



**Leadership  
academy  
For MSMEs**

# Yara Leadership Academy For MSMEs

## Introducing Yara Leadership Academy

The Yara Leadership Academy for Micro Small and Medium Enterprises (MSMEs) is an intensive 12-week MBA-inspired training program aimed at digitizing and building the business management and leadership capacity in Yara East Africa's agrodealer channel with an emphasis on women and youth empowerment. The program is delivered in partnership with Kuza Biashara Ltd.

This network is composed of Distributors, Retailers and Farmer Service Centers (FSCs) whose relationship with Yara spans several years.

## Deeper Relationships

With this program, Yara is seeking to further develop the connection with its distribution channel partners beyond the usual buyer-seller

relationship in a bid to improve last-mile connectivity.

## Cascading Effect

Yara East Africa's expectation is that the growth seen within the MSME distribution channel will cascade downwards to the biggest stakeholder in the agricultural sector - the farmer.

The first port of call for the farmer's agronomy needs is their local agro-dealer. Therefore, if the MSMEs can be strengthened with the skills and knowledge they need in order to grow their businesses, the farmers will grow by having access to better care.

## Broader Social Impact Framework

This program is part of a broader Social Impact framework that Yara Africa and Asia has

committed to. Yara's investment goes beyond this fully-sponsored MSME program. Soon farmer-specific programming will be introduced, tailored specifically for the needs of smallholder farmers in the country.

## Expected Results

At the end of the course, the beneficiaries will be equipped with skills such as inventory management, marketing and communication, and business plan development which will help grow their awareness of their operating environment.

The candidates will be able to show approximately 10-20% revenue growth and expanded portfolios over the next 18-24 months as well as about 400 new jobs created. All this will be achieved while empowering and creating sustainable opportunities for women and youth.

## Quick Facts

- Program is the first of its kind in Yara East Africa
- The course seeks to equip agro-dealers with business management skills for growth
- Yara EA boasts of a retail network of over 4,000 agro-dealers spread across the country
- The program is expected to scale up in the coming years

# Congratulations to our first cohort of the

| Name                       | County  | Name                    | County          | Name                           | County    | Name                        | County    |
|----------------------------|---------|-------------------------|-----------------|--------------------------------|-----------|-----------------------------|-----------|
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**42%**

Percentage of successful women candidates

## About Yara International ASA

Founded in 1905 and headquartered in Oslo, Yara International ASA is the world's leading crop nutrition company and a provider of environmental and agricultural solutions. The company has 18,000 employees and operations in more than 60 countries.

Supporting Yara's vision of a world without hunger and a planet respected, the company pursues a strategy of sustainable value growth, promoting climate-friendly crop nutrition and zero-emission energy solutions. Yara's ambition is focused on growing a climate positive food future that creates value for its customers, shareholders and society at large, and delivers a more sustainable food value chain.

## About Yara East Africa

Yara East Africa (Yara EA Ltd) is Kenya and Uganda's leading crop nutrition company, providing farmers in these countries with knowledge and best practices to sustainably improve crop yields, quality, and farmers' profits. Yara EA Ltd is a subsidiary of Yara International ASA.

Yara East Africa has been operating in Kenya since 1995, importing and distributing fertilizer to Kenyan farmers. It has developed crop specific fertilizers and foliar micronutrient crop programs to supply complete balanced crop nutrition for a wide range of arable, horticultural, grassland, fruit and forage crops. Yara also offers capacity building programs to farmers.

Of the estimated 7,000 active retailers in Kenya, more than 4,000 work with Yara. The company also partners with over two million smallholder farmers resulting in 10 million people in Kenya being fed.

### Contact Us

☎ 0800 720 517 (toll-free)

🌐 [www.yara.co.ke](http://www.yara.co.ke)

📱 | Yara Kenya

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