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1 Bringing Tribal Healing



Text and photo by Adèle Booysen | ELI Communications Coordinator

Sitting under a tree on a blazing Saturday afternoon, I could hardly believe what the men around me were telling me. "Yesterday, on our very last day of the DBSP training, was the first time we talked or even thought about tribes," Juma Mauka suggested. "And it is only because someone specifically asked us what tribes we belong to. Until now, we've just thought about our businesses and how to help one another succeed."

"As a Kalenjin," 20-some-year old Eric Kenei explained, "I believed I couldn't succeed in business. Business is not in my blood. In fact, during the first exercise, I did nothing! But then Pastor Titus Mbatiah encouraged me. Charles Kaba and Juma also helped me to see that I can be successful in business."

The three other men laughed. Two of them are Kikuyu, and one, Luhya. Earlier this year, these three tribes were at war. But now, they are working together to encourage one another.

Wendy Ludovici of DBSP Kenya reminded the students of the same during her closing comments earlier in the day. "This is just the beginning. We have equipped you with skills and confidence . . ."

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Comments From Trainees At Recent Courses

I have learnt that my business and I are two different entities. If I had known this, I could be very far in terms of business . . .

Erick Otieno

I have discovered that it is not the capital that determines the destiny of the business, but the knowledge and skills.

Charles Kaba

Before training I did not know gross profit is not the profit to enjoy. Now I know that gross profit is the contribution or margin that one covers the costs in the business.

Peter Nyakundi

The goose that lays the golden eggs should be taken care of and protected if you want to enjoy it for some time.

Chemeli Alpine

I have been a businessman for 18 years and it is only when I came to the class that I felt I am very new to the world of business.

Titus Mbatia

Coming to DBSP I thought I was in for lectures about success stories. But to my joy DBSP has taught me how to write my own success story. DBSP is the only good thing that has happened to me after the post election violence; it has removed the despair and uncertainty. God bless DBSP.

Juma Mauka

The training has helped me to identify business opportunities, be able to run my business well, and to deal with my weaknesses.

Kisala Humphrey

DBSP is very practical. Before, I was not able to come up with an idea that is unique, but now whenever I am going I am seeing money.

Edith Nyambura

I did not know that to manage your business properly you must manage yourself first, then time, money and the staff.

Miriam Amwayi

I am able to match myself with an idea, an opportunity, and my target market. By promoting the business, one is bringing people to the business.

Rose Muchiri

I have learnt how to market my product, how to do a SWOT analysis and how to have a management plan.

Emmilliana Kirui

I never thought of drawing up my business on paper. It tells me whether or not I will get a profit. This is what many need to know because many people waste money without knowing this.

Elizabeth Wangeci

Bringing Tribal Healing

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This was evident in my conversation with the men under the tree. Eric blew the stereotype of his people not being good at business out of the water!

He discovered a need for milk in Munyaka, a Kikuyu residential area. Earlier this year, Munyaka was one of the hotspots in the tribal warfare. Kalenjins were no longer welcomed there. But Eric discovered that no one was selling milk in the area, and ignored the fact that he was a Kalenjin. "I had something to offer the people of Munyaka!" he declared.

By the last day of class, this young businessman had made more money than any of his classmates! In fact, with his newly-acquired business skills, he made 12,000/=, which is more than he usually made in several months combined!

"When positive opportunities like these come our way," Charles commented, **"we forget about tribe . . ."**

Present people with positive opportunities, and they start treating one another with respect and dignity. If it's indeed that simple, the dynamic business startup project can have far-reaching effects in Kenya and beyond.

Courses

Four DBSP courses were completed this quarter. We piloted a course in Nairobi that was held for 12 consecutive Saturdays. This accommodated those learners who were unable to break away from their work for a whole month in order to participate in our regular training format. Twenty-two learners joined the course and we had 100% attendance throughout. Paul Kagiri

and Joshua Mwita facilitated the training.

US AID sponsored the other three courses in partnership with their peace and reconciliation initiatives in the Eldoret region. Eldoret was the worst affected area in the post-

election violence that rocked Kenya earlier this year. One course was held in Langas slum in Eldoret town, and

the other two were held in Burnt Forest, a Rift Valley town.

The trainers have continued to follow up on the learners from the four courses run in 2007 as well as the first three courses held in 2008. It has been amazing to see the ongoing success of those who have attended DBSP courses. One shining star is Sarah from Kipkaren village (pictured here) who had never been in business, but as

a result of DBSP now earns over 10,000 Ksh per month. Recently, Sarah hired an employee and has even

expanded her business to include additional products.



Sarah now earns over 10,000 Ksh per month

Trainers

Modeling our high value of teamwork, each DBSP course is facilitated by two trainers working together. Usually the trainers on a course are from different ethnic backgrounds, demonstrating our commitment to crossing existing tribal barriers.

We recently held a training day for our trainers at which the focus was equipping five new trainer/facilitators. It was good to see the long-standing trainers imparting what they had already learned.

We employ an apprentice-of-training model in which those with more experience mentor a new trainer. Two new trainers were trainer/facilitators at the Burnt Forest courses.

Funding

Because the poor cannot afford to pay for this kind of training, we rely heavily on donor funding and community-based partnerships in order to operate this program.

Each DBSP training requires 500,000 Kenyan Shillings in funding. This translates to \$7,692 at the current exchange rate of KSh65=\$1. This amount covers the training and follow-up of 20 learners in full.

Of the first 220 learners, individual donors and churches provided funding through Empowering Lives International. Other courses were funded by US AID and The Mission Society.

We are looking to expand our network of donors as the demand for the course grows.

If you're interested in partnering, please clip the portion below and send it to our ELI office.

Alternatively, you can visit www.EmpoweringLives.org, and follow the guidelines to do electronic giving.

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I would like to financially support WENDY LUDOVICI with

a one-time gift of \$_____ a monthly gifts of \$_____

I would like to financially support the DYNAMIC BUSINESS START-UP PROJECT with a contribution of \$_____

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