



PETER MUNYA

FOR GOVERNOR

MERU COUNTY 2027

MANIFESTO (2027 - 2032)

INDEPENDED ELECTORAL AND BOUNDARIES COMMISSION

BALLOT PAPER: GOVERNOR ELECTION 2027



FORM 29

VOTER'S MARK / ALAMA YA KURA Tick ✓ Cross ✗ thumbprint or any mark.

Party/Candidate Symbol	Candidate's Photo and Name	Voter's Mark/ Alama ya Kura
		

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DISCLAIMER

This manifesto outlines proposed development priorities, targets and implementation approaches for Meru County. All proposals remain subject to applicable laws, planning and approval processes, budgetary provisions, procurement requirements and availability of resources. Project timelines and details may be refined following technical assessments, consultations and implementation requirements.



Dear People of Meru,

When I first served as your Governor, I made a promise: to work for you, with you, and never against you. Together, we laid a foundation roads, water, health facilities and gave Meru a voice at the national table.

Today, I come back as a son of Meru who has seen both the promise and the pain of our county. I have seen a farmer watch her bananas rot because there is no processing plant. I have seen a young man with brilliant ideas but no capital. I have seen a mother walk ten kilometres for water. And I asked: what went wrong?

The answer: when leadership loses focus, the people pay the price. I have learned. I have reflected. And I am ready to serve again; better, wiser, more committed.

This manifesto is a covenant. It is built on ten pillars: agriculture, youth and women, roads, water, health, education, tourism, security, governance, and urban management. It is anchored on one belief: Meru can rise again, higher than ever.

We will build the factories. We will dam the rivers. We will create the Youth and Women Growth Fund and reserve 30% of procurement for them. We will establish a university at Kaguru. We will publish every shilling, every project, every quarter, for every citizen to see.

I know what it takes. I have done it before. With your support, I will do it again and do it better.

Meru is a family. When a family works together, nothing can stop it. I ask for your vote, your trust, and your partnership. Not because I am perfect — but because I am prepared. Not because I want power — but because I want to serve.

Let us build a resilient, opportunity rich Meru together.

God bless you. God bless Meru. God bless Kenya.

Hon. Peter Munya
Aspirant for Governor, Meru County 2027



OUR VISION

A resilient, opportunity-rich Meru: prosperous farms, empowered youth and women, reliable services, safe communities and thriving tourism.



OUR MISSION

Deliver jobs, basic services and accountable leadership by modernizing agriculture, upgrading infrastructure, expanding water and health access, and investing in people.



PETER MUNYA
FOR GOVERNOR



KEY FOCUS AREAS

A FIVE-YEAR PLAN FOR MERU



AGRICULTURE

Food Security &
Value addition



JOBS

Youth, women & PWD
Empowerment



WATER

Reliable water &
Expanded Irrigation



HEALTH

Accessible
Healthcare



EDUCATION

Skills &
Opportunity



TOURISM

Culture &
Environment



INFRASTRUCTURE

Roads, Markets &
Connectivity



GOVERNANCE

Accountability &
Service Delivery

HOW THE PLAN WILL WORK

From Promises to Delivery



GROWTH, JOBS, PROSPERITY

ECONOMIC EXPANSION

KEY PRIORITIES

- Revenue enhancement
- Agriculture value addition
- Processing factories
- Grain and food banks
- Research & Development
- Tourism marketing
- Youth enterprise financing
- Automated revenue systems
- Industrial development
- Renewable energy
- Spatial planning
- Smart-city development

THE ECONOMIC VALUE-CHAIN





To implement most of the proposed projects, Revenue has to be enhanced. Meru county has the capacity of increasing its revenue from 1 billion annually to 50 billion.

- We will develop an agriculture master plan showing specific intervention per crop
- Creation of Processing factories for Various crops, money is in finished products
- Establish grain banks
- Establish a food bank to tame hunger
- Integration of Research and Development (R&D). Create R&D as a full department under the Finance and Economic Planning.
- Introduce Meru Cycling Race and Boda Boda race as part of the Annual Cultural festival
- Explore iron ore deposits and gold in Igembe region and extract them to enhance revenue
- Capacity building to raise service standards
- Aggressively Market the value-added products from Meru
- Aggressively Market Meru as a tourist destination of choice
- Upgrade Tourists sites around Meru Town and Themwe Access route to Mt. Kenya.
- Provide credit facilities to the youth for start-up enterprises
- 100% automation of revenue systems
- Promote eco-tourism
- Provide the Industrial Park with county generated free electricity. Source can be from solar, energy or waste production.
- Utilize the 800-acre Tigania/Thananga 20 county land for a large-scale avocado and macadamia plantation to improve county revenues.
- Support construction of an Airstrip around Meru Town.
- Build a tram service linking Meru town and Isiolo
- Build a smart city next to Meru University
- Develop a County spatial plan
- Revise the valuation rolls for all Municipalities
- Mapping and protection of all water towers
- Eradication of dust from all major towns through paving
- Initiate a county owned university of agriculture and technology

STRONGER FRAMS, FOOD FOR ALL

AGRICULTURE & FOOD SECURITY



MIRAA



MACADAMIA



AVOCADO



COFFEE



POTATOES



BANANAS

Targets:



+30%

increase in
agro-processed output

FARMER SUPPORT



To implement most of the proposed projects, Revenue has to be enhanced. Meru county has the capacity of increasing its revenue from 1 billion annually to 50 billion.

- Establish 6 agro-processing clusters (miraa, macadamia, avocado, coffee, potatoes, bananas) within 24 months to raise farmer incomes and create jobs.
- Modernize existing tea factories, milk plants and coffee cooperatives via equipment grants and management support.
- Create county-managed grain reserves and feed hubs on underused county land; equip with AMS/harvest machines and community storage.
- Annual Product Campaigns and a Meru Harvest Week rotating focus crops to open markets locally and internationally.
- Farm mechanization scheme: subsidized hire pools for tractors, harvesters and post harvest dryers; priority to youth groups.
- Timely input distribution (fertilizers/seeds) through digitized beneficiary lists and delivery tracking.
- Double extension officer coverage and introduce mobile agritech advisors; link farmers to Meru Microfinance for low interest loans.
- Scale AI/AI services for livestock (AI insemination) and complete miraa transport cartel reforms.

Targets:



-40% reduction in post-harvest losses

SKILLS, FINANCE, OPPORTUNITIES

YOUTH, WOMEN & PWD ECONOMIC EMPOWERMENT



YOUTH

- Skills
- Finance
- Internships
- Enterprise



WOMEN

- SACCOs
- Agribusiness
- Finance
- Training



PWD

- Enterprise
- Skills
- Inclusion

Every empowered youth, woman, and PWD climbs a ladder: first we identify and register, then we train and certify, then we finance and mentor, and finally we connect to markets and procurement. The Meru Microfinance and Growth Fund is the engine that powers turning skills into startups, and startups into jobs.

CERIFIED DIGITAL SKILLS TRAINING



Digital skills



AI content creation



Market linkages



Financial literacy



E-commerce



To build an inclusive Meru, deliberate empowerment of youth, women and PWDs must be prioritized. Meru has the talent, energy and enterprise to turn this group from job seekers into job creators and wealth owners.

- Launch a Youth & Women Growth Fund (Meru Microfinance) with blended financing, business incubation and 30% reserved procurement for youth-owned enterprises.
- Seed Women SACCOs, support women in agribusiness (goats, poultry, dairy) with starter kits and bookkeeping training.
- Create a Micro-Mobility Loan product (boda, delivery bikes, small trucks) with logbook-secured lending and repayment mentoring.
- Free digital skills, financial literacy, AI content-creation and e-commerce training; certified placements and market linkages.
- Establish sanitary product banks, gas cylinder subsidies for needy households, and circular clothing hubs for children.
- Three-month paid county internships and attachments for TVET and university students; one stadium per sub-county to boost sports development.
- Safe spaces and survivor services for GBV and teen mothers, plus vocational reintegration programs.

THE EMPOWERMENT LADDER: FROM SKILLS TO ENTERPRISE



STEP 4 **GROW**

ENTERPRISE

Access markets, scale up, create jobs



STEP 3 **FUND**

FINANCE

Loans, SACCOs, Growth Fund, procurement



STEP 2 **TRAIN**

SKILLS

Digital, AI, financial literacy, e-commerce



STEP 1 **RECRUIT**

IDENTIFY

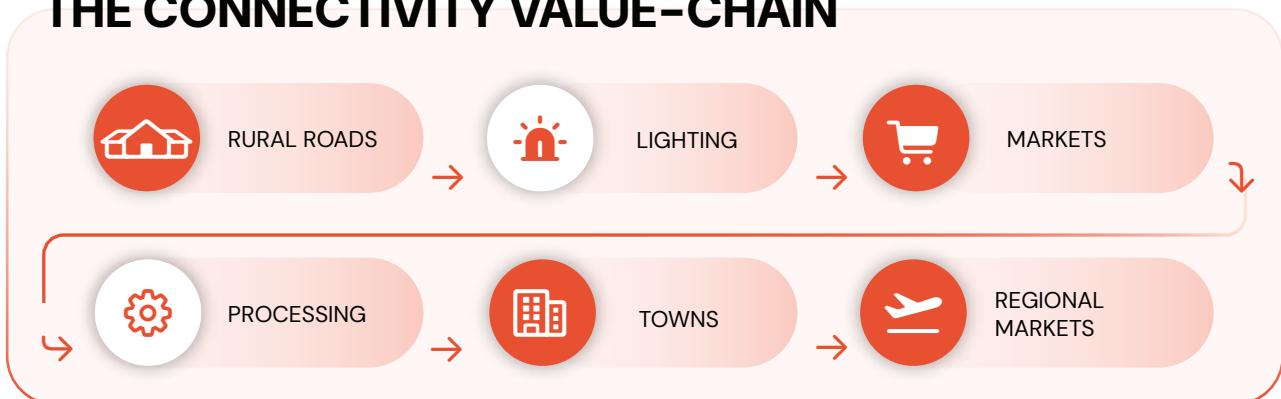
Register youth, women, PWDs in database

BETTER ROADS, STRONGER MARKETS

ROADS, MARKETS & CONNECTIVITY



THE CONNECTIVITY VALUE-CHAIN

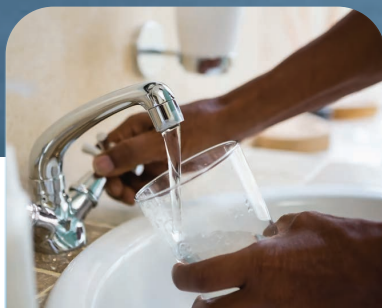


To unlock trade and reduce travel time, roads and market infrastructure must be upgraded. Meru has the road network and market centres to become a regional hub of commerce and transport.

- Kiln harden and chemically stabilize priority rural roads; pave critical hill segments and market access ways.
- Road numbering and public digital map of all county roads with maintenance schedules.
- Rural roads maintenance roster with community contracting to create jobs.
- Install reliable lighting at all major tea buying centres and principal market points; upgrade market stalls and cabro-pave main market streets.
- Implement urban Tram pilot in Meru Town and major trading centers; produce feasibility plan for Gaitu airstrip.

BETTER ROADS, STRONGER MARKETS

WATER & IRRIGATION



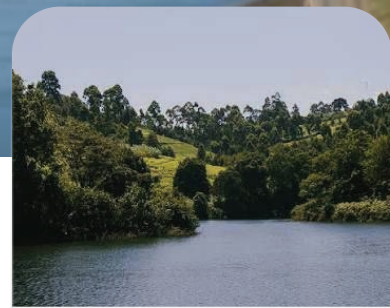
+60%

Households with
reliable water supply



BOREHOLES

Solar-powered
pumping



DAMS

Strategic storage
& irrigation

To secure domestic water and expand irrigation, water projects must be completed and expanded. Meru has the rivers, rainfall and catchments to guarantee reliable water for every household and farm.

- Rapid audit and restart of stalled water projects; prioritize equitable distribution for domestic and irrigation use.
- Equip functioning boreholes with solar pumps, extend mains to targeted villages and provide household water tanks for rain harvesting.
- Construct strategic earth dams and small reservoirs on river catchments to increase storage for dry seasons.
- Feasibility study for a Mt. Kenya catchment dam and a phased plan for MESASS/Imenti service modernization.

HEALTHY PEOPLE, STRONGER COMMUNITIES

HEALTH & WELLBEING



To guarantee quality healthcare for all, health facilities must be fully equipped and staffed. Meru has the infrastructure and partners to deliver accessible, affordable and modern health services.

- Fully equip Meru Cancer Centre, recruit oncologists, and run an annual county-wide screening campaign (“**Meru Cancer Awareness Week**”).
- Operationalize all constructed health facilities with staff and medicines; PPP framework to run 1 clinic per ward where necessary.
- Strengthen ambulance response, maternal care and nutrition programs; ensure consistent drug supply across county hospitals.
- Health promotion: community lifestyle and nutrition campaigns to prevent lifestyle-related diseases.
- Facilitate 1 private-public Health Centre per Ward under PPP

Priorities



CANCER CARE

Meru Cancer Centre



HEALTH FACILITIES

Staff, Medicines, Equipment



AMBULANCE RESPONSE



MATERNAL CARE



NUTRITION



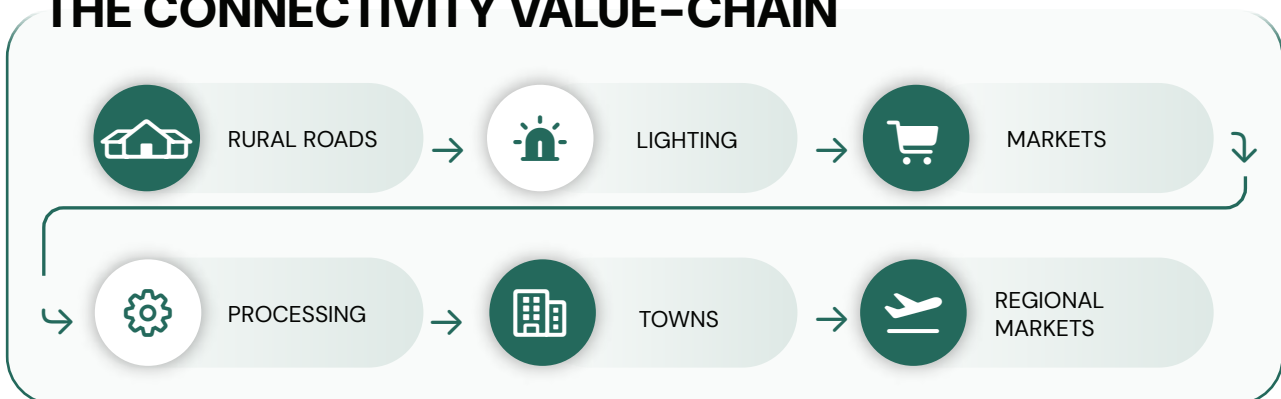
HEALTH PROMOTION

FROM LEARNING TO EARNING

EDUCATION & SKILLS



THE CONNECTIVITY VALUE-CHAIN



To build a skilled and competitive workforce, education must be strengthened from ECDE to university. Meru has the children, youth and institutions to become a centre of knowledge and innovation.

- One model ECDE center per ward (classrooms, sanitation, play areas, learning materials); every primary school to have two ECDE classes.
- One fully equipped VTC per ward offering market-relevant skills (agritech, mechanics, ICT, hospitality).
- Transform Kaguru Agricultural Training Centre into a county owned University of Agriculture and Technology with international university partnership and degree pathways.
- Annual County Education Day to reward excellence and troubleshoot systemic issues;
- ECDE feeding program for vulnerable children.

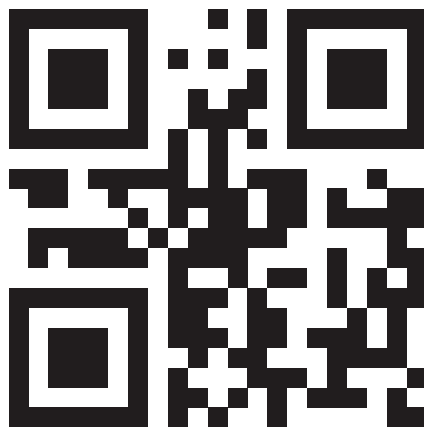


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