

VICTOR MUTHOKA

Certified ILO SIYB Trainer | Entrepreneurship & Business Development Trainer | Youth Empowerment Facilitator

Nairobi, Kenya | victormuthoka52@gmail.com | +254 714 082 963 | linkedin.com/in/victor-muthoka

PROFESSIONAL PROFILE

Certified **ILO Start and Improve Your Business (SIYB) Trainer** with practical experience in entrepreneurship training, Business Development Services (BDS), youth mentorship, community mobilization and enterprise development. Experienced in working directly with youth entrepreneurs and MSMEs through the NYOTA programme, providing business mentorship, conducting business visits, identifying enterprise challenges and developing practical action plans. Also experienced in supporting **KEPSA's NYOTA On-the-Job Experience (OJE)** programme through recruitment and onboarding of Master Craftsmen and employers who provide practical mentorship and workplace experience to youth. Passionate about practical entrepreneurship development, youth employment, business growth and inclusive enterprise development.

CORE COMPETENCIES

- ILO SIYB Training & Facilitation
- Entrepreneurship Development
- Business Development Services (BDS)
- Business Start-Up & Improvement
- Youth Entrepreneurship & Mentorship
- Business Planning
- Financial Literacy
- Marketing & Customer Management
- Business Record Keeping
- Training Needs Assessment
- Participatory Facilitation
- Community Mobilization
- Employer & Stakeholder Engagement
- MSME Development
- Field Data Collection & Verification
- Monitoring, Follow-up & Reporting
- Gender & Social Inclusion
- Youth Employment & Skills Development

PROFESSIONAL EXPERIENCE

NYOTA – Business Development Services (BDS) Trainer/Mentor

Makueni County | 2026 – Present

- Provide business development mentorship to youth entrepreneurs under the NYOTA programme.
- Conduct business visits to assess business progress, identify challenges and provide practical recommendations.
- Support mentees in business planning, financial management, marketing, customer relations and business growth.
- Facilitate practical entrepreneurship and business development discussions with diverse groups of young entrepreneurs.
- Develop practical action plans with mentees and support follow-up on agreed business improvement activities.
- Encourage peer learning, networking and linkages between youth-owned businesses.

- Identify business challenges and provide appropriate guidance based on individual mentee needs.
- Document mentorship progress, challenges, action plans and follow-up activities.
- Work closely with youth, business owners and programme stakeholders to promote sustainable enterprise development.

KEPSA – NYOTA On-the-Job Experience (OJE) Field Engagement

Makueni County | 2026

- Supported KEPSA in the implementation of the NYOTA On-the-Job Experience programme.
- Mobilized and recruited Master Craftsmen (MCs) and employers to mentor and provide practical workplace experience to youth beneficiaries.
- Conducted field visits to identify, engage and onboard suitable Master Craftsmen and employers.
- Engaged businesses and local stakeholders to explain the OJE programme, its objectives and the responsibilities of workplace mentors and employers.
- Assisted in verifying and updating information for prospective Master Craftsmen and employers.
- Supported coordination between programme stakeholders and potential workplace mentors.
- Conducted field-level communication, data collection, verification and reporting during recruitment and onboarding.
- Built relationships with local businesses and employers to increase opportunities for youth skills development and workplace experience.

NYOTA – SESD Trainer

Siaya County | 2026

- Facilitated Self-Employment and Sustainable Development (SESD) training for youth under the NYOTA programme.
- Delivered participatory entrepreneurship and self-employment training to youth from diverse backgrounds.
- Facilitated discussions on entrepreneurial mindset, business opportunities, financial literacy and self-employment.
- Used practical exercises, group discussions and learner-centred approaches to improve participant engagement.
- Supported participants to identify viable business opportunities and develop practical approaches to self-employment.
- Created an inclusive learning environment that encouraged participation, peer learning and experience sharing.

Certified ILO SIYB Trainer

SIYB Africa / ILO | 2026

- Certified as an ILO Start and Improve Your Business (SIYB) Trainer.
- Trained in practical approaches to entrepreneurship development and business improvement.
- Equipped to facilitate entrepreneurship training using participatory and learner-centred methodologies.
- Apply practical business development concepts to support entrepreneurs in starting, improving and growing their businesses.

Founder & Lead Trainer – Bliss Kenya Hub

Kenya | 2026 – Present

- Coordinate training and capacity-building activities focused on entrepreneurship, digital skills and youth empowerment.
- Facilitate practical computer and digital skills training.
- Support young people to explore entrepreneurship and use digital tools to improve business opportunities.
- Provide basic business guidance and mentorship to emerging entrepreneurs.
- Coordinate community engagement and learning activities.

Trainer / Youth Empowerment Facilitator – Bliss Kenya Non-Formal Education Centre

Kenya | 2024 – Present

- Facilitate learning, entrepreneurship and youth empowerment activities.

- Mobilize young people and community members to participate in training and development initiatives.
- Support learners through practical skills development and mentorship.
- Facilitate community-based learning activities using participatory approaches.
- Engage community stakeholders in initiatives aimed at improving youth opportunities and livelihoods.

Chairperson – Makueni Youth Climate Change Entrepreneurs (MYCCE)

Makueni County

- Mobilize and engage young people around climate entrepreneurship and green business opportunities.
- Promote entrepreneurship as a pathway to youth employment and sustainable livelihoods.
- Facilitate discussions connecting climate action with business and enterprise development.
- Encourage participation of young people and women in climate-related entrepreneurship initiatives.
- Support networking and collaboration among youth entrepreneurs and stakeholders.

ENTREPRENEURSHIP & TRAINING EXPERIENCE

- Business idea identification and development
- Starting and improving a business
- Business planning
- Market identification
- Marketing and customer care
- Pricing and costing
- Financial literacy
- Record keeping
- Business growth
- Entrepreneurial mindset
- Youth self-employment
- Business problem-solving
- Peer learning and networking
- Climate entrepreneurship and green jobs

EDUCATION & PROFESSIONAL QUALIFICATIONS

ILO Start and Improve Your Business (SIYB) Trainer Certification

SIYB Africa / ILO | 2026

Event Management Certificate

Kenya Coast Polytechnic | 2025

Diploma in Criminology

Africa Nazarene University | 2016–2017

Degree in Criminal Justice Management & Security Management

Africa Nazarene University | Ongoing

Computer Packages

KCA University | 2014

ADDITIONAL TRAINING & EXPERIENCE

- NYOTA Self-Employment and Sustainable Development (SESD)
- NYOTA Business Development Services (BDS)
- NYOTA On-the-Job Experience (OJE)

- Youth Entrepreneurship & Mentorship
- Community Mobilization
- Gender & Social Inclusion
- Digital Skills Training
- Climate Entrepreneurship
- Green Jobs & Youth Enterprise Development
- Financial Literacy
- Stakeholder Engagement

KEY PROFESSIONAL STRENGTHS

- Training & Facilitation – practical, participatory and learner-centred training for youth, entrepreneurs and community groups.
- Entrepreneurship Development – practical understanding of challenges faced by start-ups, youth entrepreneurs and MSMEs.
- Youth Empowerment – supporting young people to identify opportunities for self-employment, enterprise development and workplace experience.
- Stakeholder Engagement – experience working with entrepreneurs, businesses, employers, Master Craftsmen, youth groups and programme teams.
- Community Mobilization – grassroots mobilization and engagement of diverse communities.
- Communication – fluent in English and Kiswahili, with ability to explain business concepts simply and practically.
- Field Coordination & Reporting – field visits, data collection, verification, onboarding, mentorship follow-up and reporting.

LANGUAGES

English: Fluent **Kiswahili:** Fluent

PROFESSIONAL AFFILIATIONS / LEADERSHIP

- Certified ILO SIYB Trainer
- Chairperson – Makueni Youth Climate Change Entrepreneurs (MYCCE)
- NYOTA BDS Trainer/Mentor
- NYOTA SESD Trainer
- Youth Entrepreneurship & Community Development Facilitator

REFERENCES

Available upon request.