

JULY 2024

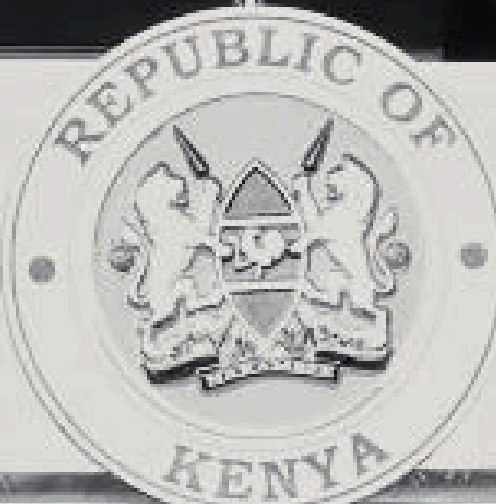
SPECIAL EDITION

# WYS GLOBAL

## THE RUTOIAN ERA

A Tale of Promise and Power

THE PEOPLE SHALL...





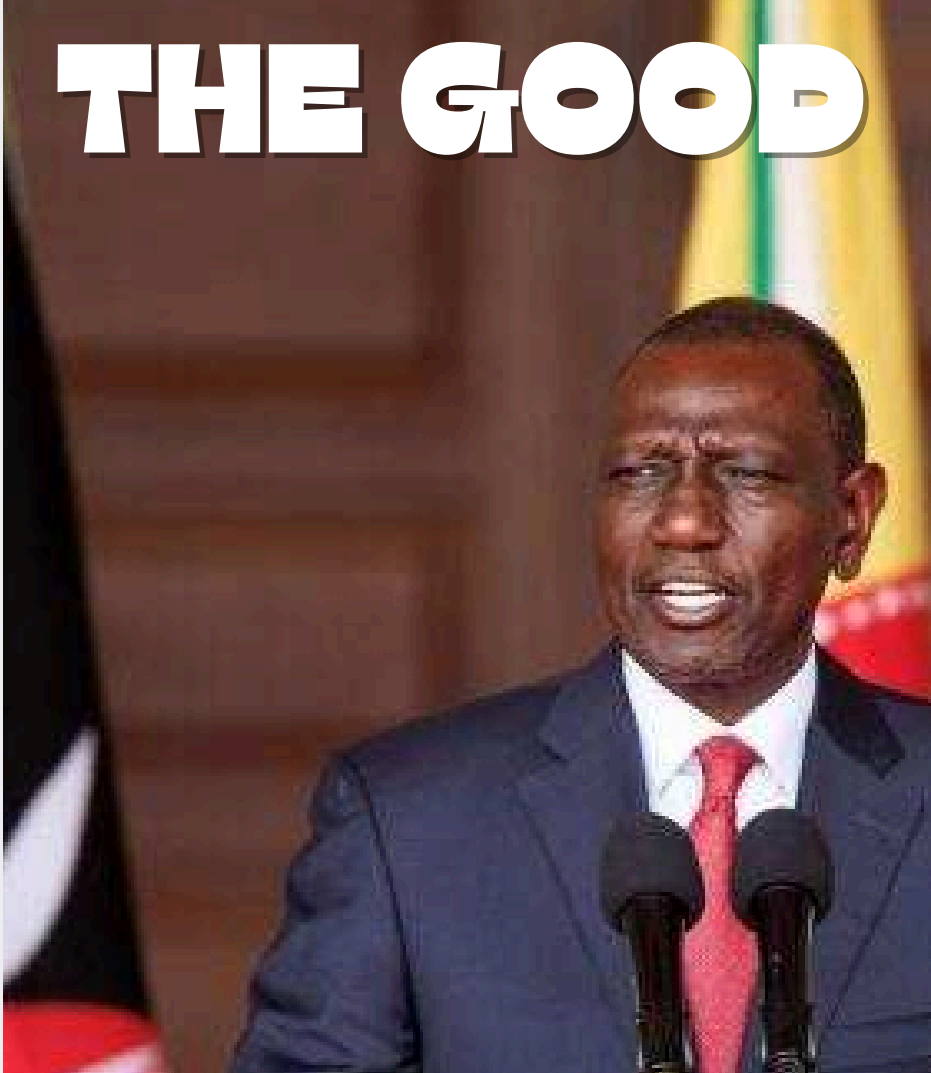
# PRESIDENT RUTO

**K**enyan President William Ruto, once hailed as a "God's chosen leader" and the "Hustler President," has experienced a dramatic shift in public perception. His populist rise to power was marked by promises of economic opportunities, job creation for the youth, and a reduction in the cost of living. However, two years into his presidency, Kenya is gripped by unrest and economic challenges, leading to significant public backlash.



After a polished international appearance marked by a historic visit to the White House—the first African leader to be hosted by President Biden in 16 years—President Ruto's image quickly tarnished. Just weeks after the lavish May dinner with Biden, Ruto faced a domestic uprising. This time, the protesters are Gen-Z: young, educated, well-informed, and aware of their constitutional rights. In an attempt to discredit the movement, a Member of Parliament Kimani Ichung'wah dismissed the Gen Z protesters as 'KFC-eating, Uber-riding' privileged city dwellers. However, an entire cabinet was later sacked for incompetence and flaunting their lavish lifestyles on social media. The so-called city dwellers, ultimately sent the entire cabinet home. So, who's a joke now?

# THE GOOD



In honor of the fallen protesters, the youth celebrated their memory by erecting crosses bearing the names of those who died and those who were abducted and remain missing. This memorial took place at Uhuru Park on Saba Saba, July 7, 2024.

# THE BAD



Photo by Tobiko Abraham



Photo by Tobiko Abraham

# THE FUGLY?



# ECONOMIC VISION

Ruto's "bottom-up" approach aimed at empowering small businesses and the informal sector.

## HUSTLER NATION

His campaign and early presidency focused on providing opportunities for the youth, including job creation and entrepreneurship support.

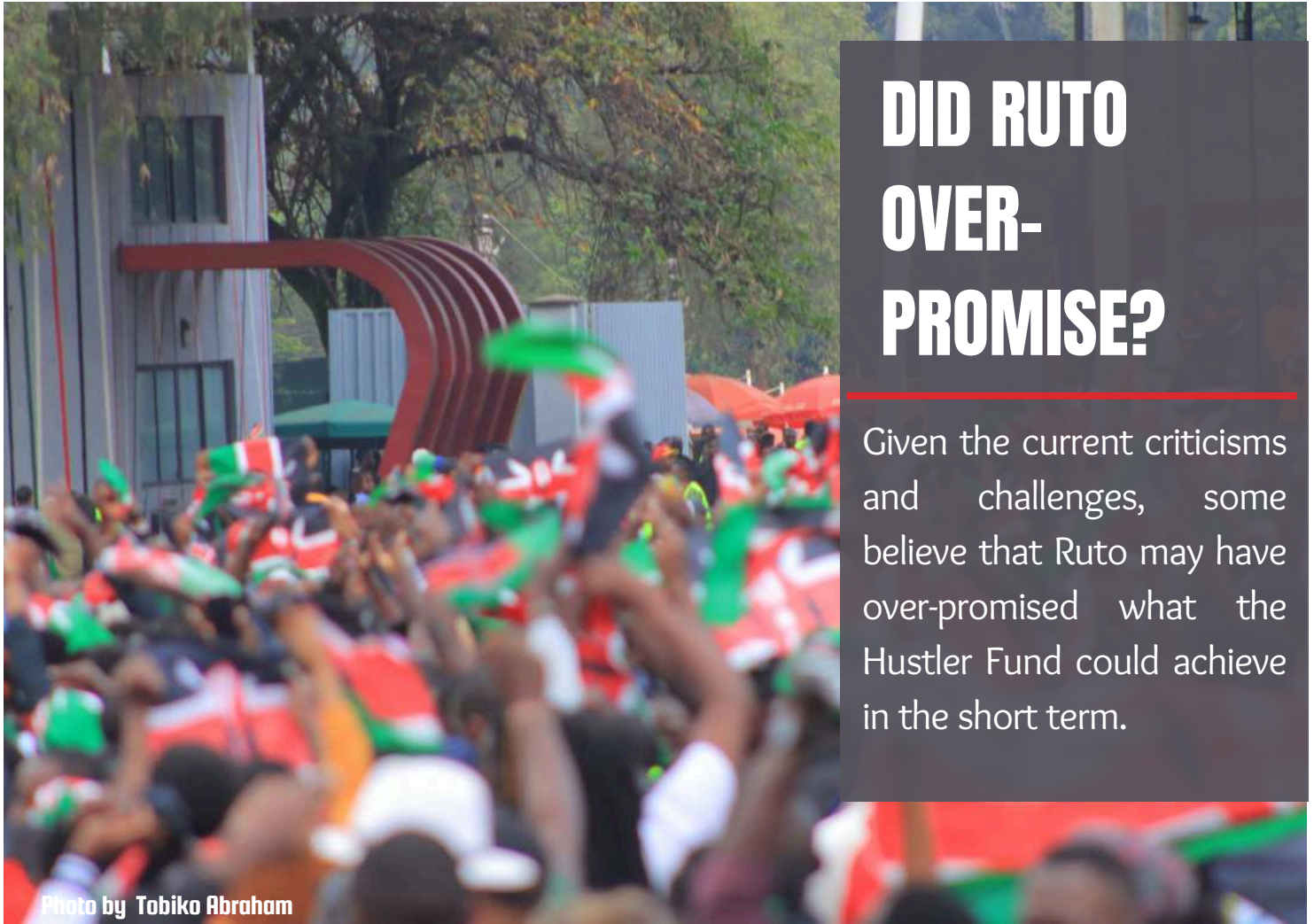
The Hustler Fund represents a significant initiative aimed at supporting small-scale entrepreneurs and creating jobs in Kenya. However, its initial rollout has been met with criticism due to insufficient loan amounts, repayment concerns, and data privacy issues. The success of the Fund depends on the government's ability to address these challenges and refine the program to meet the needs of Kenyan citizens. The rising cost of living and increasing government expenditure continue to put pressure on the common citizen, highlighting the urgent need for effective economic solutions.



MIXED  
RECEPTION OF  
THE HUSTLER  
FUND RAISES  
IMPORTANT  
QUESTIONS







# DID RUTO OVER-PROMISE?

Given the current criticisms and challenges, some believe that Ruto may have over-promised what the Hustler Fund could achieve in the short term.

Photo by Tobiko Abraham

## NEED FOR MORE TIME?

Does the Fund is still in its early stages and needs more time to develop and show its full potential.



Photo by WYS Global

Photo by WYS Global





## #RUTOMUSTGO

While the Hustler Fund is still in its early stages and requires more time to develop and demonstrate its full potential, the youth have taken to the streets, chanting #RutoMustGo. Contrary to what some may assume, the Gen-Zs are not overreacting. Government officials seem to be living in luxury, flaunting their opulence on social media with little regard

for the struggling populace. For instance, if there is enough money for Murkomen to afford a 1 million shilling watch, then there should be sufficient resources to support the people. The question of job creation remains unanswered. The youth have made it clear that if the government does not address these issues, they will continue to protest and hold demonstrations until their demands are met and accountability is ensured.

## IN RUTO'S DEFENSE

President Ruto has defended the Hustler Fund, stating that it will be continually developed and refined to better meet the needs of Kenyan citizens. He argues that the Fund is part of a broader strategy to create jobs and support entrepreneurship, and that its full impact will be realized over time.







Kimuzi  
@Kimuzi\_

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MetroBoomin  
@polo\_kimanii

Follow



Sir-Rap-A-Lot  
@Osama\_otero

# REBTAL WANKERS



DUB LIVES HERE  
@gaddafi236

Follow

Ruto: Send your representatives



Jacob Juma  
@kabetes

Follow



Donald B Kipkorir  
@DonaldBKipkorir

Follow

# DIGITAL REVOLUTION

## NO STONES, JUST PHONES



THE MOVEMENT HAS HEAVILY RELIED ON SOCIAL MEDIA, MAKING IT A DIGITAL REVOLUTION.

Politician David Ndii dismissed the youth and the movement as

**"digital wankers,"**

underestimating the impact of social media on governance and public opinion.

### A CLEAR DIVISION

The older politicians and government officials have used the term "Gen-Z" derogatorily to undermine the youth-led movement, portraying them as clueless and inexperienced.

Despite the generational divide that initially posed a significant barrier to the movement, it eventually gained momentum, legitimacy, and recognition both locally and globally. This movement has had a clear impact on government policies and has inspired youth and states worldwide to follow suit.



# THE X-SPACE RECORD

## WHO WOULD HAVE THOUGHT?

Dialogues and decisions are now being facilitated through social media. President Ruto made history as the first president to engage with his people through X-Spaces. On July 5, 2024, he participated in a session hosted by Osama Otero, attracting over a million listeners and virtual attendees. This certainly challenges the "digital wankers" label, wouldn't you agree?



# 14 DAYS OF FOCUS!!

## GEN-Z A LUTA CONTINUA!!!

5<sup>th</sup> to 20<sup>th</sup> July 2024

41 dead, 380 injured, some condemned to paralysis. Families shattered, lives forever altered. All for demanding better governance and accountability. Abusing state resources to terrorize and brutalize Kenyans, who seek nothing more than the **Justice** and **Accountability** they are owed, is a betrayal of the highest order. Is it not **TREASON!** In the past week, we have been bombarded with news of scandals and numerous distractions and revelations designed to scatter our anger and fracture our **unity**. Do not let the enemy confuse you! These tactics aim to sow a seed of doubt, divert your **focus** and dilute your **power**.

Our enemy, is one and singular. It has a name: **WILLIAM RUTO**.  
**WE WILL NOT BACK DOWN UNTIL WILLIAM RUTO GOES!**

We call on our MPs to heed the will of Kenyans! As we prepare for the incoming resignations, We issue to Parliament a **2-week ultimatum**, to establish the **IEBC**.

**A LUTA CONTINUA!** The struggle continues, **Together**, we are **STRONG! STRONG!**

**ACTION POINTS >> WEEK 2-3 - FOCUS & FINYA**

**#IEBCTUESDAYS**  
**#OCCUPIEIBC:** Public Holiday! Occupy all IEBC OFFICES, MPS OFFICES, march in the streets, until IEBC is in place!!

**#RUTOTHURSDAYS**  
**#RUTOMUSTGO:** Public Holiday! Occupy all major highways, march and **SIT DOWN!**

**NEVER FORGET, MWISHOWE WA JUDAS NA DELILAH WOTE ILIKUWA KIFU!**

**TRIBELESS! PARTYLESS! LEADERLESS!**



# WE SAID

# NO STONES


# JUST PHONES
























## HAO KWA STREETS

## NI GOONS

## GO HOME, GIZA ISIKUPATE NJE

# FIRED!



 Kithure Kindiki	 Alfred Mutua	 Peninah Malonza	 Florence Bore
 Njuguna Ndung'u	 Moses Kuria	 Mithika Linturi	 Eliud Owalo
 Aisha Jumwa	 Rebecca Miano	 Ezekiel Machogu	 Susan Nakhumicha
 Aden Duale	 Kipchumba Murkomen	 Ababu Namwamba	 Davis Chirchir
 Alice Wahome	 Soipan Tuyu	 Simon Chelugui	 Mercy Wanjau
 Justin Muturi	 Zachariah Njeru	 Salim Mvurya	

President William Ruto has dissolved his Cabinet leaving only Deputy President Rigathi Gachagua and Prime CS Musalia Mudavadi

July 11, 2024



A Nation Media Group Publication



### Lugha ashirafu ya Kiswahili yatiliwa pondo na wadau

Wapenzi wa lugha hii wahimiza mataifa ya Afrika kuikumbatia ili iwe kitambulisho cha bara hili UK 4



### Uingereza kwenye mizani kali ya Uswisi

Baada ya kubabaisha katika mkondo wa muondoano, hakuna masihara katika robo fainali ya leo UK 20

Jumamosi, Julai 6, 2024 KSh30 | TSh500 | RFR300

taifaleo.nation.co.ke | No.

Aidha aahidi kubuni jopokazi kufanyia ukaguzi deni la taifa baada ya miezi mitatu na pia afutilia mbali harambee

# RUTO AZIDIWA UJANJA

Rais akubali kufuta afisi za mkewe na mke wa Naibu Rais, kufutilia mbali mashirika 47 ya umma, kuajiri walimu na madaktari na pia yuko radhi kufanyia mabadiliko Baraza lake la Mawaziri baada ya presha ya maandamano ya Gen-Z UK 2



VIDOKEZO



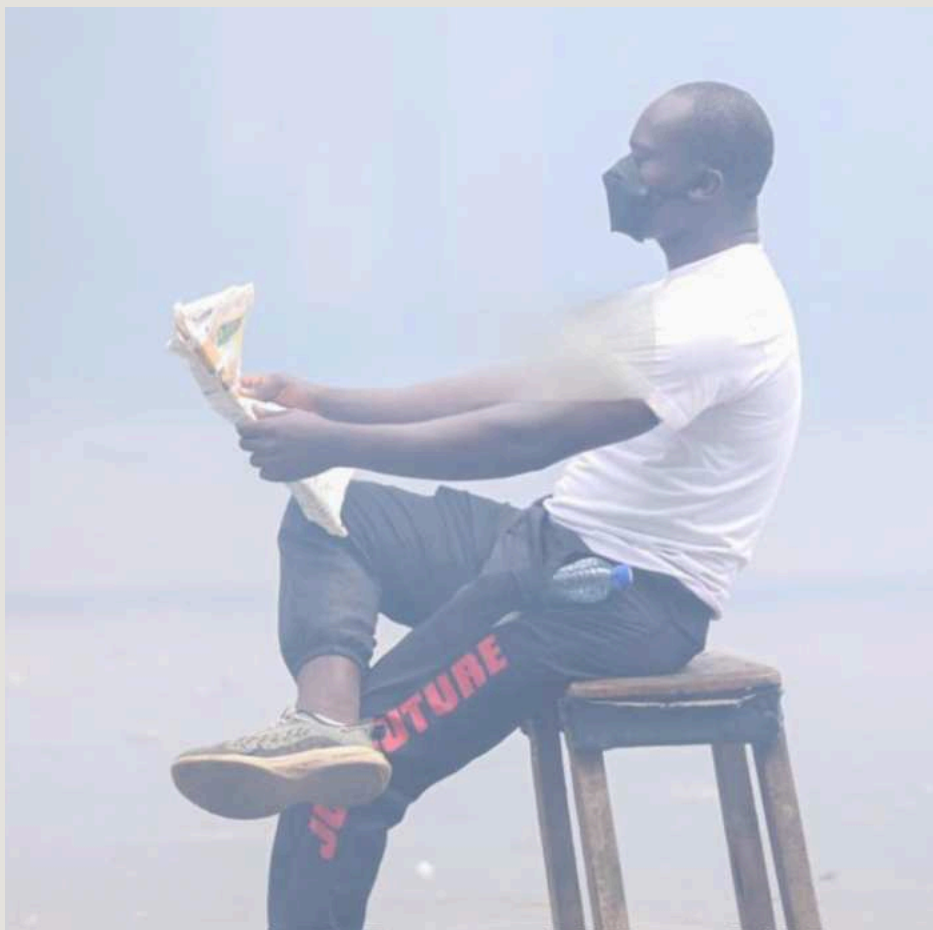
### Raila asifu vijana wa Gen Z kupigania nchi

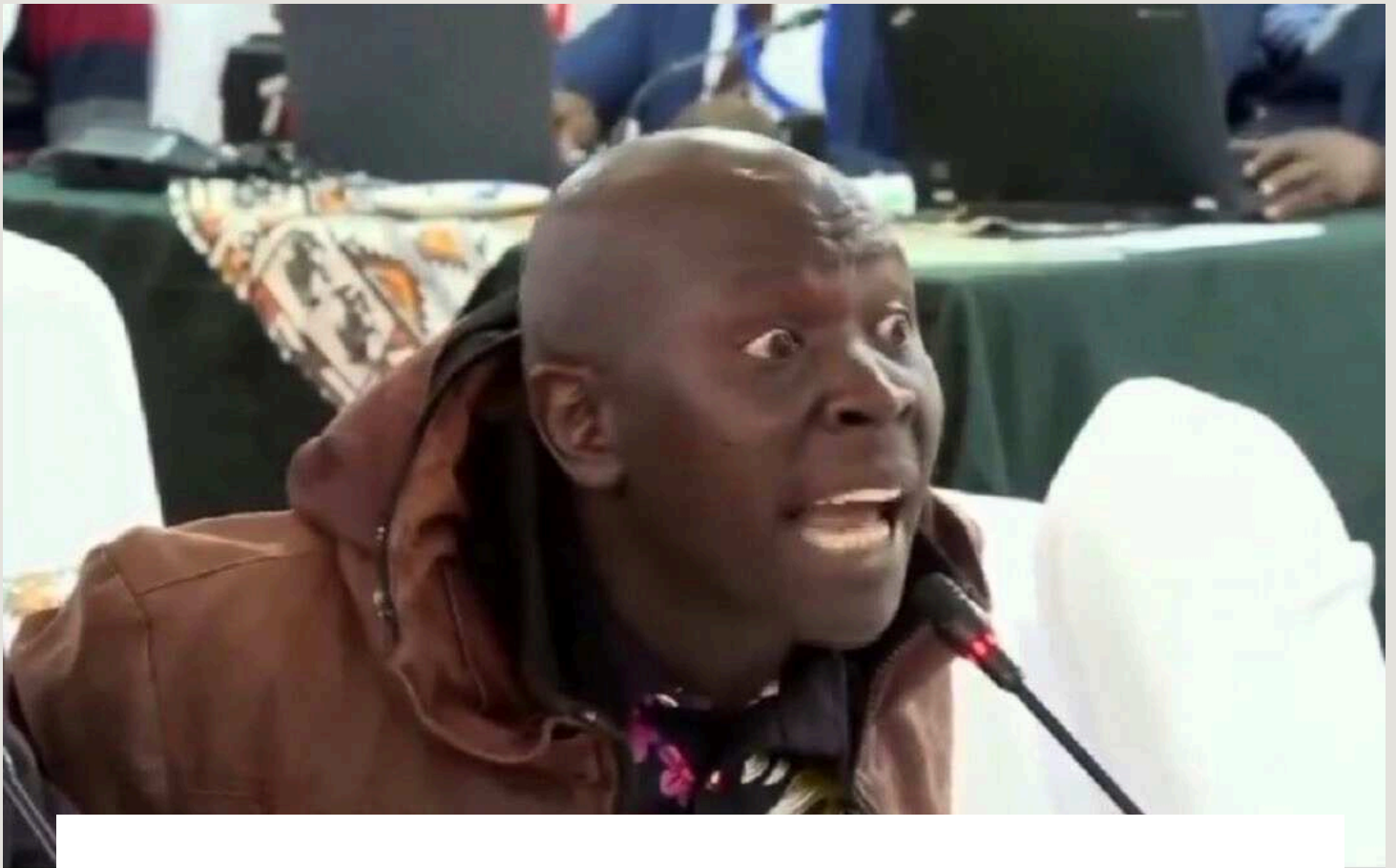
Asema ni haki kwa kila raia kupigania utawala bora na kuwajibisha viongozi serikalini UK 2



### Starmer ndiye Waziri Mkuu mpya Uingereza

Hii ni baada ya chama chake cha Labour kubwaga chama tawala cha Conservative UK 5





The iconic meme, people shall... Mandatory

# #OCCUPY MOH

**POST ALL INTERNS!**


**PAY INTERNS AS PER CBA!**


**SET UP HEALTH SERVICE COMMISSON!**


**SAY NO TO SHIF!**

**BRING BACK LINDA MAMA!**

**#NakhumichaMustGo**

 @MedicsForKenya

 @medicsforke

 @officialmedicsforkenya

**JULY 8TH,  
AFYA HOUSE**

# MEDICS MEDIC FOR FOR FOR KENYA KENYA

In case of any Medical Emergency / First Aid needs during the demonstration, reach out to these hotlines:

**HOTLINE 1:**  
0708311740

**HOTLINE 2:**  
0739567483

Call/Send a message.

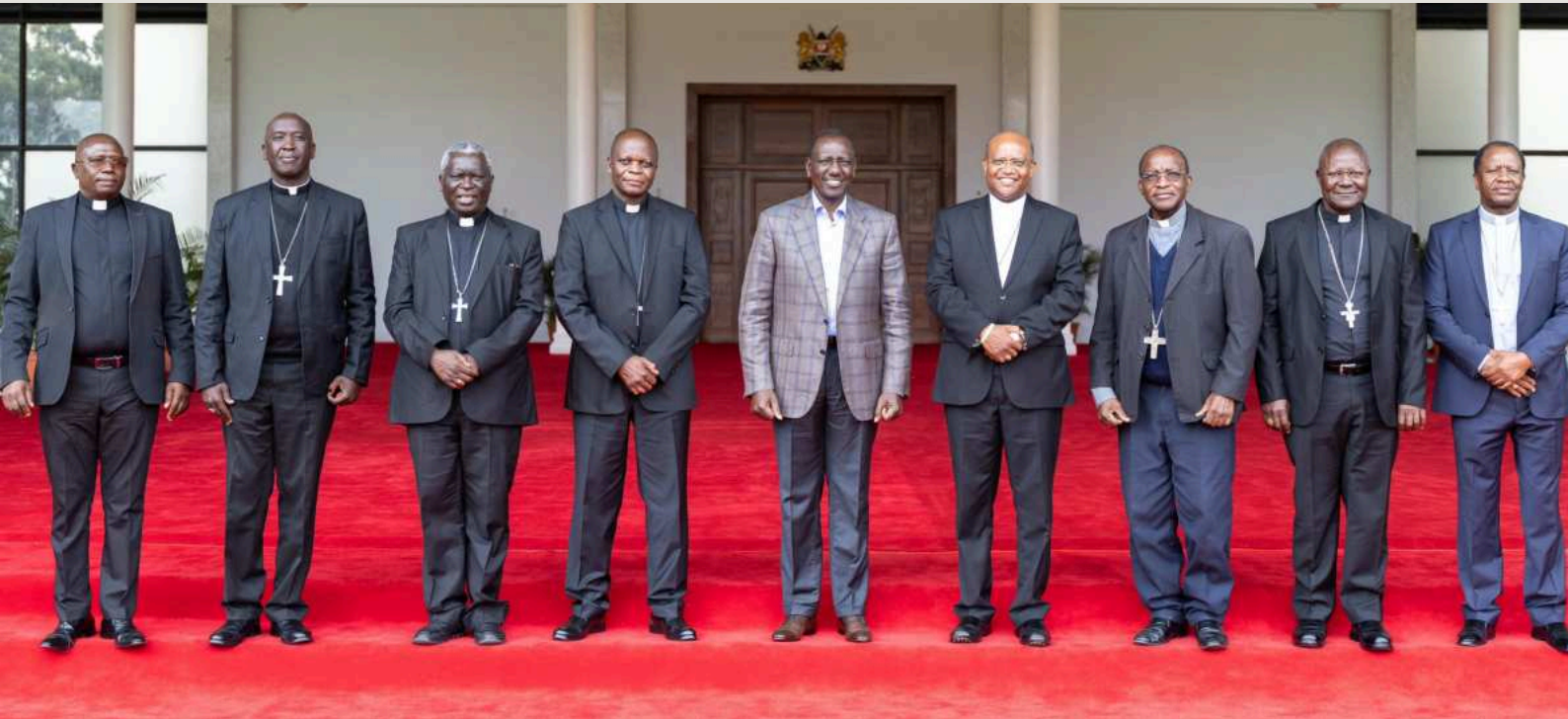
A team of medics will call back and respond to your emergency.

**#MedicsForKenya  
#RejectTheFinanceBill2024**

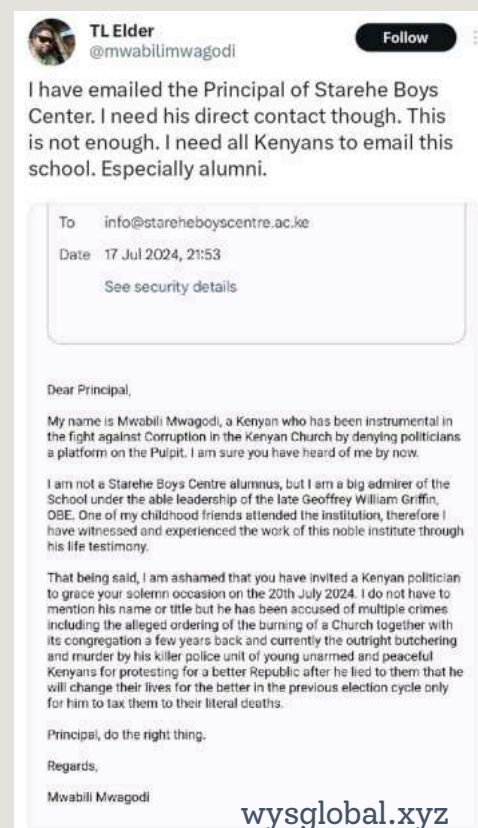




# Religious Leadership Criticism



Religious leaders are believed to have taken advantage of their position and failed to support the youth during critical times. Accusations that religious leaders were not for the people have led to their exclusion from the movement.



# People Power

**D**uring this period, it has become evident that sovereignty and power lie with the people when they come together. The Kenyan Constitution enshrines this principle, stating that

**"ALL SOVEREIGN POWER BELONGS TO THE PEOPLE OF KENYA AND SHALL BE EXERCISED ONLY IN ACCORDANCE WITH THIS CONSTITUTION."**



This clause has empowered citizens to demand accountability and fight for their rights, further highlighting the significant role of public unity and participation in governance.

## Mwabili Mwagodi

One of the youth, Mwabili Mwagodi, ensured that politicians were not celebrated in places of worship and agreed to ban Harambee by public officers in churches to avoid corruption and undue influence in governance. This action forced leaders to refrain from announcing their places of worship or which churches they would visit.





# Hanifa Adan

Human rights activist and journalist Hanifa Adan utilized the M-Changa online donation platform to raise over 30 million Kenyan Shillings, surpassing the 10 million target.

These funds have been instrumental in covering funeral expenses, hospital bills, and other support for protest victims, showcasing the solidarity and support from the community.



Many marched and participated in protests, with some inexperienced youth even making it to Parliament, history was made on this day, 25th June 2024, when the youth stormed the parliament, unarmed with nothing but determination, anger and hunger for change. These protests saw tragic losses, including several youths being shot dead. Their sacrifices and bravery underscored the movement's depth and commitment.

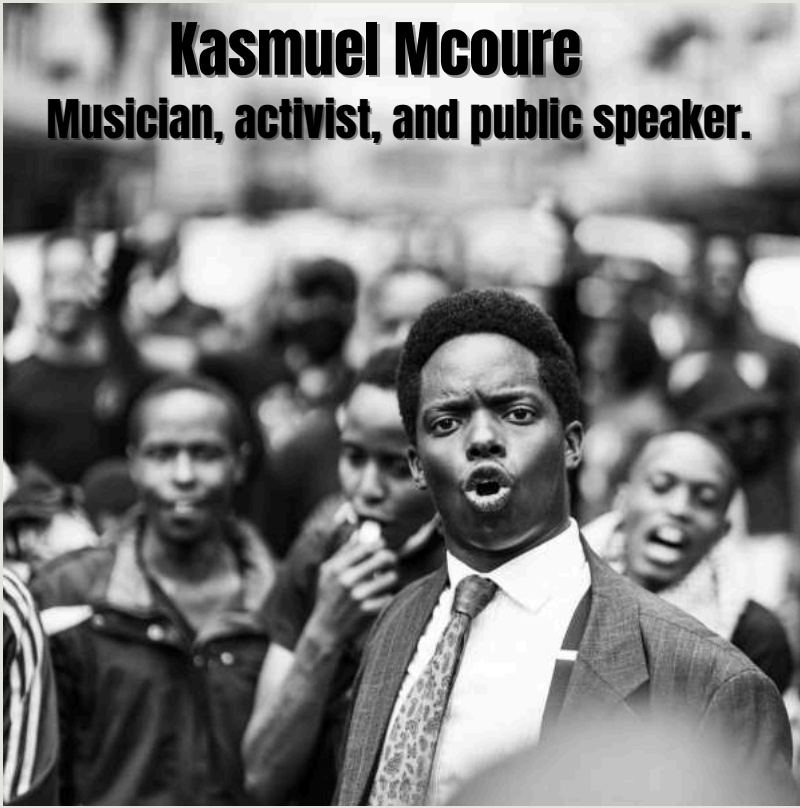


Photo by Festo Lang



# Kasmuel Mcoure

**Musician, activist, and public speaker.**



**Kasmuel excelled in handling media interviews, effectively communicating the movement's goals and grievances to the public and the press. His articulate and passionate speaking drew significant attention and mobilized people toward the cause. A natural leader both in the media and on the ground during demonstrations, he demonstrated the ability to maneuver and multitask across all fronts.**







# Leaderless, Tribeless, Partyless, fearless

The protests against President Ruto's administration, particularly against the Finance Bill 2024, were marked by a unique structure: they were leaderless, tribeless, and fearless. Each participant was encouraged to contribute in the areas where they excelled, creating a powerful, decentralized movement. While everyone played a crucial role, a few individuals stood out for their significant contributions



To honor the slain protesters, a memorial event titled the Shujaaz Memorial Concert was held on July 7, 2024. The memorial kicked off with prayers across different churches in the city, symbolizing a united front despite the earlier criticism of religious leaders. The youth then proceeded to Uhuru Park, where the main event took place.

# Celebrating Fallen Heroes: Shujaaz Memorial Concert

The concert brought together influential artists who performed for free, creating a powerful and emotional tribute to the fallen heroes. Notable performers included:

Bien Sol, Khaligraph Jones, Octopizzo, Juliani, Fena, Nameless, Eric Wainaina, Charisma, Sarabi Band, Graffiti Band, Field Marshall's Band

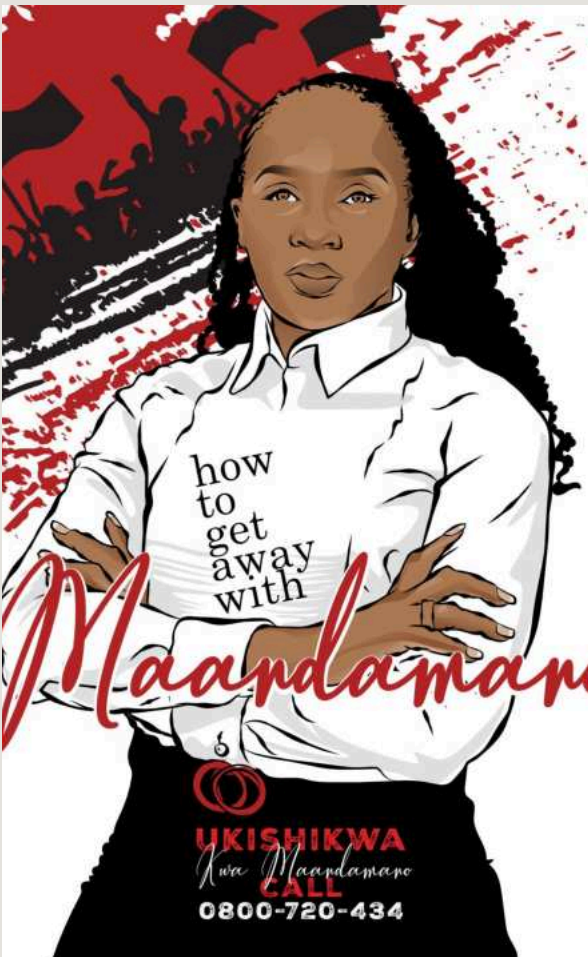


These artists, representing various genres and backgrounds, united on one stage to honor those who had lost their lives in the protests. The event was not only a celebration of their bravery and sacrifice but also a reminder of the movement's impact and the ongoing struggle for justice and accountability.





# LAW & JUSTICE







Police Brutality during the protests against the Finance Bill resulted in the death of over 50 young protesters to-date; police brutality, exacerbating public anger. Instances of illegal detentions, abductions, wrongful arrests, and use of live bullets have been reported. Several young Kenyans have faced abductions and detentions with trumped-up charges or no charges at all.

Some have been wrongfully arrested due to sharing similar names, while others have had to carry trumped-up charges after being assaulted.

These cases have unified the public and garnered support from organizations like the Law Society of Kenya (LSK), led by its President Faith Odhiambo, have been at the forefront and has brought justice to those who faced injustices. Citizens have supported protesters through donations, legal aid, medical services, and proper farewells for those who died.







# SAY THEIR NAMES

## Deaths During GenZ Protests

**Brian Lemaiyan Kasaine**

**Austin Makhoha**

**Mike Kihunga**

**Kelvin Madanga**

**Chris Gitonga**

**Kennedy Onyango (12 years)**

**Rex Maasai**

**Mathew Njoroge**

**Kevin Mawasi**

**Beasly Kogi**

**David Chege**

**Ericson Kyalo Mutisya**

**Ibrahim Kamau Wanjiru**

**Mbithi Alias Scot**

**Emanuel Giggs Tata**

**Joshua Ombati**

**Clinton Mwavali**

**Kennedy Odhiambo Maina**

**Wilson Sitati**

**Kennedy Njeru**

**Valentine Njeri**

**Eric Kayoni kyeni**

**Eric Kiratu**

**Caroline Shiramba**

**Brayo**

**(14 Unidentified)**



# INTERNATIONAL AGENCIES

Despite the ongoing economic and social unrest, the IMF remains committed to supporting Kenya's efforts to achieve inclusive and sustainable growth and improve the living standards of its citizens.

As of January 2024, the IMF has provided Kenya with funding totaling approximately \$3.9 billion. This support also aligns with the government's broader reform and governance agenda, .



However, the IMF has faced accusations of meddling in Kenya's internal affairs, particularly influencing the controversial Finance Bill that sparked mass protests. Kenyan youth have expressed strong animosity toward the IMF, as seen during protests blaming the agency for the country's economic hardships. Demanding IMF And US Ambassador To Kenya Leave Immediately! One protester was noted during the protests stating, ***“You can’t fool us man, it is so blatant.”***



***“You can’t fool us man,  
it is so blatant.”***





The economic realities, missteps in governance, and allegations of external interference have led to significant public unrest and a re-evaluation of the president's leadership. Despite the challenges, Ruto's ability to navigate this turbulent period could redefine his legacy.

His resilience and determination to maintain power amidst growing opposition may ultimately shape him into a stronger, more influential leader on the global stage.



The youth have called on the International Monetary Fund (IMF) to withdraw, accusing it of pressuring the government into signing a rejected bill that sparked the protests. They allege the IMF is manipulating the country for resource gains. Resolute in their demands, the youth vow to continue their protests until their concerns are addressed.

Despite facing intimidation, threats, and even fatalities, they have consistently taken to the streets, demonstrating their unwavering determination. Recent discussions and proposals for dialogue and coalition governance have been vehemently rejected by the public, who urge President Ruto to avoid repeating the same failed strategies of the past. The question now is, what will Ruto do?

# Editorial Tribute

What is currently unfolding in Kenya will be etched into history—a new age revolution in the making. We are witnessing a pivotal transition, and WYS Global is dedicated to documenting as much of this monumental journey as possible. It takes immense courage, resilience, an unyielding drive for change, and a profound love for your country to achieve what the people of Kenya have accomplished so far.

To every young life lost—you will not be forgotten. Every life lost, every individual who continues to rise each day to fight for their vision of change, every act of resistance against opposing forces—no one ever said it would be easy, but the effort will not be in vain. The sweat, blood, and tears shed are not for nothing; history will remember this struggle with honor.

Viva Gen Z, Millennials, Viva the youth of Kenya. You are paving the way to a new world and serving as an inspiration. The world is watching.

*Neema Doreen Sylvery.*



# #KenyaNiHome

