Issue No 53

NEA

Weekly e-SHOT

14th -18th November 2022

REENGINEERING PUBLIC EMPLOYMENT SERVICES THROUGH TRADE FAIRS



The National Employment Authority participated in this year's **Nairobi International Trade Fair** held between 26th September to 2nd October, at Jamhuri Park and also the **Mombasa International Show**, that was held at Mkomani Showground between 2nd to 6th November 2022. This year's theme was ***"Promoting Innovation and Technology in Agriculture and Trade,"*** and came at an opportune time when the government is revitalizing the Agricultural production and Agribusiness across the country to enhance food security and promote self reliance especially among the young farmers amidst the growing concern of global worming that has threatened the traditional Agricultural practices.

The Nairobi International Trade Fair which was officially opened by Deputy President Hon Rigathi Gachagua, and that of Mombasa being recalled after a period of absence due to COVID-19 Pandemic, attracted exhibitors from diverse sectors of the economy and offered a wide range of entertainment such as family activities and a variety of fun-fair games for both the kids and parents besides arena events. ***This platform provided an opportune moment for the National Employment Authority to fulfill one of its key functions of facilitating labour market linkages for job seekers as well as enhance employment promotion interventions and increase access to employment and internship opportunities by the youth, minorities, and marginalized groups for connected purposes.*** The exhibitions platform allowed interaction and exchange of information among over 800 job seekers, potential employers and general public.










During the exhibition, NEA pavilion was patronized by members of the NEA Board led by Ms. Joyce Mwale as well as the judges from the Agriculture Society of Kenya ASK flanked by the NEA Ag. Director General Ms. Edith Okoki and NEA's top management who were all impressed by the offering at the exhibition pavilion.

During the two events, the Authority seized the much-needed opportunity to publicize the National Employment Authority Integrated Management System (NEAIMS- www.neaims.go.ke) among job seekers and employers. Approximately 250 new job seekers were registered through the NEAIMS and guided on how to utilize the platform in accessing job opportunities. This elaborate system was developed by the Authority as apart of its commitment for continuous improvement, better performance and improve customer satisfaction. The services offered under NEAIMS include: -

i. Registration of Job Seekers
ii. Registration of Employers
iii. Registration of Private Recruitment Agencies (PRAs)
iv. Emergency distress reporting for migrant workers
v. Linking job seekers and Employers
vi. Providing information on registered private recruitment agencies

So far, the NEAIMS has been linked to the Integrated Population Registration System (IPRS) and plans are underway to integrate it to other Kenyan Government Systems, Foreign Government Systems and other Organizations' Systems who are involved/engaged in labour migration.
The Authorities pavilion also had a section for conducting interviews with initial phase, expected to last a few minutes for Information given to the interviewee by the interviewer. Questions addressed to the applicant by the interviewer(s)/employer were also addressed as job seekers job seekers had chance too, to ask questions to the interviewers.

Both events provided an opportunity to promote the services offered under the newly established **Migrant Resources Centre (MRC)**. The services of MRCs, which is primarily as a focal point for migrants and potential migrants to obtain accurate information and counseling on safe migration and rights at work, countering misleading information provided by some unscrupulous brokers, agencies and employers. Counseling was provided at the MRC section, and attendees encouraged to check on outreach activities, online and over the phone. It is important to note that this Information was also disseminated through broadcasts on local radio and television, job fairs, and seminars on safe migration in prior NEA activities. It is at this section that Migrants were able to receive assistance in settling grievances.










The Registered Private Recruitment Agencies under the umbrella of the Association of Skilled Migrant Agencies of Kenya (ASMAK) and Kenya Association of Private Employment Agencies - KAPEA were also given a space to showcase their services including available open vacancies and how essential they are in ethical recruitment process.

In general terms, this year's shows were a great success as it provide a portfolio of over 550 local and international exhibitors from diverse industries showcasing modern and emergent innovations, technologies, products and services that enriched the public with diverse knowledge and skills while promoting employment.



Visual flow of NEA Exhibition stall

OUR VISION

"Employment opportunities for all"

OUR MISSION

"To formulate and implement employment policies and programmes for creation of sustainable employment for all Kenyans

TO REGISTER AS..

1. A job seeker/Intern
2. Private Recruitment Agency

OR

3. Employer

Visit: www.neaims.go.ke

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