



**Fridah Githuku, Executive Director, GROOTS Kenya Association**  
<https://grootskenya.org/>



Fridah Githuku is a young woman leader and an ardent champion of gender equality and women's rights. She is the Executive Director of GROOTS Kenya, a national movement of grassroots women and girls. GROOTS Kenya's mission is to facilitate grassroots women and girls' effective engagement and influence in development.

Fridah has supported grassroots women, from rural and remote areas, to ascend to elected and appointed public decision-making spaces. She spends her time mentoring grassroots women to leadership, powering grassroots women feminists' organizing, and amplifying their voices. She is also a passionate

promoter of the GROOTS Saving and Cooperative Society, a grassroots women-only financial institution.

To promote economic justice for vulnerable groups, Fridah has designed, with partners, a financial inclusion solution called Jasiri Fund, which is a special loan fund targeting survivors of gender-based violence during the Covid-19 pandemic in Kenya. She is also the architect of the Grassroots Public Budget Academy, a platform that hones grassroots advocates' skills in public fiscal policy.

A vocal champion for gender justice in land governance, Fridah won the 2018 ONE Campaign Women of the Year award for advocating equal land rights for women and men. She was elected to represent the East Africa Region in the International Land Coalition Africa Steering Committee. Fridah is a member of the Inter-Agency Technical Committee on Gender Statistics by the Kenya National Bureau of Statistics and UN Women.

Fridah continues to advocate for evidence-driven development planning while pursuing increased production and use of gender data. She is a team leader in the development of a gender data dashboard for Kenya ([www.genderdatakenya.org](http://www.genderdatakenya.org)) to increase access to disaggregated data for advocates. She works closely with county governments to support development of gender responsive policies in the critical sectors of water, agriculture, and climate change.