

Company: Sidai Africa (Kenya) Limited

Quick Facts

Sector: Agriculture/Agribusiness

Core Business/Subsector: Supply of livestock products and services

Initiative Duration: Oct 2016 to Jan 2018

Number of SEs targeted: 2,000 (1,000 Female)

Target Counties: Garissa

Leadership: Woman owned

Management: Quarterly Board of Directors meetings; certificate of incorporation; annual audited financial; tax compliant; >2.24M in sales, >\$340K equity investments, total assets of \$1.99M in 2015.

Business Profile

Sidai Africa (Kenya) Limited is a private sector, socially responsible enterprise operating in the livestock industry of Kenya with an aim of revolutionizing the provision of livestock and veterinary services to pastoralists and farmers in Kenya by creating a more sustainable and reliable service delivery model. Kenya currently faces challenges with substandard or counterfeit inputs in the marketplace, as well as, a technically underqualified retailer base. Sidai addresses this issue by selling quality crop and livestock inputs and services to over 100,000 farmers and pastoralists through 130 retail outlets in 32 counties in Kenya.

Through its collaboration with MEDA as part of the M-SAWA project, Sidai aims to improve access to livestock/agricultural inputs and a quality product distribution network by strengthening its franchisees network in Garissa county and providing quality livestock service delivery. This will be accomplished through supporting franchises and agrovet stockists in Garissa county in delivering livestock products and services, improving Sidai's distribution capability through investment in transport infrastructure, training 2,000 livestock owners on the importance of vaccination and proper handling of veterinary drugs and improve the technical and business skills of the franchisees through regular training.

Key Commitments

Business: 1) Improve access to livestock/agricultural input and provide quality livestock services by growing the footprint of the company into Garissa County; 2) Recruit and support franchisees to grow their business to serve more farmers and create more jobs.

Gender: 1) Provide regular trainings to women groups in poultry production and health management; 2) Provide trainings to the women's groups on farm health care services.

Environment: 1) Training pastoralists on proper handling of veterinary drugs and disposal of empty drug containers; 2) Livestock owners will be given practical demonstrations on proper handling and use of acaricides including how to avoid water pollution and over/under dosage.



Goats at a water point in Garissa

Highlights of Progress to Date (As of June 30, 2017)

1. **Business** – To begin to overcome the supply issues in this marketplace, a pick-up vehicle was purchased to improved Sidai's distribution capability by transporting the sourced products from 30 suppliers (SMEs) and distributing them to 21 outlets (including 4 franchisees and 5 agrovet stockists) in Garissa. The vehicle also delivered the livestock drugs to 56 individual farmers/pastoralists. A total of 1,416 individuals accessed a wide range of livestock inputs; 211 pastoralists/farmers (M106; F105) trained in routine livestock vaccination and proper handling of veterinary drugs.
2. **Gender** – 113 farmers (M60; F53) trained to support women groups in good poultry health care and goat management.
3. **Environment** – 186 pastoralists (M89; F97) trained on proper handling and responsible disposal of drugs containers while undertaking routine livestock vaccination.

* NOTE: Figures are based on information provided by the Lead firm as of June 30, 2017, but not yet fully validated. Final verification will be completed shortly