



**EMBASSY OF THE REPUBLIC OF KENYA
BERN, SWITZERLAND**

ATTN: ALL KENYAN DIASPORA ASSOCIATIONS IN SWITZERLAND

RE: JAMHURI DIASPORA AWARDS 2025

The State Department for Diaspora Affairs is preparing to host the 2nd Jamhuri Diaspora Awards on or before 12th December 2025.

Jamhuri Diaspora Awards is a platform that seeks to identify, promote and celebrate the outstanding achievements and contributions of Kenyan Diaspora individuals, whose deeds/ accomplishments in various fields inspire and motivate others. The aim of holding the event is to cultivate and nurture uzalendo, unity and national pride while boosting diaspora representation and community development.

This year's event will honour excellence in various fields including:

Biashara	Uongozi	Mazingira
Talanta	Tangaza	Utamaduni
Kujitolea	Utetezi	Uzalendo
Utafiti	Elimu	Kijiji Award
Michezo	Nyumba Kumi	Uvumbuzi

The diaspora community is expected to have an upper hand in the nomination and the voting process to ensure fairness, inclusivity and shared ownership of the initiative.

The Embassy requests you, association/organization leaders, to mobilize nominations in the various categories indicated in the **awards manual attached**. Nomination should be accompanied by evidence of the nominee's achievements and any other supporting documentation.

Details of the nominees should be forwarded to the Embassy via email at admin@kenyaembassy-bern.ch/ info@kenyaembassy-bern.ch/ consular@kenyaembassy-bern.ch by 5th November, 2025

8th October, 2025
Kenya Embassy
BERN

Encl.



PART B: DETAILS OF PERSON/BODY MAKING THE NOMINATION

1. Title (e.g. Mr. Mrs., Miss, Ms., Dr., Prof etc.)
2. Surname
3. Other Names
4. Designation/Rank (where applicable)
5. Address
.....
6. Post code.....
7. Email Address
8. Telephone Number Mobile No.

PART C: NOMINEE INFORMATION

1. Title (e.g. Mr. Mrs., Miss, Ms., Dr., Prof. Hon. etc.)
2. Surname
3. Other Names
4. Position/ Title/ Rank (If any)
5. ID/Passport Number
6. Date of Birth
7. Nationality County of Birth (if Kenyan)
8. Postal Address
.....
Or Organization /Business Address.....
.....
9. Email Address (If Any)
10. Telephone Numbers Mobile No.
11. Home County Sub-County
12. Ward Location.....
13. Sub Location Village.....
14. Highest Academic Qualification
15. Occupation

PART D: AWARD/RECOGNITION CATEGORY

a. Please select the category for which you are nominating this individual;

	Award	Tick
1	Biashara	
2	Talanta	
3	Kujitolea	
4	Utafiti	
5	Michezo	
6	Uongozi	
7	Tangaza	
8	Utetezi	
9	Elimu	
10	Nyumba Kumi	
11	Mazingira	
12	Utamaduni	
13	Uzalendo	
14	Kijiji Award	
15	Uvumbuzi	
16	Uadilifu	

PART E: CITATION TO BE FILLED BY THE NOMINATING PERSON/BODY

1. Citation (grounds for recommendation)

a) Please state what the nominee has achieved which makes them stand out from others and make it clear if the achievement is in one area or in a number of different areas;

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b. i) Please list the posts or engagements, with start and end dates, in which the nominee has excelled:

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ii) Please attach evidence in form of pictures, videos or item.

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c. Please list any other ways in which the nominee's contribution has been recognized elsewhere (for example in the media, by other awards, professional/interest groups)

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.....

d I Confirm that the information given above is true to the best of my knowledge and understanding

Signature Date

PART F: FOR OFFICIAL USE ONLY

Recommendation

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Award

Signature(Chairperson)

.....

Date



JAYIHURI DIASPORA AWARDS

Celebrating Diaspora excellence



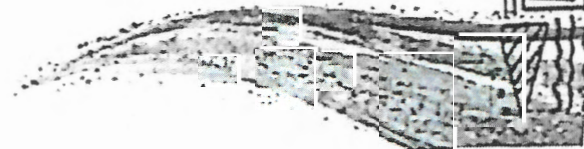


Why>>

1. Recognition and celebration: This Award will provide a platform to recognize and celebrate the achievements and contributions of individuals from the Diaspora. It will honor their accomplishments in various fields such as business, academia, arts and culture, philanthropy, science, and more. By highlighting their achievements, the award will foster a sense of pride and unity and Uzalendo in the diaspora.

2. Representation and Visibility: Diaspora communities often face challenges in terms of representation and visibility globally. The Jamhuri Diaspora Awards specifically focuses on how the Diaspora can help elevate the visibility of talented individuals and their accomplishments, which can in turn inspire and motivate others within the community. It will send a powerful message that individuals from the Diaspora have the potential to excel in different spheres and make significant contributions to society and be acknowledged by their country.

3. Networking and collaboration: This award brings together accomplished individuals from the Diaspora community, providing them with a platform for networking and collaboration. It will facilitate connections between successful individuals in various fields, fostering opportunities for mentorship, partnerships, and knowledge sharing. This can lead to the growth of professional networks and the development of initiatives that benefit the diaspora community and the country as a whole.



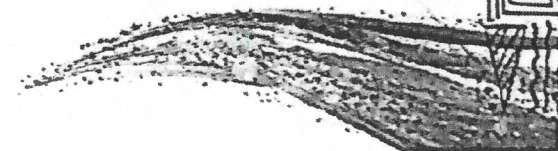
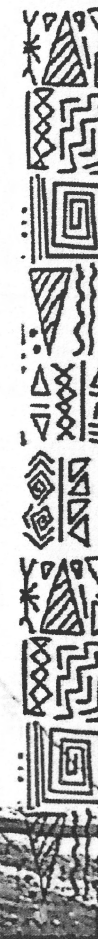


Why>>

4. Community Development: By recognizing and celebrating the achievements of individuals from the Diaspora, This Award will help build a stronger and more cohesive community. It can inspire younger generations to pursue their goals and dreams, knowing that their community and country recognize and support their efforts. Additionally, the program can provide financial support or scholarships to individuals within the Diaspora community, further encouraging educational and professional development.

5. Cultural Preservation and Promotion: This Award shall also serve as a platform to preserve and promote the cultural heritage of Kenya in the Diaspora community. It will recognize individuals who have contributed to preserving and promoting their cultural traditions, language, arts, or heritage. This will help to maintain cultural identity, foster intergenerational connections, and ensure that Kenyan's heritage continues to thrive.

Overall a Diaspora awards program plays a vital role in recognizing, celebrating, and promoting the accomplishments of individuals or groups, communities within the diaspora community. It helps to foster a sense of Uzalendo, National pride, unity, and collaboration, while also providing a platform for representation, networking, and community development. The diaspora shall nominate, vote, and have a say on the nominees and winners.





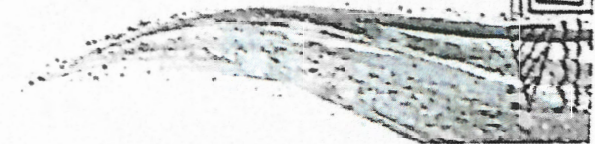
What>>

This Award will be an annual Awards & Gala Ceremony (on the sidelines of the diaspora investment conference) that will celebrate & and immortalize Kenyans in the Diaspora who have achieved milestones & and broken ceilings in the past, present, and future.

The ceremony shall bring together the entire fraternity of Kenyan stakeholders and players in all states and territories. It will be a glamorous Red carpet event that recognizes and celebrates the best of the diaspora. The awards aim to encourage, empower, and motivate those in the Diaspora and Kenya to narrate the Kenyan Story & and to celebrate Uzalendo, the resilience of the Kenyan SPIRIT as we reclaim and preserve our rich and diverse culture.

The winners shall be nominated by the Diaspora communities & tallied through Regional Academies and forwarded to the Secretariat. The Secretariat shall coordinate and forward the final list for recognition by the Head of State.

Every year the Head of State will honor those who have made extraordinary contributions to the Country through their dedication and creativity. The Jamhuri Diaspora Awards are given to the country's non-resident "unsung heroes" who made significant differences demonstrated leadership qualities and espoused the Kenyan spirit outside.





What>>

- 01 |  **BIASHARA - Business and Entrepreneurship:** Honoring individuals who have excelled in entrepreneurship, business leadership, innovative startups, value addition, or made significant contributions to the business community and investments in Kenya
- 02 |  **TALANTA - Arts and Culture:** Celebrating achievements in various artistic disciplines, including visual arts, performing arts, music, literature, film, fashion, and design.
- 03 |  **KUJITOLEA - Philanthropy and Social Impact:** Recognizing individuals who have made significant contributions to social causes, community development, philanthropy, or humanitarian efforts.
- 04 |  **UTAFITI - Science, Technology, and innovation:** Highlighting achievements in scientific research, technological innovation, technology transfer, advancements in medicine, engineering, computer science, or other scientific disciplines.
- 05 |  **MICHEZO - Sports and Athletics:** Acknowledging exceptional performances and contributions in sports, including individual athletes, coaches, and teams.



What>>

06



UONGOZI -Leadership and Advocacy: Recognizing individuals who have demonstrated exceptional leadership skills, advocacy for social justice, and human rights, or made significant contributions to public service.

07



TANGAZA -Media and Journalism: Honoring excellence in journalism, media production, storytelling, or media advocacy that promotes understanding and awareness of diaspora issues

08



UTETEZI - This Award will acknowledge individuals who have exceptionally championed and fought for the rights of Kenyans in the Diaspora.

09



ELIMU - Education and Mentorship: Recognizing individuals who have made a significant impact in the field of education, teaching, mentorship, or educational innovation.

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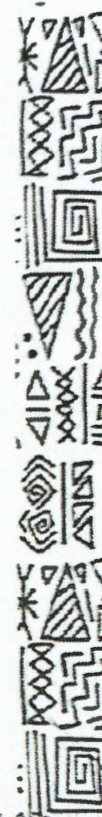


NYUMBA KUMI -Community Engagement: Recognizing individuals who have demonstrated exceptional community engagement, volunteerism, or grassroots initiatives benefiting the diaspora community.

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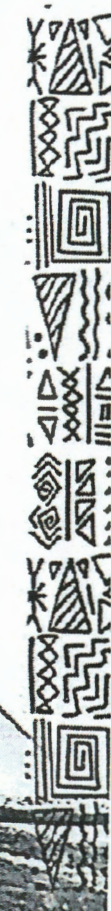
MAZINGIRA - Environmental Conservation: Celebrating individuals who have contributed to environmental sustainability, conservation efforts, or raising awareness about environmental issues.





What>>>

- 12  **UTAMADUNI - Cultural Preservation:** Honoring individuals who have made significant contributions to preserving and promoting the cultural heritage, traditions, language, or history of the diaspora community.
- 13  **UZAENDO -** This accolade seeks to acknowledge the outstanding contributions made by an individual in supporting, promoting, and exemplifying exemplary patriotism.
- 14  **KIJIJI AWARD -** This is the Diversity Recognition Award, intended for non-citizens who have outstanding advocated for and contributed to issues concerning Kenya, thereby being recognized as honorary citizens.
- 15  **UVUMBUZI -** This award will be focused on individuals who identified or explored new opportunities, encompassing but not limited to, the development of new job prospects, initiation of new business ventures, etc.
- 16  **UADILIFU- Integrity:** This award will be focused on individuals who consistently demonstrate honesty, ethical conduct, and strong moral principles in both their personal and professional lives.





How >>

1. **PLANNING MAPPING:** The State Department establishes the purpose, goals, and criteria for the awards program. They determine the categories, eligibility requirements, nomination process, judging criteria, and timeline.
2. **PROMOTION CALL FOR NOMINATIONS:** The awards program will be promoted through various channels, such as websites, social media, traditional media, community organizations, and word-of-mouth. The call for nominations will be announced by the Secretariat, inviting individuals to submit nominations for deserving candidates. Apart from the individuals, the awards could also be conferred to an association of people in the Diaspora.
3. **NOMINATION PERIOD:** Interested individuals will submit nominations for eligible candidates within the specified timeframe. Nominations will require the completion of nomination forms and, providing supporting documents, or testimonials.
4. **SCREENING EVALUATION:** The Secretariat will review the nominations to ensure they meet the eligibility criteria. The Secretariat shall establish screening committees or panels of judges who will evaluate the nominations based on predetermined criteria and the selection process. This may involve reviewing submitted materials, conducting interviews, or seeking additional references.
5. **FINALIST SELECTION:** The Secretariat through the screening committee or judges will narrow down the nominations to a shortlist of finalists in each category. The number of finalists may vary depending on the program's rules.





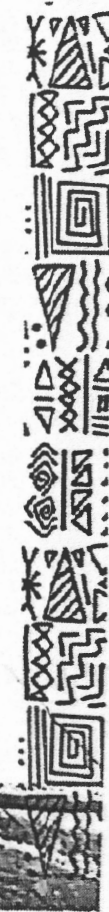
How >>

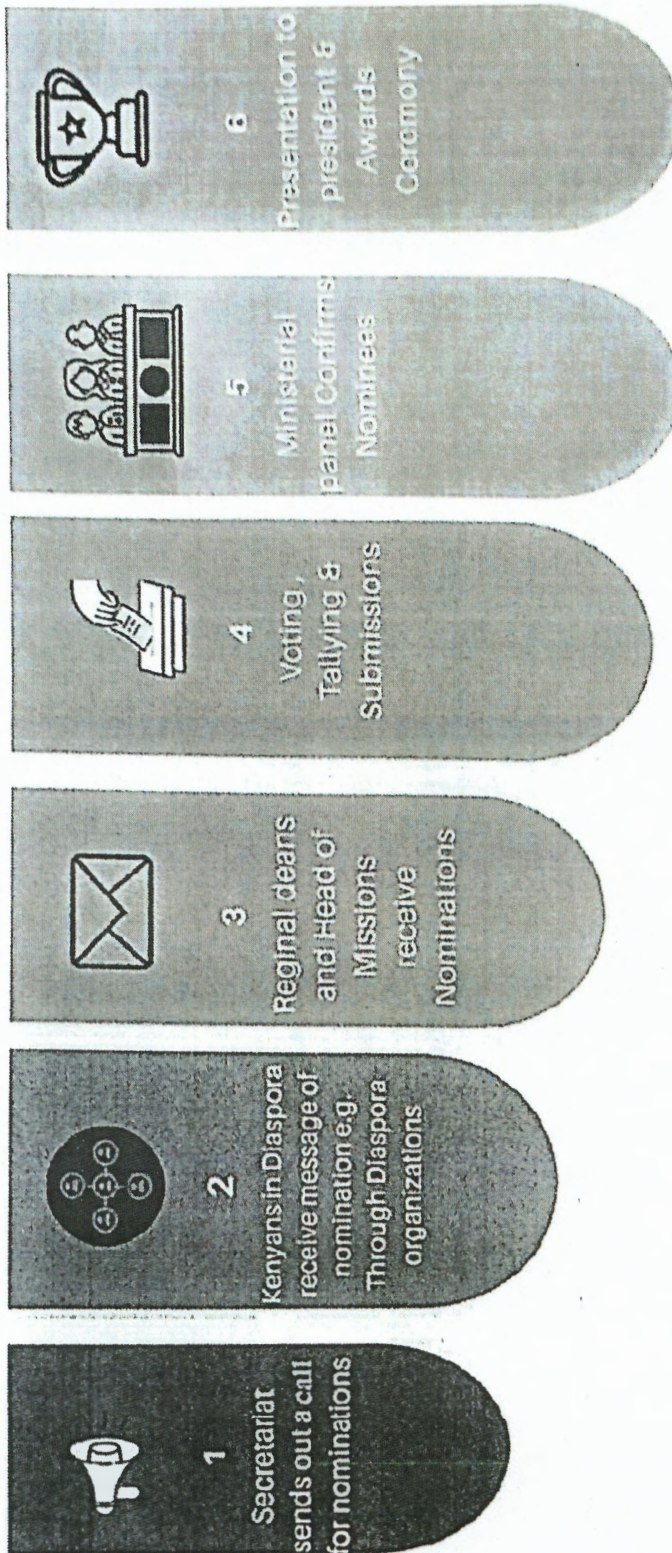
6. GALA AWARDS EVENT: A formal awards ceremony or event is organized to honor and celebrate the winners. This can include speeches, performances, presentations, and the presentation of awards or trophies.

7. POST AWARD ACTIVITIES: Following the awards ceremony, the winners may be featured in media coverage, interviews, or profiles. Their achievements may be promoted through various channels to raise awareness and inspire others within the diaspora community.

8. EVALUATION FEEDBACK: After the awards program concludes, the organizers may seek feedback from participants, nominees, and winners to assess the effectiveness of the program and identify areas for improvement in future iterations.

9. NATIONAL VALUES: It's important to note that the specific details and processes can vary depending on the nature and scale of the awards program. This Award shall ensure transparency, fairness, and adherence to the program's guidelines throughout the entire process.





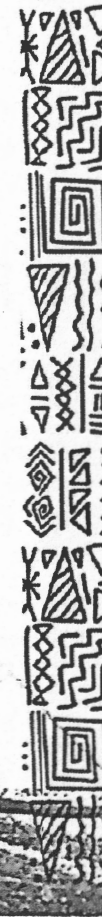
DIASPORA AWARDS PROCESS



What >>

The national values of Kenya are enshrined in the Kenyan Constitution and reflect the ideals and principles that the country aspires to uphold. The Constitution of Kenya, adopted in 2010, outlines the following national values:

1. **Patriotism:** Kenyans are encouraged to be loyal and devoted to their country, promoting its interests, unity, and progress.
2. **National Unity:** Kenyans are expected to foster harmony, cohesion, and a sense of belonging among diverse ethnic, cultural, and religious groups in the country.
3. **Sharing of Resources and Opportunities:** Kenyans are called upon to promote equitable distribution of resources, opportunities, and benefits among all citizens to reduce disparities and enhance inclusivity.
4. **Democracy and Participation of the People:** Kenyans are encouraged to uphold democratic principles, participate in decision-making processes, and respect the rule of law.
5. **Social Justice:** Kenyans are expected to promote fairness, equality, and the protection of fundamental rights and freedoms for all citizens.
6. **Human Dignity:** Kenyans are called upon to respect and uphold the dignity of every individual, recognizing their inherent worth and rights.





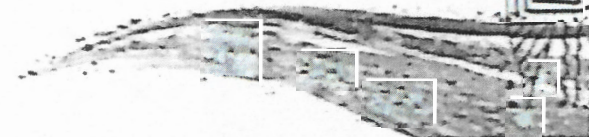
7. Equality and Non-Discrimination: Kenyans are encouraged to reject discrimination based on race, sex, religion, ethnicity culture, or any other grounds, and promote equal opportunities for all.

8. Good Governance: Kenyans are expected to promote transparency, accountability, integrity, and the prudent use of resources in public affairs.

9. Sustainable Development: Kenyans are encouraged to pursue economic, social, and environmental sustainability, ensuring the well-being of present and future generations.

10. Respect for the Environment: Kenyans are called upon to protect and conserve the environment, recognizing the importance of sustainable resource management and environmental stewardship.

These national values conform with Article 10 of the Kenyan constitution and provide a framework for shaping the country's governance, policies, and societal aspirations, to foster a just, inclusive, and prosperous nation.





SECRETARIAT

- Awards patron Prime Cabinet Secretary for Foreign and Diaspora Affairs
- Head of Awards Principal Secretary for Diaspora Affairs
- State Department for Diaspora Affairs
- Regional Deans and Heads of Missions





PARTNERS

- GOK /Tourism /Housing/Lands/Sports
- Airlines
- Banks
- Money transfer companies
- FMCG
- Real estate agencies
- Saccos
- Investment companies
- Insurance agencies
- Agricultural produce agencies
- Beverage products
- Kenyan flagship brands
- Kenyan saga agencies
- American diaspora interest companies
- Holiday & tour companies
- Media houses & publications

- HR recruitment companies
- Subscription entertainment channels
- Clearing & shipping companies
- Non profit / NGOs
- International rights bodies
- Educational institutions
- Electronic brands & products
- Telco's
- Consumer value chain outlets



CS CamScanner

CONTACT US:

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◦ SOCIAL MEDIA:

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