

Progress of Taita Basket Association

Webinar @2021

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INTRODUCTION

Taita Basket Association was registered in 2016 supported by world intellectual property organization (WIPO).

The objective was to promote the baskets using intellectual property (IP) system with an ultimate goal of improving incomes through increased sales within and outside the county

The initial membership was 14groups.

Currently 25 groups have registered to the Association.

Benefits of the Association (1)

By coming together has occasioned a shift in perspective that has led to a better standard of living for the women. Weaving and selling these unique baskets has improved income and sustained families.



Benefits of the Association (2)

- Quality of baskets weaved has greatly improved
- Improved quality has created demand of baskets both within and outside markets.
- Market outlets have increased.
- Buyers have also improved.



Benefits of the Association (3)



First Lady fitting a beaded necklace



CECM Trade during one of the market days

Contribution from the County Government

- The county government, through the department of trade, has set aside a monthly show/market day in Voi town where the Association will showcase and market their baskets.
- Through this initiative, it has promoted the basket and improved the monthly sales for the Association