



STEP BY STEP WE WILL SUCCEED: THE STORY OF NOORMASAINI

Noormasaini Lelyeyo Lorkesen is the Chairperson of the Noongishu VICOBA Group and a proud Maasai woman. Like many other pastoralist women, Noormasaini's life was shaped by challenges. Before her introduction to Engishon Microfinance Limited, Noormasaini was trapped in a cycle of financial uncertainty and dependency. Basic necessities like food and school supplies for her children were simply out of reach.

Engishon came at a time of high need, and after learning about its work, Noormasaini saw a glimpse of hope and possibility. Through the support she received from Engishon, via the VICOBA, Noormasaini decided to invest in sheep. By selling milk and lambs, she started generating good income. It was enough to cover her loan repayments but also to give her dignity and self-respect. She is now able to feed her family, clothe her children, and send them to school. With her new income, Noormasaini even managed to build a cement house, what she calls her "first proper home".

"As the saying in Kimasai goes", she continues, "Imesarisari inye iye tenisipu ilototo!" which means, "There is no need to rush!". She concludes that "To do it slowly but surely, step by step is the philosophy of Engishon: a steady, reliable, and empowering institution for women."

And slowly but surely, Noormasaini transformed her life. Today, she stands tall as a successful businesswoman and a role model showing what is possible to fellow pastoralist women and men, particularly when women are respected, given access to resources, and are ready to thrive.

"I am living testimony of how Engishon can uplift lives. I strongly encourage other women to join VICOBA and engage with Engishon, especially those from pastoralist communities, because it truly empowers women economically and socially."

Noormasaini is no longer dependent or financially struggling. She no longer waits under a tree for help. She creates her own opportunities and builds her own path forward, one step and one sheep at a time. And she continues to encourage all pastoralist women, young and old, to come together and help each other find their paths to success with the benefits of an Engishon loan.

