



Publishing and Printing for YOU

Bureau Exhibits at Kisumu Regional Book Fair

By Ronald Kibaron

Kenya Literature Bureau (KLB) joined other publishers during the annual regional book fair to exhibit products and engage customers on our services. This year's event was held at Jomo Kenyatta Grounds, Kisumu, from May 22nd-25th, 2019 under the theme Read, Apply and Freedom. The fair was free and open to Primary and Secondary School learners and teachers as well as the general public.

Speaking during the event, Kenya Publishers Association Chairperson, Mr. Lawrence Njagi, thanked the publishers for honoring the invite to attend the fair and showcase their products. He added that the new Competency-based Curriculum remains the best thing ever to happen in the history of education in Kenya.



Kenya Publishers Association Chairperson, Lawrence Njagi (in maroon tie), Kisumu County Committee Member for Education, Dr. John Obiero (r) with KLB staff during a visit to KLB stand.

"The new Competency-based Curriculum is about sensitising information and creating skills. We are moving away from the old curriculum which was about cramming and passing exams," said Njagi.

Kisumu County Executive Committee Member for Education, Dr. John Obiero, said that the County Government has a textbook policy which is strategically implemented to ensure that learners get limitless access to relevant learning materials. He encouraged teachers and learners to buy legit books from the publishers mentioning the key role played by KLB.

"This event gathers many publishers with different genres of books. It is a promising event to learn about CBC, novels, poetry and prose, shining a spotlight on the authentic culture of our people. Kisumu County has been working closely with KLB and other publishers to ensure learners in ECDE and TVET institutions get access to relevant reading and learning materials," said Dr. Obiero.



Learners sampling copies of KLB publications during the fair.



KLB Sales and Marketing Manager, Bernard Obura (with a cap) join representatives from other publishers during a book donation exercise in Manyatta Primary School.

KLB Sales and Marketing Manager, Mr. Bernard Obura, took the opportunity to inform the public about our products especially the new Competency-based Curriculum books. He encouraged parents and teachers to expose the children to books early enough so that they can comprehend and conceptualize ideas and content.

During the event, KLB together with other publishers donated books worth 1 million to Manyatta Primary School in a bid to address the biting shortage of books in the school with the large set of pupil population in the entire Kisumu County.

The Sales and Marketing Manager, Benard Obura, was accompanied by Assistant Sales and Marketing Manager (Western Hub), Justine Koech, Area Sales Manager (North Nyanza), Job Muniolo, Senior Assistant Sales and Marketing Officer, Mukui Mbaluka and Marketing Officer, Duncan Gichuru.