

SALES TEAM CONTINUES PRODUCT AWARENESS INITIATIVE WHILE DEVELOPING WRITING SKILLS AMONG LEARNERS

The Kenya Literature Bureau (KLB) Sales and Marketing team recently held a CBC assessment sensitization seminar for Grade 6 pupils at Nairobi Primary School. Mr Job Munialo facilitated the forum which saw teachers and learners interact with our KLB Visionary Grade 6 Encyclopaedia as well as other curriculum books. This is one of the marketing activities scheduled to ensure product awareness, especially in the primary school segment to boost uptake of KLB books.



Pupils of Nairobi Primary School following Mr Job Munialo's presentation during the seminar.

An essay writing competition was also held at Machakos Girls' High School. Participants were awarded certificates and winners gifted books by KLB. The various writing competitions are aimed at enhancing writing skills among students, promoting a reading culture and creation of future authors.



Mrs Lucy Mugendi, Senior Principal of Machakos Girls' (c) and Mr. Job Munialo award one of the winners of the writing competition.