

Youth Fund and Government Spokesperson Partner to Boost Awareness Among Youth

Nairobi, 8 January 2025-CEO Josiah Moriasi and team held a meeting with the Government Spokesperson, Hon. Sen (Dr.) Isaac Mwaura, to explore collaborative efforts aimed at raising awareness of YEDF's products and services among young people across the country. The discussions focused on the development and implementation of a comprehensive sensitization program to bridge information gap and ensure youth are fully aware of opportunities available to them.

In his remarks, Mr. Moriasi underscored the importance of reaching the youth with timely and accurate information. "While the Youth Fund has been instrumental in empowering young entrepreneurs through affordable credit, many youth remain unaware of these opportunities. This information gap has hindered many from benefiting from the programs we offer. We wish to work together to leverage a wider network of communication platforms to ensure that every young Kenyan knows how to access our services," he said.

Hon. Mwaura expressed his support for the partnership, acknowledging the critical role YEDF plays in youth empowerment. "Disseminating information requires a joint effort from all government. We shall work to implement an extensive awareness campaign using multiple channels to connect with young people. This initiative will not only ensure that youth are better informed but also reinforce the Government's commitment to addressing youth economic challenges," he said

