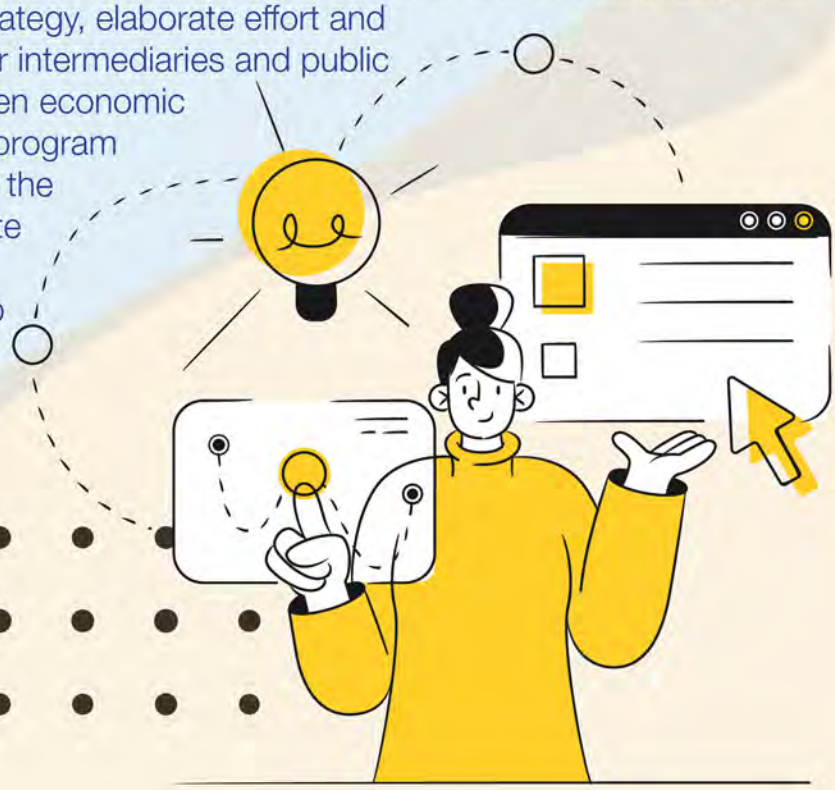
USIU AFRICA

The USIU-Africa Women Economic Empowerment Program

Education to take you places

Background

Economic empowerment of women makes them self-reliant and is one of the most effective strategies in combating poverty, creating decent jobs, enhancing social-economic growth, achieving gender equality and reducing gender-based violence. For these reasons, it is mainstreamed in the Kenya Vision and African Union 2063 aspiration. It is therefore not surprising that the Government of Kenya has laid in its strategy, elaborate effort and dedicated resources through private sector intermediaries and public sector platforms for enhancement of women economic empowerment. USIU-Africa has crafted a program that coaches women to take advantage of the opportunities that are available in the private and public sectors to enhance their economic empowerment and contribute to the overall good of the society.



About the Program

The United States International University-Africa (USIU-Africa) will be offering a women's program that aims to empower women entrepreneurs by giving them Experiential Entrepreneurial Education that connects them to the available opportunities in the Kenyan Market. The program covers important dimensions in developing and managing a successful business and includes; building business enterprises, environment and business alignment, implementing effective business processes, managing business productivity and creating powerful networks.

The Program will be launched during a stakeholder forum on January 18, 2023 at USIU-Africa thereafter the class will have two cohorts per year;

a.) Monday January 30, 2023 to Friday April 28, 2023 (one week per month for 4 weeks)

b.) Monday June 26, 2023 to Friday September 29, 2023 (one week per month for 4 weeks)

Participants will be issued with certificates of completion that will be useful in linking them to available opportunities.

Learning Approach

Our approach to training will integrate the realistic perspectives and skills with professional experience and wisdom. By so doing, we offer each party an opportunity to make suggestions and decisions and recognize and value contribution of each party. Through the approach, we will view our trainees as partners and not as recipients

Training Module	Sub Module(s)	Outcome
Business Management	Entrepreneurship mindset Dealing with employees Customer relationship management Record keeping Ethical behavior in business Managing growth and diversification De-risking our businesses	Enable participants to convert their ventures into viable profitable enterprise
Financial literacy	Financing the business – capital, debt and grants Managing finances – expense manage ment, increasing incomes, budgeting	Become better Personal finance managers
Value chain management	Production planning (demand and supply), value chain actors, negotiation strategies to reduce costs, nurturing supplier relationships, maintain quality.	Become better suppliers
Green business and climate smart agriculture	Being intentional about green business and climate smart, conservation of water and energy,	Develop sustainable businesses

Target Audience

Women-led and owned small and medium enterprises across all sectors and industry (ICT, retail,
manufacturing, agribusiness, jua kali, cereals, clothing, motor vehicle,

Fees

The fees payable is Ksh. 75,000

Contact Information

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To apply: **CLICK HERE**