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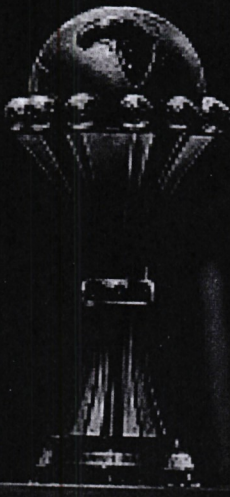
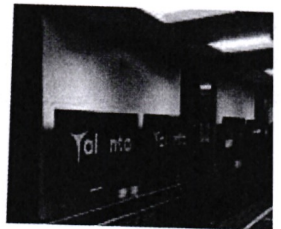
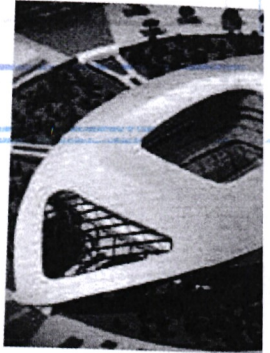
MINISTRY OF  
YOUTH AFFAIRS  
AND SPORTS




NATIONAL ASSEMBLY  
MEMBERS LAID

DATE: 05 DEC 2023

DAY




2022/2023  
SCORE CARD 





# Contents

 THE NATIONAL ASSEMBLY PAPERS LAID BEFORE THE ASSEMBLY ON 15 DEC 2023		DAY <b>TUES</b>
TABLED BY: CLERK-AT THE TABLE	Hon Naomi Wago, MP Deputy majority whip Luzofu Mwale	

Background .....	6
Getting started .....	6
FIFA Ban lifted, Football Economy Back .....	8
Athletics Renaissance and Anti-Doping War.....	10
Sports and Creatives Infrastructure Masterplan.....	12
Revised Rewards Scheme .....	14
Consolidated Creative Economy .....	18
Revolutionary Talanta Hela Flagship .....	22
The Young People's Agenda.....	43
Talanta Plaza: Home of Sports & Creatives .....	46
Partnerships and Cooperation .....	48
Inter-County Football Tournament.....	50
Events and Return of TV Broadcasts .....	52
AFCON'27 Comes Home! .....	54
Gallery.....	56



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# MINISTRY OVERVIEW

## MANDATE & LEADERSHIP

The Ministry draws its mandate from the Constitution and Presidential Executive Order on structure of Government. The mandate spans sports, youth and the creative economy.

It is currently headed by **Hon. Ababu-Terrah Namwamba, EGH** as Cabinet Secretary and two Principal Secretaries, **Mr. Ismail Maalim** (Youth Affairs) and **Eng. Peter K. Tum, CBS** (Sports).

The trio is supported by an array of state agencies, departments and staff, working in sync to deliver **The Plan** of the Kenya Kwanza Administration in sports, the young people's agenda and the creatives.

These Year One Milestones present achievements of the Ministry in the first year of implementing the Bottom-Up Economic Transformation Agenda (BETA) championed by H.E President William Samoei Ruto, through the Ministry leadership and team.

This inspiring success story is a manifestation of the Ministry's new mantra of "All Hands on deck: One for All, All for One".



Hon. Ababu-Terrah Namwamba, EGH  
CABINET SECRETARY



Mr. Ismail Maalim  
PS. YOUTH AFFAIRS



Eng. Peter K. Tum, CBS  
PS. SPORTS





## BACKGROUND

### STATE OF AFFAIRS BEFORE



The **Kenya Kwanza** Administration inherited a neglected and rudderless youth, arts and sports scene that had become manifestly dysfunctional and dispirited.

- Kenyan football was suspended from all international competitions by World governing body FIFA, freezing the entire football economy. Kenya was suspended on February 24<sup>th</sup> 2022 for what FIFA called “government interference”. That is the reason we are not participating in the Africa Cup of Nations Qualifiers!
- Doping—the use of performance enhancing pharmaceuticals littered Kenya’s brilliant athletic history and excellence in track events with our athletes flagged for violation and Kenya on the brink of devastating sanctions by World Athletics, a measure that would literally have killed the goose that lays the country’s sporting golden eggs.
- Sports infrastructure was in tatters; Not a single Kenyan stadium was approved to host international competitions.
- Kenya’s vibrant and varied creative enterprises remained primarily informal with little incentives to spur their operations. The Creatives, in music and sound recording, performance arts, fashion, photography, visual art and literary arts, were scattered, formless and with neither plan nor effort to fix the one perennial giga challenge: the royalties to creatives and perennial plagiarism.
- In the Film industry, Kenya’s potential value chain was incoherent and missing incentives to attract film makers and investors to exploit our unrivaled scenery, rich, diverse culture and heritage besides our breath taking flora and fauna.
- Sportsmen and women alongside creatives were unappreciated and demotivated, with a poor, erratic and unpredictable rewards framework. Athletes had gone for over 10 years without cash rewards.
- There was not the slightest plan or effort to identify, harness and develop talents from the grassroots. No one championed sports as an enabler of sustainable development with myriad opportunities it presents for our youth.
- The country had no coherent agenda for young nor impactful programmes targeting young people to effectively contribute to growth of the National Economy.

# Getting Started

## A HANDS-ON-DECK APPROACH





In one year, the Kenya Kwanza Administration, through the Ministry of Youth Affairs and Sports, has brought form, life, coherence, order and direction to sports and the creative economy as key pivots and drivers of development.

We are deliberate, intentional, and structured in delivering The Plan of putting money in the pockets of our talented citizens ("Pesa Mfukoni"), by monetisation of talents and consolidating the sports and creatives apparels value chain under the Talanta Hela flagship. The #HustlaBazaar innovation is a truly transformative platform for connecting small scale traders and rookie creatives to business opportunities in the sporting ecosystem.

We are attracting strategic investments and forging transformative partnerships, both domestic and global. From the NBA in New York, TRACE, the Grammys and Invention Studios in Hollywood, LA, to the UN, China, Cuba, South Africa, Angola, Serbia, India, Azerbaijan, United Arab Emirates, Slovakia, France and beyond, we are building global bridges to shared prosperity. At home, we cherish our partnership with the KCB Group, Safaricom, CFAO Motors and Kenya Broadcasting Corporation (KBC), among our many valued partners.

We are deploying Kenya's premium sporting pedigree as soft power to polish and elevate our country's global image, attracting prime sporting events like the

**AFCON'27**, while upgrading the country's sports and creatives infrastructure to top global standards.

We have strategically positioned the youth of Kenya at the core of national priorities through the unprecedented Young People's Agenda, which we have plugged into key international platforms like the United Nations' Generation Unlimited where Kenya occupies top leadership roles. Through unique initiatives like the cutting edge Youth in Peace and Security ( YPS) project, the historic "Million Youth Green Army for climate adaptation and the Presidential Innovation Challenge and Award, we are mobilising our youth to imagine and drive Kenya's rise to the next level, thinking global while acting local.

This exciting new dawn is best exemplified by our hosting of significant international youth events like the **YouthConnekt Africa Summit** and the Kenya Innovation Week – Commonwealth Edition that incorporates entrepreneurship incubation and start-up financing. All these offer our youth the opportunity to interact with, influence and exploit worldwide opportunities.

We are proceeding with progressive legal and policy reforms to anchor this unprecedented renaissance.

Bottomline is that we are definitely, certainly, undoubtedly, unequivocally, unquestionably, unambiguously **#DeliveringThePlan**.

---

Hon. Ababu –Terrah Namwamba, EGH  
Cabinet Secretary

SCORE 1



# Lifting of FIFA and World Aquatics Bans



Football and Swimming that were frozen in limbo are resuscitated. Our Swimmers, the Stars and the Starlets are back gliding and shining.



In record time, CS spearheaded lifting of FIFA ban, restoring football action locally.



Live Broadcast partnerships continue getting struck to elevate viewership.



Kenya, alongside her East African compatriots are poised to host and participate in the AFCON'27

Within one month, on 28th November 2022, FIFA lifted suspension of Kenya from international football, following direct engagement between Cabinet Secretary Ababu-Namwamba and FIFA President Gianni Infantino. The CS placed a call to FIFA on day 1 in office to set this momentous feat in motion.

Both the men and women national football teams, the Harambee Stars and the Starlets, respectively, are back in action representing the country in international competitions, including the 2026 World Cup qualifiers.

As a build up to the qualifiers, Harambee Stars has achieved some historic feats, beating the 2022 World Cup hosts and Asian Champions Qatar 2-1 in Doha, and drawing 2-2 against 2018 and former European champions Russia in top tier friendlies.

Both senior and junior Harambee Starlets have performed equally impressively, beating Cameroon and Angola in respective qualifiers for Women Africa Cup of Nations and U-20 Women World Cup. True testaments that Kenyan football is certainly rising.

Indeed the whole football economy is back from the freezer. The Kenyan Premier League (KPL) is rolling. Live broadcast of the league has made a return after a long time, with AZAM TV offering pay tv broadcasts while KBC is set to bring free-to-air (FTA) broadcasting. Corporate sponsorship of football and sports in general is also returning.

But the most profound affirmation that indeed Kenyan football is back big time, Kenya, alongside Uganda and Tanzania, on 27th September 2023 won the rights to host the 2027 Africa Cup of Nations (AFCON'27) under the East Africa Pamoja Bid.

The long-standing ban by World Aquatics was lifted in October, 2023 after robust intervention by the Ministry, guaranteeing the return of competitive swimming at the highest level.



SCORE 2



# Kenya Averts Athletics Ban, Launches Total War on Doping



Our athletics has hit unprecedented heights, with Kenyans dominating global events and breaking multiple world records with dizzying frequency.



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# 3.75 billion

Kenya Shillings committed  
towards the Anti-doping war.

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- Following direct contact between Cabinet Secretary Hon Ababu Namwamba and World Athletics President Lord Sebastian Coe, Kenya was spared an embarrassing athletics ban in November 2022.
- Kenya had reached the brink of being kicked out of international athletics competitions over rising doping cases among athletes, with the country's notoriety in cheating only second to Russia by 2020.
- At the time the new Sports CS was sworn into office on 27th October 2022, Kenya and the World anxiously held their breath ahead of the decision by World Anti-Doping Agency (WADA) and Athletics Integrity Unit (AIU).
- But after swift action by the new leadership, World Athletics President Sebastian Coe announced that the country had escaped the ban, allowing the distance-running powerhouse to continue participating in events such as the 2023 World Athletics Championship in Budapest, where Kenya topped Africa, the inaugural road running championship in Riga where Kenya pulverised the whole world, the Diamond League where Faith Kipyegon tore world records for fun, and the Chicago Marathon where Kelvin Kiptum set a whole new bar in Marathon world records.
- The Ministry subsequently moved with haste to host a National Multi-Sectoral Anti-Doping Conference, where a historic Multi-Agency Task Force was constituted to lead a total all out war against doping. The Task Force, led by renowned athlete, former Boston Marathon champion and ex-Cherengany MP Wesley Korir brings together key State agencies including NIS, DCI, DPP, Judiciary and Health to deal with doping holistically, from a primarily preventive viewpoint, from testing, investigation to prosecution and incarceration.
- To finance this unprecedented assault on doping, the Ministry committed a whopping USD 25 million (Kshs 3.75 billion) over the five year period 2022–2027, with the effort deployed through the Anti-Doping Agency of Kenya (ADAK), in close partnership with World Athletics, World Anti-Doping Agency (WADA) and Athletics Integrity Unit (AIU).



SCORE 3



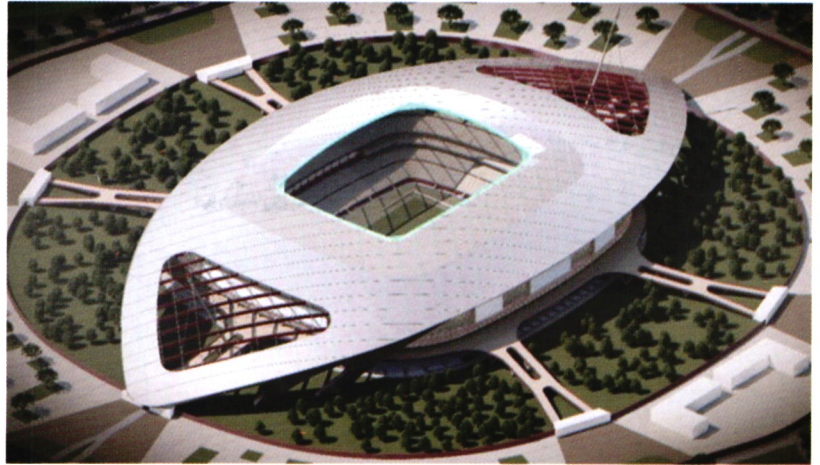
# Masterplan for Sports and Creatives Infrastructure



The Ministry has developed a logical, concise time-bound Masterplan to guide development of infrastructure for sports and creatives. Above is the envisaged new Nyayo National Stadium remodeled for AFCON'27.

## Masterplan sets targets to improve infrastructure at 3 levels: International Stadia, Regional Stadia, and Community Grounds and Academies

Artist's impression of the envisaged Talanta Sports Complex in the pipeline.



- To fix the sorry state of Kenya's infrastructure for sports and creatives, and to end the history of haphazard interventions that have loaded the country with myriad white elephants at colossal public expense, the Ministry has developed a logical, coherent and time-bound Masterplan as a guide.
- The Masterplan targets develop infrastructure at three tiers: International, Regional and Community level that includes talent development academies. The priority is to complete all stalled projects, refurbish Kasarani, Nyayo, Kipchoge Keino Stadium, Eldoret and Bukhungu Stadium, Kakamega to FIFA/CAF status, and roll out a program for regional and community sports facilities across the country.
- The Masterplan has also targeted to add one new international class stadium by 2027 to anchor the hosting of AFCON'27.
- For the Creatives, the Ministry is upgrading the Kenya National Theatre and the Nairobi Film Center, both in Nairobi, and rolling out a plan for recording facilities at the grassroots under the studio mashinani initiative.
- Within 90 days of assuming office, and after conducting inspection tours of stadia across the country, the CS suspended with immediate effect construction of all sporting facilities countrywide, for the Ministry to develop the Masterplan. The S also ordered a forensic audit on all stalled stadia projects. This is being conducted by the Office of the Auditor General.
- The Ministry through Sports Kenya and partners is already rolling out the transformative masterplan to upgrade sporting and creative infrastructure an unprecedented scale.
- Working with county governments and Members of Parliament, the Ministry is intent to upgrade facilities in all counties and to develop one sports academy in every constituency by 2032.

SCORE 4



# Bigger, Better Rewards scheme for Sportsmen, Creatives & Legends.



Excellence in sports and creatives is now fully recognised and handsomely rewarded, motivating top level performances.

- The Ministry has adopted a comprehensive predictable rewards scheme that has seen top performers across all sports and the creatives rewarded handsomely, offering attractive incentives for Kenya's top talents to conquer the world and smash records. Faith Kipyegon, Mary Moraa, Ferdinand Omanyala, Gor Mahia Football Club, Vihiga Queens, the Kenya Roll ball World Champions and the Malkia Strikers national women volleyball team are just but few examples of beneficiaries of this new scheme that includes a lucrative home ownership programme.
- The scheme, a first in Kenya, is rewarding across all sports and creatives, while also mitigating the challenges our treasured sports personalities go through upon retirement.
- The Kenya Kwanza Administration has complimented packages for both local and international allowances for athletes, while fulfilling the promise of awarding all World Record breakers such as Faith Kipyegon's instant Ksh 5 million cash and a house worth Ksh. 6 million for breaking 1500m and 5000m World records respectively.



Numerous athletes and creatives have received state rewards

- At the unveiling of the **Talanta Plaza** by H.E President William Ruto, the Ministry awarded various athletes who represented Kenya in different competitions, including the World Athletics Championship in Budapest and the African Women's African Volleyball Championship in Younde, with cash prizes totaling Ksh 32.13 million.

To institutionalize the new scheme, the Ministry in August 2023 unveiled the unprecedented **HONGERA Awards** that saw Kshs 100 million awarded to teams and individuals across sports and the creatives. Athletes who had not been paid rewards going back to 2010 had their arrears cleared at the Hongera Awards ceremony.

## 100. million

The Ministry hosted the inaugural Cabinet Secretary's Hongera Awards that saw Ksh 100 million disbursed to sports personalities and creatives, including legends dating back to the 1960s.



Legends of Kenyan sports and the creatives have not been left behind either, as for the first time in the history of Kenya, revered names going back to the '60s such as Charles Asati, Joe Kadenge, Kipchoge Keino, Rose Tata Muya, JJ Masiga, John Bobby Ogola, Mahmoud Abbas "Kenya One", Steve Tikolo, Maurice Odumbe, Humphrey Kayange, Patrick Njiru and Mary Kavere (Mama Kayai), among many others, were all rewarded at the unprecedented Hongera Awards.

For the first time ever, the Kenya National Theatre Awards were monetized, with the 37 Thespians who won their respective categories each receiving Kshs 100,000. Judges were similarly honoured.

The film industry's Kalasha Awards have also received a significant cash boost, while fashion and pageantry are receiving attention and support. Miss World Kenya, Chantou Kwamboka has been supported by the Ministry as she prepares to represent the country at the Miss World Pageant 2023 in India.



Miss World Kenya Chantou Kwamboka at the launch of Talanta Hela Flagship in State House, Nairobi.

## Fursa Youth Challenge winners Awarded



A testament to the commitment of all stakeholders to harness the power of creativity in advancing crucial societal goals.

In a vibrant celebration of youth talent and collaboration, the National Youth Council (NYC) marked a remarkable day with the unveiling of the overall winner of the Fursa Youth Challenge on 10<sup>th</sup> August 2023. The event was designed to explore potential collaborations focused on promoting Peace, Justice, and Strong Institutions, leveraging the creative arts to deepen democracy, foster national cohesion, uphold national values, and promote peaceful coexistence.

Ms. Maimonadh (Munash) was announced as the overall winner of the #YouthSong competition. In recognition of her outstanding talent and creativity, she was awarded KES 200,000, aligning with the ministry's #TalantaHela initiative. The Ni Wale team, consisting of Slejj and Swithins Suru, secured the 1st, 2nd, and 3rd positions, with awards of KES 150,000, KES 100,000, and KES 50,000, respectively.

The event was not only a celebration of talent but also highlighted the commitment of government officials, institutions, and organizations to support and uplift the younger generation, recognizing their potential as drivers of positive change.

SCORE 5



# Consolidating the Creative Economy riding on Digital Superhighway.



The Ministry has focused attention on progressing and monetising creatives for sustainable livelihoods



The Ministry is keen on leveraging technology to enable creatives earn from their content.



Trace Africa is set to partner with the Ministry on the WHOZNEXT Music challenge to be rolled out soon.

- In sync with The Plan and BETA, the Ministry has been deliberate, intentional and structured in consolidating the creatives space into a coherent vibrant and productive industry beneficial to both the creatives and the economy.
- Partnerships have been forged to fly this agenda, with unprecedented MoUs signed with the Government of China and the American Grammys in film cooperation, with South Africa in audio-visual co-production, with TRACE in Music development and with Cuba, France and Serbia in cooperation around sports, infrastructure and arts.
- Kenya is endowed with highly talented youth in music, film, theatre, graphic design, digital animation, fashion, pageantry, craft, fine and literary arts, among others. The digital revolution, buttressed by Kenya's good connectivity has opened up opportunities for the creative arts to be a significant economic actor in its own right, transforming creatives into a mega industry and a key driver of the economy.
- Focus is on monetization of major platforms such as TikTok, Facebook and YouTube to benefit Kenyan content creators. Government has entered structured engagement with all these platforms for monetization purposes.

### Blank Tape Levy to boost royalties for artists & film makers

The Ministry introduced Blank Tape Levy- a nominal fees imposed on the sale of Blank media such USB drives, CDs, smart phones for copying content. The levy was activated on 15<sup>th</sup> September 2023 and has started capturing resources which will go a long way to support artists, film makers and their copyright.

The levy is paid by the manufacturers or importers of the blank media or devices. This levy is imposed by the Copyright law to compensate copyright holders for potential revenue lost when individuals make private copies of their copyrighted works, such as music, movies, or software.

We have witnessed tremendous progress that will be a turning point for artists, and film makers in terms of royalties. The regulator-Kenya Copyright Board will equally be turned around and is expected carry out massive civic education campaigns.

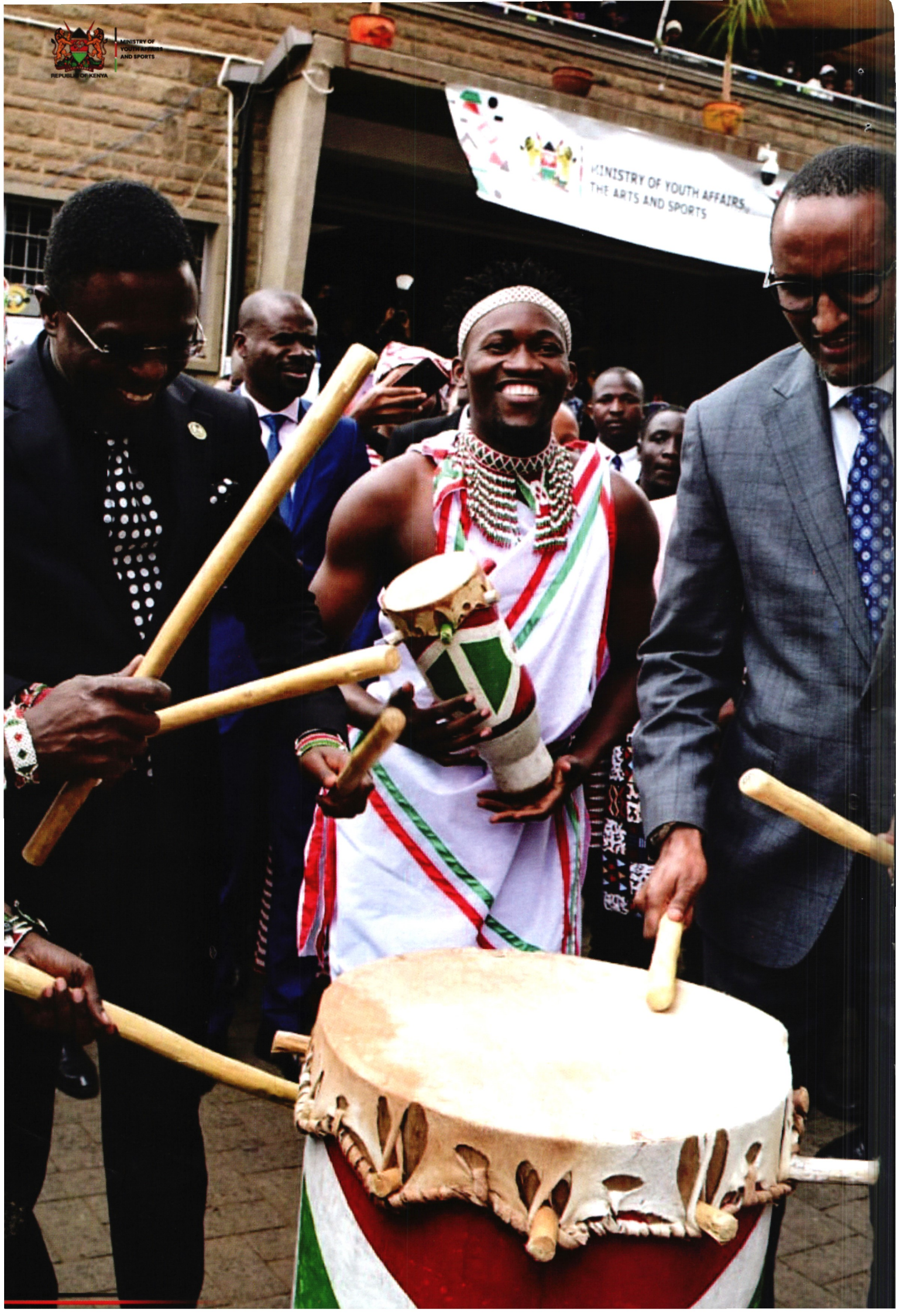
# 70%

A new royalties framework benefits creatives on 70:30 ratio.



MINISTRY OF  
YOUTH AFFAIRS  
AND SPORTS

MINISTRY OF YOUTH AFFAIRS,  
THE ARTS AND SPORTS



Streamlining policies and legislation as well as re-aligning institutions that directly impact youth, sports and the creatives. These include:

a) Creative Economy Bill to consolidate creatives into a formal industry, giving form and structure to the various creative arts through support measures like the Film Fund. This transformative legislation will establish the Creatives Commission/Council to bring practitioners to the forefront of growing the industry. This will replace the current Permanent Presidential Music Commission (PPMC) whose mandate is quite limited.

b) H.E President William Ruto established the National Lottery Task Force that has birthed two important bills, the National Gambling Control Bill, 2023 and the National Lottery Bill, 2023. Proceeds of the National Lottery will boost financing of sports and the creatives.

c) The Ministry is reviewing the Sports Act and Policy.

d) The Ministry is also developing the Youth Development Bill.

Overall, The Ministry has been strategic in plugging Kenya's youth agenda into significant international opportunities to expand the scope of benefits.

Cabinet Secretary Ababu Namwamba has taken important roles in this space, including joining the UN Generation Unlimited Leadership Council in New York and the Commonwealth Youth Ministers Task Force in London.

The Ministry is also building local networks of youth influencers and actors in universities, colleges and communities, and regionally through IGAD, ICGLR, EAC and AU.





MINISTRY OF  
YOUTH AFFAIRS  
AND SPORTS

REPUBLIC OF KENYA

SCORE 6



# Talanta Hela Flagship



Talanta Hela is an all-rounded initiative, structured as the conveyor belt with various pillars set to monetize diverse talents onwards.



Talanta Hela is the Ministry flagship for the deliberate, intentional and structured monetisation of talents. It is the platform for turning **Talents** into **Pesa Mfukoni** to support **sustainable livelihoods**.

A practical manifestation of Bottom-up, Talanta Hela has created that critical missing pipeline to tap talents from the grassroots, including the schools ecosystem, and funnel those talents to the very top where they can be monetised to benefit the individual, the family, the community and the nation.

Talanta Hela is implemented through established government institutions such as the Kenya Academy of Sports, the Kenya National Theatre and the Kenya Film School to turn talents into sustainable incomes and boost the country's GDP.

Novel and revolutionary, Talanta Hela was officially launched on 9th June 2023 at Statehouse, Nairobi by H.E President William Ruto. It has been rolled out to consolidate all ideas, strategies, policies and measures for advancing the creatives, sports and the youth.

**Talanta Hela** is all about monetising talents across sports and the creatives, powered by innovation on the digital superhighway.

**Talanta Hela** is the convergence and consolidation of policies, measures and actions targeted at turning talents of Kenyans into sustainable livelihoods.

Cutting across all sports disciplines and the creative industry, including music, film, theatre, fashion, pageantry, content creation, literary and fine art, Talanta Hela seeks to formalise the creative and sports sectors as pivotal cogs in the wheel of Kenya's economy.



MINISTRY OF  
YOUTH AFFAIRS  
AND SPORTS

# Pillars of Talanta Hela

## TALANTA HELA PILLAR 1

Revival of Our Sports Bottom-Up through Talent Identification, Nurturing and Monetization



1.1 The **Kenya Academy of Sports** is being transformed into the fulcrum of identifying, developing, nurturing, marketing and monetizing sporting talents across all disciplines. The academy at Kasarani is undergoing significant expansion to include modern training fields and accommodation facilities of international standards.

1.2 Beyond Kasarani, **Satellite Academies** are to be established at three tiers:

**Tier One: Elite School Academies.** 50 schools, both boys and girls, have been selected in consultation with the Kenya Secondary Schools Sports Association (KSSSA) to kick-start this tier, with each school specializing in a particular discipline. Substantial investments will be made in these schools in terms of sporting infrastructure, equipment and coaching capabilities such as FIFA classified training.

These schools will offer **Sports Scholarships** and admission quarters reserved for top talents. Already Gisambai Primary School in Hamisi, Vihiga County is being progressed to Kenya's first School-based Academy. Its named the Joe Kadenge Memorial Academy, in honour of the legendary Joe Kadenge of the "Kadenge na Mpira" fame who schooled at Gisambai. Transcend Academy in Cherengany, Trans Nzoia and Koitalel arap Samoei Academy in Nandi County are following suit.

**Tier Two: Community Academies.** Twenty Five Community grounds and centers have been identified to activate this tier of academies which will similarly be upgraded with sporting infrastructure, equipment and coaching capabilities.

**Tier Three: Stadium-Academies.** Eleven Stadia across the country have been identified to host this tier of academies.



1.3 All the academies will be supported by a blend of government sports officers, teachers, experts and ex players/athletes under the Kenya Academy of Sports.

1.4 The conveyor belt from the entire academies ecosystem will converge at the National Academy at Kasarani, which will host periodic **Holiday Talent Camps** bringing together the very top talents for elite training and scouting by both local and international academies and clubs.

1.5 This program is run in close partnership with schools, federations, clubs, private academies and other relevant partners.

1.6 The Ministry has developed a comprehensive long-term Masterplan for the development of infrastructure to support this sports revival efforts, alongside the creative industry. This is to avoid past pitfalls of haphazard interventions that have loaded the country with myriad white elephants.

1.7 To better reward our Sportsmen and women, the Ministry of Youth Affairs, the Arts and Sports has adopted a new scheme with significantly enhanced awards.

1.8 The Ministry is running a robust well funded anti-doping drive to rid our sports of cheating.

Some 2000 students selected from primary and secondary school ball games countrywide converged in Nairobi for a historic first ever Holiday Talent Camp for elite training, mentorship and scouting. Coaches, legends and federations participated in the Camp hosted by the Kenya Academy of Sports.



## TESTIMONIALS



A live manifestation of Talanta Hela in action is the highly gifted school boys and girls that emerged from the 2023 school games and graced Kenya's first ever National Holiday Talent Camp in August.

Amos Wanjala, Alvin Kasavuli, Aldrine Kibet, Luis Ingavi, Valerie Nekesa and Caroline Anyango are among the top discoveries from the 2023 secondary school ball games. Nekesa is currently top scorer for Rising Harambee Starlets and Soccer Assassins (Madira Girls) in the FKF Women Premier League.

Anyango won Kenya a Javelin bronze medal at the African U-18 Athletics Championship in Lusaka, Zambia at first attempt and is now headed to Azerbaijan for a specialised training camp alongside three other youngsters. Ingavi is at Monteverde Academy in Orlando, Florida on a soccer scholarship.

Wanjala, Kibet and Kasavuli alongside Ezekiel Nguwa from Kilifi County have joined the Nastic Soccer Academy (NSA) in Tarragona, Spain to advance their football development.

The Ministry has been fully supportive, and considers central defender Wanjala, midfielder Kasavuli and forwards Kibet, Ingavi and Nguwa to be the future backbone of Kenyan Football that will realize the Kenya Kwanza Football Vision 2030 that targets to get Kenya to the 2030 World Cup, if not earlier in 2026.

Nekesa is the pearl in a golden generation of exciting talents that bear Kenya's women football dreams.



CS Ababu embraces exciting emerging soccer sensation Aldrine Kibet at Kenya's first ever National Holiday Talent Camp in Nairobi, August 2023.

# 2,000

Number of school boys and girls who attended Kenya's first ever National Holiday Talent Camp hosted by the Kenya Academy of Sports in August, 2023.

# Rising Stars

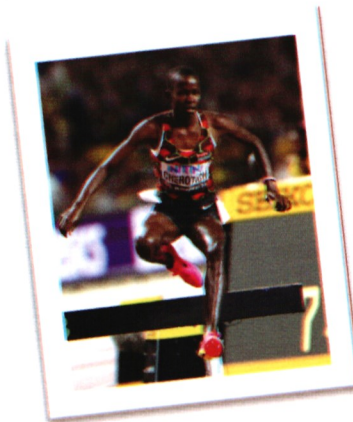
*Future backbone of Kenyan Sports*



**Aldrine Kibet, Amos Wanjala and Alvin Kasavuli at the National Holiday Talent Camp, Kasarani in August 2023.**



**CS visiting Luis Ingavi formerly of Goseta Secondary School, at Monte-verde Academy in Orlando, Florida where he is on soccer scholarship.**



**19-Year old Faith Cherotich, Kenya's youngest medalist at the 2023 World Athletics Championship in Budapest**



**Caroline Anyango in training session.**



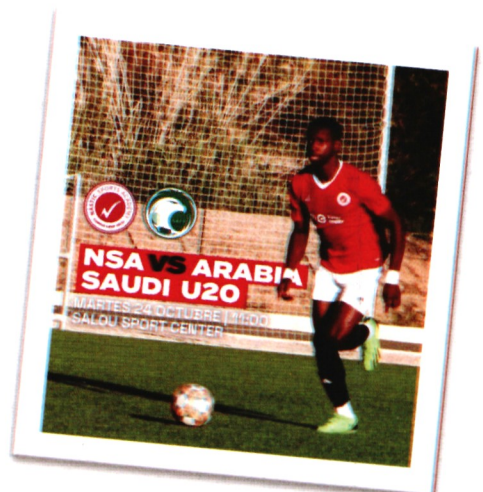
**CS presents new kits to Team Chipu captain during the Junior World Rugby.**



**Velarie Nekesa, Kenya's star girl and goal machine, in action for Harambee Starlets under 20 in the recent past.**



**Angel Okutoyi in celebration at the Billie Jean King Tennis Cup.**



**Amos Wanjala, a soccer talent identified at the National ball games features for his team Nastic Sports Academy in Europe.**

TALANTA HELA PILLAR 2

# Formalising & Monetising the Creative Economy



Conservative data indicates that the creative industry accounts for some 5.3% of Kenya's GDP. There is no doubt that the potential to expand this is immense. To unleash the full potential of this sector, Talanta Hela is taking the following measures:



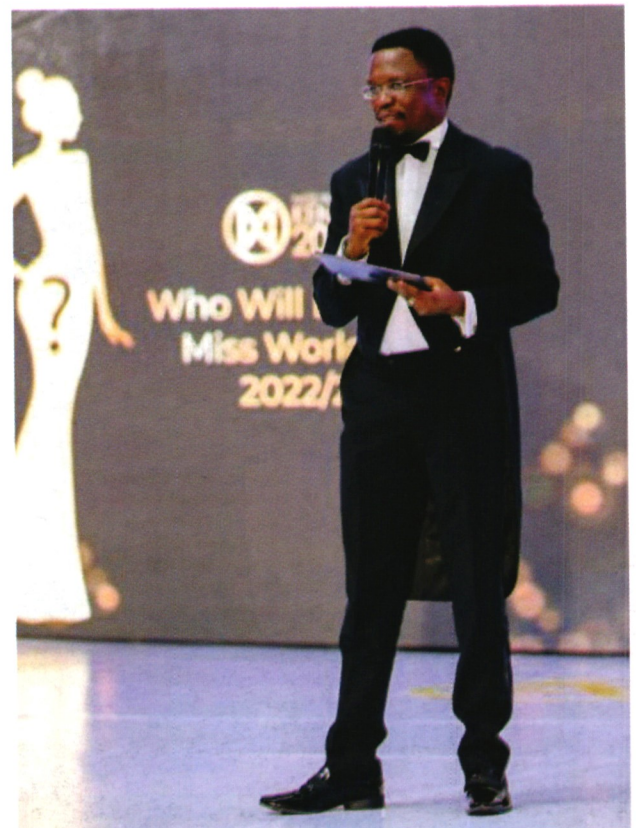
**2.1 Enhanced protection of intellectual property**, with the provision of free legal services to artists both in-person and virtually, including advice on contracting.

**2.2 Streamlined collection and distribution of royalties to artists.** The Ministry of Youth Affairs, the Arts and Sports has brought order to the Collective Management Organizations (CMOs) which should now collect more and disburse significant amounts to artists, along the international best practice ratio of 70% to artists and 30% to administrative costs. The Ministry has gazetted **New Tariffs** for all consumers of intellectual property protected productions, and activated the **Blank Tape Levy**. Broadcasters, public service vehicles, Entertainment and hospitality establishments and all new media platforms must pay what is due to artists. The same way you pay for that drink and food, also pay for the music that enhances your enjoyment of the food and drink! It should be possible to collect at least KES 4 billion across this ecosystem, for the benefit of our long-

suffering artists.

**2.3 Creative Hubs alongside the sports academies**, which will feature recording studios, content creation equipment, training programs and performing spaces. We want to see an explosion of content creation as an arena of creativity supporting sustainable livelihoods.

**2.4 Support for pageantry and the fashion industry.** Talanta Hela is encouraging Fundi Friday, which is about wearing Kenyan fashion every Friday to support livelihoods of *Kenyan fundis*. Pick your favorite fundi, and support their hustle. Pageantry is also receiving a definite lift, as evidenced by the support the Ministry is extending to various pageants, and specifically to Miss World Kenya, **Chantu Kwamboka**, who we have handed our national flag and fully supported to represent our country at Miss World Pageant in India.



CS Ababu Namwamba as Chief Guest at Miss World Kenya pageant held in Nairobi, Kenya.

**2.5** Talanta Hela is formalising a predictable reward system across the creatives space. **Job Ogweno** won himself KES 300,000 for helping design the Talanta Hela logo.

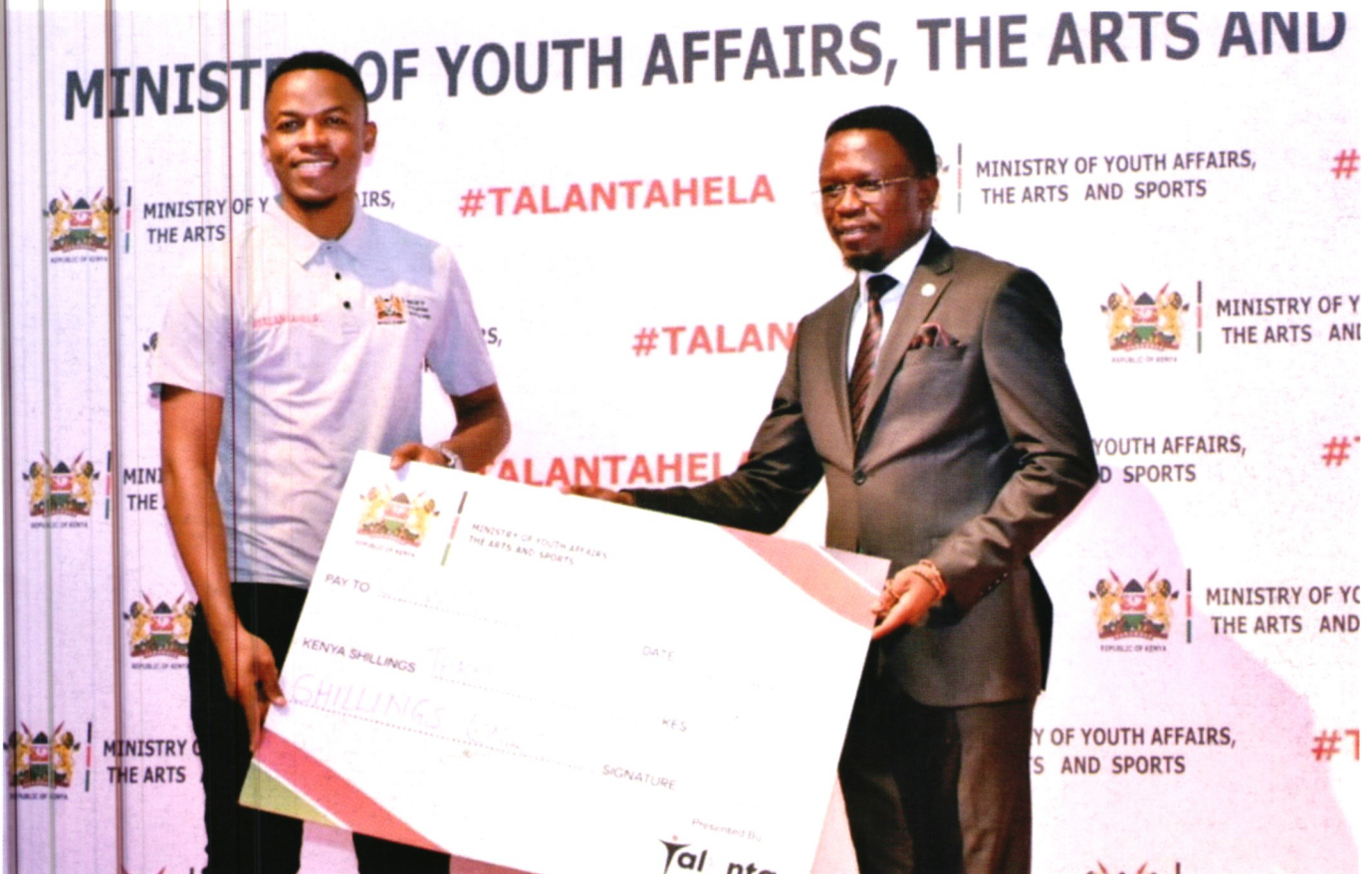
Other participants in that national competition also received cash rewards. Winners of the 2023 Kenya National Theatre Awards received cash rewards presented by Cabinet Secretary Ababu Namwamba. This is the first time ever in the history of Kenyan Theatre. And it will only get better.

**2.6** Talanta Hela is rolling out a nationwide grassroots creatives talent search and development

competition dubbed **WHOZNEXT**.

The competition will encompass a wide spectrum of the creatives and will serve as a pipeline for unearthing the next big talents in music, film, theatre and other creatives.

**2.7** These measures on the creative economy will be anchored by the Kenya Film School, the Kenya National Theatre and the Permanent Presidential Music Commission (PPMC), which is to be restructured to expand its mandate. A Creative Economy Bill is already being drafted.



Job Ogweno receives Kshs 300,000 top prize for winning the Talanta Hela logo competition. Pesa Mfukoni..



MINISTRY OF  
YOUTH AFFAIRS  
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REPUBLIC OF KENYA

TALANTA HELA PILLAR 3

b.

# Presidential Innovation Challenge & Award



3.1 Under Talanta Hela, the Kenya National Innovation Agency (KeNIA) has rolled out the **Presidential Innovation Challenge and Award** from the grassroots to encourage Kenyan youth to create ideas across all spheres, including technology, agriculture, blue economy and climate adaptation.

A key component of this challenge is answering the question of how to make agriculture cool. The Challenge was officially launched by CS Ababu Namwamba at Kipchoge Keino Stadium in Eldoret on August 18<sup>th</sup> 2023, and is running online.

Winners will be awarded 5 million cash at the Kenya Innovation Week – Commonwealth Edition in November, 2023, as start-up capital to progress their Innovation to entrepreneurship.

This year Kenya will be the proud host of the Commonwealth Innovation Day in November, 2023, attended by the 56 nations that form the Commonwealth.

# Presidential Innovation Award

NATIONAL LAUNCH  
KIP KEINO STADIUM, ELDORET  
18<sup>TH</sup> AUGUST, 2023 | 02.30 PM

[pia.innovationagency.go.ke](http://pia.innovationagency.go.ke)



Ignited by CS Ababu Namwamba on 18th August 2023, the deadline for submission was 30th. September 2023.



TALANTA HELA PILLAR 4

# Forging Transformative Partnerships



4.1 In September 2023, the Ministry signed a historic deal with the NBA in New York that will see the American basketball franchise set up offices in Nairobi and invest in a robust basketball development programme across Kenya. The Cabinet Secretary signed equally significant MoUs in Los Angeles with The Recording Academy (Grammys) and Invention Studios, a top film maker in Hollywood, LA, for cooperation and partnership in the development of music and film, respectively

The Ministry has signed an MoU with TRACE under which the WHOZNEXT talent search and development program is to run. TRACE will support thirty (30) rookie artists annually. They will be trained through Trace Academy, assisted to record their maiden productions and provided with the international Trace media platforms to market their music to a global audience. Another MoU with Angola has been signed for cooperation in youth development, with deals have also been secured with KCB, Safaricom, CFAO Motors and KBC in sports

Others are MoUs with China in film cooperation, and France, Cuba and Serbia in sports and creatives cooperation.

4.2 Kenya is privileged to host the African Audio-Visual and Cinema Commission from this year, which is bound to elevate our country's voice and prominence in that space across the continent, with considerable benefits to our creatives.

4.3 A private public partnership (PPP) framework is to guide collaboration

between government and the private sector in the development of sports and the creatives. The partnership includes sponsorship, naming rights and development of infrastructure. To incentivize the private sector in this regard, the Ministry has developed a tax rebates regime to encourage and reward corporate support.

4.4 Talanta Hela is leveraging on Kenya's sporting pedigree to develop Sport Safari as a new frontier for the growth of the country's tourism.

4.5 In close partnership with county governments, Talanta Hela has rolled out a **grassroots football competition**, whose highlight is the inter-county tournament that the Cabinet Secretary kicked off in Eldoret on August 18<sup>th</sup> 2023. Finals of this unique tournament will be on Jamhuri Day, with the winners taking with them KES 5 million, the first runners up 3 million, the 2<sup>nd</sup> runners up 2 million.

4.6 To continue the turnaround of Kenya's football fortunes, **Talanta Hela** is at an advanced stage of concluding a partnership package for live broadcast of football and sponsorship revenue for clubs across the leagues CS Ababu Namwamba will announce details in due course, ahead of the new season of the Kenyan Premier League.

4.7 The Ministry has also forged robust partnerships with **NETFLIX**, **TikTok** and **Meta (Facebook)** as part of efforts to consolidate and monetise content creation as a formal creative that carries huge potential for incomes.



MINISTRY OF  
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TALANTA HELA PILLAR 5

# Sports Apparels & Equipment Value Chain





Angela Okutoyi in action, a proponent of the Buy Kenyan, Build Kenya mantra.



Models showcasing locally produced attires at the Talanta Hela launch in State House Nairobi.

5.1 Kenya is a global sporting powerhouse that has not really exploited this pedigree to grow a robust industry around sportswear and equipment. Talanta Hela is changing this.

Buy Kenyan and build Kenya.

At the Presidential State House launch on June 9, six emerging productions in this ecosystem showcased their creations. Talanta Hela is purchasing all apparels and equipment for its various activities from these great Kenyans.

5.2 In this line, Talanta Hela is proud to support young innovator Zaccheus Wamiti Munyange from Kiambu County, whose electronic substitution board showcased at the International Youth Day in August, 2023 has already progressed to mass production and is being used in sporting events.

Our teams to various competitions are wearing these creations, including our girls tennis team to the Billie Jean King Cup that is led by **Angella Okutoyi**. Angie and her teammates were at the State House launch and showcased the very high quality Kenyan made sports fashion from the likes of **Akinyi Odongo**, **Wanja Kenya**, **Mimo Fashion**, **Ziwa brand**, **Enda**, **Warrior** and **Zebra**.



Zach's electronic substitution board assembled locally

## TALANTA HELA PILLAR 6

# Talanta Hela Online. Talents on the Digital Superhighway



State-of-the art digital screening hub anchoring virtual talent identification, nurturing and monetisation worldwide.

In this digital age, technology plays a vital role in the growth and monetisation of talents. That is why we have introduced **Talanta Hela App**, a revolutionary platform that will connect talented individuals with opportunities and resources across time and space.

This app will serve as a one-stop destination for creatives and sportspeople, providing them with access to **training programs, mentorship, sponsorship, collaboration opportunities** and a marketplace for sports and creative products. It is our way of leveraging technology to support and amplify the voices of our talented individuals.

Talanta Hela is rooted in the Bottom-Up Economic Transformation Agenda

(BETA) and "Pesa Mfukoni" (Money in the Pockets) vision. It aims to stimulate economic growth from the grassroots by putting money directly into the pockets of our young people.

By empowering our creatives and sportspeople to earn a living from their talents, Talanta Hela aligns perfectly with the BETA agenda. It is similarly in sync with the vision for a prosperous and inclusive Kenya.

We are promoting social mobility and providing opportunities for economic advancement

This initiative is not just about recognizing talent; it is about creating a pathway for success and prosperity, where individuals can earn a living doing what they love.





MINISTRY OF  
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REPUBLIC OF KENYA

TALANTA HELA PILLAR 7

# Quality infrastructure to Progress Talents



**7.1** A comprehensive Masterplan for Sports and the Creatives Industry has been developed and is already being rolled out.

**7.2** Kasarani, Nyayo and Kipchoge Keino Stadium in Eldoret are to undergo total transformative overhaul, Moi Stadium in Embu and Green Stadium in Kericho have been rebuilt in record time, while other regional facilities like Bukhungu Stadium in Kakamega, Moi Stadium in Kisumu, Marsabit Stadium, Busia Stadium, Ruring'u Stadium in Nyeri and Kapsabet Stadium in Nandi County are to be upgraded considerably.

**7.3** While only 10 months ago Kenya did not have a single Stadium that could host FIFA/CAF games, quick interventions by the Ministry has seen the ban lifted. Kakamega Homeboyz hosted Al Hilal Benghazi of Libya at Nyayo Stadium in a CAF Confederation game on August 18. And on September 12, Harambee Stars played South Sudan at Kasarani Stadium.

**7.4** The national women football teams, the Harambee Starlets and the Rising Starlets have hosted and beaten Cameroon and Angola, respectively, at Nyayo Stadium, while the men senior team the Harambee Stars will be participating in the 2026 World Cup qualifiers from November, 2023.

**7.5** Novel competitions like the Bottom-up Inter-Counties football tournament are benefiting from this transformative measures.



SCORE 7



# A Transformative BETA Young People's Agenda



The Ministry has been central in structuring and powering youth-oriented empowerment programs and initiatives. It is set to host the 2023 Youth Connekt Africa Summit.

The Ministry has developed a concise and transformative **Young People's Agenda** as the core platform for the empowerment of young people and for engagement in global spaces such as the UN Generation Unlimited (GenUn) and YouthConnekt Africa.

**Youth in Peace and Security (YPS)** Project has been consolidated around the ICGLR youth Secretariat that the Ministry is hosting. Young people are being mobilised to lead as agents of peace, security and stability both in Kenya and across the Great Lakes Region.

As an outcome of the Africa Climate Summit, CS Ababu Namwamba unveiled a historic partnership between the Kenyan Ministry of Youth Affairs and Sports, the Global Center on Adaptation, the University of Nairobi and the University of Groningen in The Netherlands to train 1,000,000 Youth Green Army on adaptation and leadership. This initiative will deploy a train of trainers, combining music, film, fashion, pageantry, theatre and sports to mobilise, raise awareness and increase the resilience of local communities. Each youth under this programme will receive a certificate to advance careers in climate action. The time to talk is over. It is time to now build the capacity of young people to be effective warriors for climate adaptation.

Kenya is poised to host the **6<sup>th</sup> Youth Connekt Africa Summit** on December 8<sup>th</sup> to 12<sup>th</sup> with the revolutionary theme "Youth Innovating a Borderless African Renaissance". 20,000 African Youth are expected in Nairobi in a historic gathering that will further shape and cement Kenya's next thought leadership.

In November 2023, the Ministry will host the historic Kenya National Innovation Week - Commonwealth Edition. Best Innovations from the Presidential Innovation Challenge will be showcased to the 56 Member States of the Commonwealth, while the very top ideas will be progressed to entrepreneurial incubation and start-up funding of up to Kshs 5 million per Innovation.

**R**iding on the Ministry's mantra of "By Youth Of Youth For Youth", the Ministry has continued to lead from the front in opening doors of opportunity for young people to be integrated in decision making and development processes.

The Hustler Bazaars has offered a transformative practical platform for the youth to do business and to express and grow their creativity in the context of major international sporting and creative events both in Kenya and abroad.

The WRC Safari Rally, Magical Kenya Golf Tournament, World U20s Rugby Competition, Billie Jean King Cup, Kipchoge Keino Classic, International Youth Week Celebrations among many others have all provided Hustler Bazaar spaces for our youth to do "SportiBizNaSherehe" (sports, business and fun).

Internationally, we have sent multiple delegations of youth to diverse events for learning, networking and growing beyond our borders. These include the Serbia Afro Festival in Belgrade, the International Music Festival in India and

the IYF international Youth Festival in South Korea.

Young people have also been given a frontline role in conceiving, planning and executing significant events such as the WRC Safari Rally, International Youth Day and the forthcoming YouthConnekt Africa Summit.

The Ministry has also deliberately forged partnerships beneficial to the youth. MoUs signed with Angola, South Africa, France and China as well as the NBA in New York, Grammys in LA and Invention Studios in Hollywood, all offer definite beneficial opportunities for our young people to grow in multiple spaces, including leadership, development, creatives and sports. As do partnerships forged with the Global Center for Adaptation (GCA), UNDP, Generation Unlimited/UNICEF, KCB Group, CFAO Motors, SportPesa, Kenya National Chamber of Commerce and Industry, KBC and the Embassies of Slovakia, Azerbaijan, United Arab Emirates, Qatar, USA and EU, among others.

In this we have been and continue to be deliberate, intentional and structured.



CS Ababu Namwamba leading celebrations at Sherehe Corner at the culmination of World Rugby Under 19 Championship, Nyayo Stadium- Nairobi.



20,000

Number of Youth from across the length and breadth of Africa projected to attend the 6th YouthConnekt Africa Summit in Nairobi, 8-12 December, 2023



SCORE 8



# TALANTA PLAZA, Fitting Home for Sports, Youth and Creatives



Talanta Plaza is a one-stop center, set to house all operations and officers under the Ministry conveniently.

The Kenya Kwanza Administration is the first to consolidate all youth-centric segments of government under a single Ministry.

And in a record 10 months, the remodeled Ministry of Youth Affairs, and Sports has developed a brand new Home, the Talanta Plaza, officially opened on 1.9.2023.

The 16-storey architectural marvel dubbed “Talanta Plaza” that now houses the Ministry’s Offices and those of Sports Federations once again ascertains the commitment to the growth of sports and youth in the country.

The premise is a one-stop operational engine that enables official functions of the Ministry, enhancing efficiency by strengthening syner-

gies to improve service delivery.

Notably, a whole floor has been dedicated to pay tribute to Kenya’s sporting heroes and heroines. Christened, Talanta Hall of Fame.

It boasts of iconic sportsmen and women as well as legendary persons in the creative scene.

From peerless Kipchoge Keino, David Rudisha, Joe Kadenge, Robert Wang’ila and Ojwang’ of the Vitimbi fame, to the remarkably talented middle-distance runner and multiple record breaker Faith Kipyegon and more.

All, a clear testament to Kenya’s recognition of its athletes and talented youth as vital ambassadors and a driving force for the country’s development.



President Ruto leading the Talanta Plaza unveiling ceremony.



Hallways of the Talanta Hall of fame, within Talanta Plaza.

SCORE 9



# Deliberate Nurturing of Talents in the School Ecosystem



The Ministry of Youth Affairs and Sports funded and actively participated in all schools games, music, drama and film festivals, with cash sponsorship of Kshs 267 million.

This year's highly successful Kenya Secondary Schools Sports Association (KSSSA) games as well as the Music Festival and Drama & Film Festival were all fully sponsored by the Ministry of Youth Affairs, the Arts and Sports to the tune of over KES 267 million, further cementing its commitment in supporting talent development from our schooling ecosystem. This is in recognition of the fact that Schools and colleges are the natural domicile for the vast majority of the country's raw talents.

Through the sponsorship, and for the first time in history, Kenyan parents were relieved of the burden of raising money for co-curricular activities while ensuring that those involved in organizing the events were fully motivated.

The finals of the KSSSA ball games were held in Bukhungu Stadium, Ka-

kamega County and were the focus of massive attendance and national attention, because of the strong support by the Ministry.

For the first time ever in history, the football finals for both boys and girls were broadcast live on KBC TV and livestreamed on multiple digital platforms.

Finals of drama and film festival were held at Shimo La Tewa High School in Mombasa County, and for Music at Dedan Kimathi University in Nyeri County.

Besides the major financial support by the Ministry, the Cabinet Secretary Hon Ababu Namwamba was also personally at Bukhungu, Shimo La Tewa and Dedan Kimathi University to personally lead the support and talent scouting that culminated in Kenya's first ever Holiday Talent Camp in August, 2023.



SCORE 10



# Talanta Hela Inter-County Football Tournament



The Inter-County football tournament seeks to grow the game at the grassroots, providing the base for a competitive age-capped national teams, from U-15 to U-19.

The Talanta Hela Inter-County Football Tournament is an ignition of Talanta Hela, with the goal of identifying, nurturing and monetizing talents from deep in the grassroots.

The football games are being contested by boys and girls under the age of 19 years, and aim at unearthing the raw gems and unleashing the full potential of budding talents across the country, with the best two teams contesting the prestigious Talanta Hela Trophy at this years' **Jamhuri Day** Celebrations as we celebrate **Kenya @60**.

Ultimately, this tournament is creating the pipeline for formidable Harambee Stars and Starlets to take Kenyan football to the next level.



Snapshots of grassroots sports action across the country.

SCORE 11



# Hosting Mega Events and Return of Live Broadcasts



The year has seen an explosion of top tier international events being hosted in Kenya across multiple disciplines, from rallying to golf, shooting, rugby, tennis, football and more. And excitingly, live tv, radio and digital broadcasts are firmly here!

Long lost live broadcast of sports is back. For the Kenyan Premier League (KPL), AZAM is offering pay tv while KBC and others are outlets for Free-to-Air tv, radio and digital streaming

The year has also seen hosting of some mega international events, including the WRC Safari Rally, Billie Jean King Tennis Tournament, Magical Kenya Golf, World U20 Rugby Championship, Kip Keino Classic, the Nairobi City Marathon, and continental football involving Kakamega Homeboyz FC, Harambee Starlets and Rising Starlets, all hosted and supported by the Ministry.

Kenyan teams have continued to participate in multiple global competitions of note, the latest ones being the World Athletics Championships in Budapest, Hungary, where Kenya was the top ranked African nation with 10 medals and the inaugural World Athletics Road Running Championship in Riga, Latvia, where Kenya topped the whole world with 12 medals.

For the first time ever, Team Kenya to Olympics started preparations a whole year ahead of the Paris 2024 Olympics. Sportsmen and Women in all disciplines have been fully supported to prepare and participate in qualifiers.

In an effort to revive boxing, the national boxing team, the Hit Squad underwent elite training in Havana, Cuba for two weeks under a bilateral arrangement agreed by Cabinet Secretary Ababu Namwamba when he visited Havana, Cuba in April, 2023.



A snippet of the action-packed WRC Safari Rally, Naivasha.



Kenya's Team Shujaa, headed for the 2024 Olympics.



Kenya's boxing team training in Cuba.



A Scene from Nairobi city Marathon 2023.



SCORE 12



# AFCON'27; Big Win for Kenyan & East African Football



It is coming home! Finally Kenya gets the opportunity to host Africa's premier sporting event, the 2027 Africa Cup of Nations (AFCON'27), alongside good East African neighbours Uganda and Tanzania. Photo: courtesy

**A** markedly momentous year fittingly climaxed with Kenya bagging the rights to host the 2027 Africa Cup of Nations (AFCON'27) alongside good neighbours Uganda and Tanzania, under the historic East Africa Pamoja Bid.

With confident, determined and focused zeal, Cabinet Secretary Ababu Namwamba set his sights on AFCON'27 immediately upon assuming office on 28th October 2022, presenting his ambitious plan to Kenya's Cabinet as early as November, 2022, after only a month in office. On 6th December 2022, he secured the critical backing of Cabinet. Next, he moved with haste to mobilise a strong backroom technical team, then rallied his counterparts in Kampala and Dar-es-Salaam to weave a formidable joint bid that was as compelling as it was unique. Critically, he secured the full backing of H.E President William Ruto, whose public endorsement was swiftly followed by declarations of support of H.E President Yoweri Museveni of Uganda and H.E President Samia Suluhu of the United Republic of Tanzania.

As the technical bid process progressed, anchored on the transformative infrastructure improvement Masterplan, the Cabinet Secretary, with the full backing of President Ruto, led a tactical below-the-radar diplomatic blitz across African

capitals and within the complex football networks of CAF and FIFA. With his counterparts in Kampala and Dar-es-Salaam putting in the shift too, aided by the respective football federation Presidents and technical teams, the East African Pamoja Bid confounded both friend and foe by emerging victorious for the coveted hosting rights, successfully fending off a strong challenge from the likes of Nigeria, Senegal, Algeria and Botswana.

AFCON'27 is a Big Big Big win for Kenyan and East African football. For starters, the three national teams, Harambee Stars, Uganda Cranes and Taifa Stars, have all qualified for the 2027 showpiece of African football, without even kicking a ball in the qualifiers! All they need now is to prepare well to compete at the top level.

The coming of AFCON to the EAC block for first time ever not only sends the positive message of CAF distribution of football development equitably across the African continent, but indeed guarantees Africa's lowest ranked region in football the opportunity to accelerate growth of the game, significantly. Infrastructural will be improved to top standards. Talents will bloom and be showcased to a global audience, opening doors far and wide to East African footballers.

But hosting AFCON bears benefits

beyond football. Other infrastructure like roads, rail, air travel, communication and security will be enhanced. The tourism and hospitality industry will explode with opportunities. From the iconic twins Masai Mara and Serengeti to Diani Beach, the breathtaking Ruwenzori Mountains to the snow-capped Kilimanjaro, East Africa will offer the world a spectacular experience like no other. Crucially, the benefits must be felt directly in the pockets of the ordinary people of East Africa.

Overall, AFCON will certainly strengthen bonds of East African integration. This is the time to accelerate the long awaited East African Tourist Visa, a collective air travel regime and a synced currency. Indeed the benefits of hosting AFCON must spread beyond the three joint hosts and become a truly historic East African Community moment, with South Sudan, Burundi, Rwanda and DR Congo joining Tanzania, Uganda and Kenya to fly the Jumuiya to the next level, riding on the wings of AFCON'27.

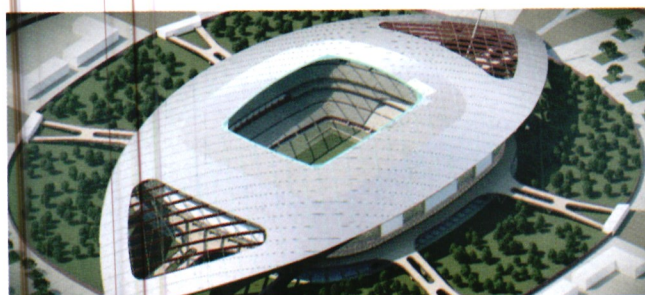
As a Ministry, we are delighted to fulfil one of the key promises in The Plan of Kenya Kwanza - attracting and hosting premium international competitions as a way of spurring growth of and showcasing Kenyan talents, triggering infrastructure improvement, raising the country's tourism traffic and contributing to economic growth all round. Inside Year One.



CAF President Patrice Motsepe declares the East Africa Pamoja Bid host of AFCON'27 in Cairo Egypt on 27 Sept 2023.



CS Ababu Namwamba with his EA Pamoja Bid counterparts ahead of the CAF vote in Cairo, Egypt on 27th Sept 2023



Artistic impression of the proposed new 60,000 capacity football-customized Talanta Sports City in Nairobi



Image of the planned remodeled Nyayo National Stadium.



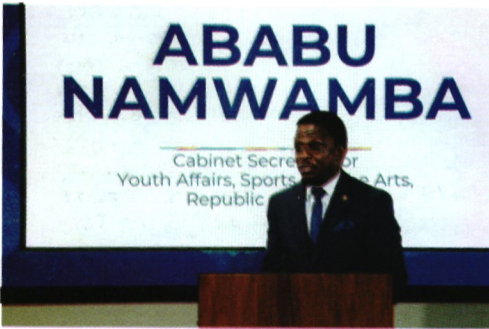
# Gallery of Accomplishments



In the company H.E. President William Ruto, CS Ababu Namwamba led a comprehensive Award Ceremony feting excellent Athletes with cash rewards at State-House, Nairobi.



Alongside H.E. President William Ruto, CS Ababu Namwamba Spearheaded the signing of a Memorandum of Understanding (MOU) with the National Basketball Association (NBA) to facilitate the development of basketball infrastructure in Kenya



CS Ababu Namwamba makes his maiden address at the Generation Unlimited (GenU) Global Leadership Council meeting in New York, United States of America, where he represents Kenya as a council member.



CS Ababu Namwamba and PS Ismail Maalim flanked by state officials and other stakeholders at the inaugural State of the Film Industry (SOTFI) Summit held in Nairobi.



Malkia Stars celebrate they 10th African Volleyball Title beating Egypt 3-0 enroute to the 2024 Olympics in Paris, France.



CS Ababu Namwamba accompanied by Nairobi Governor Sakaja receive Faith Kipyegon after her back to back world records.



Ferdinand Omanyala, Africa's current fastest man in the 100m race showcases his rewards courtesy of Talanta Hela.



CS visited legendary Media personality Leonard Mambo Mbotela and presented him with the Hongera Award and Ksh. 1 million reward.



CS Ababu Namwamba joins Starlets in celebrations after humiliating Angola in Word Cup U20 Qualifiers.



CS Ababu Namwamba Signing deal with Grammys in LA seeking to foster collaboration in the music sector locally.



CS Ababu Signing the film deal with Invention Studios of Hollywood, LA in the United States of America.



MINISTRY OF  
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# Ahsanteni

Special appreciation to **His Excellency President William Ruto** for visionary leadership and the opportunity granted to our team to serve the great people of Kenya at this Ministry; the entire Ministry leadership and team, including the Principal Secretaries, Heads of Agencies, Directors and staff; the vibrant interns, attachesses and volunteers; and to our diverse partners and friends, for your incredible contribution to our **Ministry's Year One Success Story.**



Mr. Ismail Maalim  
PS. YOUTH AFFAIRS



Eng. Peter K. Tum, CBS  
PS. SPORTS

Get in touch with us and follow real-time action via the ministry's official social media handles.

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