



DEPARTMENT OF TRADE, MARKETING, INDUSTRY, CULTURE AND TOURISM



Strategic Direction



OUR MISSION

To promote, coordinate and implement integrated economic policies and programmes, for rapidly growing economy



OUR VISION

A leader in facilitating sustainable wealth creation



CORE VALUES

Professionalism • Commitment in Quality Service Delivery • Integrity • Customer Focus • Accountability • Result Oriented • Innovation • Equity and Inclusivity • Teamwork • Respect to Human Right



Our Mandate

The Department of Trade, Marketing, Industry, Culture and Tourism is mandated to enhancing business development services, promoting and re-engineering MSMEs, enhancing industrial development and growth, Developing and promoting sustainable tourism and promotion and development of culture.

Partnership Achievements in the last 10 years of Devolution

- Over 59 heritage sites and monuments (including places of natural beauty and panoramic landscapes of international geological significance) mapped and documented (20 in the protected areas).
- Documentation and digitization of over 63 traditional/indigenous knowledge associated assets and cultural expressions of the Akamba; and Implementation of the Protection of Traditional Knowledge and Cultural Expressions Act, 2016.
- County teams have participated in the editions of the KMCF held in 2018, 2019, 2021 and 2022. County has successfully bid to host the 96th Edition of the KMCF.
- Over 54 exhibitors and 26 secular musicians involved attracting over 3,000 participants.
- Launched 5 tourism circuits in collaboration with KTB, TOSK, KWS and KFS.
- 21 service providers capacity build by Utalii College.

Partnership Engagements – First Year of CIDP III 2023 - 2027

PARTNER	PROGRAM	IMPACT
Strathmore University	Small Business Development	<ul style="list-style-type: none"> 600 businesses received advisory from the Makueni SBDC 5 small businesses sponsored to the annual East Africa Nguvu Kazi Exhibition in Uganda. 150 businesses trained in bookkeeping and reported Ksh. 5,000,000 increase in revenue.
Ken Trade	Facilitating international trade	<ul style="list-style-type: none"> 50 local business trained on export readiness.
Ken Invest	Plug Mtaani youth entrepreneurial competition	<ul style="list-style-type: none"> 131 young entrepreneurs reached, 81 participated and trained and 9 awarded.
KTB, KWS, TOSK, KFS, Wanderlust Diaries	Launch of Makueni Tourism Circuits	<ul style="list-style-type: none"> 5 tourism circuits launched. 40 Tourism attraction sites and Hotels promoted.
Utalii College	Capacity Building on Service quality	<ul style="list-style-type: none"> 21 service providers capacity build on hospitality service standard
NMK – National Museums of Kenya	Indigenous knowledge documentation and digitization	<ul style="list-style-type: none"> 60 indigenous assets documented and digitized Acquired the capacity (professional and infrastructure) to document, digitize and store indigenous knowledge. Set up a digital repository
State Department of Culture	Kenya Music and Cultural Festival	<ul style="list-style-type: none"> Organizing the 96th Edition of the National Music and Cultural Festival to be held on 1st -9th December 2023.
Skandara International	Indigenous Food Festival	<ul style="list-style-type: none"> Organizing the annual Akamba Indigenous Food Festival in Makueni

Developmental Focus Areas

PROGRAM	Priority Area	5 Year Budget Estimate Kshs (in Million)	Desired Change
Development of MSMEs	Enhanced provision of business development services	100.00	<ul style="list-style-type: none"> Formalization of local MSMEs, access to credit and access to better markets.
Cottage Industry Development	Product development	100.00	<ul style="list-style-type: none"> Production of quality goods enhancing access to lucrative markets.
Marketing of County, County produce and Products	Development of digital infrastructure.	75.00	<ul style="list-style-type: none"> Increased digital footprint among MSMEs in the County. Increased visible brands
	Exposure of MSMEs to potential markets	40.00	<ul style="list-style-type: none"> Market linkages for MSMEs products
Development of trade infrastructure	Construction of modern markets	1000.00	<ul style="list-style-type: none"> Creation of employment and wealth.
Development of industrial infrastructure	Development of industrial zones.	1000.00	<ul style="list-style-type: none"> Establishment of industries

Sustainable Tourism Development and Promotion	Local tourism marketing and promotion initiatives	50.00	<ul style="list-style-type: none"> Increased visibility and tourism numbers in the County
	Developing tourism Infrastructure	100.00	Increased tourism investment in the County
	Training and capacity building tourism and hospitality service providers	25.00	<ul style="list-style-type: none"> Improved service standards
	Policy framework implementation	40.00	<ul style="list-style-type: none"> Tourism policy implementation
Heritage Development, promotion and preservation	Design and development of County museum (Makueni Arts and Cultural Centre with County Museum, County public Library, Art Gallery, Theatre/ auditorium)	25.00	<ul style="list-style-type: none"> Enhance urban liveability Living depository of the heritage of the AKamba for posterity Cultural space for the performing arts
	Documentation and digitization of indigenous knowledge and cultural expressions project	25.00	<ul style="list-style-type: none"> Access and benefits sharing for indigenous knowledge associated assets that are valorized. Indigenous knowledge assets protected from bio-piracy and unregulated exploitation.
	Documentation of intangible cultural heritage of the Akamba	20.00	<ul style="list-style-type: none"> Cultural and creative industry practitioners appropriating rich intangible cultural heritage in their artistic works
Arts and Culture Development and Promotion	Ideation, design and development of the Akamba dress	20.00	<ul style="list-style-type: none"> Enhanced sense of cultural identity and belonging. Cultural renaissance
	Akamba indigenous food festival	50.00	<ul style="list-style-type: none"> Public awareness on nutrition dense and climate resilient indigenous foods.
Grand Total - Kshs		2,900.00	

