

# THE OPTIVEN POINT

Joy Lovers  
Club Launched

Investment  
over the grill

Starbrands  
Awards

Stareheka na  
Optiven

## GEORGE WACHIURI

"I am excited about the momentum we have built and maintained and I am confident we will continue to grow in the coming months"

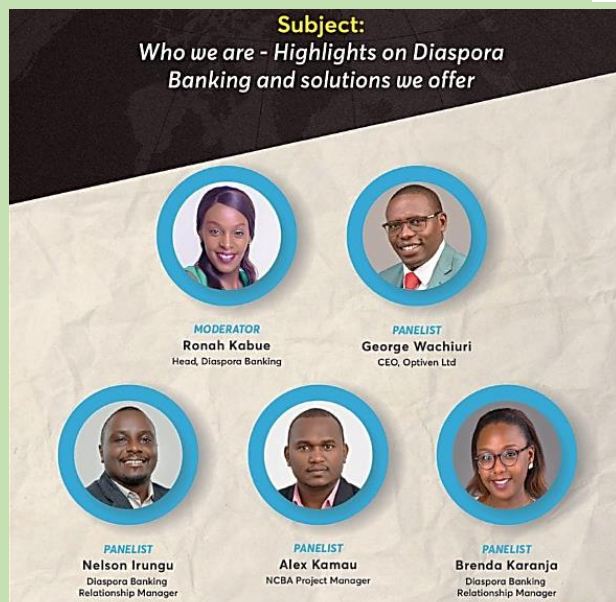


## WORD FROM THE CEO | Value Additions and Diaspora Engagements Surge...

The month of August is a reflection of just how fast time has moved this year. For some the year is yet to start when it is literally ending in the next few months. At Optiven we have been at the forefront in enabling our customers to invest back at home. With our Diaspora teams currently in the United States and the United Kingdom, we have also taken the time to deliver our promise which is handing over title deeds for completed investments, and we continue to do this. The good thing is that our customers are happy.



ABOVE: Mr. George Wachiuri, Optiven CEO (right) speaks about his entrepreneurship journey and his recently launched book *After The Plunge* on TV47 on 1st August 2023



ABOVE: Mr. George Wachiuri, Optiven CEO was the key speaker at an empowerment session with NCBA on 15/8/2023

August also provided us with a great opportunity to engage with stakeholders including NCBA which is one of our customers. This was to highlight on solutions offered via partnership between Optiven and the NCBA bank as well as how our customers can take advantage of this to make their investment journey easier. We are happy that a number of our investors have not shied away from taking up financial solutions towards achieving their investment goals. As I often say, loans are good and they make a difference.

We welcomed our new project this August dubbed Joy Lovers. This is Optiven's third project in Malindi, Kilifi County which is targeted at the high end clientele who cherish luxury and ease of access to the coast amenities. With an introductory price of 14 million shillings for an eighth, Optiven is on course to deliver the promise.

Under our soft arm, the Optiven Foundation, we have upscaled our engagement through our pillars which are education, health, environment and poverty eradication. While we realise we cannot do this alone, we are happy to partner with stakeholders such as the partnership we entered into this August with the Kajim Family. We are confident that with such partnerships, we will continue to make a difference and leave a positive mark in the society through the Optiven Foundation. We are grateful to all the sponsors, supporters and stakeholders that continue to work with the Optiven Foundation to be the eyes in the community, Asante!

**George Wachiuri**  
**CHIEF EXECUTIVE OFFICER**  
**Optiven Group**



ABOVE: Mr. George Wachiuri, Optiven CEO (left) looks on as MC Jimmie Kajim signs the partnership to represent the Optiven Foundation at Optiven Global on 15/8/2023. Looking on is Mrs. Kajim & Optiven's Ethel Kipoto.

## STAREHEKA NA OPTIVEN CAMPAIGN IN JULY | Customers Rewarded Vacuum Cleaner ...

Investors at Optiven Real Estate have every reason to smile as the month of August 2023 kicked off. The campaign dubbed #StarehekaNaOptiven is set to reward all customers investing at least 798,000 as a new deposit for investment or an installment for a project.

The awesome reward is a brand new vacuum cleaner all for free. The campaign is applicable for payments and investments on all projects within the Optiven portfolio. Customers have a choice of investing at the projects located in Vipingo, Gatanga, Kajiado, Bondo and Malindi.



Optiven is Kenya's award winning real estate company. The company has been in existence for 24 years during which they continue to provide solutions for real estate investors across the country. Optiven has been at the forefront in offering value added and transformed projects within a ready to build environment. The company has a number of offices across the country including in Nakuru, Nanyuki, Mtwapa and in the Nairobi Central Business District. The properties are priced according to the different levels in terms of the value additions on the project as explained here <https://www.optiven.co.ke/newsblogs/the-five-levels-of-optiven-properties/>



### WHERE WILL YOU FIND OUR PROPERTIES?

1. Kiambu County
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3. Kajiado County
4. Murang'a County
5. Kilifi County
6. Kisumu County
7. Machakos County
8. Nakuru County
9. Nyeri County
10. And where else would you like to invest?

Call, SMS or WhatsApp us today on 0790300300 or log on to [www.optiven.co.ke](http://www.optiven.co.ke)



## OPTIVEN LAUNCHES JOY LOVERS PROJECT | Malindi Project Stirs Coastal Investments...

Malindi, a secret jewel that has been winning the hearts of both locals and astute investors alike, is nestled along the stunning Kenyan coastline. Malindi presents a compelling case for those seeking profitable investment opportunities in a unique and idyllic setting thanks to its immaculate beaches, rich history, and growing economic potential.

A safe gated community located 1.7 km from the beach, Joy Lovers Club by Optiven Real Estate is the ideal place to settle in the Malindi neighborhood. High-end resorts and restaurants nearby ensure a

return on investment for Airbnb rentals and vacation houses, and the area is even better for residential purposes because of its connectivity to banks, medical services, educational institutions and road access.

The Joy Lovers Club is the second project in Malindi and the third within the coastal area, under the Optiven portfolio. With majority of investors within the Optiven database requesting for investments in this area, the company is keen to answer the call and provide customers with properties that meet their expectations. To invest at Joy Lovers Club call us today on 0790300300. <https://www.optiven.co.ke/properties/joy-lovers-club-malindi/>



**Joy Lovers CLUB - MALINDI**  
COASTAL GRANDEUR REDEFINED

**PROMISED VALUE ADDITIONS**

- Cabro roads
- Electricity on ground
- Beautiful Entry gate
- Solar street lights
- Beautiful flowers
- Perimeter Wall
- Water on every plot
- Professional Security/CCTV
- Selected trees along the streets



## JAZABASI NAKURU EDITION IN AUGUST | Customers Get Firsthand Views of Ushindi ...

It was all systems go on 12<sup>th</sup> of August 2023 as hundreds of customers made their way from different cities towards Ushindi Gardens by Optiven. The premier project by Optiven has been receiving great rapid developments and launch of value additions. To date, the internal infrastructure has been upgraded as the work on the compacting of murram roads continues across the project. George Karanja, Liaison Officer for Nakuru County says, *"our customers have shown a unique preference by investing at Ushindi Gardens. The August JazaBasi event was a great opportunity for them to confirm that indeed the property is ready to build and suitable for settlement"*. His sentiments were echoed by Mr. Tom Kibet, Regional Manager for Rift Valley who noted that with the speed up of the value additions at Ushindi Gardens, the project has completely transformed to become the most sought after project in Nakuru. According to Kibet, *"we are happy to be receiving and serving our customers many of whom have had an opportunity to visit our project which is just 20 minutes from the Optiven Nakuru office at the Golden Life Mall in Nakuru CBD. So far we have put up signage that make it much easier for our customers to spot our project from the main highway to the project."*

The JazaBasi campaign to Nakuru provided an opportunity to also verify the different locations of the plots within Ushindi Gardens for the investors. Currently selling at 899,000 shillings. Kibet notes that the first phase of the project that was launched in March 2023 has since been sold out with the current phase two. Ushindi Gardens will have a commercial and residential area, that will have upgraded infrastructure on internal roads. As Optiven is big on sustainable living, the project will have open parks and trees planted across the project. Other key developments expected include land for a school, a kindergarten and a dispensary which will be surrendered to the County Government of Nakuru. Customers will also enjoy solar street lights, power on site, water reticulation, security and an access gate.

To be a part of the Optiven family in Nakuru, invest today at Ushindi Gardens by Optiven Phase 2. For more information, call, sms or WhatsApp us today on 0790300300.

You can also visit our offices in Nakuru at Golden Life Mall, 7<sup>th</sup> Floor.

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## UPDATES ACROSS THE OPTIVEN PORTFOLIO | Upgrades Enhance Project Outlook in July

### KITHIMANI, MACHAKOS COUNTY || KITHIMANI SPRINGS BY OPTIVEN INSTALLED WITH SOLAR STREET LIGHTS...

The presence of light in any project signals the security of the area. It is with this in mind that Kithimani Springs now will shine brighter than before. Here is where the installation of solar street lighting has begun and investors can now be comfortable with their evening walks and accessibility to their property. No wonder the project is quickly selling out with over 65% already sold to investors. Welcome home to Kithimani Springs by Optiven, a unique gated community with a stone perimeter wall, power and water on site. What's more, the project is right on the tarmac and only one kilometer from Kithimani.



**ABOVE:** Solar street lighting poles and materials are delivered at Kithimani Springs by Optiven on 7/8/2023.

### GATANGA RD., THIKA || PROMISED VALUE ADDS KICK OFF WITH STONE PERIMETER WALL AT SUCCESS GARDENS



Security is one of the top desires of any investor especially when it comes to the place you call home. At Optiven, we are taking this seriously by putting up a perimeter stone wall presently at Success Gardens Phase 2. This is a part of the many value additions that are set to transform this pristine project located on Gatanga Road & next to the successfully completed Success Gardens Phase 1. You too can call Success Gardens Phase 2 your home. This project is strategically located less than 9 minutes from Blue Post Hotel Thika. It is off exit 18 of Thika Superhighway and right on Gatanga Rd. Among the targeted value additions to be introduced to the project include solar street lights, water reticulation, electricity on site and caretaker on site.

**LEFT:** The construction works on the stone perimeter wall at Success Gardens Phase 2 kicked off on 16/8/2023. This is one of the value additions set to tremendously transform the project on Gatanga Road.

### KIMUKA, NGONG || ACHIEVERS PARADISE PROJECT BY OPTIVEN RECEIVE SUB-TITLES & GATE IN AUGUST ...

Accessibility to any project is key and at Achievers Paradise in Kimuka the gate is finally up. Welcome to Achievers Paradise in Kimuka where you are welcomed by a beautiful gate that signifies your grand arrival. This is the latest value addition at the project in August in addition to the completed internal infrastructure, perimeter fencing, beacons, and title deeds ready. And with the arrival of the subtitles this August, investors at Achievers Paradise can rest easy & begin building once they complete their payments for the plots.



**ABOVE:** The entry gate leading to Achievers Paradise by Optiven in Kimuka



### NANYUKI, LAIKIPIA || WATER PIPING TO PLOTS BEGINS AT GREAT OASIS GARDENS BY OPTIVEN IN AUGUST...

Value a

dditions at the Great Oasis Gardens by Optiven continued at a faster pace with the piping of water to individual plots taking center stage. This comes after the completion of the construction of internal roads at the project. The Great Oasis Gardens by Optiven is also the home of bigger is better with a variety of plot sizes on offer.



## GRILLING & INVESTMENTS MERGE | Optiven Hosts Investors at Achievers Paradise Kimuka

There is a different vibe when it comes to meeting up with like-minded people and the vibe is even more exciting when there is a grill burning something sumptuous. This was the scenario at Optiven's premier project in Kimuka on Saturday 5th August 2023. Dubbed "Investment Over The Grill", the event saw hundreds gather at Achievers Paradise by Optiven. For some this was the very first time that they were making their way to the beautiful project surrounded by picturesque landscapes and right on tarmac in the precincts of Ngong, in Kajiado.



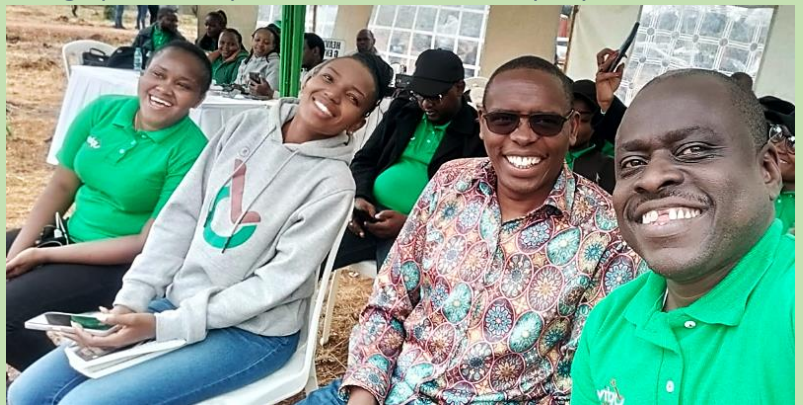
**ABOVE:** Optiven team members attend to investors during the *Investment Over the Grill* held at Achievers Paradise by Optiven on 5/8/2023.

Yet for others like Diana Mutiso, this was an opportunity for her to see her very own piece of Kimuka and hopefully meet up with her new neighbor as they both plan on how to settle at Achievers Paradise. She spoke to the Optiven Point noting that, "it is my first time here although this is my third investment with Optiven having started the journey at Shalom Gardens and later at Abundance Gardens. Truthfully, I feel like an achiever here at Achievers Paradise and thank Optiven for making this dream a reality."

Like Diana, Optiven is working with stakeholders to enable Kenyans of all walks of life to invest in real estate in an affordable way. The company which has been transforming lives for twenty-four years this year is keen on accelerating its pace for enabling Kenyans to invest. So far the company has been providing affordable properties in key cities and since 2022 has invested in counties. Through partnerships with SACCOs the company has also availed the opportunity for bulk purchases leveraging on its large portfolio projects such as The Great Oasis Gardens by Optiven, the home of Bigger is Better.

Achievers Paradise by Optiven, was officially launched on 18th January 2023 and was the first project by Optiven in the Kimuka area. To date the project has been transformed with compacted murram roads already done as well as water, electricity, perimeter fence, caretaker on site as well as a completed gate. To invest at Achievers Paradise by Optiven, call us today on 0790300300.

For more information log on to <https://www.optiven.co.ke/properties/achievers-paradise-ngong-kimuka-by-optiven/>



**ABOVE:** TeamGlobal from Karen take a moment with the CEO, George Wachiuri (2<sup>nd</sup> right) during the *Investment Over The Grill* at Achievers Paradise 5/8/2023.



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## OPTIVEN SPEAKS IN PICTURES & WORDS | What Happened Across August at Optiven ...



ABOVE: #TeamNakuru empower during the CASA Games gathering that happened in Nakuru in August.



ABOVE: Anne Maina, representing #TeamNanyuki empowers investors at the Great Oasis on 18/8/2023



ABOVE: #TeamAbsa was present during the 2023 Daughters of Zion Convention. Here team members on standby to empower on 29/8/2023



ABOVE: #TeamGlobal was present during the 2023 Homes Expo. Here team members ready to empower investors on 29/8/2023



## OPTIVEN FOCUS ON DIASPORA | Global Footprint Across the World in Pictures and Words...



**ABOVE:** #OptivenTeamUSA hosts Bishop Jackson King'ori (second left) of Texas State at the Optiven Absa Offices on 28/8/2023. With him are Optiven Group CEO, George Wachiuri, Joan Williams and Fidelis Kariuki both serving the USA Market.



**RIGHT:** #OptivenInAsia team hosts the Chairman of the Kenya China Diaspora Sacco Mr. Owino when he paid us a courtesy call at Absa Towers on 7/8/2023. Here with the Optiven Group CEO, Mr. George Wachiuri (left) and Kate Khasoa-Kole, Diaspora Relationship Manager, Asia & the Middle East (right).



**ABOVE LEFT:** #OptivenInAsia hosts Madam Elizabeth from Doha, Qatar at the Absa offices on 1/8/2023 when she came to check out her investment. With her is Paul Gachanga of #OptivenTeamUAE and Kate Khasoa-Kole, Diaspora Relationship Manager, Asia & The Middle East.



**ABOVE RIGHT:** #OptivenTeamAfrica hosts investors in Arusha at Investment Over Coffee in August. They handed over title deeds led by Angela Marindich, Diaspora Relationship Manager for Africa, Australia & Japan, John Ngare and Patrick Kogo.

**BELOW (Left & Right):** James Mugo, Diaspora Sales Manager (standing) addresses investors in Glasgow Scotland on 13/8/2023 August. Special Optiven Envoys in Canada represent Optiven at the Kenyan Community in Ontario during a barbecue event.





## OPTIVEN KEEPS THE PROMISE IN AUGUST | Customers Receive Title Deeds for Projects...



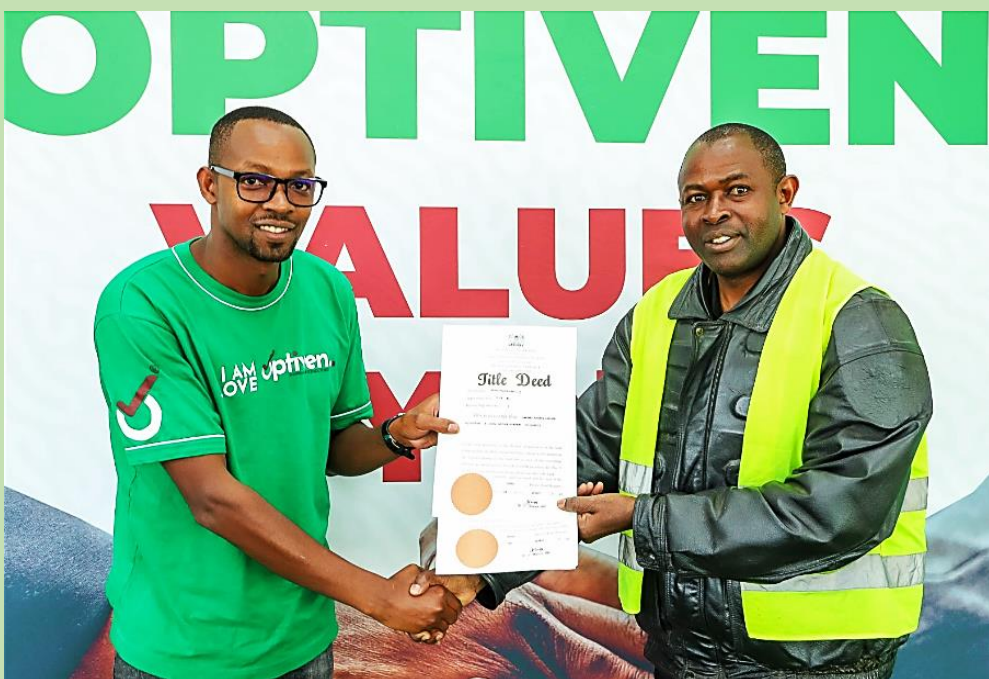
**ABOVE:** Ndutwa Mwangi from #OptivenGlobal keeps the title deed promise on 15/8/2023 at Absa



**ABOVE:** Valerie Kamau from #OptivenGlobal keeps the title deed promise on 15/8/2023 at



**ABOVE:** Precious Wangige of #OptivenAbsa hands over a title deed to a client on 26/8/2023.



**LEFT:** Benson Chege of #OptivenAbsa hands over a title deed on 18/8/2023.



**ABOVE:** Dennis Mwangi of #OptivenAbsa hands over a title deed to a happy customer on 31/8/2023.



**ABOVE:** Kilonzo Mbuvi hands out a title deed to a client at Optiven Global Office at Karen



**LABOVET:** Nicole Mukami of #OptivenGlobal hands over a title deed to delighted customers on 26/8/2023



## OPTIVEN KEEPS THE PROMISE IN AUGUST | Customers Receive Title Deeds for Projects



ABOVE: Optiven's Customer Service was exemplary at the CEOs Breakfast on 23/8/2023 at Capital Club with Kilonzo Mbuvi, Mercy Wechuli and GM Joe Alando.



ABOVE: Mr. Kinyua and Mr. Wekesa from Professor J. Kiama's office at the University of Nairobi, receive a copy of the book titled "AFTER THE PLUNGE" by George Wachiuri from Kate Kole and Alvin Mwangi of Corporate Affairs at Optiven. The book was donated via the Optiven Foundation on 2/8/2023.



ABOVE: #TeamGlobal were in Mombasa to empower at JCC Men's Conference on 31/8/2023



### "LESHAO: CULTIVATING TOMORROW WITH SUSTAINABLE INNOVATIONS IN AGRICULTURE"



#GOGREENNAOPTIVEN



#EyesOnTheCommunity

0718 776 033

www.optivenfoundation.org



ABOVE: #TeamFoundation were in Embu to empower beneficiaries of the TVET programme under the Education Pillar on 17/8/2023.

LEFT: #TeamFoundation were at the Garden of Joy on 22/8/2023 to launch a sustainable agriculture project to help Mama Leshao as she settles in at her new home courtesy of Optiven Foundation.



## OPTIVEN BAGS AWARDS IN AUGUST | Company Shines at Sarit & in Cedar Mall

Optiven Limited Kenya's leading real estate company with a track record for transformation and success this August bagged two awards. Two days after their recognition as the "The Most Celebrated and Trusted Real Estate Company in Kenya and Entire Diaspora" by the Starbrands East Africa Awards, the brand was once again in the spotlight as it scooped "The Best Overall Real Estate Company" at the Realtors Expo in Nanyuki. The expo was held from August 25th – 27th August 2023 providing an opportunity to network and share ideas with other stakeholders. Optiven has investments in Laikipia County that hosts the home of The Great Oasis Gardens. Regional Manager for Laikipia, Peter Gitonga says, *"I am particularly proud of the fact that Optiven was awarded the best real estate organization and this is a testament to the hard work of our team and a recognition to our commitment."*

Speaking shortly after receiving the awards, George Wachiuri, Optiven Group CEO said, *"as the Optiven family our delight is beyond measure with the receiving of these awards. We dedicate the wins to our valued partners that work at Optiven, and to our customers who are the reason we exist"* Optiven has been in the real estate sector for over 24 years and has won over 30 awards locally and internationally. To invest in any of our projects, call, sms or WhatsApp us today on 0790300300. For more information, log on to [www.optiven.co.ke](http://www.optiven.co.ke)



ABOVE: #TeamAbsa were in Kisumu to empower delegates at the Kenya Women's Teachers AGM and Conference on 4/8/2023 at Tom Mboya College.

part of the team present to pick the award on behalf of the company.





## OPTIVEN PARTNERS FOR CHANGE WITH KAJIM | Signing Kajim for Transformation ...

Optiven Real Estate on 15<sup>th</sup> August 2023 entered into a partnership aimed at changing the scales and adding value to the Optiven Foundation. The signing where Optiven was represented by the Head of Legal at Optiven Group Ethel Kipoto and Optiven Group CEO, Mr. George Wachiuri was done at Optiven Global offices in Karen.

Speaking after the signing ceremony, Wachiuri said, *"we are excited to announce that in the bid to promote the vision of being the champions of Social Economic Transformation in the Real Estate industry, we shall be working together with renowned media personality Mc Jimmie Kajim & the wife Wambui Jimmie (The Kajim Family) as our brand ambassador."* On her part, Kipoto noted that the signing of the partnership is a part of Optiven's mission to promote local talents and boost those in the sector, to grow to a global level. She added that, *"We are happy to work with The Kajim Family in a bid to promote an investor-friendly environment to reach out to very many clients across the globe."*

Optiven has been settling Kenyans in the real estate sector while at the same time promoting job creation, and being a trailblazer in philanthropy through the Optiven Foundation [www.optivenfoundation.org](http://www.optivenfoundation.org). As part of its adherence to the UN Sustainable Development Goals, Optiven Group continues to partner with different stakeholders in line with SDG Number 17 on partnership. It is through partnerships that a number of organizations and stakeholders affiliated to different influencers, Sacco's, churches, banks and other institutions have come together to invest in their future through real estate. As a company, Optiven continues to leverage on different engagements to be able to better meet the needs of customers while at the same time availing opportunities to give income especially to the youth and women.

The company which has been in existence for 24 years, continues to transform communities through offering affordable and ready to build properties across the country. [www.optiven.co.ke](http://www.optiven.co.ke)



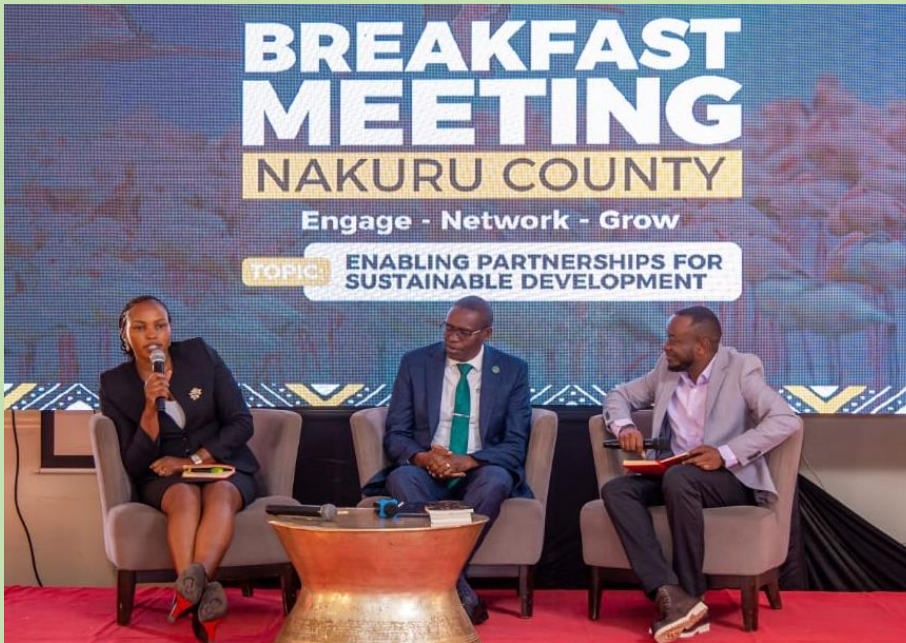
**ABOVE:** James Muiru aka Kajim (left) and his wife (right) look on during deliberations on partnership with the Optiven Group CEO, Mr. George Wachiuri, (center) at his Optiven Global Office in Karen, on 15<sup>th</sup> August 2023.



**ABOVE:** The Optiven Sales and Marketing team of Naomi Njebere and Chris Ndegwa with MC Kajim on 18<sup>th</sup> August 2023 during the show in which they empowered Kenyans about real estate.



## OPTIVEN MENTORS ON SUSTAINABILITY | CEO Empowers Stakeholders in Nakuru



The Nakuru County breakfast under the theme: **Enabling Partnerships for Sustainable Development** was held on the 30th August 2023. The event attracted the attendance of elite business leaders from different counties neighbouring Nakuru County. The forum was a large scale business exhibition with the objective of creating more job opportunities in Nakuru and eradicating poverty in line with Sustainable Development Goal 1 and Goal 17. Among the many invited guests, was Mr. George Wachiuri CEO at Optiven Group who was a keynote speaker and part of the panel discussion. Wachiuri in his

remarks highlighted the importance of partnerships between the public and private sectors in achieving sustainable development. He said "*Entrepreneurs need to invest in social programs and to work with the government to develop policies that promote green developments as businesses grow through partnerships.*" It has been two years since Nakuru was elevated from county to city status. Following hot on the heels of the development, Optiven made a grand entry to Nakuru with its premiere project "**Ushindi Gardens**". Located only 18 minutes from the Optiven Nakuru offices at Golden Life Mall, Ushindi Gardens continues to provide the community with employment opportunities and are still growing with the ongoing value additions. The project is a gold level project continues to take shape. Tom Kibet, Regional Manager for the Rift Valley region in collaboration with George Karanja, Liaison Manager for Nakuru County led the Optiven Nakuru team at the event. Kibet expressed gratitude to the support and partnership received from Nakuru County. Currently, the value additions on the projects are pacing faster with compacted murram roads, electricity and water reticulation processes ongoing. Kibet says, "Ushindi Gardens by Optiven is changing the landscape in Nakuru and is setting the pace for gated communities within Nakuru city."





## OPTIVEN LEVERAGES ON WOMEN SUPPORT AS WORLD CELEBRATES BREASTFEEDING WEEK

The global observation of the 2023 Breastfeeding Week was observed during the first week of August (1/8/2023 to 7/8/2023) under the theme "**Let's make breastfeeding and work, work!**" We looked back on milestones for mothers

**KARIMI Jane** , Environment

*"I benefitted majorly from flexi working hours giving me enough time to rest during the pregnancy. The 90 days leave was also a welcome relief as well as insurance that took great care of me and the baby including, delivery and immunisation."*



**MUSAU Eddah**, Sales

*"I got my second child at Optiven and I liked the support, care, team spirit I received from management. The best part was that the insurance covered everything! Am a proud mother working at Optiven."*



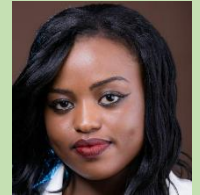
**KEMUNTO Priscilla**, Digital

*"I planned to enjoy my baby's arrival by taking my leave together with my annual leave. On baby's arrival the mother's room at Optiven was a relief and insurance cover meant baby and I received both post and pre-natal care."*



**MUTETI Melody**, Sales

*"I can comfortably say as the newest Optiven Mum, I felt supported right from during the pregnancy by the Human Resource Department as well as my Supervisor. The fact that I enjoy flexi - time, am able to cope with the season and bond with my baby. Am enjoying."*



**KIMANI Annmary**, Sales

*"I appreciate my understanding & supportive team leader, along with a valuable maternity insurance coverage for both maternity & baby care. Upon my return to work, I received substantial support, & this has been truly wonderful."*



**MWAURA Anne**, Sales

*"Grateful for the Mother's room a great inclusion for Moms who handle their business in the ladies. The room is hygienic, private & very comfortable. The consideration for flexi time for the new Moms at Optiven helped me adjust well so a big thanks for the support from the management."*



**KIMANI Carolyne**, Sales

*"Motherhood is the best experience based on the support I received plus flexi times. I also had a number of colleagues checking on me which made me feel included. The best was the welfare support I received."*



**NJERI Hannah**, Sales

*"This being my first child I was anxious about returning to work! It was pleasing to find a Mother's room meaning my baby could still enjoy their milk. I was happy to use my insurance for immunisation easing the budget that comes with a baby quite some."*



**KING'E Faith**, Sales

*"Am looking forward to the new addition to my family and I have received great support from the Optiven family already."*



**OMOLLO Faith**, Sales

*"The flexi time meant my baby was able to enjoy exclusive breastfeeding. The leadership was very considerate and I bonded with my baby. The facilities in the mother's room gave me peace of mind & comfort too, plus the counselling support from the Optiven Foundation – just amazing."*



**MUKONZO Repher**, Digital

*"I had the easiest time especially from my Supervisor who was very accommodating before and after giving birth. The mother's room at Optiven was a special blessing."*





**TUWEI Lilian** , Sales [Mum to +1 year old child]

*"My journey being the first was actually smooth with the support of my colleagues and grateful for the maternity insurance cover too. My team members also took care of my clients and this gave me peace of mind. On returning to work, I loved the mothers room and ante natal care as well as clinic facilitation through insurance. Am happy."*



**WANGECHI Mercy** , Telemarketing [Mum to a one month old baby]

*"I am a happy mom working with Optiven and currently just starting my maternity leave. I am enjoying the journey and looking forward to getting back to work. Thanks to Optiven."*



Indeed as Optiven works to include women in it's diversified workforce, the award winning company is also keen to ensure that their time at work is comfortable. This according the Optiven Group Manager for Human Resource and Talent Management, Mr. Martin Waweru, *"if our staff are happy the result is a positive and vibrant workforce which brings on board results for work done and that is why we exist. We continue to offer a conducive work environment where our staff are able to relax while at the same time work in comfort."* To all Mums, here's to a happy world breastfeeding week and great times as we work for a better world and families.

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Mentorship empowers youths to leave a tangible mark wherever they go and make society a better place.



## OPTIVEN HONORS YOUTH DAY 2023

The International Youth Day is celebrated annually as it offers a platform to create awareness on the qualities of youth and the potential they hold towards the development of a society. Under this year's theme: Green skills for youth - Towards a sustainable future, The Optiven Foundation acknowledges the challenges faced by young people and through their 4 pillars, concentrates on efforts to eliminate these issues. Optiven believes the youth are essential partners to develop a sustainable future and in achievement of the Sustainable Development Goals.

Education and Job Readiness pillar serves to give opportunities and mentorship to the less fortunate and in partnership with Fusion Capital, The Foundation has enabled the youth access education through the Soaring Eagle Scholarship Program (SESP). Moreover, Upside Trust has also come on board to support the young people seeking Technical and Vocational Education and Training (TVET) as the sponsorship program provides financial assistance to the youth who are enrolled in TVET programs in Kenya.

<https://www.optivenfoundation.org/news-and-blogs/fusion-capital-upscapes-partnership-with-optiven-foundation/>

In line with SDG 8 - Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all, Optiven works to provide youth with opportunities for employment and entrepreneurship directly or indirectly where after a successful trainee program, the youth are employed as Margaret Muturi states, "Currently I am a data analyst here at Optiven Limited after a successful mentorship program 3 years ago. I am grateful because of the positive transformation George Wachiuri and Optiven are imparting in the society and for the opportunity to partner with them."

George Wachiuri is a champion for the youth as he has provided a platform for the specific group to thrive. The presence of a youthful working force has promoted green skills and innovation spearheading the organisation to a more cleaner, climate resilient and efficient environment that provides sustainability and decent working conditions. He is calling on the government and stakeholders to invest in young people with the need to create more opportunities for them and the youth have been encouraged to use their skills and talents to make the world a better place.

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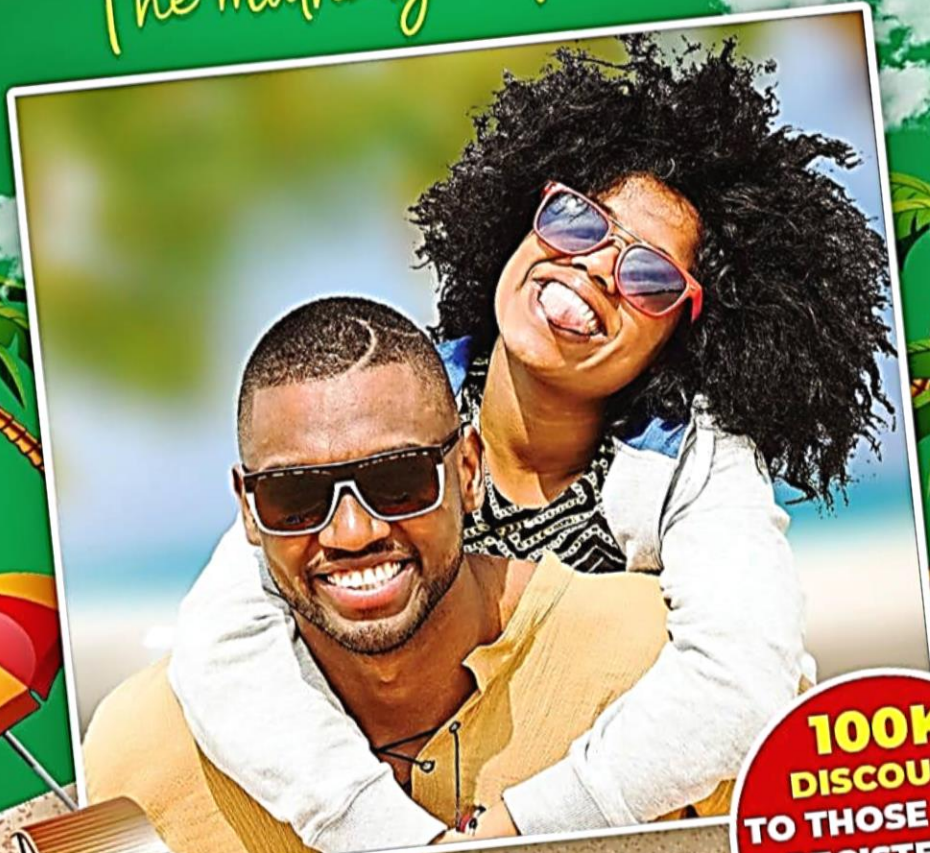
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