



“My greatest satisfaction is to see enlightened and empowered tea farmers.”

I came to the Coady to understand the role of development in communities. The Coady education will enhance my skills and I plan to impart this acquired knowledge to the farmers so that they become empowered.”

Bilha Muthoni Ndomo

Corporate Affairs Officer
Kenya Tea Development Agency

My work focuses on ensuring that small-scale tea farmers in Kenya are informed and liberated. I oversee this initiative by making annual plans, budgeting and through discussions with my supervisor. The plan considers monthly intervals for field visits, quarterly intervals for exhibitions and field days factoring in information from other departments including the department of Agriculture. Certain actions are also carried out annually for example, the election of leaders from among farmers for directorship. My role in this case becomes crucial in that the farmers have to be educated about the qualities of a good leader.

The three main goals of my organization are:

1. To educate and inform over 500,000 small-scale tea farmers across Kenya. The education and information is centred around the tea industry and how it affects their livelihoods. The impact is that farmers are now enlightened.
2. To make profits through tea sales. The farmers are therefore able to afford a good livelihood.
3. To practice good governance. Farmers elect good leaders among themselves. My main goal is to educate and inform them about how to elect good leaders. This process has brought about visionary leadership.

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