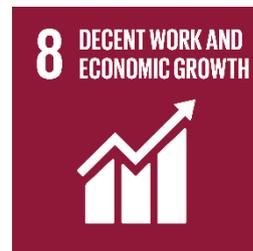




A SOCIAL ENTERPRISE MODEL FOR FEMALE YOUTH EMPLOYMENT AND
ENTREPRENEURIAL MENTORSHIP IN SOUTH-EASTERN KENYA

Championing and implementing:



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 sustainable business activity and solving a social problem. It is also dedicated to taking action for the Sustainable Development Goals (SDGs) at the grassroots level.

1. Business activity

MavunoBiz provides outreach marketing services to a wide range of clients, including companies, NGOs, financial institutions, government agencies, and individuals at an agreed fee.

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 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.

2.1. Why, female youth?

Within the bracket of youth unemployment, which is a global crisis, 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 necessary skills required to get jobs, leaving them unable to achieve economic growth.
- **Gender-based hiring preferences**: many employers prefer hiring young men than young women. They do this from the perception that men perform better on average at specific tasks.
- **Sexual harassment**: many young women are subjected to sexual harassment from employers who demand sex to get a job which doesn't materialize.
- **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 on job opportunities due to opposition and discouragement from family members, friends, and male partners (boyfriends or husbands). The culture dictates that the young woman's traditional place is at home where she has to assist in domestic chores. She is also 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.

MavunoBiz steps in to offer alternative ways to foster a 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 and East Africa in general.

2.2. The solution

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

- ***Pillar # 1 - Job Opportunity:*** MavunoBiz creates employment to as many young women as possible who work as field officers in its outreach marketing business activity.
- ***Pillar # 2 – Entrepreneurial Mentorship:*** MavunoBiz provides entrepreneurial mentorship to instill values in these young women that will inspire them to make the right decisions for their economic growth.
- ***Pillar # 3 – Counseling:*** MavunoBiz conducts counseling and rehabilitation to young women who are affected by illicit drugs, alcoholism, khat chewing, etc.

3. #Act4SDGs

MavunoBiz is an action partner to the UN SDG Action Campaign for the achievement of the SDGs. It uses its outreach marketing approach to reach people at the grassroots, and educate them about SDGs. Once at least ¾ of the people at the grassroots are well-informed about the SDGs, it becomes easier to lobby governments to consider budgeting for SDGs, and to rally businesses and organizations for SDGs.

As part of its #Act4SDGs, MavunoBiz publishes **THE STAR LADY**, a biweekly educative and entertaining #Act4SDGs' paper from the grassroots level in East Africa. Subscription is free, visit <https://mavunobiz.braveshop.com>.

We're committed to using our business activity as a means to empower young woman for a better sustainable poverty-free future, and to create awareness on the Sustainable Development Goals at the grassroots level.

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