

PESA PARTY MANIFESTO (2024)

"Pesa Kwa Wote – Prosperity for All"

Foreword by the Party Leader

We, the Party for Economic and Social Advancement (PESA), are committed to building an inclusive, prosperous, and just Kenya. Our party stands for equitable access to national resources, economic empowerment, and social justice. Guided by the principles of social democracy, we aim to transform Kenya into a country where every citizen has an equal opportunity to thrive. This manifesto outlines our vision, mission, and strategies to achieve this transformation.

Our Ideology: Social Democracy for Economic and Social Justice

PESA believes in a social democracy that fosters economic empowerment, inclusivity, and equal opportunities for all. Our ideology is built on the following principles:

- Equitable Distribution of National Resources – Every Kenyan deserves a fair share of the country's wealth.
- Empowerment Through Enterprise – We support small and medium-sized enterprises (SMEs) and grassroots businesses.
- Transparency and Good Governance – We are committed to eradicating corruption, nepotism, and mismanagement of public resources.
- Inclusivity and Social Justice – Women, youth, people with disabilities (PWDs), and marginalized groups must have equal opportunities in leadership and economic participation.
- Sustainable Development and Environmental Conservation – Kenya's natural resources should benefit current and future generations.

Our Vision

A united and prosperous Kenya where every citizen has equal access to economic opportunities and social justice.

Our Mission

To provide transformative leadership that ensures equitable access to national resources and opportunities for the benefit of all Kenyans.

Key Pillars of Our Manifesto

I. Economic Empowerment and Job Creation

- Adopt a 24-hour economy to increase employment opportunities and productivity.
- Support SMEs and informal businesses through tax incentives, affordable credit, and business training.
- Establish innovation hubs to support digital entrepreneurship, fintech, and the creative economy.
- Strengthen local manufacturing and agriculture to boost economic self-reliance.

II. Social Justice and Inclusivity

- Guarantee fair distribution of resources across counties to ensure development in all regions.
- Implement affirmative action policies for women, youth, and PWDs in political and economic participation.
- Strengthen labor rights and fair wages to ensure dignified work conditions for all.

- Enhance social protection programs for vulnerable populations, including orphans, the elderly, and persons with disabilities.

III. Good Governance and Rule of Law

- Zero-tolerance policy on corruption, with strict enforcement of anti-graft laws.
- Strengthen devolution by ensuring counties receive resources on time and are held accountable for service delivery.
- Reform the judiciary and police to guarantee fairness and justice for all.
- Promote participatory governance, where citizens actively influence decision-making.

IV. Education and Skills Development

- Free and quality basic education, with increased funding for public schools.
- Expand Technical and Vocational Education and Training (TVET) programs to equip youth with marketable skills.
- Digitize education and promote e-learning to bridge the knowledge gap.
- Increase university funding and improve research facilities.

V. Healthcare for All

- Implement universal healthcare coverage (UHC) to ensure every Kenyan has access to affordable medical care.
- Invest in county hospitals and healthcare facilities to reduce the burden on national referral hospitals.
- Recruit and fairly compensate healthcare workers to improve service delivery.
- Increase public health campaigns on disease prevention and mental health awareness.

VI. Food Security and Agricultural Development

- Subsidize farm inputs to make agriculture affordable for small-scale farmers.
- Establish cooperative societies to enhance farmer bargaining power and market access.
- Promote modern farming technologies and climate-smart agriculture.
- Ensure fair pricing of agricultural produce to protect farmers from exploitation.

VII. Digital Economy and Technological Advancements

- Enhance digital infrastructure to ensure internet access in all counties.
- Support startups and tech innovation through funding and mentorship programs.
- Strengthen data protection laws to safeguard personal information.
- Leverage blockchain and fintech for transparent governance and financial inclusion.

VIII. Environmental Protection and Climate Change Action

- Enforce policies on environmental sustainability and renewable energy use.
- Increase forest cover and conservation programs to combat climate change.
- Regulate industries on pollution and implement waste management reforms.
- Invest in clean energy solutions, including solar and wind power.

IX. Foreign Policy and Regional Integration

- Strengthen Kenya's role in the East African Community (EAC) and African Continental Free Trade Area (AfCFTA).
- Promote peaceful coexistence and international trade partnerships.
- Support Kenyan diaspora affairs and create investment opportunities for Kenyans abroad.

Implementation Strategy

Short-Term (0-2 Years):

- Implement tax relief programs for SMEs and local manufacturers.
- Launch a nationwide youth employment program.
- Strengthen county hospitals and recruit more healthcare workers.
- Conduct nationwide civic education on governance and social justice.

Medium-Term (3-5 Years):

- Establish a National Enterprise Fund for small businesses.
- Roll out a digital transformation plan, including smart classrooms and e-governance platforms.
- Reform public transport and infrastructure for better urban mobility.
- Expand TVET institutions and digital skills training centers.

Long-Term (6-10 Years):

- Achieve full implementation of Universal Healthcare Coverage (UHC).
- Strengthen Kenya's position as a regional trade hub.
- Establish green energy policies to achieve carbon neutrality.
- Fully digitize government services and financial transactions.

Communicating Our Ideology

PESA will use various channels to engage with the public and communicate our policies:

- Public Rallies and Grassroots Mobilization – Regular town halls and community meetings.
- Media Engagement – TV, radio, and print media campaigns.
- Digital Platforms – Social media, podcasts, and an interactive party website.

- Civic Education and Policy Dialogues – Partnerships with civil society and academic institutions.

Commitment to Free, Fair, and Inclusive Elections

PESA is committed to democratic elections within the party and the country. We shall:

- Ensure transparent party nominations for all electoral positions.
- Promote gender equity and youth representation in leadership.
- Strengthen internal dispute resolution mechanisms for a peaceful electoral process.

Conclusion

The Party for Economic and Social Advancement (PESA) is a movement for change. We stand for fairness, inclusivity, and prosperity for all Kenyans. This manifesto is our blueprint for a better Kenya—a Kenya where everyone has the opportunity to succeed.

Together, we can build a nation that truly represents the vision of our founding fathers: A just, equitable, and prosperous Kenya for all!

PESA KWA WOTE!