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# BUSINESS INSIGHTS

## BY JANTA

[DEAR JANTA COMMUNITY,](#)

Welcome to the latest edition of the Janta Kenya newsletter! This month, we have some exciting content to share with you. We'll be discussing one of the most important topics for businesses today: motivating and retaining Gen Z employees. We'll also be bringing you the latest news and trends from the world of business, as well as a closer look at the culture and values that make Janta Kenya a unique and innovative company. So sit back, relax, and let's dive into this month's newsletter.



## THE KEY TO MOTIVATING AND RETAINING GEN Z EMPLOYEES

The workforce is changing, and with the rise of Generation Z (Gen Z) entering the workforce, companies must adapt to attract, motivate and retain these young employees. Gen Z, born between 1997 and 2012, have different values, expectations, and motivations than previous generations, and as such, traditional methods of employee engagement may not work for them.

To motivate and retain Gen Z employees, companies must understand their needs and tailor their approach accordingly. Here are some key strategies that can help your organization attract, motivate, and retain Gen Z talent.

**Provide Opportunities for Growth and Development**  
Gen Z employees are ambitious and crave opportunities to learn and develop new skills. Companies must provide a clear path for growth and development, including mentorship programs, training opportunities, and ongoing feedback. By investing in their growth, you show that you value their contributions, and you are committed to their long-term success.

**Embrace Flexible Work Arrangements.** Gen Z values flexibility and work-life balance. Offering flexible work arrangements such as remote work or flexible schedules can help them achieve a better balance between their personal and professional lives. It can also lead to increased productivity, as employees have more control over their schedules and can work when they are most productive.

**Foster a Collaborative and Inclusive Work Environment.** Gen Z employees are more likely to thrive in a work environment that encourages collaboration, diversity, and inclusivity. Companies that foster an inclusive culture, where all employee's contributions are valued, are more likely to attract and retain Gen Z employees. Encouraging teamwork, open communication, and respect for diversity will help create a positive and productive work environment.

**Embrace Technology.** Gen Z grew up in a world that is constantly evolving with technology, and they expect their employers to embrace technology as well. Companies must provide the latest tools and technology to help Gen Z employees be more productive and efficient in their work. This includes providing access to the latest software, mobile devices, and digital collaboration tools.



## DEVELOPMENTS AND NEWS IN THE KENYAN BUSINESS LANDSCAPE

Welcome to the April edition of our newsletter. In this issue, we bring you the latest news from the Kenyan business world. From new services to investment and financial updates, we've got you covered.

**Little App Woos Nairobi Club Hoppers With New Service** The popular ride-hailing app, Little, has introduced a new feature to its service that allows club hoppers in Nairobi to save money on transportation. The CEO of Little, Kamal Budhabhatti, stated that the new feature would help revelers cut transportation costs, with prices as low as Ksh100.

**8 Years Later, Imperial Bank Depositors Get Their Money Back** As of 2021, around 4,300 depositors, or eight percent of Imperial Bank depositors, were yet to get their money back in full. However, in a positive development, the remaining depositors have now been paid in full. This marks the end of a long wait for the depositors who had been affected by the bank's collapse.

**Team Europe Injects Sh50B In Nairobi Electric Bus Line** Team Europe has committed Sh50 billion to support the implementation of the Nairobi Electric Bus Line, a safe, clean, high-quality, and efficient public transport system in Nairobi. This partnership is a major boost to Kenya's green transition.

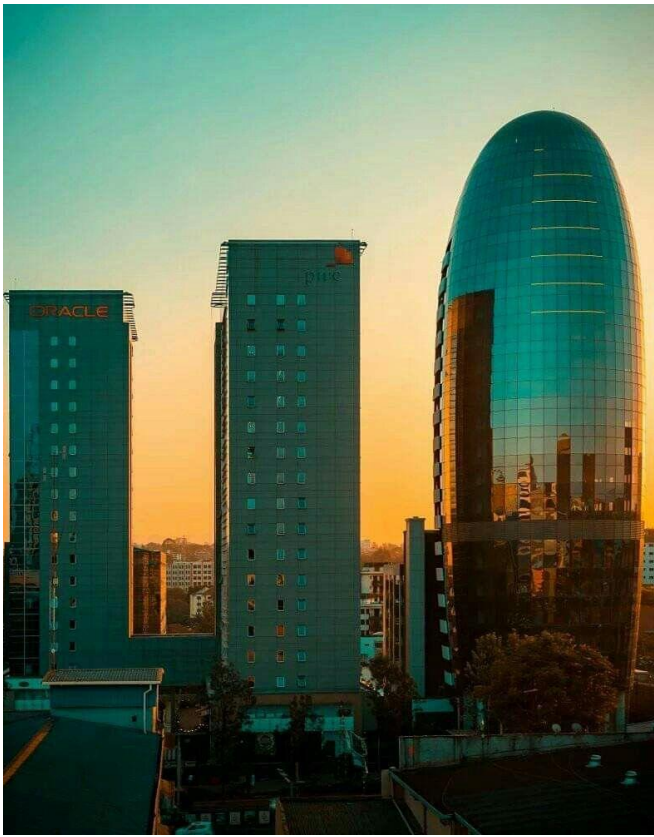
**Northlands: Inside Kenyattas' Mega-City Plan** The Kenyattas are planning to build one of Kenya's largest cities, known as Northlands, on an 11,000-acre parcel. This project will transform the landscape of the country and create job opportunities for many Kenyans.

**Safaricom Foundation Invests Ksh4M To Boost Health Services In Lamu** The Safaricom Foundation has invested over Ksh4 million in a health facility to improve maternal health services in Lamu County. This investment is a testament to Safaricom's commitment to supporting local communities and improving their access to essential services.

**4 New Goodies for Startups, Investors – Ruto Unveils** During the American Chamber of Commerce Regional Business Summit hosted in Nairobi, Deputy President William Ruto announced four new policies aimed at supporting startups and investors. These policies include tax and regulatory reforms, aimed at making Kenya more competitive in the global market.

**Jumia Kenya Announces New Packaging Measures** Jumia Kenya, the popular e-commerce platform, has announced new packaging measures that aim to reduce waste and support sustainable practices. Customers will now receive their online orders in their original packaging from the manufacturer without any extra wrap from Jumia.





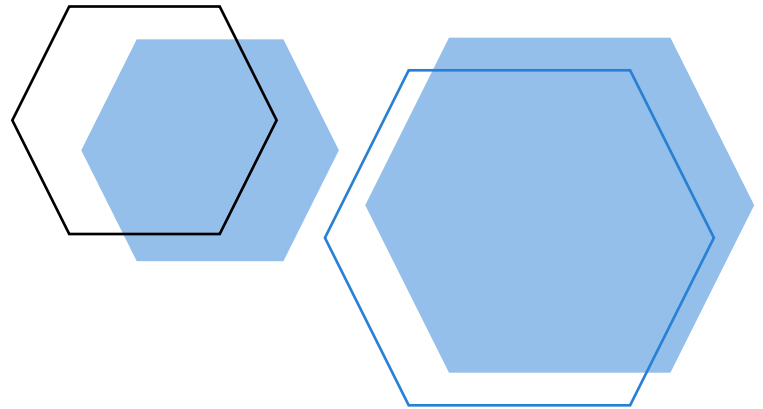
# OUR CULTURE

## TEAMWORK:

At Janta, we understand that success is a team effort. We believe in the power of collaboration and the strength of diversity. Our team members come from different backgrounds and bring with them unique perspectives and expertise. By working together, we can achieve more than we ever could alone. We foster a supportive and inclusive environment where everyone's contributions are valued and encouraged.

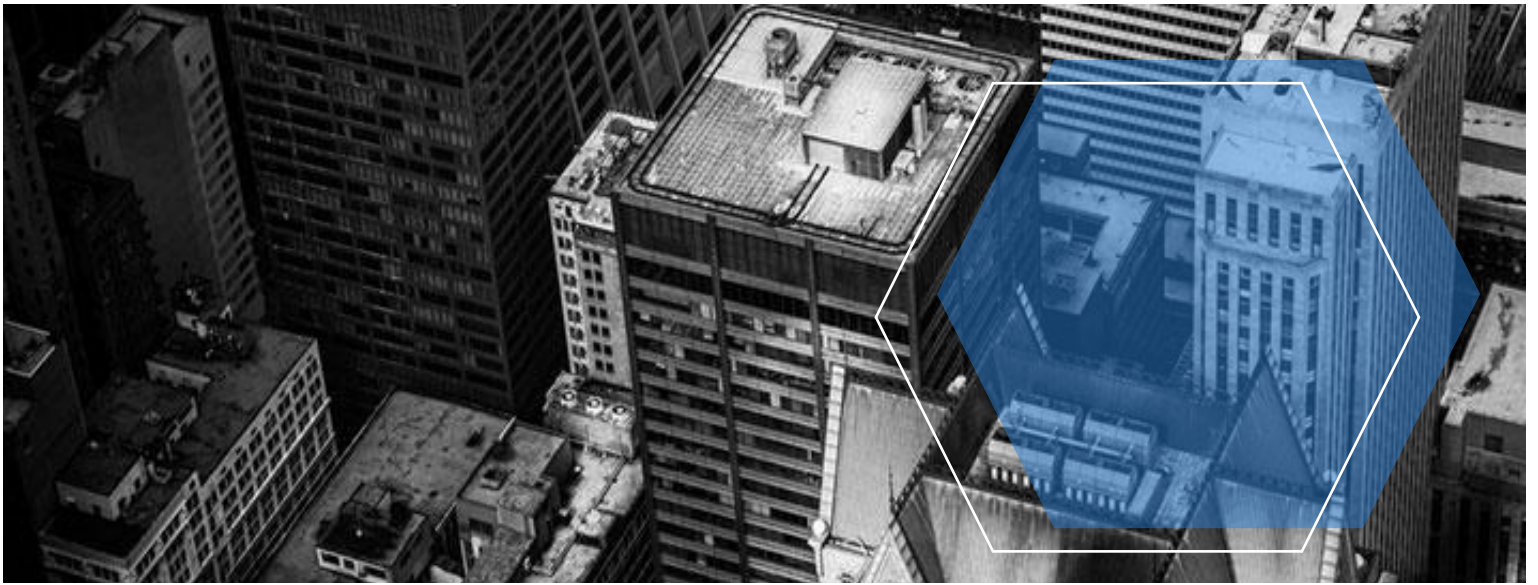
## INNOVATION:

Innovation is the lifeblood of Janta. We believe that by embracing new ideas and technologies, we can drive real change in the world. Our team members are encouraged to think outside the box and to be creative in their problem-solving. We constantly challenge ourselves to find new and better ways to do things, to disrupt the status quo, and to push the boundaries of what's possible.



## EXCELLENCE:

At Janta, we don't settle for mediocrity. We strive for excellence in everything we do. From the products and services, we offer to the way we interact with our clients and each other, we are committed to the highest standards of quality. We understand that excellence is not just about achieving our goals but about doing so with integrity, professionalism, and a commitment to making a positive impact in the world. We hold ourselves accountable for delivering results that exceed expectations and make a difference. We hope this gives you a glimpse into the culture of Janta. Stay tuned for the second page of our newsletter, where we will share some stories from our team members about their experiences at Janta.



## KEEPING YOU INFORMED AND CONNECTED TO THE LATEST BUSINESS NEWS

We hope you enjoyed reading about the latest news in business in Kenya. From the introduction of new services like Little App's club hopping feature to the investment by Team Europe in Nairobi's electric bus line, there is a lot happening in the Kenyan business world. We hope these stories have given you a glimpse into the diverse and dynamic business landscape in the country. As always, we encourage our readers to support local businesses whenever possible. By shopping at small businesses and supporting entrepreneurs, we can help boost the Kenyan economy and promote innovation and growth. Additionally, we encourage businesses to prioritize sustainability and social responsibility in their practices, in order to create a better future for all Kenyans.

We also want to remind our readers of the importance of financial literacy. With the news of Imperial Bank depositors finally getting their money back after 8 years, it's a good reminder to always research and choose reputable financial institutions. Additionally, we encourage our readers to learn more about personal finance, investing, and entrepreneurship, in order to make informed financial decisions and build a secure financial future. Finally, we want to thank our readers for their continued support and feedback. If there are any topics or stories you'd like to see covered in future newsletters, please don't hesitate to reach out to us. We appreciate your engagement and look forward to continuing to provide you with quality content.



## BUSINESS MONTHLY NEWSLETTER

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