Eastlands Project

The Eastlands Project is sponsored by Strathmore Educational Trust, a Public Charitable Trust incorporated in Kenya, established to promote educational initiatives. These projects include are Strathmore College (1961), Strathmore University (2002) and Strathmore School (1977).

In early 2002, the Trustees of Strathmore Educational Trust appointed a committee to study how to create an initiative that will directly benefit the least privileged people in Kenya. After extensive consultations with private and public sector stakeholders, the Eastlands Project was conceived, forming two components: The Informal Sector Business Institute (ISBI) and the Eastlands Centre (EC).

So far, more than 2,500 youths and entrepreneurs have learnt entrepreneurial and computer skills, and over 350 children have passed by the centre in the last three years.

Currently, the project runs four programs:

a) The Informal Sector Business Institute: Business for microentrepreneurs
b) Youth Programs with the support of the International Youth Foundation
c) ICT Programs with the support of Microsoft Corporation
d) The Eastlands Centre: School Children Program

The Informal Sector Business Institute (ISBI)

ISBI is a Grassroots Business Organization (GBO) sponsored by Strathmore Educational Trust that aims to give basic entrepreneurial skills to artisans and small businesses in the informal sector.

Those enrolled are equipped with skills in basic Accounting, Marketing, Management, Business English, Professional Ethics and computer skills, so that at the end of their program they should be able to produce a business plan backed by well-kept simple accounts.

ISBI is compatible with the busy schedule of entrepreneurs and artisans. Each course is 70 hours and held over a period of one month; the course has five 4-hour sessions of business related subjects and 50 hours of basic computer training. The participants are provided with ISBI manuals for each subject. Since the course began in February 2004, over 350 microentrepreneurs have completed the course.

Entrepreneurs use computers to effectively maintain their clients’ records and set of accounts. One of these entrepreneurs is Mbithi, who took the ISBI and Computer Courses recently. He said that he is now able to save a lot time and paper by using
the skills learnt in the computer course. He keeps the list of his clients and accounts using Excel Microsoft Program.

In 2007, ISBI won the following awards:
• 2007 Microsoft MEA Community Affairs
• 2007 Technical Recognition Award
• The "Digital Pipeline Project" nominated for Trigos-CSR award in Austria