



Publishing and Printing for YOU

BUREAU INKS PARTNERSHIP DEALS WITH NORTH RIFT COUNTIES

By Ronald Kibaron

Kenya Literature Bureau (KLB) has entered into partnership agreements with four counties to print and supply learning materials for Early Childhood Development Education (ECDE) and Technical and Vocational Education and Training (TVET) institutions in their counties. The agreements will ensure that KLB provide learners in Trans Nzoia, West Pokot, Elgeyo Marakwet and Baringo counties easy access of learning materials.

KLB Managing Director, Victor Lomaria, while visiting Trans Nzoia and West Pokot counties, thanked the counties' leadership for embracing and investing heavily in the growth of ECDE and Village polytechnic institutions. He added that KLB has developed content to suit learners in all levels of education. Mr. Lomaria further added that the move to introduce the learning materials directly to counties' schools is modelled along the Government's programme to distribute free textbooks to all public primary and secondary schools in the country.



KLB's Managing Director, Mr. Victor Lomaria (3rd l) and Dr. Mike Parklea-West Pokot County Secretary (3rd r) hold up copies of our publications together with Business Development Manager, Mr. Evans Nyachieng'a (r), Senior Sales and Marketing Officer, Robert Too (l) Christine Apakoreng-CEC Education (2nd l) and Mary Ngoriakes-Chief Officer (Education) (2nd r). "Buying and branding of books directly from the publishers guarantees control. The footnote on every page of the books makes it hard for the pirates to reproduce them. It also gives the county a lifeline of ownership," said Lomaria. Trans Nzoia Deputy Governor, Dr. Stanley Tarus, commended KLB for the role it plays in providing quality reading materials for all the learners in the country. He assured that Trans Nzoia will not be left behind and is in full support of the partnership deal stating that the county will get value for its money through efficient printing and publishing of all county works.

West Pokot County Secretary, Dr. Mike Parklea, who represented the Governor during the signing of the partnership deal, thanked KLB for opening up West Pokot through provision of educational materials. He added that education is the best development investment and West Pokot is putting it among its top priorities. Dr. Parklea also added that the county, over the years, has been marginalized and literacy levels were still low. He is hopeful that the partnership deal will help address the challenges facing ECDE and TVET institutions in the county.

"We are putting ECDE and TVET education among our top priorities as a county. We believe that education

is the best leveler. Regardless of people's background, they will succeed if they get relevant exposure to learning materials and that is what Kenya Literature Bureau has been doing," said Dr. Parklea .

West Pokot County Executive Committee Member for Education and Technical Training, Christine Apakoreng, said that the partnership deal will ensure every ECDE and TVET institutions gets the essential learning material. Ms. Apokoreng added that by so doing, every learner in the county accesses the appropriate learning material and thus enhancing the levels of learning in the county. In Elgeyo Marakwet and Baringo counties, KLB Business Development Manager, Evans Nyachieng'a explained ostentatiously to the education stakeholders the importance of getting into a partnership deal with KLB. Mr. Nyachieng'a added that KLB organizes workshops/seminars for ECDE and Technical instructors as part of the partnership package.



L-R: KLB's Senior Sales and Marketing officer, Mr. Robert Too and Business Development Manager, Mr. Evans Toto share copies of our publications with Mr. Paul Tenoi-Director of Education & Technical Training and Francisca Maimba-ECDE Coordinator (both of Elgeyo Marakwet County).

"Kenya Literature Bureau extends printing and publishing of branded quality learning materials for Early Childhood Development Education (ECDE) and County Polytechnics at affordable prices. We also engage in after-sales promotions where KLB takes the ECDE teachers and TVET instructors for workshops/ seminars," said Nyachieng'a.

Kenya Literature Bureau seeks to use the partnership deals to push the sale of its SkillGrow Series for Early Childhood Development Education, The Innovator Series for Village Polytechnics and other institutional printing works.



KLB's Business Development Manager, Mr. Evans Toto (r) hands over copies of a partnership agreement that commissions KLB to serve the County as the preferred publishing and printing partner to Hon. Thomas Ole Ngonop-CEC Education (Baringo County).