

Bureau Sponsors and Exhibits at the 45th Annual KESSHA Summit

By Ronald Kibaron

Kenya Literature Bureau (KLB) has sponsored, participated and exhibited in the 45th Kenya Secondary Schools Heads Association (KESSHA) annual conference, which took place at Sheikh Zayed Hall, Mombasa. The one-week-long conference brought together over 9000 principals from public Secondary Schools to discuss the implementation of the Competency Based Curriculum (CBC) among other pertinent topics related to the education sector.

The conference under the theme “Re-examining our future together, a new era of education in Kenya” was being held after a two-year hiatus as a result of the outbreak of the COVID-19 pandemic in March 2020.



Senior Marketing Officer, Mukui Mbaluka (l), Assistant Sales and Marketing Manager, Justine Koech (c) and Publishing Manager, Kenneth Jumba (r) display a certificate awarded to the Bureau.

The President, His Excellency Uhuru Kenyatta, spoke at the official opening of the conference and praised the principals for steering learning in Kenya through the volatility of Covid-19. President Kenyatta reassured education stakeholders that the implementation of the Competency Based Curriculum (CBC) was on course. The Head of State urged teachers and parents to encourage children to embrace skill-based professions that will allow them to harness their God-given talents instead of relying on the diminishing 'white collar' jobs.

"My administration has progressively expanded the education infrastructure to accommodate the growth in enrolment. This includes classrooms, desks and chairs as well as electricity. We are laying a firm foundation, a foundation for our children that will not be shaken," the President said.

Education Cabinet Secretary, Prof. George Magoha thanked President Kenyatta for pushing education reforms in the education sector that have resulted in 100 per cent transition rates from Primary to Secondary School. Prof. Magoha praised the President's idea of establishing the Elimu Scholarship program as one of the President's efforts that has benefited bright needy students, particularly those from poor urban minorities living in informal settlements.

KLB's Assistant Sales and Marketing Manager, Justine Koech, took the opportunity to extensively market KLB products and services. He congratulated the principals and stakeholders on their decision to support the Bureau and encouraged them to be proud of the publisher.

"We have remodeled the vision of Kenya Literature Bureau as per the changes in the society. We are grateful that you have walked alongside us as we progress. KLB reading and learning materials were created by you, the instructors, and we are grateful to have shared this experience with you," said Koech.



Assistant Sales and Marketing Manager, Justine Koech, makes his presentation during the KESSHA conference.

KESSHA Chairman Kahi Indimuli said the 45th annual conference was a celebration of President Kenyatta's legacy, emphasizing that the education sector has improved dramatically under the President's tenure.

Kenya Literature Bureau was represented by Publishing Manager, Kenneth Jumba, Assistant Sales and Marketing Manager, Justine Koech, Assistant Sales and Customer Service Manager, Joseph Nyiri, Area Sales Manager (Coast), Doris Kabira, Senior Marketing Officer, Mukui Mbaluka, Sales and Marketing Assistant, Cleophas Belio and Assistant Corporate Communications Officer, Ronald Kibaron.