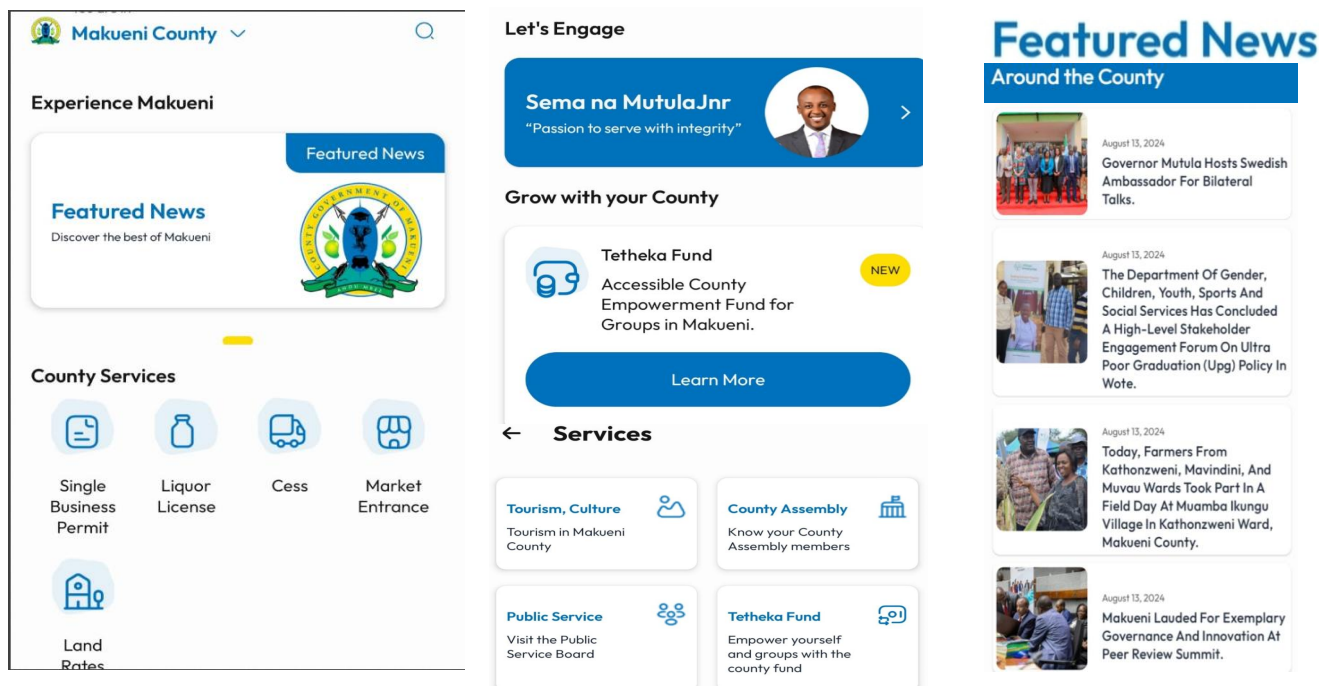


IMPACT OF EMBRACING DIGITAL SOLUTIONS FOR IMPROVED GOVERNANCE THROUGH THE MYMAKUENI COUNTY APP



On June 30, 2023, Hon. William Ruto, the President of Kenya, launched the enhanced national eCitizen platform, offering over 5,000 online services. This milestone has significantly streamlined service delivery at the national level, improving efficiency and accessibility for millions of Kenyans. However, at the county level, many devolved units still struggle to digitize their services, leaving residents burdened with frequent trips to government offices and cumbersome paperwork for essential approvals. Amid these challenges, Makueni County has emerged as a trailblazer in e-governance, demonstrating how technology can revolutionize service delivery at the grassroots level. By developing the MyMakueni County App, the County Government has created an integrated, user-friendly platform that brings essential services closer to the people. This digital transformation not only enhances convenience for residents but also improves efficiency, accountability and revenue collection, positioning Makueni as a model for other counties seeking to embrace digital governance.

Makueni County partnered with Safaricom to introduce the MyMakueni County App, an online platform aimed at improving digital governance. The App launched in March 2023, has made the County the inaugural recipient of Safaricom's program, which is designed to facilitate the seamless transition of Counties in Kenya towards digital service delivery. This significant achievement not only underscores Makueni County's pioneering role but also represents a substantial leap forward in the quest for greater transparency, accountability and responsiveness within the sphere of local governance.

The MyMakueni County App, developed in collaboration with the County Department of ICT, revolutionizes service delivery by integrating all County services into a seamless, user-friendly digital platform. This innovation has empowered residents, including business owners, car and plot owners, to conveniently access and pay for essential services such as land transactions, building approvals, revenue collection, parking fees, business permits, market access and utility bills. Beyond streamlining payments, the app fosters direct engagement between the County leadership and the public through the "Sema na Mutula Jnr" feature, enabling citizens to communicate directly with the governor, share concerns and receive timely responses. Additionally, the app recently included a newly incorporated feature for

registering groups under the Tetheka Fund, a County Government group lending initiative that provides affordable credit to youth, men, women and persons living with disabilities, enhancing financial empowerment and economic inclusion.

A key milestone of this digital transformation is the significant increase in revenue collection, driven by the adoption of electronic cashless self-service platforms. Features such as Market entrance fees, single business permit payments, liquor licensing, cess land and business permits, and "Sema na Governor" have enhanced transparency and efficiency in revenue collection. This modernization has resulted in a remarkable surge in Own-Source Revenue, which grew from 891,595,987 in FY 2022/23 to 1,044,936,255 in FY 2023/24 - an increase of 153,340,268. By eliminating the inefficiencies and risks associated with manual revenue collection, the app has mitigated fraud, reduced revenue leakages and enhanced accountability. Cases of theft, corruption and unauthorized individuals falsely posing as County officers to extort taxes from traders have been eradicated, fostering a more secure and predictable business environment. Ultimately, this digital shift has strengthened governance, improved service accessibility and positioned Makueni as a model for technology-driven public service efficiency.

Accessing the app has been made convenient through multiple avenues, including a USSD short code (*838#), a mini-app accessible on the M-Pesa super app, download options from the Google Play Store or App Store, and a web portal accessible at www.mycounty.co.ke.



MyMakueni App