

ASMEP



Ministry of Trade



Funded by the European Commission

ASSISTANCE TO MICRO AND SMALL ENTERPRISES PROGRAMME

[ASMEP]

**SUPPORTING THE DEVELOPMENT OF MICRO
AND SMALL ENTERPRISES IN KENYA**

*A Republic of Kenya [Ministry of Trade] initiative funded
by the European Commission [EC]*

ASSISTANCE TO MICRO AND SMALL ENTERPRISES PROGRAMME [ASMEP]

1.0 INTRODUCTION

The Assistance to Micro and Small Enterprises Programme [ASMEP] is a Republic of Kenya initiative in support of the Micro and Small Enterprises in Kenya. The programme is funded by the European Commission [EC]. The programme took effect from the 26th September, 2007 to be implemented over a 5year period, with a 2 year closure phase.

The Ministry of Trade is the principal ASMEP host institution, and acts on behalf of the National Authorising Officer in providing overall management and supervision for the programme.

2.0 OVERALL OBJECTIVE

The Assistance to Micro and Small Enterprises Programme (ASMEP) is designed with the overall objective of Improving Private Sector Development and Growth in Kenya, and ultimately to alleviate Poverty.

3.0 PROGRAMME PURPOSE

The Programmes purpose is to support the development of Micro and Small enterprises through a) Institutional and Capacity building of Business Associations and other Non-State Actors (NSAs) involved in promoting and developing MSEs, Business Development Service Providers, and Micro institutions; b) Dissemination of Business Information through support to Business Information Centres or other similar initiatives ; and c) Specific Sectoral Support targeted, primarily, at agro-processing, packaging and value addition, mainly in the horticulture and fisheries sectors.

4.0 INTERVENTION COMPONENTS

Interventions under the programme comprise of three components:-

Component 1

Institutional and Capacity Building of Private Sector Organizations, Business Associations, Private-Sector related Non-Governmental Organizations [NGO] and Micro Financial Institutions [MFIs].

Subcomponent 1A: *Institutional and Capacity Building of Business Associations and institutions in the MSE sector*

Subcomponent 1B: *Institutional and Capacity Building of Financial Organizations active in rural areas*

Component 2

Information Dissemination through Support to Business Information Centres targeted at Micro and Small Enterprises [MSEs]

Subcomponent 2A: *Support to Business Information Centres*

Subcomponent 2B: *Support to District Trade Development Offices*

Component 3

Business Development Services through support to Agro-processing Technologies and Value Addition with particular reference to Horticulture and Fisheries Sectors

Subcomponent 3A: *Horticulture*

Subcomponent 3B: *Fisheries*

Subcomponent 3C: *Flexible Fund*

5.0 EXPECTED OUTCOMES

Component 1:-

Sub component 1A:

- Enhanced capacity of Business Associations and Institutions to interact with Government on implementation of MSE policy;
- Improved standards of management and corporate governance;
- Improved capacity of MSE associations to provide linkages between MSEs, BDS providers on technology and market opportunities;
- Enhanced public private partnership in policy development and implementation; and

- Improved income of MSE operators in the target sub-sector leading to reduction in poverty.

Sub component 1B:

- Strengthened management and governance of a defined number of Micro financial Institutions or Organizations in rural areas;
- Strengthened management and technical capacity of defined number of BDS providers offering professional services to qualified financial organizations;
- Development and commercialization of new or unexploited financial products that benefit MSEs.

Component 2

Sub component 2A:

- An extensive and functioning network of MSE Business Information Centres (BICs) established over selected geographical areas;

Sub component 2B:

- Capacity building Provincial and District Trade Development Officers to effectively and efficiently manage the BICs, empowered with relevant technical, market and other information skills able to disseminate business information through the central MSE Business Information Desk on a self-sustainable basis through affordable fees paid by MSEs for their services.

Component 3

Sub component 3A:

- Improved income of small holder farmers through reduced post harvest losses;
- Improved income at household and community level due to value addition through the application of processing technology and systems;
- Enhanced ability to sell horticultural products at a higher price at a later date once the seasonal harvest glut is past;
- Improved market access due to improved quality of products;
- A strong linkage between the producers and the marketing chains;

- Fuller integration of small holder farmers (MSEs) in the economic mainstream;
- Improved awareness of environmental issues, with consequent long term sustainability of horticulture sector;
- Poverty reduction in a large segment of the country's population; and
- Improved conditions for women small holder farmers.

Sub component 1A:

- Improved income of fisher folk through reduced post harvest losses;
- Improved income at household and community level due to value addition through the application of processing technology and systems;
- Enhanced ability to sell fish and fish products at a higher price at a later date once fish is harvested;
- Improved market access due to improved quality of fish and fish products;
- A strong linkage between the fisher folks and the marketing chains;
- Fuller integration of small holder fisher folks (MSEs) in the economic mainstream;
- Improved awareness of environmental issues, with consequent long term sustainability of inland and coastal fisheries;
- Poverty reduction in a large segment of the country's population; and
- Improved conditions for women small holder fisher folks.

6.0 ASMEP PROGRAMME STEERING COMMITTEE (PSC)

The ASMEP Programme Steering Committee (PSC) is composed of Public-Private Partnership (PPP) as follows:-

a) The Public Sector represented by the following three (3) Ministries:-

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1. The Permanent Secretary, Ministry of Trade (MoT)-. The MoT is the implementing Ministry and Chair of the PSC;
2. The Permanent Secretary, Ministry of Finance (MoF) represented by the National Authorizing Officer; or his/her nominee and
3. The Permanent Secretary, Ministry of Labour and Human Resource Development, or his/her nominee

b) The Private Sector represented by the following four (4) institutions:-

1. The Chief Executive Officer,
Association of Micro-Finance Institutions (AMFI)
2. The Chief Executive Officer,
Fresh Produce Exporters Association of Kenya (FPEAK)
3. The Chief Executive Officer
Kenya National Federation of Jua Kali Association (KNFJKA); and
4. The Chief Executive Officer,
Association of Fish Processors and Exporters Association (AFIPEK)

Programme Management Unit (PMU)

The PMU comprises of a Project Coordinator, 2 programme officers, 1 accountant, 1 administrative assistant and a driver, all officers in the Ministry of Trade, Department of Internal Trade. The PMU is responsible for coordinating all the components of ASMEP, as well as providing inputs in planning, monitoring and evaluation. The PMU also ensures that the direct service contracts are adequately supervised, with proper performance indicators developed.

For further information, please contact:-

The Programme Coordinator/ Imprest Administrator
Assistance to Micro and Small Enterprises Programme [ASMEP]

Ministry of Trade

Telposta Towers, 16th Floor

P.O. Box 30430-00100, Nairobi, Kenya.

Tel. +254-020-315021 Ext. 2080

e-mail: asmep@trade.go.ke

asmep2007@yahoo.com