

‘Leadership for Life’ & Income Generating Activities in 4 Flower Farms in Naivasha, Kenya

(part of the ‘Building Resilience in Flower Supply Chains’ project)



Case Studies

June 2021



Emerging Leaders
Unlocking Human Potential

Case Study #1: Poultry Farming, Naivasha, Kenya

Section 1: About the Worker

Name of Worker:	Rophina
Gender, Age:	Female, 39
Farm:	Longonot
Role (what they do):	Production
# of Years at Farm:	16
Monthly Income:	26000 KES
Health Problems:	None specified



Section 2: About their Project

Name of their Project:	Poultry farming
What Grant they Received:	Yes, I received a grant, Amount: 14950 KES
What have they spent so far to set up their project:	3200 KES
What they spent the money on:	Feeds and buying chicken
How much money they have earned so far from the project:	400 KES
How they generated income:	Selling the eggs
How much they expect to earn in the next 1 month:	1000 KES
Project Sustainability – how long they plan to keep it running:	I will keep this project going for 5 or more years

Section 3: About their Income

Their total monthly household expenditure:	6500 KES
Number of Household Members:	6
Their own income from the farm:	26000 KES
Their current income stresses & ideal income situation:	Low wages, Ideal Income is 40000 KES.
Their plans for improving their income in the future:	Adding stock of fish

Rophina's Story: Before I met Emerging Leaders, I always had the mentality that business requires a lot of resources to begin. I felt it was impossible for me. After the training, I saw nothing was impossible. I first tried the fish business and saw it was a success! But since they are seasonal, I developed a plan B to start poultry farming to boost me and still earn money when fish is out of season.

Case Study #2: Chicken Rearing, Naivasha, Kenya

Section 1: About the Worker

Name of Worker:	Everlyne
Gender, Age:	Female, 42
Farm:	Longonot
Role (what they do):	General worker
# of Years at Farm:	4
Monthly Income:	7600 KES
Health Problems:	None specified



Section 2: About their Project

Name of their Project:	Chicken Rearing
What Grant they Received:	Yes, I received a grant, Amount: 14950 KES
What have they spent so far to set up their project:	14950 KES
What they spent the money on:	Building the chicken house and feeds and buying the chicken
How much money they have earned so far from the project:	0 KES
How much they expect to earn in the next 1 month:	0 KES
Project Sustainability – how long they plan to keep it running:	I will keep this project going for 5 or more years

Section 3: About their Income

Their total monthly household expenditure:	20000 KES
Number of Household Members:	5
Their own income from the farm:	7600 KES
Their current income stresses & ideal income situation:	Low wages, Ideal Income is 25000 KES.
Their plans for improving their income in the future:	Adding the chicken number

Case Study #3: Dairy farming, Naivasha, Kenya

Section 1: About the Worker

Name of Worker:	Faith
Gender, Age:	Female, 41
Farm:	Fleur Africa
Role (what they do):	General worker
# of Years at Farm:	3
Monthly Income:	9000 KES
Health Problems:	None specified



Section 2: About their Project

Name of their Project:	Dairy Farming
What Grant they Received:	Yes, I received a grant, Amount: 14950 KES
What have they spent so far to set up their project:	14950 KES
What they spent the money on:	Bought a cow
How much they expect to earn in the next 1 month:	0 KES
How will you generate the income in the next month:	We are waiting for the cows to grow
Project Sustainability – how long they plan to keep it running:	I will keep this project going for 5 or more years

Section 3: About their Income

Their total monthly household expenditure:	14000 KES
Number of Household Members:	7
Their own income from the farm:	9000 KES
Their current income stresses & ideal income situation:	Little income, Ideal Income is 20000 KES.
Their plans for improving their income in the future:	Adding the of cows

Case Study #4: Charcoal & groceries, Naivasha, Kenya

Section 1: About the Worker

Name of Worker:	Martin
Gender, Age:	Male, 30
Farm:	Gorge
Role (what they do):	General worker
# of Years at Farm:	5
Monthly Income:	10000 KES
Health Problems:	Some difficulty with walking/climbing stairs



Section 2: About their Project

Name of their Project:	Charcoal and groceries
What Grant they Received:	Yes, I received a grant, Amount: 14950 KES
What have they spent so far to set up their project:	20000 KES
What they spent the money on:	Buying charcoal 2 bags
How much money they have earned so far from the project:	1000 KES
How they generated income:	Selling charcoal
How much they expect to earn in the next 1 month:	9000 KES
Project Sustainability – how long they plan to keep it running:	I will keep this project going for 5 or more years

Section 3: About their Income

Their total monthly household expenditure:	6000 KES
Number of Household Members:	3
Their own income from the farm:	10000 KES
Their current income stresses & ideal income situation:	Low wages, Ideal Income is 15000 KES.
Their plans for improving their income in the future:	Adding the stock on charcoal and groceries

Martin's Story: Before the training, I always had a vision of starting a business idea but never had the courage or the resolve to start. Then Emerging Leaders taught me to be proactive. I now have a grocery store and charcoal vending business that has not only shown me its possible but i have some financial cushioning from the business.

Case Study #5: Chicken rearing, Naivasha, Kenya

Section 1: About the Worker

Name of Worker:	Wilter
Gender, Age:	Female, 44
Farm:	Gorge
Role (what they do):	Grading General worker
# of Years at Farm:	20
Monthly Income:	9200 KES
Health Problems:	None specified



Section 2: About their Project

Name of their Project:	Chicken poultry rearing
What Grant they Received:	Yes, I received a grant, Amount: 14950 KES
What have they spent so far to set up their project:	6000 KES
What they spent the money on:	Buying Chicken and building structure
How much money they have earned so far from the project:	0 KES
How they generated income:	Anticipate that i will get customers from my colleagues
How much they expect to earn in the next 1 month:	0 KES
Project Sustainability – how long they plan to keep it running:	I will keep this project going for 5 or more years

Section 3: About their Income

Their total monthly household expenditure:	5000 KES
Number of Household Members:	7
Their own income from the farm:	9200 KES
Their current income stresses & ideal income situation:	Low wages, Ideal Income is 20000 KES.
Their plans for improving their income in the future:	Adding clothes sale to my chicken project

Wilter's Story: Before the training, I had almost given up on life. With my recurrent health issues I fell into despair but thanks to the training I saw it is possible to live a happy yet fulfilling life by starting a poultry business in order to help me meet my household needs which would have otherwise stressed me and affect my health.

Case Study #6: Selling Clothes, Naivasha, Kenya

Section 1: About the Worker

Name of Worker:	Selina
Gender, Age:	Female, 47
Farm:	Gorge
Role (what they do):	General worker
# of Years at Farm:	4
Monthly Income:	9300 KES
Health Problems:	Some difficulty with seeing



Section 2: About their Project

Name of their Project:	Selling Clothes
What Grant they Received:	Yes, I received a grant, Amount: 14950 KES
What have they spent so far to set up their project:	23000 KES
What they spent the money on:	Buying bales of clothes
How much money they have earned so far from the project:	10000 KES
How they generated income:	Got customers from my neighbors and my church friends
How much they expect to earn in the next 1 month:	20000 KES
Project Sustainability – how long they plan to keep it running:	I will keep this project going for 5 or more years

Section 3: About their Income

Their total monthly household expenditure:	20000 KES
Number of Household Members:	5
Their own income from the farm:	9300 KES
Their current income stresses & ideal income situation:	Low wages and long working hours, Ideal Income is 20000 KES.
Their plans for improving their income in the future:	Investing more on bales of mtumba

Selina's Story: Before the training I used to struggle a lot, I became a widow at a young age. With young children to raise I focused on raising them. After the training, I got past my hopeless thinking, learnt that even with my meagre finances I can still save up and set up a business. Thanks to the grant I received from Emerging Leaders, I have now started clothes selling business that is helping me to achieve my desired income.

Case Study #7: Selling clothes & onions, Naivasha, Kenya

Section 1: About the Worker

Name of Worker:	Jelebei
Gender, Age:	Male, 27
Farm:	Star
Role (what they do):	General worker
# of Years at Farm:	5
Monthly Income:	9800 KES
Health Problems:	None specified



Section 2: About their Project

Name of their Project:	Selling clothes and onions
What Grant they Received:	Yes, I received a grant, Amount: 14950 KES
What have they spent so far to set up their project:	10000 KES
What they spent the money on:	Buying clothes and renting a stall
How much money they have earned so far from the project:	5000 KES
How they generated income:	Customers are readily available from a busy
How much they expect to earn in the next 1 month:	10000 KES
Project Sustainability – how long they plan to keep it running:	I will keep this project going for 5 or more years

Section 3: About their Income

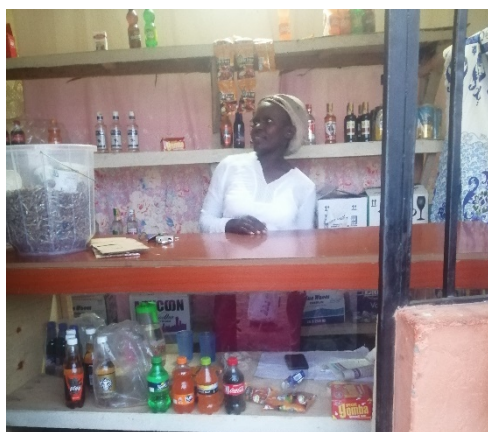
Their total monthly household expenditure:	8000 KES
Number of Household Members:	4
Their own income from the farm:	9800 KES
Their current income stresses & ideal income situation:	Low wages, Ideal Income is 15000 KES.
Their plans for improving their income in the future:	Adding on stock

Jelebei's Story: Before the training, I was in a bad state. I was surviving with many debts to pay and couldn't meet my needs but luckily, I attended the Emerging Leaders training and got leadership training to take responsibility of my actions. Now I have started a small-scale clothing business to aid me to reach my financial goals.

Case Study #8: Wines & Spirits, Naivasha, Kenya

Section 1: About the Worker

Name of Worker:	Pascala
Gender, Age:	Female, 35
Farm:	Longonot
Role (what they do):	General worker
# of Years at Farm:	5
Monthly Income:	9000 KES
Health Problems:	None specified



Section 2: About their Project

Name of their Project:	Wines and spirits
What Grant they Received:	No, I didn't receive any money
What have they spent so far to set up their project:	0 KES
How much money they have earned so far from the project:	0 KES
How much they expect to earn in the next 1 month:	2000 KES
How will you generate the income in the next month:	Customers are readily available from the neighborhood
Project Sustainability – how long they plan to keep it running:	I will keep this project going for 5 or more years

Section 3: About their Income

Their total monthly household expenditure:	3500 KES
Number of Household Members:	4
Their own income from the farm:	9000 KES
Their current income stresses & ideal income situation:	Low wages, Ideal Income is 15000 KES.
Their plans for improving their income in the future:	Adding the stocks and expanding by opening a new outlet

Pascala's Story: The training on leadership was very important to me. It showed me how capable I am in starting something and believing in myself. Even though I did not receive the grant, I can confidently say I have begun my business and educating others to also lead their finances.

Case Study #9: Tailoring, Naivasha, Kenya

Section 1: About the Worker

Name of Worker:	Jamila
Gender, Age:	Female, 36
Farm:	Longonot
Role (what they do):	Tailoring
# of Years at Farm:	5
Monthly Income:	10500 KES
Health Problems:	None specified



Section 2: About their Project

Name of their Project:	Embroidery and tailoring
What Grant they Received:	Yes, I received a grant, Amount: 14950 KES
What have they spent so far to set up their project:	12950 KES
What they spent the money on:	Tailoring machine, fabrics
How much money they have earned so far from the project:	Not shared
How they generated income:	Putting on display, sales to fellow workmates
How much they expect to earn in the next 1 month:	Not shared
Project Sustainability – how long they plan to keep it running:	I will keep this project going for 5 or more years

Section 3: About their Income

Their total monthly household expenditure:	10000 KES
Number of Household Members:	5
Their own income from the farm:	10500 KES
Their current income stresses & ideal income situation:	I would like to continue both as an employee and entrepreneur, Ideal Income is 15000 KES.
Their plans for improving their income in the future:	I want to save to buy an embroidery machine

Jamila's Story: I always had a vision of starting a business but always made excuses to start it. I thought it needed a lot of money to start because I envisioned having an embroidery machine which is quite costly. But now, courtesy of the leadership training I received, I learnt to start small with whatever I have and grow small and steadily towards my ultimate dream.

Case Study #10: Selling Charcoal, Naivasha, Kenya

Section 1: About the Worker

Name of Worker:	Jane
Gender, Age:	Female, 49
Farm:	Star
Role (what they do):	Flower production
# of Years at Farm:	2
Monthly Income:	9800 KES
Health Problems:	None specified



Section 2: About their Project

Name of their Project:	Charcoal vending business in my neighbourhood.
What Grant they Received:	Yes, I received a grant, Amount: 14950 KES
What have they spent so far to set up their project:	7000 KES
What they spent the money on:	Purchased sacks of charcoal
How much money they have earned so far from the project:	1000 KES
How they generated income:	Spreading the word among colleagues.
How much they expect to earn in the next 1 month:	5000 KES
Project Sustainability – how long they plan to keep it running:	I will keep this project going for 5 or more years

Section 3: About their Income

Their total monthly household expenditure:	5000 KES
Number of Household Members:	6
Their own income from the farm:	9800 KES
Their current income stresses & ideal income situation:	Lateness to get from work is hectic but both employee and business works for me, Ideal Income is 15000 KES.
Their plans for improving their income in the future:	To look for a big store to expand business and outsource from wholesale vendors

Jane's Story: Before the training, I never believed in myself, I always thought one needed a big capital to do a business but, after the training, it enabled me to see that something small can grow into a very big business. Therefore, I started a charcoal selling business which has shown me nothing is impossible.

Case Study #11: Selling Roasted Maize, Naivasha, Kenya

Section 1: About the Worker

Name of Worker:	Hanningtone
Gender, Age:	Male, 38
Farm:	Star
Role (what they do):	Workshop tractors
# of Years at Farm:	0
Monthly Income:	7200 KES
Health Problems:	None specified



Section 2: About their Project

Name of their Project:	Selling maize especially boiling and roasting
What Grant they Received:	Yes, I received a grant, Amount: 14900 KES
What have they spent so far to set up their project:	8600 KES
What they spent the money on:	Purchase and transportation of maize
How much money they have earned so far from the project:	Not shared
How they generated income:	Good customer language and selling quality maize and good timing.
How much they expect to earn in the next 1 month:	Not shared
Project Sustainability – how long they plan to keep it running:	I will keep this project going for 2-6 more months

Section 3: About their Income

Their total monthly household expenditure:	6000 KES
Number of Household Members:	5
Their own income from the farm:	7200 KES
Their current income stresses & ideal income situation:	The income is small so i have to focus on increasing my business to get profit, Ideal Income is 15000 KES.
Their plans for improving their income in the future:	I will intentionally save the money i get from business to help me meet some of the needs like schoolfees

Case Study #12: Selling fish, Naivasha, Kenya

Section 1: About the Worker

Name of Worker:	Alice
Gender, Age:	Female, 47
Farm:	Longonot
Role (what they do):	Flower harvesting
# of Years at Farm:	10
Monthly Income:	10400 KES
Health Problems:	None specified



Section 2: About their Project

Name of their Project:	Fish and omena sales
What Grant they Received:	Yes, I received a grant, Amount: 14950 KES
What have they spent so far to set up their project:	9000 KES
What they spent the money on:	I added fish stock
How much money they have earned so far from the project:	3600 KES
How they generated income:	I provide quality fish and customer service language.
How much they expect to earn in the next 1 month:	4000 KES
Project Sustainability – how long they plan to keep it running:	I will keep this project going for 5 or more years

Section 3: About their Income

Their total monthly household expenditure:	6000 KES
Number of Household Members:	6
Their own income from the farm:	10400 KES
Their current income stresses & ideal income situation:	I enjoy both work and business because its making me earn more money., Ideal Income is 13000 KES.
Their plans for improving their income in the future:	I plan to expand my fish business

Alice's Story: Before the training, I was always afraid of taking the first step in all that I do. I always felt dissatisfied with my current situation of earning a living but thanks to Emerging Leaders Leadership for life training, I was able to overcome my fears and am now running a profitable fish business

Case Study #13: Selling fish and maize, Naivasha, Kenya

Section 1: About the Worker

Name of Worker:	Beavrey
Gender, Age:	Female, 41
Farm:	Star
Role (what they do):	Flower harvester
# of Years at Farm:	15
Monthly Income:	9800 KES
Health Problems:	Some difficulty with walking/climbing stairs



Section 2: About their Project

Name of their Project:	Omena selling business and roasting maize
What Grant they Received:	I didn't receive money from Emerging Leaders - but some colleagues shared some money with me to help start., Amount: 2000 KES
What have they spent so far to set up their project:	2000 KES
What they spent the money on:	Purchase of omena
How much money they have earned so far from the project:	0 KES
How much they expect to earn in the next 1 month:	300 KES
How will you generate the income in the next month:	I have placed at a strategic place my stock
Project Sustainability – how long they plan to keep it running:	I will keep this project going for 5 or more years

Section 3: About their Income

Their total monthly household expenditure:	6000 KES
Number of Household Members:	7
Their own income from the farm:	9800 KES
Their current income stresses & ideal income situation:	Entrepreneurship is really helping, Ideal Income is 15000 KES.
Their plans for improving their income in the future:	I plan to add onions to sell together with omena

Beavrey's Story: Thanks to Emerging Leaders, they helped me identify the leadership mindsets I need to work on in order to achieve the greatest potential I have. Looking at the household needs I have to cater for e.g school fees, I can now budget my money and incomes to the best of my ability.

Case Study #14: Selling Potatoes and vegetables, Naivasha, Kenya

Section 1: About the Worker

Name of Worker:	Monica
Gender, Age:	Female, 40
Farm:	Fluer
Role (what they do):	Flower harvester
# of Years at Farm:	1
Monthly Income:	9000 KES
Health Problems:	None specified



Section 2: About their Project

Name of their Project:	Selling potatoes and vegetables
What Grant they Received:	Yes, I received a grant, Amount: 14900 KES
What have they spent so far to set up their project:	10000 KES
What they spent the money on:	Purchase of potatoes and other vegetables and building a wooden structure
How much money they have earned so far from the project:	4000 KES
How much they expect to earn in the next 1 month:	5000 KES
How will you generate the income in the next month:	I have placed my potato kiosk in the neighborhood where most of my customers are my neighbours and other passing residents
Project Sustainability – how long they plan to keep it running:	I will keep this project going for 5 or more years

Section 3: About their Income

Their total monthly household expenditure:	5000 KES
Number of Household Members:	8
Their own income from the farm:	9000 KES
Their current income stresses & ideal income situation:	I will find more time so that I can run the potato Kiosk more hours. Ideal Income is 13000 KES.
Their plans for improving their income in the future:	I plan to expand my kiosk stock by adding other fast moving vegetables on to the potato stock

Monica's Story: Before the training, I was not serious into self reliance and side hustle. But when covid19 hit us hard our income was slashed. The leadership for life training and the grant came at the right time and I immediately started the IGA. My life has never been the same again. Thank you Emerging Leaders

Case Study #15: Selling Vegetables, Naivasha, Kenya

Section 1: About the Worker

Name of Worker:	Susan
Gender, Age:	Female, 39
Farm:	Fleur Africa
Role (what they do):	Flower harvester
# of Years at Farm:	4
Monthly Income:	9000 KES
Health Problems:	None specified



Section 2: About their Project

Name of their Project:	selling vegetables
What Grant they Received:	I didn't receive money from Emerging Leaders – but some colleagues shared some money with me to help start., Amount: 4000 KES
What have they spent so far to set up their project:	4000 KES
What they spent the money on:	Purchase of vegetables and building a structure
How much money they have earned so far from the project:	3500 KES
How much they expect to earn in the next 1 month:	6000 KES
How will you generate the income in the next month:	I have placed the kiosk at a busy street where most of my colleagues pass by after work
Project Sustainability – how long they plan to keep it running:	I will keep this project going for 5 or more years

Section 3: About their Income

Their total monthly household expenditure:	8000 KES
Number of Household Members:	4
Their own income from the farm:	9800 KES
Their current income stresses & ideal income situation:	I can comfortably work at the farm and also run the Vegetables Kiosk , Ideal Income is 15000 KES.
Their plans for improving their income in the future:	I plan to expand my vegetable stock by adding fresh maize

Susan's Story: Thanks to Emerging Leaders, the training really opened my mind as I was struggling to balance between my expenses and my monthly salary. I also have ready food when I'm stranded. My family is so happy now that I have other sources of income to sustain their livelihoods.