

THE OPTIVEN POINT

Experience the Difference

TOP Issue 003/2021



**FREE BUILDING
MATERIALS FOR
LOVE GARDENS**

**Customers Receive
Cement & Stones**

**MAKUYU/KITENGELA
LAUNCHPAD FOR
NEW PROJECTS**

**Optiven Launches High-
End Projects**

**FOUNDATION
ASSESSMENT
ANALYSIS**

**Celebrates Women's
and Wheelchair Days**

WORD FROM THE CEO | SOLDIERING ON TO THE MARK

The month of March 2021 was a challenging one in terms of receiving information on the third wave of the COVID 19 emergence. This came as a number of family and friends, people that we know were affected or infected in one way or another. Never has the reality of COVID 19 hit home so close and when the names became real people that we knew, it became imperative to take more care of ourselves and our loved ones. I remember speaking to the staff of Optiven Group on 15th March 2021 during my weekly address to the team and it was clear that the worry was returning to the reality on the ground. As Optiven Group, we continue to ensure that all the Ministry of Health rules and obligations are observed across the board. While we encourage our team to work from home, we continue to encourage the use of technology in engagement with each other and our core stakeholders. Already we have been in touch with our customers, encouraging them to, where and when possible, make the trips to our strategically and easily accessible projects. This, now takes the place of the site visits organized by Optiven to enable our customers to view the projects as we are intentional on protecting our customers from infection. Apart from the request for self drives to the projects, we continue to sanitize our offices for those willing to visit us at our head office as well as satellite offices. For our staff, we continue to encourage them to mask up, keep the distance and use the sanitation stations availed at different stations within our premises.



ABOVE: Taking time to support education initiatives at Mopia Primary School, Kajiado County.

We are grateful that our students and pupils under the Soaring Eagles Scholarship Programme SESP who continue to finalize their national examinations. Through the Optiven Group Foundation team, we were able to share the basics required for the candidates to focus on their examinations. It is in this month that we took time to mentor the candidates, encouraging them to be keen in their examinations and providing support through donating of geometric sets, sanitary pads and foodstuff to schools under the SESP programme. The mentorship was especially important after the school calendars were disrupted to a big extent during the onset of the COVID 19 pandemic, thus pushing national examinations to this month of March 2021. As the Chairman of the Optiven Group Foundation, I also take this opportunity to wish the candidates every success as they sit their national examinations.

As we take care of ourselves during this time, it is a great opportunity to also care for our environment. As it is majority of us will be working from home or be within our home environment. This is why we are continuing to urge our stakeholders to engage in greening activities under the #GoGreenNaOptiven initiative. Since the emergence of COVID 19, we have partnered with a number of stakeholders in planting trees and advocating for environmentally friendly practices. Among the partners we have worked with include the County Governments of Kajiado and Murang'a, where we joined the local administration, community and schools in planting different trees. Through partnership with our Strategic Business Unit, we also took the time to beautify our premises at the GMC Place Kitengela as we celebrated the International Plant-A-Flower Day on March 21st 2021.



ABOVE: Working with the team at Garden of Joy by Optiven, to realize the GoGreenNaOptiven Agenda in Koma, Machakos



Join the #GoGreenNaOptiven Group on Facebook and share what you are doing to make our planet a better place. <https://youtu.be/Qdr6CrPUU4>. We value you.

CUSTOMERS TO BE REWARDED FOR BUILDING| OPTIVEN DONATES BUILDING MATERIALS TO FIRST BUILDERS IN KAJIADO

Optiven Limited is granting a humongous start for 10 lucky builders in Kajiado County. The real estate pace setter has already set the ball rolling by upgrading the different value additions on the ground to transform their project in the county. Activity continues on the ground to ensure that the project is secured through the perimeter fencing, water is on site and the demarcation of infrastructure continues. Love Gardens by Optiven which was relaunched in February 2021 has also got a new partner on site. This is a part of ensuring that customers who have completed



ABOVE: Managing Director at PMC Estates Mr. Peter Kariuki.

paying for their plots are able to build in peace and be assured of a return on their investment by getting tenants for their houses. Optiven Limited partnered with PMC Estates who will manage the properties for the first ten customers who will complete their projects. Peter Kariuki, Managing Director at PMC Estates confirmed the partnership and noted that the coming on board of Optiven Real Estate is a great addition to their portfolio in Kajiado County.

Customers investing at the project and who are keen on building are also set to receive more goodies from Optiven Real Estate. George Wachiuri, CEO, Optiven Group says this is to support the dreams and aspirations of investors who are keen to complete the payment for their plots and proceed with building on the property. Wachiuri says, “we have added a number of additions to the projects. This includes two caretakers on ground, with water and entry gate already ongoing. And we are happy to be able to support our customers with bags of cement and a lorry of stones to make the dream a reality”. Following the relaunch of the project during the Valentine period, customers are spoilt for choice as they can also take advantage of the ongoing offer by Optiven. The campaign is looking to reward customers with 16,000 shillings for every payment of 700,000 shillings.

The #PataPasakaNaOptiven continues to bring interest to the different projects under the Optiven Real Estate Portfolio. This has been a much appreciated campaign considering that the customers are getting their Easter expenses sorted too and in advance.

SPECIAL OFFER

- A Lorry of Sand
- A Lorry of Foundation Stones
- 20 Bags of Cement

Optiven is offering 20 bags of cement, a Lorry of sand & a Lorry of foundation stones for every customer who breaks the ground in the month of March & April 2021.

This offer applies to Love Gardens only.

NEW PROJECTS LAUNCHED IN MAKUYU KENOL ROAD|

Customers Rush to Invest in Prime Projects



ABOVE: Views of the spectacular Winners Gardens by Optiven in Makuyu launched on 8th March 2021



ABOVE: Water & solar installed at Winners Gardens with the project dotted with mature fruit trees



ABOVE: Mr. George Wachiuri, Optiven Group CEO addressing the Conversion Team members at Winners Gardens by Optiven during the dedication of the project located on the Kenol/Makuyu Road.

FOUNDATION TRANSFORMS WITH WHEELCHAIRS|

#MobilityThatBringsSmiles **CONTINUES ON** *World Wheelchair Day 2021*

The Optiven Foundation has been at the forefront in pushing for the inclusivity of people living with disability. Through its #MobilityThatBringsASmile initiative launched in the year 2019, the foundation has been traversing the different counties in Kenya to provide new wheelchairs to needy cases. The initiatives which has won an award for its transformation of the society continues to impact the communities of families living with members who are physically handicapped. And as the world celebrated the international wheelchair day on March 1st 2021, Chairman of the Optiven Foundation, Mr. George Wachiuri noted that the efforts to make a difference in the community will continue. Speaking on the backdrop of the global observation, Wachiuri said, “we are all called to be a light to those in need and the people living with disability are capable of adding value to their lives, no wonder they are known as the abled differently. Through this the #MobilityThatBringsASmile we intend to continue adding value to our sisters and brothers.” His sentiments are an acknowledgement that there is need to react constructively to the fact there are many tens of millions of people in the Kenya who need a wheelchair, but are unable to acquire one.

The campaign has seen various beneficiaries receive brand new wheelchairs across the country. To date the Optiven Foundation has made the campaign a success in partnership with different stakeholders including the County Government of Kajiado, the Kenya National Chamber of Commerce KNCCI, Destiny Life Church Syokimau, Emanuel Church Kericho, the Don Orione Community in Murang’a and a number of well wishers who have linked the foundation to the needy cases respectively.

As the world goes through the Covid 19 pandemic, the celebration of the International Wheelchair Day may not have received the attention it deserves. Ann Nyaga, the Cordinator for the Optiven Foundation says the needs are massive and dire thus the call for more partnership. She notes that the initiative stems from the foundation pillar of improving health and poverty alleviation. True to the intent of the wheelchair as users worldwide celebrated the positive impact a wheelchair has made on their lives.



ABOVE: Mr. George Wachiuri, Chairman of the Optiven Foundation receives a donation of a wheelchair from James Mugo, a Philanthropist on 10/5/2019.



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The aim of International Wheelchair Day include enabling wheelchair users to celebrate the positive impact a wheelchair has in their lives. It also celebrates the great work of the many millions of people who provide wheelchairs

such as the Optiven Foundation. Through initiatives like the #MobilityThatBringsSmiles, beneficiaries are provided support and care – the end result being a better world and more accessible places for people with mobility issues.



LEFT: Juliet Njeri from Embu County through her sister Rosemary Munyi receives a wheelchair from William Nagilae, Personal Assitant to the Chairman of the Optiven Foundation while Mr. Vincent Kinara of the Optiven Foundation looks on in 2019.

HAPPY GARDENS BY OPTIVEN, LIGHTS UP KITENGELA| INVESTORS RUSH TO NEW GATED COMMUNITY

When Titile learnt that Happy Gardens would be launched in March 2021, he knew he was going to invest in the future of a great lifestyle. His best friend is a resident of Victory Gardens by Optiven where for Titile it was a late decision that saw him miss an opportunity to own a plot in Kitengela. Now he is already working with his Architect following the launch of Happy Gardens by Optiven – making it the latest project in Kitengela. Speaking at the launch of the project, George Wachiuri, Chief Executive at Optiven Limited advised that, *“Happy Gardens will change the landscape of Kitengela as it will have all the value additions that Victory Gardens have. It is a futuristic project for those who understand what the area will be when we get to the year 2030. With the surrounding universities and other developments, there is a great opportunity for investments.”* And if the views can speak, investors are delighted of the much awaited Happy Gardens by Optiven in Kitengela, launched on 12th March 2021. Located only 1.5km from the Namanga Road, the area is bordered by Kampala University and KAG university with the titling process already underway and to be ready in 6 months time.



The road leading to Happy Gardens in Kitengela



The neighbourhood at Happy Gardens ready to settle

HAPPENING ACROSS OPTIVEN |

AMANI RIDGE | The Place of Peace in March 2021

March 3rd 2021 was a great day to visit with Amani Ridge the Place of Peace. The Kiambu based project hosted Jalango and his team where he enjoyed the transformative lifestyle that customers at the project are set to enjoy. AMANI RIDGE | The Place of Peace was awarded the Best Value Added Land Selling Company and the Land Agent of the Year 2019.



LEFT: Ease of access to AMANI RIDGE | The Place of Peace this month became even easier for investors after the tarmacking of the link road to the project. With this new development, investors can now enjoy the 2.5km tarmac on the major road owned by the government, from the road leaving only a meagre 1km to the project.

For more information on how to get a piece of AMANI RIDGE | The Place of Peace, log on to www.optiven.co.ke

HAPPENING ACROSS OPTIVEN | PROJECT UPDATES MARCH



LEFT & RIGHT: The perimeter fencing at **Love Gardens** in Kajiado County continued on 13th March 2021. The project has been singled out to benefit the first 10 customers to build and provide them with a gift of building materials as well as property management services.



LEFT: Engineers at work at **Thika Royal** during the installation of water at the project on 10th March 2021.



RIGHT: Cecilia Ndegwa, a **#GoGreenChampion** waters a tree at the **Garden of Joy** by Optiven on 13th March 2021.



LEFT: Customers enjoy the view of Happy Gardens by Optiven, Kitengela that was launched in March 2021.

REAL ESTATE : News and Information

OPTIVEN LAUNCHES KITENGELA PROJECT | Buyers to Enjoy Value Adds

Customers seeking to invest in Kitengela are set to enjoy the newly launched project by Optiven. Happy Gardens which was launched in March 2021 is set to transform the landscape yet again by leveraging on the success of the now sold out Victory Gardens at Acacia, Kitengela. The reknown project is now set to be replicated at the new project nestled within the outskirts of Kitengela. With access roads already being prepared, the project has water on site. According to George Wachiuri, CEO,

Optiven Limited, "This project will be the best gated community in Kitengela and with our expertise garnered from Victory Gardens, this will be a game changer". The project is located 1.5km from the main Namanga Road with access roads passable in all weather. With water already on site, the title deeds are set to be ready within six months. By the end of March 2021, just days after it was launched, the project had sold 30% of the plots on ground.

INFRASTRUCTURE OPENS UP KISUMU | Building Revs on Major Roads

The construction of an eight-kilometre Kisumu Boys Roundabout –Mamboleo junction will be completed by November 2021. This is after over two years' break. The contract has been awarded to China Railway No.10 Engineering Group after the withdrawal of Israel contractor SBI International Holdings AG (Kenya) over delayed payments. Kenya National Highways Authority (KeNHA) Nyanza regional director Cleophas Makau says the new contractor is on course to completing "the vital section" of the Kisumu- Kakamega highway. The new contractor started working on November 29 2020 and will continue for a duration of 12 months. The dual

carriageway project — that will cost about Sh1 billion— will enhance convenience for commuters to the lakeside city. Makau made the remarks in Kisumu during the World Engineering Day celebrations that were held in Kisumu on Thursday 4th March 2021. KenHa is closely working with private sector players to improve the roads in Western Kenya. China Railway No.10 Engineering Group is also in the process of completing 1.3 billion shillings Ahero–Kisii Interchange and will also be combined with Kericho-Kisumu Interchange to be done by November this year.

EASTER CAMPAIGN LIGHTS UP CELEBRATION | #PataPasakaNaOptiven



The campaign dubbed #PataPasakaNaOptiven was launched in March 2021 as part of the Optiven trend of sharing happiness with customers. The campaign seeks to bring in the loop all ranges of customers, from those buying for the first time, to those redeeming their installments as well as return customers. The campaign is applicable across the board and for all the projects making it a win win for all customers who are depositing

for new projects or paying up their installments. The reward of 16,000 shillings is open to discussion meaning it will be issued out according to what the customer desires. For a majority, the investment to own land is good but now with Easter around the corner, a guaranteed budget for the celebrations is great. Call us today and get a portion of this joy and #PataPasakaNaOptiven too!

OPTIVEN FOUNDATION EMPOWERS EDUCATION | CANDIDATES IN MURANG'A COUNTY BENEFIT FROM DONATIONS

Under the Soaring Eagles Scholarship Program SESP, the Optiven Foundation impacted the community of PCEA Mahutia, Kiamuri and Rware Secondary Schools on 9th March and 12th March 2021. Some 43 students were assessed and mentored under the Optiven Foundation Education pillar. The students were guided to understand The Scholarship Guidelines and later received donations of mathematical sets, face masks and sanitary towels. The donations are an incentive to facilitate a smooth examination process especially for the form four sit the national KCSE Exams. It was also a great opportunity to share a goodwill message from the Chairman of the Optiven Group Foundation, Mr. George Wachiuri.



ABOUT THE EDUCATION PILLAR OF THE OPTIVEN GROUP FOUNDATION

Optiven Foundation sponsors secondary and special education for needy students from 47 counties in Kenya so that they can positively contribute for the development of the society and people around them. This is through; offering education opportunities to needy students in secondary schools, who have a positive attitude and a teachable character. The aim is to facilitate them through their high school education while at the same time offering empowerment programs during every holiday to equip them with the intended life skills. This pillar also helps to identify and nurture special talents for innovation purposes.

OPTIVEN CELEBRATES IWD 2021 | SHARING TRANSFORMATION AT LANG'ATA WOMEN'S PRISON ON 5/3/2021

A lot has changed since the Covid 19 pandemic arrived in Kenya and this is the situation with the visit to Lang'ata Women's Prison. Previously, a dance and a serious hugging session complete with a lot of celebration would have been the norm. But the prison is calm and quiet as the inmates go about their business, masked and hushed in their tones, literally minding their own business – serving their sentences for different convictions. On the front door we meet Madam Rhoda, a collected soul and pretty soft spoken to be of such a key authority as to lead th prison complex. "We have over 500 inmates here with a staff much more than that residing on this campus. While Covid 19 has stopped the number of activities we used to have for the inmates, we continue to be hopeful that the situation will change for the better." She was speaking to the Optiven Foundation team when she hosted them at her office in Lang'ata.

Ahead of the International Womens Day 2021, the Optiven Foundation team was at the Lang'ata Women's Prison to make different donations specific to the needs of the women and children in the prison. This year, the theme for International Women's Day which is celebrated worldwide on the 8th of March, is "Women in leadership: Achieving an equal future in a COVID-19 world,". Through this theme, the world will celebrate the tremendous efforts by women and girls around the world in shaping a more equal future and recovery from the COVID-19 pandemic and highlights the gaps that remain. Speaking of the visit to Lang'ata Women's Prison, George Wachiuri, the Chairman of the Optiven Group Foundation advised that the women in prison are still core part of our society. He advised that as part of the Foundation objectives, women such as these also require to receive some comfort especially amidst the anxiety of being in prison during the Covid times.

Women's full and effective participation and leadership in of all areas of life drives progress for everyone. Yet, women are still underrepresented in public life and decision-making, as revealed in the UN Secretary-General's recent report. Women are Heads of State or Government in 22 countries, and only 24.9 per cent of national parliamentarians are women. At the current rate of progress, gender equality among Heads of Government will take another 130 years. In every continent, the population of women in prison is rising. Since about the year 2000 the number of women and girls in prison worldwide has increased by more than 50% . As a result the proportion of women and girls in the total world prison population has risen to 6.8% in the latest figures available. In Africa the figures vary greatly. Overall the proportion of women and girls in the total prison population, at 3.4% in African countries, is much lower than elsewhere. However in Kenya 7.4% of the prison population are women. And yet, whilst Africa sees some of the lowest prison populations of women worldwide, its conditions are some of the worst. Overcrowded, unsanitary - sharing washing facilities, toilets, beds and blankets - women are often subject to prison violence, even though many are already victims of abuse and assault themselves. Their specific needs for reproductive health are often overlooked - their rights as mothers are disregarded and they are often prevented from seeing their children except those in prison with them. In Kenya there is rising hope in prison. The Lang'ata Maximum Security Prison, Kenya's main facility for women is setting the pace forward. On site, there is also a separate remand prison where women can spend many years waiting for trial and sentencing. And as the Optiven Foundation team left the huge gates of the Langata Women's Prison behind them, it was clear that "When sleeping women wake, mountains move ..." And that is what the journey of transformation that Optiven Foundation kicked off by sharing love with the community at the Lang'ata Women's Prison.



JOY IS...

Being HOME!



Get on with owning your very own home! Let Optiven walk that journey with you going forward. Enjoy access roads, water, electricity, solar street lights, community spaces and greening. Optiven plots are ready to build as they come with title deeds and the experience of over 20 years. For your ease of payment, make a deposit and follow with comfortable installments for either a 12-month or 24-month period. Indeed joy is... BEING HOME!

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