



## JOSEPH MURIUKI OF JMM CLAYSTOVE PRODUCERS

Joseph Muriuki is a ceramic stove producer based at Kiria Market in Kenya. He has versatile technical skills and fabricates a wide range of energy products including the Upesi, KCJ and Uhai liners, sawdust stoves, rocket inserts, metal claddings, multi-purpose liner and Better Bonfire Kilns.

He received training on production from GTZ and started his enterprise in 2005. Since then, he has diversified his range of products. His latest product is the Uhai liner which he started producing after studying a sample from the Keyo women's group; a Practical Action initiative. He is one of only 2 producers of this stove in Murang'a.

Since he received technical training and business development skills training from the Practical Action Energy Team Joseph has given his enterprise a name - *JMM Claystove Producers*.

He says that the marketing skills he gained from Practical Action staff have enabled him to seek new markets for his products in Nyeri and Nairobi. The addition of this new popular product, the Uhai liner, to his line of products has increased his sales drastically. At the time of the visit, he was busy moldings Uhai liners to service an order for 50 pieces.

Joseph has plans to put up a sign to advertise his business. He now promotes his stoves by leaving samples of his products with friends and relatives to use and create awareness among their neighbours. He ensures that his products are of a high quality in order to benefit from repeat custom and to gain referral clients. He is also keen to expand his range of products further to include briquette machines, briquette stoves and clay gasifiers.



Figure 1: Joseph Muriuki fixing pot rests on an Uhai stove. Photo: Practical Action East Africa.

*Joseph Muriuki of JMM Claystove Producers* was written by Lydia Muchiri and Margaret Rukwaro of Practical Action East Africa.

Practical Action  
The Schumacher Centre  
Bourton-on-Dunsmore  
Rugby, Warwickshire, CV23 9QZ  
United Kingdom  
Tel: +44 (0)1926 634400  
Fax: +44 (0)1926 634401  
E-mail: [inforsew@practicalaction.org.uk](mailto:inforsew@practicalaction.org.uk)  
Website: <http://practicalaction.org/practicalanswers/>

Practical Action is a development charity with a difference. We know the simplest ideas can have the most profound, life-changing effect on poor people across the world. For over 40 years, we have been working closely with some of the world's poorest people - using simple technology to fight poverty and transform their lives for the better. We currently work in 15 countries in Africa, South Asia and Latin America.

stories of change