



NEWSLETTER, JUNE

2023



Who We Are

Northern Rangelands Trust Trading (NRT Trading) was established by the Northern Rangelands Trust (NRT) as a business accelerator for social and conservation impact enterprises operating in NRT member community conservancies.

Our vision is to accelerate the development of sustainable and resilient commerce across northern and coastal Kenya while empowering indigenous communities, enhancing livelihoods, conserving nature, and fostering peace and stability.

By bridging critical gaps in knowledge, commercial skills, financial resources, and market links, we facilitate the growth of businesses at all levels of the

social spectrum—from household businesses run by women and youth, conservancy-based enterprises that leverage community assets to businesses operated by NRT Trading that improve value chain dynamics and connect people to distant markets.

Word from the CEO

Dear partners and stakeholders,

I am writing with relief and concern as we reflect on the events of early 2023. Initially warned of drought in Kenya, we feared for our vulnerable communities in the arid and semi-arid lands (ASALs). Luckily, heavy rainfall arrived in late March, bringing both relief and tragic stories. Unfortunately, flooding destroyed villages, and animals suffered from pneumonia. These cycles of disasters continuously affect the communities in the ASALs.

Donors have signaled shrinking humanitarian budgets due to the unstable global economy. They encourage proactive "anticipatory actions" to prevent disasters.

At NRT Trading, we focus on innovative approaches to boost productivity and develop non-rainfall-dependent local economies. Our efforts diversify livelihoods and upgrade the skills of youth and women to build healthy local economies. We implement vocational training, enterprise development, and farmer field school programs. Let's unite to support our communities, build resilience, pursue economic empowerment, and confront the challenges of our changing climate.

Sincerely,

Vishal Shah, CEO, NRT Trading

BeadWORKS Wins the Kenya E-commerce Gold Award



June ended on a high note as BeadWORKS Kenya won the prestigious Kenya E-commerce Gold Award for Best International/Export E-commerce Website 2023. The winners were announced on the 30th of June.

This accomplishment marks a significant milestone for our brand, presenting new opportunities to expand our business locally and internationally, harness our conservation efforts, and enhance livelihoods in northern Kenya.

The Kenya E-commerce Awards recognize and celebrate eCommerce in various online retail industries.

USAID Local Works Stakeholders' Mid-Term Review Meeting



On 14th June 2023, NRT Trading hosted a stakeholders' mid-term review meeting for its Local Works project at El-Boran Hotel in Isiolo. The meeting participants were drawn from NRT member Community Conservancies, County and National government officials, program beneficiaries, implementing TVET institutions, USAID, and private sector partners such as Toyota Kenya (CFAO Motors).

The main objective of the meeting was to review and assess the impact of the Uwezo Kaskazini Kenya (UKK) Local Works project, currently being executed by NRT Trading with funding from USAID. NRT Trading has diligently pursued the project's goals, which revolve around three key areas: sustainably increased and

diversified household income; strengthened livestock value chain for improved herders' income; and increased environmentally friendly, culturally sensitive, and community-owned tourism businesses. These initiatives have been successfully implemented in the 18 NRT member Community Conservancies across 8 Counties in collaboration with our invaluable partners.

NRT Trading Hosts Business Roundtable on SME Development in The ASALs



NRT Trading hosted the first Business Roundtable, known as the "ASAL Development Dialogue," to foster a constructive conversation on SME development in the ASALs. The event brought together prominent figures from the private sector and development partners such as USAID and its KUZA program, Italian Cooperation, GIZ, NEDI, Pastoralist Parliamentary Group (PPG), BCG Consulting, Strathmore Business School, MaliAsili, and Wild Landscapes.

The objective of the roundtable was to serve as a valuable platform for exchanging ideas, sharing expertise, and establishing meaningful partnerships. Participants contributed their insights and experiences from the ASALs, resulting in a unified

understanding of the immense potential within livestock production in these regions. Urgent initiatives include establishing a robust Livestock Marketing Board, focusing on improved connectivity, and leveraging mobility as a critical strength in the ASALs.

The ASAL Development Dialogue sets the stage for transformative collaborations, shaping a brighter future for SMEs in the ASALs.

Ufugaji Bora Mashinani Conducts a Feedback Impact Assessment



A recent Midterm Feedback Impact Assessment on Livestock Productivity and Stakeholder Engagements evaluated Livestock Productivity for 300 herders under the Ufugaji Bora Mashinani Program. The assessment covered 10 NRT member Community Conservancies conducting livestock training and gathering trainees' feedback for curriculum improvement. The program has engaged stakeholders in the relevant counties to introduce Livestock Marketing Agents (LMAs) to facilitate information dissemination on livestock markets and health.

Stakeholders praised the initiative and discussed livestock insurance implementation by the County Government. Herders credited gained knowledge on supplementation for mitigating drought impacts. Key achievements include retained knowledge, certified herder caucuses promoting better practices, and improved livestock prices. Herders connected with input suppliers and effectively managed a disease outbreak by vaccinating and recovering 4,200 goats.

Ufugaji Bora Mashinani Livestock Marketing Agents Exposure Tour



30 Livestock Marketing Agents (LMAs) from 10 NRT member Community Conservancies recently embarked on a one-day exposure tour at the KALRO Beef Research Institute in Lanet, Nakuru County. The NRT Trading Ufugaji Bora Mashinani (UBM) team facilitated the tour, with three agents representing each conservancy.

The tour aimed to provide practical learning opportunities for the agents. The LMAs

gained valuable insights into various aspects of livestock management, including pasture production and management, conservation and utilization, herd management, health, disease control practices, and housing/feedlot facilities and equipment.

BeadWORKS Kenya Secures WFTO Membership



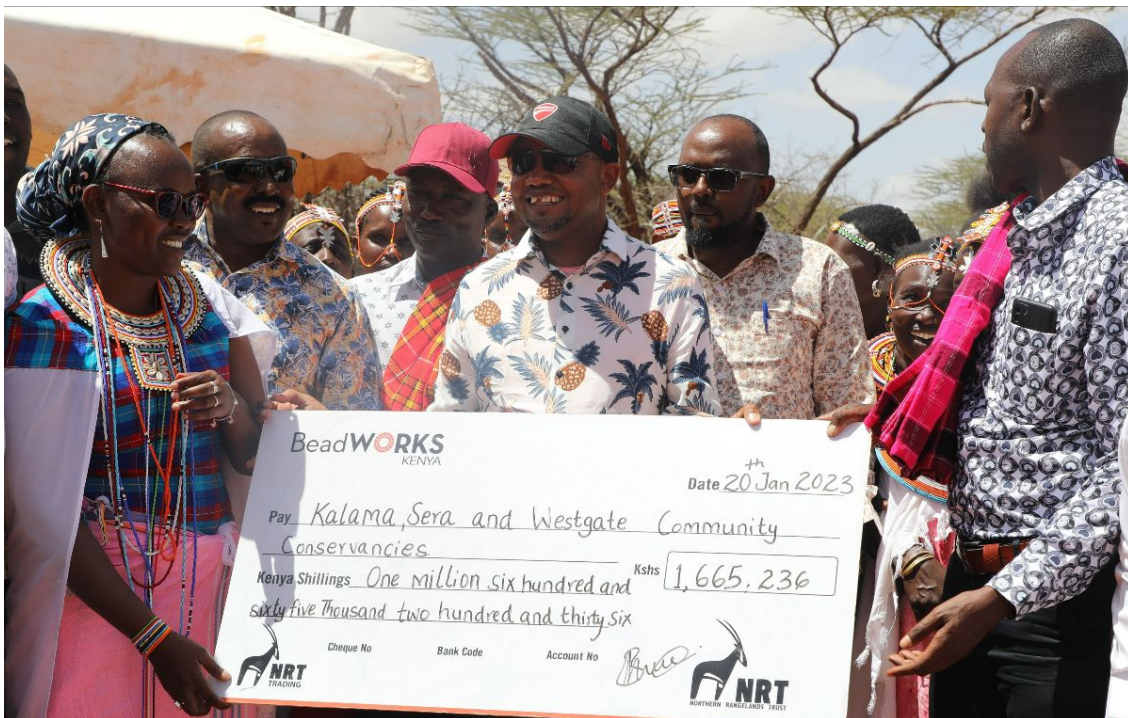
We are thrilled to announce that BeadWORKS Kenya has been certified by the World Fair Trade Organization (WFTO). This recognition confirms our commitment to fair trade principles and helping marginalized communities. WFTO is a global community supporting fair trade practices, uniting organizations in over 76 countries. This certification is vital for BeadWORKS, guaranteeing the ethical production of their crafts.

This membership unlocks BeadWORKS potential to tap into the fair trade markets thereby creating more employment opportunities for women beadworkers.

60% Growth in BeadWORKS Sales

In the first half of 2023, BeadWORKS sales grew by 60% to reach KES 16 million compared to KES 10 million registered in a similar period in 2022. The sales growth was buoyed by post COVID recovery of our Australian export market. The E-commerce platform attracted 33 orders worth USD 2,203.

Women Beaders Donate KES 4.5 Million for Community Projects



By providing income opportunities, BeadWORKS enables women to combat climate change and become environmental advocates. The women support community conservation efforts by donating 5% of their annual sales as conservation fees to finance community projects.

In 2023, women beaders gave out KES 4.5 million in conservation fees for 2022 to

eight community conservancies: Kalama, Sera, Westgate, Melako, Naibunga (Lower and Central), Lekurruki, and Il Ngwesi.

In the past five years, women have contributed over KES 8 million as conservation fees to the conservancies where BeadWORKS operates.

CS Peninah Malonza Launches the Nasuulu Bandas



On April 28, 2023, Hon. Peninah Malonza, Cabinet Secretary for Tourism, Wildlife, and Heritage, officially launched the Nasuulu tourism bandas, which will play an important role in revenue generation and employment creation for the community members of Nasuulu Conservancy. The bandas, a tourism product, are in a sublime environment, boasting a stunning view of the grazing wildlife and curving Ewaso Nyiro River.

Naibunga Upper Community Conservancy Hosts Laikipia Maasai Cultural Day



The Tourism Department supported Naibunga Upper Community Conservancy in hosting a Laikipia Maasai cultural day at Murua Ekiya to preserve and promote the culture, create income opportunities, and tap into the tourism industry.

The event showcased traditions from Munichoi, Morupusi, and Ilpolei group ranches. Inspired by a trip to Maasai Mara, the conservancy organized this venture to generate benefits for the community through tourism.

Conservancy Entrepreneurs Undergo Business Plan Development Training



The Biashara Mashinani program delivered a module two training that focused on business plan development for 544 youth and women in Naibunga Lower, Biliqo-Bulesa, Meibae, Ruko, Masol, Ishaqbini, Shurr, Jaldesa, Songa, and Oldonyiro conservancies.

This training is part of our continuous efforts to build the capacity of our women and youth to start and grow their businesses at the grassroots to improve livelihoods and create employment opportunities.

Impact Survey Reveals Increment in Baseline Income



A recent survey of 508 respondents who benefitted from Biashara Mashinani entrepreneurial and vocational training interventions reveals an increment in the baseline monthly income. The program beneficiary's monthly average income increased to KES 7,378 from the baseline monthly income of KES 5,100.

The survey further shows that 91% of entrepreneurs managed to keep their businesses operational during the prolonged drought period. 55% of the respondents reported saving in Saccos and other financial institutions. 88% of graduates of Ujuzi Manyattani have set up businesses for self-employment.

**Northern Rangelands SACCO Members
Receive KES 1.65 Million in Dividends**



The Northern Rangelands SACCO (NR SACCO) held its Annual Delegates Meeting (ADM), attended by 50 delegates from NRT member Community Conservancies across nine counties. The Sacco disbursed KES 1.65 million to its members as 2022 dividends.

During the meeting, members deliberated on the progress of the Sacco and approved resolutions relating to investment, name change, and financial reports.

The Northern Rangelands Sacco has a membership of 5,563, with 69% being women. The Sacco has disbursed over KES 182 million in loans to members.

Partnerships for Deepening Financial Inclusion



The Northern Rangelands SACCO (NR SACCO) has been in discussions with the BOMA Project, Mercy Corps, and MID-P to transition the Livestock Market Systems (LMS) beneficiaries into financial services and other livelihood options offered by the NRT Trading. The Sacco has already conducted sensitization for 100 women beneficiaries of the BOMA project in Leparua Conservancy, Isiolo County. The aim was to create financial connections and raise awareness about savings and loans for investment.

Deliberations are also ongoing between the Sacco and Mercy Corps/MID-P to support their beneficiaries of the LMS program by enlisting them into the Northern Rangelands Sacco and considering Ujuzi Manyattani training opportunities for the said beneficiaries.

With over 5,500 members across NRT Community Conservancies, Northern Rangelands SACCO collaborates with other development partners to deepen financial inclusion to improve livelihoods for communities.

Implementation Progress



NRT Trading Ujuzi Manyattani team held a progress review meeting with program partners, including Kiirua Technical Training Institute and Laikipia North Technical and Vocational College. The meeting aimed to assess implementation progress, address emerging challenges, review existing curricula, and explore new curricula for marine-based conservancies.

Graduation for 30 Trainees in Ishaqbini, Garissa



On January 26, 2023, Ujuzi Manyattani celebrated the graduation of 30 women and youths from the Ishaqbini Community Conservancy in Garissa County. The group comprised 17 males and 13 females who completed mobile phone repair and dressmaking courses - a 100% completion rate.

The graduates were awarded certificates and equipped with start-up tool kits to empower them to set up their businesses. A two-day life skill, entrepreneurship, and financial literacy training was conducted to launch the graduates into the business arena.

Ujuzi Manyattani Launches Marine-based Vocational Training in Lamu



The NRT Trading Ujuzi Manyattani program has expanded to Lamu with the launch of the Vessel Repair and Maintenance course, a marine-based vocational skill, in Kiunga Community Conservancy, in which 15 youths enrolled. A tailoring and Dressmaking course was also initiated to benefit 15 women trainees.

The launch of Ujuzi Manyattani in marine-based conservancies follows the opening of two sites in Shurr Conservancy (Marsabit), where 60 trainees enrolled in Hairdressing and beauty therapy, Tailoring and dressmaking, and Motorcycle repair and Maintenance courses.



Copyright © 2023 Northern Rangelands Trust Trading, All rights reserved.

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

Grow your business with  **mailchimp**