

THE Publisher

JULY - DEC, 2013

Keeping you
POSTED



**Digital
Revolution**
KLB takes the lead
in e-publishing





OUR VISION

To be the leading publisher and printer of quality knowledge materials.

MISSION STATEMENT

To publish and print quality educational and knowledge materials at affordable prices, whilst promoting excellent authorship and creating customer and shareholder value.

OUR CORE VALUES

- Superior Customer Service
- Transparency and Accountability
- Competency
- Integrity
- Innovation

OUR QUALITY POLICY

Kenya Literature Bureau is committed to and shall always endeavour to reach the highest level of quality in publishing and printing educational and knowledge materials as stipulated by the ISO 9001 : 2008.

WE WILL

- Comply with regulatory and statutory requirements.
- Continually improve the effectiveness of our Management Systems.
- Achieve and ensure that our customers receive the highest quality service.
- As a team, be guided by strict adherence to laid down procedures and strive to be competitive and independent; and will protect and uphold our customers' interest without compromising the quality standards set.

Our quality objectives shall be established and reviewed at the regular management review meetings.



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When compiling this edition of the staff newsletter, the first thing that came to my mind was the story of Fred Omwoyo Mogeni, the distinguished author of Social Studies and Human Geography for Kenyan school curriculum who passed on last year.

Omwoyo made immense contribution to the advancement of knowledge in primary and secondary schools as well as in teacher training and curriculum development institutions. We chose to celebrate him as one of KLB's leading authors.

In this issue of *The Publisher*, we give the reader the position of KLB about the planned roll-out of Standard One laptop programme. KLB has e-content that it is ready to share with learners in primary schools and beyond.

The Managing Director Mrs Eve Obara outlines her vision for the Bureau, which is half-way through implementation of the 2010-15 strategic plan. In her brief, she has talked of the KLB plans in the coming years.

KLB has a new Board chairman, Mrs Serah Ndege who joined the Bureau in February, bringing on board immense experience and knowledge of an accomplished educationist. During her welcoming luncheon, KLB also hosted and celebrated the former Board Chairman, Prof. K. Ole Karei, who had served the Bureau for 18 years with commitment and dedication. We have these and more stories that we believe will give you as our reader, more meaning and substance.

Welcome.



We welcome articles or any feedback from readers on education and publishing. Please include your name, address and telephone number. Letters or articles may be edited for clarity and space.

Email: publisher@klb.co.ke



We've worked to build the **economy** and enrich our **cultural heritage**

In the past few months, Kenya Literature Bureau has been engaging new gears in an effort to innovate, to do more and reach more. We are driven by the desire to leave footprints that stay long, influence others to pick the cue, and do better.

As such, we provide products and services guided by clear goals. Our books, which are available in e-format and in local bookstores attract and offer value to our customers thereby building a stronger future through school and out-of-school learning.

As a team, we are positive, relentless and believe in the philosophy of unfinished business that assures us of new power and the push to extend boundaries of success.

This is how KLB has graduated from a good company to a great one, with commensurate growth in revenue and innovation.

Innovation and creativity are indeed part of us. The desire to continually improve our products and services gives us a spring for the day. And in moving from good

As a team, we are positive, relentless and believe in the philosophy of unfinished business that assures us of new power and the push to extend boundaries of success.

to great by delivering relevant materials, we are alive to the fact and committed to the emerging trends in e-Learning.

To meet the demands of the Laptop per Child programme, we have generated e-content for primary school pupils joining Class One next year. In this venture, KLB has partnered with relevant institutions to build sustainable infrastructure, which would enable and hasten the adoption of e-learning in schools.

Over the last few years, we have built a winning team that continues to win accolades, thanks to a more robust R & D budget and training for workers.

KLB has re-engineered operations and worked to attract, motivate and retain qualified staff. We have built and fostered the mindset of growth and excellence within us. This step will see us effectively reward high performing staff, while encouraging others to improve.

We are midway through our 2010-2015 strategic plan and have just completed a mid-term review of the same. Our commitment to the strategic plan has paid off. KLB continues to score goals and firsts in its business. We are telescoping into the future; it is bright.

KLB is committed to fulfilling its mandate of publishing and printing quality educational and knowledge materials at affordable prices, while promoting excellent authorship and creating customer and shareholder value. We shall work to build our economy, support our people and enrich our cultural heritage.

**Mrs. E.A. Obara, MBS
Managing Director**



KLB Board Chair,
Mrs. Serah Ndege.

Mrs. Ndege: Make KLB a world-class publisher

Kenya Literature Bureau's new board chair Mrs. Serah Ndege has recognised the publishing firm's organisational culture, growth and innovation drive.

Mrs. Ndege urged the staff to remain focused on growth trend, aim at boosting innovation, publishing and printing, and making KLB a world-class publisher and printer.

She was speaking during her welcome luncheon, end of April at KLB headquarters. "KLB is making good progress as reflected in your bottom-line," she said.

Mrs Ndege was appointed in March, 2013 to replace Prof Jonathan Ole Karei who served on the KLB board for 18 years.

Managing director Mrs Eve Obara led the staff in welcoming the new Board chair in an elaborate ceremony marked by joy, poetry, song, and dance.



Mrs. Ndege, flanked by board members, prepares to cut her welcoming cake.



Mrs. Ndege invites outgoing board chair, Prof. K. Ole Karei to give his remarks.

Ndege acknowledged the warm reception: "I am overwhelmed by the warmth and the ambience at KLB."

She remembered her reporting day. "The MD was away including Publishing Manager Mrs. Mary Khasiani but everybody I met was courteous and warm towards me," she said.

Mrs Ndege took cognisance of the steps the State publisher has taken towards making books more accessible to a global audience through the World Reader.

"Your e-books have kept you ahead of the publishing pack in Kenya," she noted.

Mrs Obara thanked the Board for supporting the Management towards achieving its goals set out in the strategic plan.

"The progress KLB is making is partly attributed to the support we

receive from the Board. We also received support from staff and other stakeholders," said Mrs. Obara.

Mrs. Ndege, an administrator and educationist takes over from Prof. Ole Karei who has assumed a new role as Chancellor of Jaramogi Oginga Odinga University of Science and Technology. Prof. Ole Karei served the KLB board for 18 years.



E-learning

KLB preserving the heritage

Those who care, it is said, to risk and embrace new ideas fly to the next level of good. KLB took this path and was the first publisher in the region to produce e-books with local content.

Nothing gives more meaning to the heavy investments directed to e-books than the fulfillment that comes with the knowledge that KLB has assumed a leading role in the advancement of e-learning for the benefit of learners. We have learnt what the market wants and are making it great.

Through e-books, users easily access content which have enhanced features that boost interaction with the learner.

KLB has continually sought to improve its products, which has seen it develop advanced e-books with inbuilt multimedia functionality, making learning fun for children at home and at school.

The Bureau has partnered with other institutions such as the ministries of Education, Information & Communication and Microsoft

Corporation to build suitable infrastructure, which would enable and quicken the adoption of e-learning in rural schools.

Through *amazon.com* and *World Reader*, we have created an online multimedia platform, which enables customers to access and download content at affordable costs.

Customers will soon access quality reading material from the comfort of their homes.

The managing director Mrs Eve Obara says acquiring user-friendly software and platforms would enable the publisher to meet the high demand and expectations in the market. "We shall have a multimedia download portal on our website, which would be accessible to our customers at the click of a button," says Mrs Obara.

Customers will soon access quality reading material from the

comfort of their homes, says the MD.

In addition to storybooks in English and Kiswahili, some of the e-titles in KLB's stable are course books and the Top Mark Revision series for primary and secondary schools, which has simplified learning.

The high quality animation, story lines and soundtrack in these books make them an instant attraction to young people, who find them captivating. Indeed, they offer the best alternative to contemporary cartoon movies, which, sometimes, depict violence.

According to Mrs Obara, this process would help "preserve the heritage of our early authors." We are also targeting cloud computing technology to centralise digital storage and access of data, thereby significantly saving costs and data security.

Very soon, KLB will partner with other internet service providers such as *eKitabu* and also hardware manufacturers to develop a package, which would allow students to access digital content through mobile phones. KLB can now be found online in *World Reader* and *amazon.com*.

KLB Embraces Digital Revolution

Publisher takes lead in digital publishing

The use of e-Books is a new phenomenon to educationists and book-lovers in the Country. Kenya Literature Bureau has long led the publishing sector in digital publishing, having been the first publisher in the region to produce e-Books with local content. This makes us proud, energised and hopeful.

The digital revolution championed by the new Government of His Excellency, President Uhuru Kenyatta and his Deputy, Hon. William Ruto offers many possibilities for the Kenyan people. These possibilities offer benefits for school-going children, for book-lovers, the entire publishing sector and Kenyan culture.

KLB has embraced the future. It has assumed a leading role in e-learning and has provided e-content for Kenyan children, who, from next year would each receive a laptop computer for use in learning. The Bureau has developed e-books with in-built multi-media functionality, which makes learning fun for children at home and in school.

The KLB e-Book Collection offers

the first online book collection, specially made for the requirements of students and teachers in the region. The collection includes online access to story books, course books, teaching guides and revision books. Available through *amazon.com* e-Book platform, students and

The Bureau has developed e-books with in-built multi-media functionality, which makes learning fun for children at home and in school.

book-lovers can now gain online access to the most valuable books instantly from multiple locations, including library, office, classroom, dormitories, or wherever the end-user can gain access to internet.

Meanwhile, the Publishing fraternity assembled at Jacaranda

Participants keenly follow proceedings at the KPA Digital Publishing Workshop, Jacaranda Hotel, Nairobi.



Members of the publishing fraternity in Kenya at the Digital Publishing Workshop at the Jacaranda Hotel



Hotel, Nairobi, for a Digital Publishing Workshop organised by the publishers lobby, Kenya Publishers Association (KPA) and Digital Divide Data (DDD), partners of e-Kitabu.

The workshop, held on 24th April, 2013 saw industry players share lessons and experiences on e-publishing, market demands for e-books, and learn about the eKitabu platform. Dubbed "Roadmap for Digital Kenya," the workshop enlightened publishers on ways of tackling emerging challenges in e-publishing, emphasising the need for enhanced partnerships and investments in eBooks.

Digital Divide Data is an innovative, internationally acclaimed social enterprise that works with talented youths from

disadvantaged backgrounds, changing their lives through educational scholarships and training. DDD specialises in document digitisation, social market research, process automation, digital marketing and eBooks. DDD has also partnered with eKitabu, which is a website and mobile eBookstore that allows you to search and pay for a book through the Mpesa Platform.



Publishing Manager Mrs Mary Khasiani(right) receives a certificate of participation from KPA Treasurer David Waweru. Digital Divide Data CEO Amollo Ng'weno and eKitabu's Will Clurman look on.



Harish Vekharia (right) of Laxmi Booksellers and Stationers receives the Bookseller of the Year Award from KLB Board Member Prof. Jesse Mugambi (left). KLB Managing Director, Mrs Eve Obara looks on.

Laxmi retains top position at the annual **KLB Bookseller of the Year Award Ceremony**

The Kenya Literature Bureau has held the second Bookseller of the Year Award. The Award, the first of its kind in the local publishing industry, seeks to recognise booksellers who supply KLB books to schools.

The awards were held against a backdrop of sterling performance during a challenging year. Speaking during the awards event at KLB headquarters, the Managing Director, Mrs. Eve Obara attributed the results and achievements to staff motivation and productivity, improved efficiency, resilience and robustness of the KLB business model and the benefits of economies of scale arising from size and growth.

She disclosed that the Bureau will maintain its strategic focus in the coming year to sustain the current growth momentum.



Vaghela Book Centre (Kakamega) receives best award for Western Region.



Njamba's Book Centre (Nairobi) receives the most improved award for Nairobi region.

“We shall continue investing more in innovation and support our booksellers to ensure KLB remains tops in the market,” said Mrs. Obara.

The awards were categorised nationally as well as regionally. Nationally, Laxmi Booksellers and Stationers was the overall winner for the 2011/2012 financial year, followed by Text Book Centre and Savanni Bookshop. Laxmi also took the top position for Nairobi Region.

Wapendwa Bookshop (Meru) was the best in the Mt. Kenya Region, while East Kenya Supplies (Machakos) and Eden Books (Mombasa) earned top honours for Eastern and Coast Regions respectively.

In the South Rift Region, Patmat Bookshop (Nakuru) took the lead as was the case with Lisa Paper Works (Kitale) in North Rift Region, while Vaghela Book Centre (Kakamega) was the best in Western Region and Anvi Emporium (Kisumu) in North Nyanza Region.

Jonzavike Printers and Stationers (Kisii) was the one to reckon with in South Nyanza Region, Bashkash Bookshop (Garissa) in North Eastern Region and JK Stationers (Kikuyu) in Central Region.

The awards also recognised most improved customers in every region. Njambas Book Centre in Nairobi took the honours, Isiolo Elimu Bookshop (Isiolo) in Mt. Kenya Region and Jograna Bookshop (Mwingi) in Eastern Region. Kilifi Books & Stationers (Kilifi) improved most in Coast Region, Westside Ltd (Kericho) in South Rift Region and Aakash Bookshop (Eldoret) in North Rift Region.

In Western Region, Mega Bookshop (Bungoma) was the best improved, Fulchand Bookshop (Kisumu) in North Nyanza Region, Ustawi Bookshop (Garissa) in North Eastern Region, Kabarú Bookshop (Murang'a) in Central Region and Maam Bookshop in South Nyanza Region.



Lisa Paper Works (Kitale) receives best award Rift Valley Region.



Kilifi Books and Stationers (Kilifi) receives best award Coast Region.



JK Stationers (Kikuyu) receives best award for Central Region.



Anvi Emporium (Kisumu) receives best award for North Nyanza Region.



Bashkash Bookshop (Garissa) receives best award North Eastern Region.



Join hands to **Save and Empower girls** in education, KLB MD says

Parents, teachers and policy makers have been challenged to do more to support and empower girls in educations. Kenya Literature Bureau (KLB) managing director, Mrs. Eve Obara, said this while presiding over a Forum for Women Educationalists (FAWE – Kenya Chapter) dinner workshop on 16th May, 2013 at Sarova Pan Afric Hotel, Nairobi.

Addressing the gathering, Mrs. Obara (pictured), who was the Chief Guest, asked women professionals and men to fight for the educational and reproductive health rights of the girl child.

“Let us work for the future of the girl child,” said the KLB boss.

Citing data and examples, Mrs. Obara decried the high rate of teenage pregnancies among school going girls. She narrated to the attentive audience her experience working with girls who had dropped out of school due to pregnancy. “I have met and mentored these girls to ignore the societal stigma and continue with education,” she said, while urging the participants to go out and counsel such girls in their regions.

Mrs. Obara lauded the government’s efforts to mainstream reproductive health education in the curriculum, asking for adoption of different methodologies of teaching, role-modelling, mentorship

and general support for girls on reproductive health.

“As stakeholders, let’s pull our resources together to fund innovative programs geared towards addressing the problems affecting the girl child,” she said.

“Let us also mobilise a pool of volunteers and work with like-minded organisations in this noble initiative,” she said.

Globally, close to 44 million adolescent girls give birth every year. In Kenya, it is said that girls aged between 15 and 19 years from poor families are three times more likely than their better-off peers to give birth in adolescence, and bear twice as many children.

Further look at the statistics paints a grim picture. The latest Kenya Demographic Health Survey (KDHS) reports says that 40 percent of adolescent girls without any education are either pregnant or have already become mothers. And for those girls with primary school

education only, 26 percent are mothers as compared to an eight percent of those who have secondary education or even higher.

This has resulted into increased levels of school drop outs, incidences of early marriages, health related complications such as fistula and poor quality of life.

The ceremony was attended by several dignitaries, policy makers and leaders including Emuhaya MP, Hon. Dr. Wilberforce Otichilo, FAWE (K) Chair, Antonina Mulamula, Assistant Chairman, Shiphrah Gichaga and Treasurer Prof. Monica Mweseli, KLB Assistant Human Resources Manager and Gender Committee Chair, Roselyne Mugavana, Ag. Public Relations Manager, Joseph Ndegwa, Carol Mango, Marjorie Mukui, representatives of the Ministry of Education, National Council for Population and Development amongst others.

Meanwhile, KLB has taken concrete steps to mainstream gender in its operations. The publishing firm has established a gender office and committee, held quarterly sensitisation seminars, created awareness, conducted baseline surveys and actioned gender concerns in recruitment, disability and HIV/AIDS management.

The commitment shown continues to bear fruits for the organisation, giving life to the organizations gender policy.



KLB honours ex-Board Chairman

On April 26, the Kenya Literature Bureau family hosted the former board chairman, Prof. K. Ole Karei, to a luncheon at the headquarters. Prof Karei served the organisation as chairman for 18 years, helping the firm to attain a culture of growth and ways of stability.

The board, management and staff feted him with a portrait of an elephant with a baby to reflect the former chairman's caring image of a parent. Like a mother elephant in the portrait, Prof. Karei guided the Bureau through turbulent times into stability and a strong presence in the region.

"I am very happy," an elated and tearful Prof. Karei said soon after KLB gifted him.

During his tenure, he told his audience, the board made difficult decisions to weather difficult years, helping his team to keep KLB afloat.

"We developed and implemented quality systems of management that enabled us to score firsts in ISO 9001:2008

certification, performance contracting and profitability," he said.

He lauded KLB for its success during his tenure saying, "Yours is one of the most efficient institution I have worked with. I am proud to be associated with you."

"When you perform well, you are helping Kenya to develop," he added.

The outgoing chairman, now the Chancellor of Jaramogi Oginga Odinga University of Science and Technology (JOOUST) urged KLB staff to work together to uplift the publishing house.

He reiterated to the staff the importance of education, urging them to acquire more educational qualifications. "Upgrade your knowledge and skills so as to be more competitive," he said.

Speaking at the ceremony, KLB managing director, Mrs Eve Obara appreciated the former board chairman for his great contribution. Prof. Karei, she said, had "a distinctive



Carol Mango, Chief Editor C.R.E

commitment to hard work which was inspirational to all."

"Your leadership abilities are demonstrated in many areas throughout your personal and professional career," she said. Board member, Prof. Jesse Mugambi, hailed Prof. Karei as a leader "I found it an honour to work with."

The incoming chairman, Mrs Serah Ndege hailed Prof. Karei for his great achievement.



Prof. Karei takes a bow after 18 years of dedicated service

Eighteen years after Prof. K. Ole Karei joined Kenya Literature Bureau in April 1995, the former board chairman left in style, pomp and colour after the KLB fraternity hosted him to a special farewell luncheon.

The luncheon, hosted on April 26, 2013 saw members of the Board, management and staff of the State corporation pay glowing tributes to celebrate a man who steered KLB to its present glory.

Prof. Ole Karei, the indefatigable academic and mentor, joined KLB when the publishing business was at its lowest ebb, facing many challenges as well as influx of educational materials into the country following the opening up of the local market to international competition.

His stint saw him work with three

managing directors – Mr. Samwel Lang’at, Hon. Mathew Adams Karauri and Mrs. Eve Obara, the current chief executive.

Prof. Ole Karei joined the publishing house when it was only seven years old in its current location from the Income Tax building (now the Milimani Law Courts) which had housed it for close to a decade. The country had just introduced the Structural Adjustment Programme (SAPs), which saw markets liberalised. KLB, for the first time, was facing stiff competition from independent publishers – local and international.

Under his stewardship, KLB has grown in leaps and bounds. He has overseen staff rationalisation and improvements of terms of service, preservation and modernisation of the printing press at a time when it

was fashionable to sell off equipment and outsource services, up-skilling of staff, attaining ISO 9001:2008 Certification, and performance in State-led Performance contracting. He also guided KLB in developing the 2005–2009 and 2010–2015 Strategic Plans whose thrust is positioning the Bureau as a leading publisher and printer of books and other knowledge materials, improving quality of products and services, as well as increasing production through capacity upgrade.

Staff and the board praised the former chairman. Halima Mugane, a member of staff who has worked in KLB for 22 years thanked “Prof for guiding us this far...you helped review our salaries upwards.” Another member of staff, Patricia Kilonzo said: “Thank you for reminding us the value of education



Mrs Halima Mugane giving a vote of thanks.



KLB Manging Director, Mrs Eve Obara (centre) with outgoing Board Chair Prof. Ole Karei and incoming Chair Mrs. Serah Ndege.



Mrs Patricia Kilonzo gave a glowing tribute to Prof. Ole Karei.

that today we boast of several PhD holders in KLB.”

Henry Indindi, a contract Kiswahili editor thrilled the audience with a Swahili poem, which extolled the achievements of Prof. Ole Karei at KLB. He singled out the fact that at no time has KLB experienced and

industrial strike during the tenure of the outgoing chairman. Prof. Ole Karei shed tears, tears of joy.

His successor, Mrs. Serah Ndege, said he had set the bar high and promised to maintain the tempo. “We shall work hard to raise KLB’s name even higher,” she said.

Wisdom

“A Good Head and a Good Heart are always a formidable combination”

- Nelson Mandela-

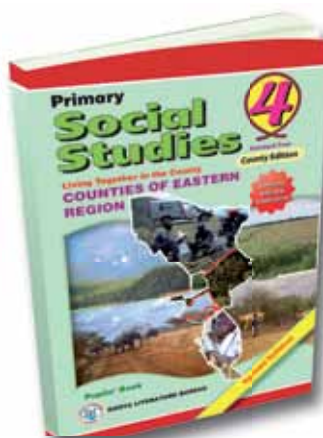
The Nelson Rolihlahla Mandela (born 18 July 1918) is a South African anti-apartheid revolutionary and politician who served as President of South Africa from 1994 to 1999. He was the first black South African to hold the office, and the first elected in a fully representative, multiracial election.

He served 27 years in prison rising to become a respected African Statesman and World Leader. He is a Nobel Laureate(1993) and a recipient of the US Presidential Medal of Freedom and the Soviet Order of Lenin.



Fred Omwoyo

A man who **shaped generations**



The Late Omwoyo authored many books in Social Studies and Geography.

Born on October 13, 1957 in Borabu Scheme, Nyamira County, he was the first born sibling of Jane, Lumumba, Douglas, Kennedy and Tom. Other siblings in the polygamous home of Samuel Gekara Mogeni and Yunuke Nyaboe Gekara were Edward, Lilian, Okong’o, Emily, Mogeni, Nancy and Young.

From his early days, Omwoyo was keen on education and books. He started schooling at Jogoo Primary School in Kisii town where his father, a land adjudicator in the Civil Service worked. He later moved to Uasin Gishu Primary School in Eldoret, largely Asian at the time. Finally, he joined St. Peter’s Boys Boarding School in Mumias in 1968 in Standard Five after his uncle Ongenyio became uncomfortable with the frequent disruptions of Omwoyo’s learning. These disruptions were orchestrated by a compulsive will of his father as the latter got posted to new work stations.

In 1971, he sat for and passed the Certificate of Primary Education (CPE) exams and was admitted to Sameta Boys Secondary School in Kisii. He passed the East African Certificate of Education (EACE) in 1975.

His knack for success did not stop at ‘O’ levels. He enrolled for Advanced Level at Chesamis High School, where he excelled in the East African Advanced Certificate of Education (EAACE) in 1977. He enrolled for a Bachelor of Education Degree at Kenyatta University, then a constituent college of the University of Nairobi.

Omwoyo graduated in 1981 and became a tutor at Eregi Teachers College and later Kagumo Teachers College between 1985-1988, where he taught Geography and History. In both institutions, he headed the Teaching Practice Management Committee.

By Joseph Ndegwa

There is an Igbo story of the wood-pecker who proclaimed without doubt that he would honour his father in death by pecking down the great Iroko tree. But when his father died, the wood-pecker suddenly grew a boil on his beak. Most certainly, when Fred Omwoyo died, many felt like the wood-pecker in the story. His death last year left me, and, I believe, many tongue-tied.

This was a man who ruled the world of writers in curriculum books and materials for Kenya’s educational system, churning out masterpieces in Social Studies and Geography for primary and secondary schools respectively.

His death on November 16, 2012

reminds me of the words of William Shakespeare, the classical prolific writer and philosopher king who saw the world as a stage where man frets and struts on the stage and then takes a bow. Omwoyo fulfilled this prophetic line of Shakespeare and by the readings of today, he is in memorial, only read in books, journals and policy documents.

The demise of this celebrated author was no doubt another huge loss to the world of books, bookmen and intellectualism, coming shortly after the passing on of Barbara Kimenye, Arthur Kemoli and Prof. Francis Imbuga.

Omwoyo was a thinker and author, who, through the Social Studies curriculum series, influenced generations of children in primary schools.

Work Ethic

The Government recognised his talent and promoted him to be a curriculum developer at the Kenya Institute of Education (KIE), now the Kenya Institute of Curriculum Development (KICD) from 1988 to 2007. It was at KIE that his career blossomed, emerging as a distinguished curriculum specialist in Social and Environmental Studies. Soon, he became the Head of Department, Primary Social Sciences as well as the Programme Co-ordinator, Research and Evaluation; and the Teacher Education Divisions.

In 2008, he was appointed the Deputy Director of Education in charge of quality assurance, educational research, school examination analysis and staff appraisal at the Directorate of Adult Education in the Ministry of Education.

He is variously described by those who knew him as a principled man who valued education and hard work. According to Kenya Literature Bureau assistant publishing manager Kenneth Jumba, the author submitted manuscripts or projects on time. "He completed his assignments on time," Jumba says.

"He always sought to improve on his works, which has made them bestsellers at KLB," he adds.

"Fred believed that society rewards hard work," his widow, Hilda Omwoyo emphasises.

At KLB, he will be remembered for his great contribution and dedication to the advancement of knowledge in social studies and geography. He is survived by his wife and three children; Kevin, Jimmy and Lilly.

Like the Igbo of Nigeria say, **"greatness is like the great Iroko tree, which sprouts and lives forever."**

KONGOLE NDUGU KAREI!



Kongole ndugu Karei, kwa kazi ulofanyeni.

*Ukiwa wetu mlezi, soko limepanukani
Mashine mpya za kazi, nazo tukanunueni
Magari hata ngamizi, vikameza mamilioni
Kongole ndugu Karei, kwa kazi ulofanyeni.*

*Kutaja yote siwezi, kwa sababu ya mizani
Lakini haya ya juzi, ninaomba kutajeni
Uganda, Malawi kazi, zetu wamezisomeni
Kongole ndugu Karei, kwa kazi ulofanyeni.*

*Hili tunataja wazi, Burundi pia Sudani
Tushafanya uamuzi, na huko tutafikeni
Wao wakifanya kazi, silabasi kuundeni
Kongole ndugu Karei, kwa kazi ulofanyeni.*

*Kwenye wako uongozi, lino ninatamkeni
Na wetu mkurugenzi, lino wazi nasemani
Hakuna wafanyakazi, kugoma walogomeni
Kongole ndugu Karei, kwa kazi ulofanyeni.*

*Twamshukuru Mwenyezi, myaka kumi na minane
Tulofanya nawe kazi, ukishika usukani
Umekuwa kiongozi, alo na kubwa thamani
Kongole ndugu Karei, kwa kazi ulofanyeni.*

*Ole Karei mlezi, sote tunakuthamini
Kwa wako utendakazi, uloleta shirikani
Wako mwema uongozi, mengi tumeyapateni
Kongole ndugu Karei, kwa kazi ulofanyeni.*

*Kwenye wako uongozi, tumeshinda washindani
Kuwajibika kikazi, mikataba kusaini
Namba tatu viongozi, mara tatu kileleni
Kongole ndugu Karei, kwa kazi ulofanyeni.*

*Tena tumepanda ngazi, ISO kuipateni
Viwango vyetu vya kazi, vikawa ulimwenguni
Yote hayo uongozi, wako uso na kifani
Kongole ndugu Karei, kwa kazi ulofanyeni.*

*Si leo kutoka juzi, mauzo yamependeni
Masoko yakawa wazi, kazi zetu kusomeni
Kwenye wako uongozi, tukauza mabilioni*

*Tunajua waziwazi, siasa hukutakeni
Hizo huharibu kazi, hivyo hukuzithamini
Mawimbi yake ya juzi, yote ukikabilini
Kongole ndugu Karei, kwa kazi ulofanyeni.*

*Twaomba kama mzazi, huko unakoendeni
Utukumbuke kizazi, nyuma unatuacheni
Na wetu Mungu Mwenyezi, afya akuzidisheni
Ili ufanyazo kazi, ziwe na kubwa thamani.*

*Naye alokuja juzi, mwenyekiti shirikani
Usimnyime kurunzi, Bi Ndege kumulikeni
Tufae wake ujuzi, hapa alioleteni
Ili tufanyazo kazi, ziidumishe thamani.*

*Kusimama nimechoka, naenda kukaa chini
Nisije nikaanguka, nanyi mkanichekeni
Lakini nikiondoka, lino ninarudieni
Kongole ndugu Karei, kwa kazi ulofanyeni.*

*Utunzi wake
Henry Indindi*



National Aids Control Council Chair Prof. Mary Getui (*third left*) and Ministry of Education ACU head Margaret Mwirigi (*third right*) with the KLB ACU team at the 2nd National Biannual HIV/AIDS Research Conference

she said.

The conference called on the use of proper training of HIV educators, accelerated awareness campaigns among communities, suppressing stigma and discrimination, voluntary testing and counselling, uptake of prevention programmes such as male circumcision and finally, treatment.

The National Empowerment Network of People Living with HIV/AIDS (NEPHAK) county coordinator, Paul Otwoma urged participants to advocate for abstinence from irresponsible sexual behaviour, to realize an AIDS free generation.

"Ending AIDS means drastically reducing the number of new infections and preserving the health of PLHAs so that they do not progress," he said.

He encouraged people to know their HIV status, which is important in tackling the spread of HIV/AIDS.

The conference focused on growing local solution to stop the spread of HIV. It resolved to strengthen, establish and strengthen ACU's, support organisations, and campaign for more funding to manage HIV.

Several corporate bodies and institutions such as Safaricom, Kenya Institute of Curriculum Development, Jomo Kenyatta University of Agriculture and Technology, Moi, Kenyatta and Maseno Universities were represented.

Step-up fight against HIV/AIDS

By Ngugi Kabugo

Local researchers and scientists feel that Kenya is "winning the fight against HIV/AIDS." Olympia Jelagat of Maseno University told stakeholders during the 2nd National Biannual HIV/AIDS Research Conference at the Kenya School of Monetary Studies, Nairobi.

In the past decade, significant progress has been made fighting the disease through a wide variety of mechanisms.

This was attributed to increased provision of Anti-retroviral (ARV) drugs, scale-up of prevention services on reduction of mother-to-child infections from 27 percent to 14.9 percent, reduction in stigma

and stereotyping, nutrition advice for victims and increased awareness.

Kenya Literature Bureau was represented at the conference by the ACU team, comprising Snr. Human Resources Officer, Vallary Okello, Designer, Martin Ngugi, Procurement Assistant, Daina Kibogo and Office Assistant, Albanas Mwema.

IMPORTANT TOOLS

Jelagat said that effective fight against HIV/AIDS calls for partnership between the public and private sector.

"We must involve the private sector in management of HIV issues,"



Chief Guest Amb. Frankline Esipila (right) autographs the book as NACADA chairman, Dr Frank Njenga (left) looks on.

Curbing child sexual abuse KLB unveils book against vice in the society

Kenya Literature Bureau has launched a life skills guide against sexual abuse amongst children. The book, *Let's Talk About Child Sexual Abuse: What Every Girl and Boy Must Know!*, authored by Cecilia Njoroge and endorsed by NACADA chair Dr. Frank Njenga, targets children, parents, educators and the clergy, opening up debate on the subject that remains a taboo in Africa.

The guide, aimed at empowering children to identify safe from unsafe situations, is timely as cases of child sexual abuse have soared in the recent past. Statistics show that most of the molesters are parents and KLB has come out to mobilise society to reject the vice.

Speaking during the book's launch at KLB headquarters, the then acting PS for Ministry of Gender and Children Affairs, Amb. Frankline Esipila acknowledged that child sexual abuse had increased, urging stakeholders to join hands to fight the vice.

"This is a major concern that haunts parents, educators and society at large, yet open discussion on the subject has remained low," he said.

Amb. Esipila, now director of Administration at the Ministry of Gender, also thanked KLB for publishing the book that arms parents and children on sexual abuse.

"This book disseminates information that is critical in

addressing sexual violation of children in the society," he added.

He noted that cities and villages have turned into criminal dens where children are sexually exploited and exposed to HIV/AIDS and mental trauma.

"Children who suffer sexual violence are damaged for life, they lose their self-esteem, dignity and even hope to survive," he said, expressing concern that such children are likely to end up socially excluded from the society.

Amb. Esipila further said that most perpetrators are known to the children.

"We must, therefore, do all in our power to develop awareness and help focus public attention on suffering and sexual exploitation of children," he said.

Media reports on the vice suggest an acute moral decadence in the society, as children silently suffer trauma, physical and emotional scars of child sexual abuse. This makes the subject a national concern.

The launch ceremony, held on 20th December, 2012 was graced by the then Children's Secretary, Prof. Jackline Oduol, NACADA chair Dr. Frank Njenga, members of the KLB Board of Management, booksellers and staff.



KLB steps wetlands c

Water is life. It sustains development, human health and well being. This is part of the reason individuals, groups, activists, companies and governments are embracing tree planting. Kenya Literature Bureau this year sponsored a tree planting campaign in two schools in Taita-Taveta County.

The event, held in mid April saw KLB plant 500 trees in Mwanyambo and Mwamunga Primary Schools in Voi, which are expected to change the beauty of the school and provide shade when they grow to maturity.

The KLB team addressed the participants zeroing in on the value of soil conservation, trees and water harvesting as well as maintaining a clean environment.

Assistant HR manager Roselyne Mugavana reiterated KLB's commitment to supporting environmental conservation in schools. "We shall support your schools to continue championing environmental conservation," she said, while praising Mwanyambo Primary School Environmental Club, which was recently feted by the County administrators as the best in the County.

The area District Education Officer (DEO), Kenneth Machora promised KLB the investment of the 500 trees will be nurtured to maturity. KLB was represented at the tree planting event by Roselyne, Joseph Ndegwa, Jackson Musau and Ken Adongo.

In Nairobi, KLB planted more trees at Drive-Inn Primary School, along Thika Road on 21st June, 2013. Located at the edge of Mathare slums, the school received 2,000 trees which would impact positively on their learning environment.

Wetlands Day

Meanwhile, KLB donated books and other educational materials to schools in Eldoret during the World Wetlands Day (WWD) commemorated on February 2, this year at Chepkoilel University College, now the University on Eldoret in Uasin Gishu County.

The donation through the State environment watchdog Nema honoured the contribution of schools to wetlands

up trees, ampaigns

management in the region. Nema rallied government agencies, NGOs and groups to raise public awareness on wetland values, benefits, and sustainable use.

The event, themed *Wetlands Takes Care of Water*, was attended by the Environment Secretary Dr. Alice Kaudia, Nema Director-General, Prof. Geoffrey Wahungu, the agency's chairman, Maluki Kitili Mwendwa, Kenya Forest Service official James Mwangómbe, Dean of Science, University of Eldoret, Prof. Ezekiel Kiprop, Water Resource Management Authority (WRMA) CEO Eng. Philip Olum, Eng. Philip Mwaniki, among others. Jackson Mutunga and Joseph Ndegwa, both members of the Environment Sustainability Committee, represented KLB.

Wetlands, widely referred to as the "kidneys of the landscape" are critical in the functioning of the world hydrological and chemical samples. It consists of rivers, lakes, swamps, rice paddies, sea shore, dams, and tributaries amongst others. Wetlands also play a regulatory role in climate systems, water purification, and waste removal, re-charge of ground water and provide a suitable homage to many aquatic plants and animals.

A total of 1,300 tree seedlings were planted to restore Sosiani River and Protect Marula Dam. Uasin Gishu County is home to 362 dams.



Customer service

The Key for Organisational Success

By Jackson Musau

Genuine sincerity, co-operation and patience are gifts all customers seek. These virtues have driven known brands to greater success. Virgin Atlantic, Microsoft, MacDonald's and Mercedes Benz have all thrived on customer service. It is these qualities that KLB has sought to uphold. The organisational culture and objectives have played a key role in influencing how workers relate with customers.

Achievements in customer care are attributed to the following skills. The first amongst many merits one must uphold is patience. Derek Siviers, the founder and former president of CD Baby (an online CD store for independent musicians), explained that the interaction and time spent with the customer enables the business owner to "better understand their problems and needs from the company."

"When you deal with customers on a daily basis, be sure to stay patient when they come to you stumped and frustrated, but also be sure to take the time to truly figure out what they want — they'd rather get competent service than be rushed out the door," Siviers said.

The second virtue is attentiveness, the ability to really listen to customers. Not only has it been found important to pay attention to individual customer interactions, but also to be mindful and attentive to

the feedback that you receive from them. It is this principal which keeps relationships going, if girlfriends and wives are to be believed.

Communication, the third virtue, is known to unlock even the hardest of hearts. The ability to know your customers and capacity to relay important information in clear but simple words with the right body language is a working technique in customer service. Verbal and Non-verbal means play an integral part in transmission of ideas and information.

The fourth virtue in customer management is knowledge of products. This is a badge every employee must wear in order to fulfill customer demands. Likewise, the ability to effectively use 'positive language' is important in persuading and creating a happy customer.

In actual fact, every great customer service person has to have those basic acting skills necessary to

maintain their usual cheery persona at all times

Despite many research-backed rants on why you should spend more time with customers, the bottom line is that there is a limit, and you need to be concerned with getting customers what they want in an efficient manner. If you have no solution, it is better to refer the customer to someone who does.

In engaging a customer, seek for subtle clues about their current mood, patience level and personality, to keep your interactions positive, whilst maintaining your cool.

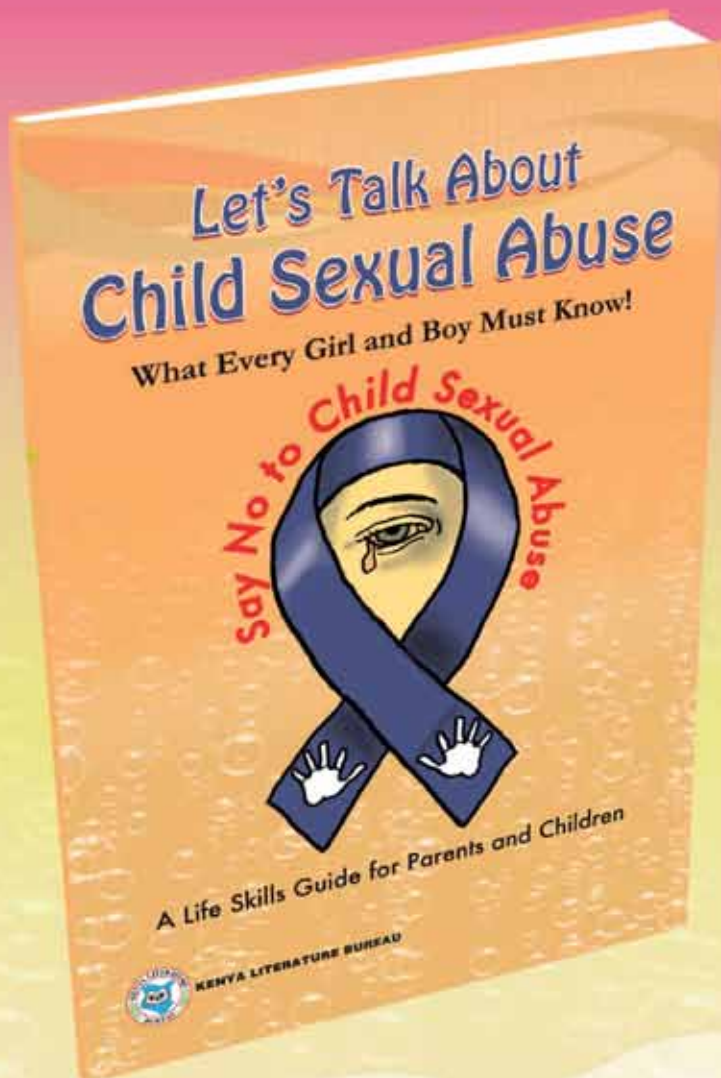
CUSTOMER FEEDBACK

A complaint is a gift. This rather paradoxical adage points to the fact that negative customer feedback provides businesses and employees with the opportunity to repair image, reputation and improve level of service delivery. KLB takes seriously customer feedback as it not only helps the organisation improve, but offers the opportunity to interact thoughtfully with the customer.

To truly take customer service skills to the next level, one needs to have some mastery of persuasion in order to convince interested customers that the products available are right for them.



Breaking *the* Silence



This new book is an essential guide for parents, teachers and pupils/students on how to deal with the sensitive issue of child sexual abuse.

Get your copy now!

Arming children with knowledge will spare them the damaging effects of sexual abuse. I endorse this Life Skills Guide as an important resource that is intended to sensitise children on the subject of child sexual abuse.

Dr Frank Njenga, PhD Psychology
M. B. Ch. B. (Nbi), DPM (London), FRC Psych (UK)

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