

Success Story 6.

Improved Business Income, Tharaka Nithi County

Duncan Kimantheni Miriti

Duncan Kimantheni Miriti is a young businessman falling into the youth group (under 35 years) category. He is married with a young family. He operates an agro-shop in Tharaka Nithi County, Tharaka South Sub county, Marimanti town known as Kaiganya Agrovet. The agri-businessman was successfully enrolled into the programme to supply KCEP-CRAL e-voucher farmers with inputs. He has seen transformation of his small business that he used to run by himself into a large business that now employs two people and has diversified his stock.

KCEP-CRAL Intervention

With the inception of the Programme the agri-businessman underwent a 6-day residential training by AGMARK a partner in the Programme and was trained on 6 modules. He was recruited into the e-voucher system by Equity bank and allocated Point of Sale(POS) device and trained on its use.

Before Intervention

The agri-businessman started with operating capital of Kshs 200,000 (USD 2,000) with cash in bank of less than Ksh100,000 (USD 1,000) serving only handful of farmers in the town and surrounding area. He had limited stock variety with such items as fertilizer not being sold in his shop and was the only person running the shop.

After Intervention

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e-voucher, the agro dealer customer base increased with access of e-voucher beneficiaries under the programme. He was able to acquire bank credit from a financial institution and stock up his store. Income from the business grew and currently he can have cash in bank and a diversified stock portfolio worth above 200% increase. The business man has been able to employ two staff to assist him in running the business and has managed to buy a 1.5 acre plot within the proximity to the town that he intends to build his residential house.

Unique Attributes of Beneficiary

Duncan is a young aggressive and innovative business person with excellent customer service that attracts and retains farmers who consult him a lot on the various products he sells. He is trustworthy, professional and honest that endears him to his customers.

Beneficiary testimony

"I had not handled a million shillings in my life before KCEP programme, but now for the first time I have had the privilege of doing so. The programme has really helped me personally and my business".

Challenges

- Poor roads infrastructure to get supply of inputs from manufacturers
- Poor network that hampers operation of the POS

