



Press Release

Nairobi County, Ministry of Public Service, Youth & Gender Affairs partners with the Youth Agenda to launch the first Youth Night Market

- *Youth night market to spur a 24 hour economy in the country*

Nairobi, March 25th, 2016: The Ministry of Public Service, Youth and Gender Affairs, Nairobi County Government, The Youth Agenda and through the support of Ford Foundation have today launched the first youth night market in the country at Mama Ngina Street, Nairobi County.

The open-air market event attracted over 150 youth entrepreneurs who brought out the best fusion of shopping, mostly youth businesses, selling merchandise such as clothes, shoes, cosmetics, food, drinks, sports and fitness, electronics, arts, books, fashion, kitchen ware, décor and kids toys among others.

As she launched the market, The Principal Secretary for Public Service and Youth in the Ministry of Public Service, Youth and Gender Affairs Mrs Lillian Mbogo-Omollo said her ministry will continue to create and support initiatives that provide opportunities for young people to earn a decent income through business.

She urged the youth to take advantage of the affirmative action funds namely Uwezo Fund, Youth Fund and Women Enterprise Fund to access capital for investment in business ventures.

“The Youth Night Market is a great initiative that will go a long way to supplement government efforts to address unemployment and we need to spread it to other major cities in our country,” Mrs Omollo said.

Commenting on the initiative, Nairobi County Executive Member, Youth, Education and ICT, Ms Ann Lokidor noted: “We are indeed happy that this being the first youth night market, it has attracted a big pool of the youth in the county. To support the project, we recently also waived all permit and licenses charges so that the youth entrepreneur take advantage and make an extra coin during this festive season.”

She added: “The night markets are one way of addressing the serious youth unemployment problem which is not unique to Nairobi County but a country-wide challenge, we are calling on the youth to take up the opportunity to make some extra income.”

On her part, The Youth Agenda, Chief Executive Officer, Susan Mwongera and who is the brain behind the idea, noted: “We are glad to be kicking off the first youth night market in the country. The initiative aims at providing a solution to the challenge of youth employment through provision of readily accessible markets for their businesses. Nairobi certainly will not be the first and last county to facilitate its set up, we will be rolling out to the other 47 counties as we move along but also aim at having the night markets within estates which is closer to the consumers.”

Maurice Makoloo, Ford Foundation, Eastern Africa Regional Representative on the other hand observed “the urgency of creating pathways for transitioning young people into sustainable



livelihoods has never been greater. To achieve that requires strategic partnerships across the board and that is why we are supporting the idea”.

Organized by The Youth Agenda in partnership with the Ministry of Public Service, Youth and Gender Affairs and the Nairobi City County Government, Nairobi Youth Night Market is a project that is aimed at promoting a 24 hour economy in the county, powered by the strength of youth entrepreneurs.

Youth night market runs from today (Good Friday) and ends on Sunday, March 27th, 2016 midnight.

-ENDS-

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About The Youth Agenda (YAA)

The Youth Agenda (YAA) is a premier youth organization that works towards a **“Just, Equitable and Progressive society in which young people will fully enjoy social, economic and political rights and opportunities.”** The vision is grounded upon the belief that it is possible to realize a globally competitive and prosperous nation with a high quality of life, as envisaged by Kenya’s Vision 2030. YAA has aligned its vision and mission to this national development blueprint, whose anchor is the comprehensive implementation of the new, people-driven constitution.

By providing a platform to harness and nurture young people’s personal, community and national development through informed, innovative and value driven approaches since 1996, YAA has nurtured youth consciousness towards fostering positive change, good governance and value driven leadership across the Republic and has registered numerous victories for young people.