tomato powder, juice, and paste. Brian has created 6 jobs.
4	Zihanga- Yet to document grant	Nicholas Ndekei	Nicholas Ndekei, a 25-year-old entrepreneur, founder of Zihanga Ltd, a company based in Kabete, Kiambu county, that specializes in the transformation of organic waste into invaluable resources. Through innovative processes, Zihanga converts organic waste into products like frass, fertilizer, and insect meal, remarkably slashing production costs by up to 60%. Nicholas has contributed to the job market by creating five employment opportunities.

5	Fiti Fruity	Yvonne Kimathi	Fiti Fruity in Thika, founded by 29-year-old entrepreneur Yvonne Kimathi, deals in food waste management through the preservation of fruits. The company specializes in a variety of dried fruits such as pineapples, mangoes, and berries. Fiti Fruity's products are not only available to individual consumers but also cater to the hospitality industry, including hotels and restaurants. Yvonne's business success has had a positive ripple effect, as she has created four jobs.
6	Max Agency	Kelvin Rutto	Kelvin Rutto, 25, has established a horticultural business in Litien, Kericho County, cultivating and selling various agricultural products like vegetables, spices, and herbs and has created 2 jobs. Through WIDU's support, he managed to increase production by setting up an irrigation system at his farm, increasing yields and ensuring consistent supply for his farm products.
7	George- fish cage farming	George Ober	George, a 21-year-old entrepreneur, operating from Ogal Beach, Kisumu county, runs an aquaculture business. With WIDU's support, he set up an additional fish cage. These cages serve as the hub for the cultivation and supply of fresh tilapia, which he delivers to local hotels and restaurants with two dedicated employees assisting him in the day-to-day operations.