



**SPEECH BY THE NATIONAL CHAIRMAN OF UKULIMA SACCO
DURING THE LAUNCH OF APSTAR SACCO ON 15TH MARCH 2024
AT SERENA HOTEL, NAIROBI**

**The Cabinet Secretary, Ministry of Co-operatives, Micro Small and
Medium Enterprises (MSME's), Hon. Simon Chelugui EGH**

PS, State Department for Co-operatives, Patrick K. Kilemi, CBS

HE, Governor of Nairobi City County, Hon. Jackson Sakaja

Commissioner For Co-operatives - State Department of Co-operatives,

Mr. David Obonyo

Director of Co-operatives Nairobi City County, Dolphin Aremo

Fellow Board members

Distinguished Delegates

Members of staff

Invited guests

Ladies and Gentlemen

Good Evening!

It is with great honour and pleasure to welcome you all to our launch.

Today is a momentous occasion, as we gather here not just to introduce a new name but to embark on a journey of transformation and empowerment. The rebranding of Ukulima Sacco marks a significant milestone in our cooperative's history. It signifies our commitment to **evolve, innovate, and redefine** financial services in Kenya.

Our Chief Guest, on behalf of the Board of Directors, Management and staff of our Sacco, I wish to extend our sincere gratitude to the Government of Kenya under the leadership of H.E President William Samoei Ruto for creating a ministry that takes care of the Cooperatives. I also wish to extend our gratitude to you our esteemed Chief Guest, the Cabinet Secretary for the Ministry of Cooperatives, Micro Small and Medium Enterprises for honouring us by gracing this occasion. Your continued support and leadership that we encounter in the Cooperative movement are invaluable as we navigate the opportunities and challenges ahead. Together, we can create an environment that fosters the growth and success of Cooperatives in Kenya in order to drive socio - economic empowerment and shared prosperity for our citizens.

Our Chief Guest, our new brand is built on four core values: **Simplicity, Accessibility, Innovation, and Inclusivity**. These values guide our approach to serving our members and Kenyan communities. We strive to offer clear and

transparent financial products and services that are accessible to all Kenyans, leveraging on innovative technologies to deliver a seamless banking experience. Most importantly, we are committed to inclusivity, ensuring that no one is left behind on our journey towards financial empowerment.

Our New Brand is more than just a name change; it represents a **bold vision** and a **renewed dedication** to our members' prosperity.

Dear Delegates, as you have witnessed in the earlier presentations, our journey of rebranding has been guided by a profound understanding of the **evolving needs of our members** and the changing **dynamics of the financial landscape in Kenya and beyond**.

Today we not only unveil the new brand but also **unveil our aspirations** for the future – aspirations that **transcend borders** and embrace **global opportunities**. Our Sacco is no longer a domestic player; it is a star ascending and reaching for the skies with ambitions to empower Kenyans both at home and in the diaspora.

With this new brand, we adopt the **Blue Ocean strategy**, charting a new course away from traditional competition and moving towards **unexplored territories of opportunity**. We recognize the potential of Micro, Small, and Medium Enterprises (MSMEs) as engines of growth and prosperity. Through our Sacco, we pledge to support and uplift these enterprises, fuelling economic growth and creating sustainable livelihoods.

Sustainability lies at the heart of our Sacco. We understand that our success is intertwined with the well-being of our communities and the environment. Therefore, we are committed to implementing impactful initiatives such as **financial literacy** programs, support for **green businesses**, and investment in **renewable energy**. These initiatives reflect our commitment to responsible and ethical business practices that benefit both our **society and the planet**.

Our Chief Guest, in conclusion, the launch of the new brand signifies a new beginning – a beginning filled with **hope, determination**, and the unwavering spirit of **financial inclusion**. Together, let us embark on this **transformative journey**, united in our vision of a brighter future for all.

Our Guest of Honour, thank you again for being with us during this occasion.

May God bless you all.

Long live the Cooperative Movement, long live our Sacco.

I wish you all a pleasant evening.

Thank you.

A handwritten signature in blue ink, consisting of a long, sweeping horizontal line that curves upwards and ends in a small, stylized flourish.

**DR. P. K CHERONO, HSC
NATIONAL CHAIRMAN**