



Lucy's Story

Lucy, a 60-year-old green grocer and farmer from Kerugoya, sought a loan to grow both her produce business and farming activities after learning about the opportunity through Worldwide Microfinance and Tenakata's marketing office. Drawn by the low interest rates and flexible repayment terms, Lucy used the loan to expand her stall, increase her stock, and launch a new venture in poultry farming, starting with thirty chickens. This growth has boosted her income, supported her children and extended family, and created jobs in her community by employing others to help care for her chickens. Looking ahead, Lucy hopes to secure additional funding to expand into dairy farming and continue building a more sustainable future.