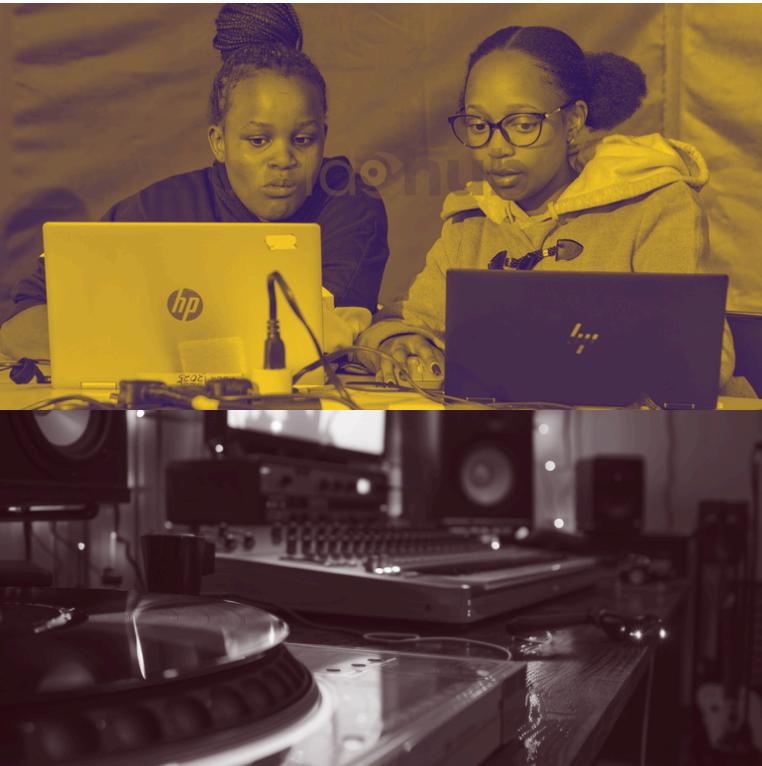


Biz Mashinani



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Building Dignified Livelihoods for Rural Youth

Free Training. Real Skills. Real Income. Your Future.

A collaborative program enabling young people to access meaningful work and build sustainable digital livelihoods in rural Kenya

What is Biz Mashinani?

Biz Mashinani is a 15-month collaborative program designed to empower financially disadvantaged young people to build sustainable digital livelihoods. The program recognizes that young people have potential, ideas, and the capability to create meaningful work. We work with you, not for you, to develop the skills, connections, and confidence needed to access dignified and fulfilling work. The program is part of the Mastercard Foundation's Young Africa Works strategy, which aims to enable 30 million young Africans, particularly women, to access dignified and fulfilling work by 2030. Biz Mashinani is implemented by EldoHub in partnership with the Mastercard Foundation across four counties in Kenya's rural areas.



Program Duration

15 months (4 months foundation building + 8 months skill development + 3 months launch and growth)



Program Cost

Completely free. No application fees. No training fees. No hidden costs.



Program Location

Nandi, Uasin Gishu, Trans Nzoia, and West Pokot Counties



Program Scale

1,000 young people trained. 1,000 women-led MSMEs supported. 300 community enterprises strengthened.

Who Can Join?

Biz Mashinani welcomes young people aged 18–35 who are ready to build meaningful livelihoods. The program is specifically designed for financially disadvantaged youth, but welcomes all young people with potential and determination.

Focus Groups



Young Women (18-35 Years)

Young women face specific barriers to economic opportunity—limited access to finance, technology gaps, market access challenges, and often, the burden of unpaid care work. Biz Mashinani provides targeted support for young women to build confidence, develop skills, and access markets. We recognize that young women are economic leaders, and we support their leadership.



Young Men (18-35 Years)

Young men also face barriers to employment and entrepreneurship. Biz Mashinani supports young men in developing skills, building businesses, and becoming leaders in their communities. We recognize that young men have a role to play in supporting gender equality and inclusive economic growth.



Youth with Disabilities (18-35 Years)

People with disabilities face systemic barriers to employment and entrepreneurship, not because of their disability, but because systems are not designed with accessibility in mind. Biz Mashinani is designed with accessibility at its core. We provide sign language interpreters, flexible schedules, assistive technology, and any other support needed. Your disability does not define your ability to work, earn, and lead.



Marginalized Youth

The program welcomes young people from marginalized communities in rural areas, pastoral communities, minority ethnic groups, and others facing systemic barriers. We recognize that marginalization is structural, and we work to create systems that work for everyone.



You should apply if you:

- Are aged 18–35 years old
- Are ready to build a meaningful livelihood
- Have determination and willingness to work hard
- Want to develop new skills and learn
- Are interested in agriculture, creative work, or digital services

- Are ready to be part of a community of young people building their futures
- Want support and mentorship as you build your business
- Are committed to contributing to your community

Who can Participate?

Everyone can participate. There are no educational requirements. You don't need to have experience. You don't need to have a business already. You don't need to have a phone (though we recommend it). You just need to be ready to learn and ready to work.

The Three Sectors

Biz Mashinani supports young people in building livelihoods in three high-growth opportunity sectors. Each sector offers real income potential and opportunities for meaningful work.

Sector 1: **AGRICULTURE (Digital Agriculture & Agri-Tech)**

What is is

Digital agriculture uses technology to increase productivity, improve market access, and build sustainable agricultural enterprises. This includes farm management apps, crop monitoring drones, online marketplaces for agricultural products, weather forecasting tools, and digital financial services for farmers.

Who Its For

Young people connected to the land. Farmers. People interested in agriculture. People with access to land or willing to work with others' land. People interested in sustainable farming practices.

Skills You'll Learn

- Using farm management apps to track crops and inputs
- Using drones and sensors for crop monitoring
- Accessing online agricultural marketplaces
- Understanding weather forecasting and climate-smart agriculture
- Digital financial management for farming
- Connecting with buyers and accessing better markets
- Building sustainable agricultural enterprises

Sector 2: **CREATIVE ECONOMY (Digital Content & Creative Services)**

What is is

The creative economy includes arts, music, crafts, photography, videography, graphic design, writing, digital content creation, and other creative services. Digital platforms allow creators to reach markets far beyond their immediate community and build sustainable income.

Who Its For

Creative people. Artists. Musicians. Craftspeople. Photographers. Videographers. Writers. Designers. Anyone with creative talents and the desire to build a creative business.

Skills You'll Learn

- Setting up online shops and digital storefronts
- Using social media for marketing and sales
- Photography and videography for product promotion
- Digital content creation and storytelling
- Building an online brand and reputation
- Managing customer relationships and orders
- Pricing and financial management
- Connecting with customers across Kenya and beyond

Sector 3: **GIG ECONOMY (Digital Services & Freelancing)**

What is is

The gig economy includes freelance work, online tutoring, virtual assistance, writing, design, social media management, and other service-based work. Digital platforms connect service providers with clients across Kenya and globally.

Who Its For

People with skills in teaching, writing, design, social media, customer service, or other services. People interested in flexible work. People who want to work from home. People with specific skills to offer.

Skills You'll Learn

- Registering on freelance platforms
- Creating compelling service profiles
- Bidding on projects and securing clients
- Delivering quality work on time
- Managing client relationships
- Building reputation and ratings
- Digital payment and financial management
- Scaling from single projects to ongoing clients

Contact Information

For More Information:

Phone: +254112-006-932

WhatsApp: +254112006932

Email: info@eldohub.co.ke

Website: eldohub.co.ke

Special Accessibility Support:

If you need accessibility accommodations, contact:

Accessibility Officer: 011200-6932

Email: info@eldohub.co.ke



What You Get

Skills Training

You receive comprehensive training in your chosen sector. Training is delivered through a mix of classroom sessions, practical workshops, online learning, and peer learning.

Mentorship

You're paired with a mentor who has walked a similar path and understands your context. Your mentor guides you, answers your questions, supports your growth, and celebrates your success.

Market Connections

You're not building in isolation. We facilitate connections with buyers, online platforms, financial institutions, and other market actors.

Ongoing Support

Your relationship with Biz Mashinani doesn't end when the program ends. You remain part of the community. You have access to ongoing support, advanced training, and networking opportunities.

How To Join

Step 1: Attend an Information Session

Come to an information session in your area. Bring your questions. Bring your ideas. Bring your ambitions. Learn about the program. Meet other young people interested in building their livelihoods.

Information Session Details

Nandi County

When:
Where:
Contact: or ask for

Uasin Gishu County

When:
Where:
Contact: or ask for

Trans-Nzoia County

When:
Where:
Contact: or ask for

West Pokot County

When:
Where:
Contact: or ask for

Step 2: Complete a Simple Application

If you're interested, fill out a brief application form. – It's straightforward, just basic information about you, your interests, and your chosen sector. The form takes about 15 minutes to complete.



There are no application fees. No training fees. No hidden costs. This is completely free. We invest in you because we believe in your potential.

Step 3: You're In

If you're selected, we'll contact you and tell you when training starts. We'll provide all the information you need. We'll make sure you have the support you need to participate fully.

Frequently Asked Questions

Q: Is this really free?

A: Yes. No application fees, no training fees, no hidden costs. Completely free. We invest in you because we believe in your potential.

Q: What if I don't have experience?

A: You don't need experience. We teach everything from the beginning. We work with you to develop the skills you need.

Q: What if I'm a woman?

A: Women are especially welcome. We have specific support for women. We recognize the barriers women face and we address them.

Q: What if I have a disability?

A: We're completely accessible. We provide sign language interpreters, flexible schedules, assistive technology, and any other support you need. Your disability is not a barrier.

Q: What if I don't have a phone?

A: You need a phone for most sectors. If you don't have one, we can help you figure out how to get one.

Q: What if I'm not confident?

A: That's okay. Many participants start without confidence. Through mentorship, skill-building, and community support, you'll develop confidence. We believe in you.

Q: Can I participate if I'm older than 35?

A: The program is designed for ages 18–35. If you're older, contact us to discuss options.

Q: Can I participate if I'm younger than 18?

A: The program is designed for ages 18–35. If you're older, contact us to discuss options.