



NIKUZE Smart Start Project

PROGRAMMES

Kenya is currently grappling with inadequate childcare and rising burden of malnutrition, especially in informal settlements. It is a common phenomenon for children to be left in unsafe, low-quality daycare while their mothers work to sustain their families. Apart from lack of basic nutrition, these centres often lack stimulating learning environments, and safety measures contributing to poor early child outcomes. Since mothers are the primary children's caregivers, this results in mothers facing reduced workforce participation due to unreliable childcare, therefore, perpetuating cycles of poverty.

Blooming World International (BWI)'s Nikuze Smart Start Kenya project is an initiative aimed at establishing a movement that integrates women daycare social Franchise that combine childcare, fortified nutrition, digital innovation and women's economic empowerment. This initiative aims to provide safe, affordable, and high quality daycare services to children in informal settlements while empowering women through business ownership and skill development.



85%

of enrolled franchisees/ daycares have attained the mark of quality of care and are sustained throughout the project period and beyond.



200,000+

children receive safe, stimulating and nutrition-secure daycare services.



2000

women entrepreneurs in daycares realize 60% more of revenue as compared to their counterparts.



95%

customer satisfaction rates and increased confidence in child safety and development when conducting a routine survey with children's mothers or caregivers.



30%

increase in revenue generation for female owned businesses.



95%

enrolment and retention of children, mothers/caregivers, franchisees, and other enabling partners either by card or phone, to the BWI's digital platform.

IMPACT

Mothers and children have hopes of accessing safe, nutritious daycare that improves child development and supports women's economic empowerment!