

IMPACT ASSESSMENT REPORT FOR IGATI CREATIVE AND INNOVATORS NGO (2023)

1. Introduction

Igati Creative and Innovators NGO was founded as a divine mission to impact humanity through social entrepreneurship, inspired by Matthew 5:13-19. The name "Igati," meaning raw salt in Kimeru, symbolizes our calling to be the salt of the earth. Our primary objective is to fight poverty through simple and effective socioeconomic transformation models, such as the One Million BeeHive Project and Igati Agribiz Clusters.

2. Mission Implementation and Geographic Reach

In January 2023, Alfred Gitonga and Kelvin Muriungi Marete launched a mission to eradicate poverty using social entrepreneurship. The initiative covered multiple locations across Meru County, training self-help groups in various agribusiness and economic empowerment activities.

- January 2023 – Initiated training in Kiambogo Sub-location, Timau Ward, Buuri Constituency, benefiting 15 self-help groups with over 500 members. The training focused on table banking, dairy goats, herbs and spices, beekeeping, potatoes, and horticulture.
- February 2023 – Expanded to Timau Township Sub-location, training 20 self-help groups with over 1,000 community members in similar economic activities.
- March 2023 – Trained 10 self-help groups in Kithithina Sub-location, benefiting more than 750 people.
- April 2023 – Covered Sirimon and Ontulili zones, integrating local tourism opportunities within the Mount Kenya tourism ecosystem. Over 50 self-help groups and 5,000 people benefited.
- May 2023 – Reached Ngusishi and Kisima zones, focusing on horticulture, value addition, branding, and marketing, benefiting 30 self-help groups and over 500 people.
- June - December 2023 – Expanded into Nkomo Ward, Tigania West, registering as a Community-Based Organization (CBO) under the name Igati Mission Kirimaara CBO Chapter. This phase involved training over 1,000 self-help groups with 25,000 people benefiting. The main agribusiness clusters identified for development included beekeeping, dairy farming, value addition, sunflower, maize, sorghum, and millet.

3. Challenges Encountered

Throughout 2023, the mission faced several challenges, including:

- Community resistance to change and ignorance of modern farming practices.
- Limited financial and material resources.
- Lack of organized marketing platforms for local farmers.

4. Key Milestones and Achievements

Despite these challenges, Igati Creative and Innovators NGO recorded significant milestones, including:

- Training over 30,000 people across Meru County in social entrepreneurship and agribusiness models.

- Gaining the blessings of the Njuri Ncheke Council of Elders and support from local leadership, including Hon. Ethaiba, the area MCA.
- Designing and launching the Igati Agribiz Cluster model to enhance agricultural value chains.
- Showcasing Igati models at Meru University of Science and Technology (MUSTIEW) and gaining recognition.
- Initiating the Beekeeping Cluster as a key future project for sustainable honey production.
- Offering free business incubation and workspaces for young entrepreneurs, leading to the establishment of over 10 new social enterprises.
- Inspiring the formation of over 100 new self-help groups and CBOs within Meru County.
- Supporting the establishment of four local wood workshops specializing in affordable Langstroth beehives.
- Rehabilitating over 100 existing beehives to enhance productivity.
- Distributing over 1,000 kg of sunflower seeds to more than 1,500 farmers to promote sunflower farming.

5. Conclusion and Way Forward

The year 2023 was a transformative period for Igati Creative and Innovators NGO, marked by significant progress in community empowerment through social entrepreneurship. Moving forward, we aim to strengthen our agribusiness clusters, enhance community training programs, and expand partnerships to secure financial and technical resources. Our goal remains to create sustainable solutions for poverty alleviation while fostering innovation and economic growth in Meru County and beyond.

6. Call to Action

We invite stakeholders, government agencies, private investors, and development partners to support and collaborate with Igati Creative and Innovators NGO in scaling up our impactful programs. Together, we can create a self-sustaining ecosystem that uplifts communities and transforms lives.

Prepared by:

Alfred Gitonga

Chairperson, Igati Creative and Innovators NGO

Date: 2nd January 2024