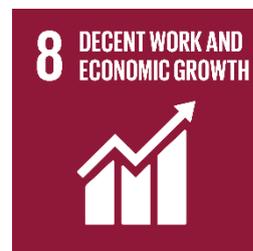




A SOCIAL ENTERPRISE MODEL FOR FEMALE YOUTH EMPLOYMENT
IN SOUTH-EASTERN KENYA, EAST AFRICA.

Championing and implementing, at the grassroots level, the following



Mavuno Business System, in short “MavunoBiz” (Mavuno is Swahili for harvest), is a social enterprise, duly registered in Kenya as a business organization based in Emali town, Makueni County.

As a social enterprise, MavunoBiz is dedicated both to carrying on a sustainable business activity and solving a social problem.

1. Business activities

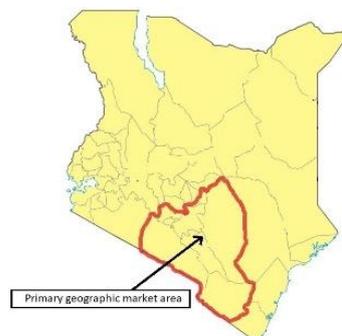
MavunoBiz provides outreach marketing services to a wide range of clients, including companies, NGOs, financial institutions, government agencies, individuals, etc at an agreed fee. MavunoBiz also runs an online shop at <https://mavunobiz.braveshop.com> selling downloadable biweekly narrative essays on the plight of young women in East Africa and how they're overcoming it. The narrative essays series are sold under the title of "THE STAR LADY."

1.1. Outreach marketing

MavunoBiz applies outreach marketing, a system of marketing that involves reaching out to customers or prospects or a target audience literally where they are and engage them on a face-to-face interaction.

1.2. Primary geographic market area

MavunoBiz operates in south-eastern Kenya which includes nine counties, as follows: Makueni, Machakos, Kitui, Nairobi, Kajiado, Taita-Taveta, Kiambu, Embu and Nakuru (Mai Maihu and Naivasha). Gradually, MavunoBiz will expand its outreach marketing services to other parts of Kenya in particular and East Africa in general.



2. Social problem

MavunoBiz addresses the crippling problem of female youth unemployment in south-eastern Kenya. It champions and implements 3 of the 17 UN's Sustainable Development Goals (SDGs) as follows:

- ❖ *Goal 1: End poverty in all its forms everywhere.*
- ❖ *Goal 5: Achieve gender equality and empower all women and girls.*
- ❖ *Goal 8: Promote inclusive and sustainable economic growth, employment and decent work for all.*

2.1. Why female youth?

First, it's a prerogative from goal 5 of the SDGs and second, within the bracket of youth unemployment crisis, there's the crippling female youth unemployment problem. Unemployment is significantly higher among young women than young men; this is due to gender-based disparities associated with the following:

- Lack of productive skills: many young women lack the basic skills required to get jobs, leaving them unable to achieve their full productive potential and limiting economic growth. This is rooted from the tradition that prefers to empower boys than girls.
- Gender based hiring preferences: many employers prefer hiring young men than young women from the perception that men perform better on average at certain tasks and that they're not susceptible to weaken the business due to their physical nature such as monthly period, pregnancy and long leaves due to maternity.

- **Sexual harassment:** many young women are subjected to sexual harassment from employers. The latter demand for sex with a promise for a job which in almost every case, they don't fulfil their promise. This practice discourages many young women and holds them back.
- **Demographic factor:** many young women have been lured, due to poverty, or forced into early marriages. By the time they reach 18 years old, they have no education, they toil in domestic servitudes and live in physical seclusion in their husbands' marital homes.
- **Socio-cultural norms:** many young women miss out job opportunities due to opposition and discouragement from family members, friends and/or male partners (boyfriends or husbands). The culture dictates that the young woman traditional place is at home where she has to assist in domestic chores. A young woman is not supposed to have a decent work and be able to take care of her needs because she'll be arrogant and a threat to men who would wish to befriend her and cannot be under their control. A young woman is seen as a sex object and once empowered, she cannot be sexually manipulated.

These gender-based disparities leave young women with feelings of low self-esteem, discouragement and disappointment. As a result, many are hooked to destructive activities such as prostitution, gangsterism, alcoholism, drug abuse, khat chewing, etc.

MavunoBiz steps in to offer alternative ways to create employment and foster sustainable future for the disadvantaged young woman in south-eastern Kenya with a view of expanding or replicating the idea to other parts of Kenya.

2.2. The solution

MavunoBiz solves this social problem through the following pillars of action:

- **Pillar # 1 - Job Opportunity:** Since its inception in January 2017, MavunoBiz has provided job opportunity to more than 300 young women (*drop-outs or form-four leavers or college goers*) across south-eastern Kenya who worked or are working as field officers in its outreach marketing business activity.
- **Pillar # 2 - Mentoring Activities:** MavunoBiz conducts intensive mentorship to instil values in these young women that will inspire them to make right decisions. The emphasis is on the culture of entrepreneurship where young women are encouraged to develop their talents/abilities, to go for (vocational) training to acquire practical skills and start or join activities that will ensure their economic growth and enable them to contribute meaningfully to development not only for themselves but for the society at large.
- **Pillar # 3 – Anti-Menace Action:** MavunoBiz strives to save young women, especially those hooked, from the menace of illicit drugs, alcoholism, etc.

We're motivated and committed to use our business activities as a mean to empower young woman for a better sustainable future.

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