

REPUBLIC OF KENYA



GOVERNMENT OF MAKUENI COUNTY



**DEPARTMENT OF TRADE, MARKETING,
INDUSTRY, CULTURE & TOURISM**

25th April 2023

Service Delivery Processes as per the Departments Service Charter

| S.NO | KEY RESULT AREAS | OBJECTIVES | STRATEGIES |
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| 1 | Trade development and promotion | To enhance consumer protection | <ul style="list-style-type: none"> • Calibration of standards (weights & measures standards) • Verification of weighing & measuring equipment • Inspection of gas outlets • Inspection of prepackaged goods • Sensitization of traders and the public on Weights and Measures Act requirements |
| | | To Promote entrepreneurship | <ul style="list-style-type: none"> • Business training • Access to business finance • Mentorship • Study on the status, prospects, and future of MSMEs in the County • Capacity building of MSMEs |
| | | To promote and enhance industrial development and growth | <ul style="list-style-type: none"> • Development of appropriate infrastructure for industrial development in collaboration with other county departments and national government (EPZ, Special Economic Zones, Common manufacturing facilities) • Development of industrial parks • Provision of incentives and pull factors to attract industries |
| 2 | Market management | To create an enabling | <ul style="list-style-type: none"> • Trade infrastructure development • Market governance |

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| | (and governance) | environment for trade | <ul style="list-style-type: none"> • Solid waste management • Greening |
| 3 | Arts and culture promotion and development | To develop and promote culture, heritage and the arts | <ul style="list-style-type: none"> • Collection, accessioning, preservation and exhibition of Akamba artefacts • Cultural festivals • Visual arts development and promotion • Digital media arts development and promotion |
| 4 | Heritage development, preservation, promotion and protection | To document, preserve, promote, protect and digitize heritage | <ul style="list-style-type: none"> • Documentation and digitization of indigenous knowledge associated assets (traditional knowledge and cultural expressions of the Akamba) • Akamba Cultural and Heritage Centre, Kibwezi • Development of cultural and heritage centres • Development of heritage infrastructure (County Museum, County Public Service Library, Art Galleries, Theatre/Auditorium, art hub, County Archives and Documentation Service) • Documentation of Akamba history |
| 5 | Music development, promotion and preservation | To develop, promote and preserve music including music in Kikamba | <ul style="list-style-type: none"> • Makueni Recording Studio • Makueni County Music and Cultural Festival • Kenya Music and Cultural Festival (KMCF) • Promotion and preservation of Akamba traditional music heritage • v) Protection of intellectual property rights |

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| 6 | Performing arts development and promotion | To develop and promote the performing arts | <ul style="list-style-type: none"> • Development and promotion of film production • Development and promotion of traditional and contemporary music and dance • Development and promotion of theatre arts • Development and promotion of digital media arts |
| 7 | Language and literature (books) development and promotion | To develop and promote Kikamba language and literature | <ul style="list-style-type: none"> • Development of Kikamba Dictionary • Development of Kikamba Grammar Books • Development of novels, plays and other literary publications in Kikamba |
| 8 | Control of betting, casinos and other forms of gambling, cinemas, video shows and hiring | To foster compliance with national laws in betting, gambling, cinemas and video shows | <ul style="list-style-type: none"> • Development of regulatory framework for betting, casinos, gambling, cinemas and video shows. • Compliance assurance on betting, casinos, gambling, cinemas and video show services |
| 9 | Tourism Service Standards | To Improve Competitiveness and Sustainability of Makueni county as a tourism destination | <ul style="list-style-type: none"> • Coordinate the Accreditation of existing tourism facilities • Training of tourism service providers |
| 10 | Financing | To mobilize funds for the development of tourism sector | <ul style="list-style-type: none"> • Linking of tourism service providers with financiers. • Fundraising through project proposals |
| 11 | Investment | To promote investment | <ul style="list-style-type: none"> • Incentive schemes for attracting investment in tourism products. |

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| | | in tourism and wildlife sector | <ul style="list-style-type: none"> • Promote innovative and strategic investment for the sustainable use of wildlife resources • Promote investment opportunities for the development and management of tourism products and eco-lodges in national parks and forests. |
| 12 | Marketing | To market Makueni County, her products and services | <ul style="list-style-type: none"> • Dissemination of marketing information • Branding • Creating & enhancing market linkages conducting market research • Promotion and regulation of retail and wholesale markets • Enhance tourism marketing and promotion campaigns. • Develop incentives to attract investors. • Promotion of local tourism cultural festivals and performances • Promotion of excursion to local museums and tourist attractions |
| 13 | Institutional Strengthening | To enhance the capacity of the department for quality service delivery | <ul style="list-style-type: none"> • Capacity building of staff • Leverage on ICT • Acquisition of ICT equipment • Staff wellness program |
| | | To enhance quality and timeliness of service delivery. | <ul style="list-style-type: none"> • Benchmarking with other governments and agencies for best practices • Enhancement of systems • Customer satisfaction surveys |

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| | | | <ul style="list-style-type: none"> • Development of legal, policy and regulatory frameworks |
| | | To mobilize resources towards implementation of departmental mandate | <ul style="list-style-type: none"> • Mapping of prospective partners/donors • Development of project proposals |
| | | To institutionalize research to inform interventions | <ul style="list-style-type: none"> • Continuous research on emerging trends |
| | | To Strengthen partnerships and collaborations with stakeholders. | <ul style="list-style-type: none"> • Partnerships Development • Strengthen collaboration with the National government, private sector and other key stakeholders in tourism sector |