



JKF News

The Jomo Kenyatta Foundation Newsletter

Issue No. 4

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First Lady Half Marathon

JKF Participates

Team building...

in the vast greenery of Limuru



Also inside this issue...

- 2015 Scholarship Interviews
- Hail JKF's New Products
- Staff Profile:
A candid chat with Joyce Dallu



VISION

An Enlightened and Empowered Society

MISSION

Development of customer-focused publications and scholarship provision

MOTTO

...supporting our education



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Not a single dull moment in 2016

...it's been a season of firsts and thrills

The eventual publication of the newsletter is always a delight to all those behind it. Every new issue is like a baby to the team that wracked their brains and scratched their heads to put everything into position, size and shape.

In this edition, we look back at some key events in the JKF calendar over the last six months. Most of the action, as would be expected, revolved around the organization's twin mandate—publishing and scholarship provision.

Interviews aimed at getting the most deserving scholarship beneficiaries were conducted around the country. The exercise climaxed with a colourful cheque presentation ceremony, with the Cabinet Secretary Ministry of Education, Dr. Fred Matiang'i, as the guest of honour.

On the publishing front, an atlas was finally added to the Foundation's rich collection of publications. The Editor gives a blow-by-blow account of how the treasured product came to be.

Joseph Kituzi recounts JKF's rich legacy from a personal perspective. He asserts that the company is strategically placed in the publishing world and can exploit the prevailing goodwill to soar above the clouds.

The Book Review segment features *Ethics in Security Management and Criminal Justice*, a book that explores security processes and their ethical justifications.

We have revamped the Staff Profile segment to make it more interactive, complete with colour and 'swag'. Our guest in this must-read column is Joyce Dallu of Corporate Affairs. Check her interesting story of an illustrious three-decade career at JKF.

How can we forget the unforgettable team building event in Limuru? JKF participation in this year's First Lady Half Marathon is also one to cherish.

The centre spread is such an eye-catcher. We have enriched it with more photos that capture the memorable faces, phases and poses.

Folks, enjoy your read. The Editorial Committee welcomes your feedback and stories for the forthcoming edition.

EDITORIAL COMMITTEE

Chairman: • John Kibet
Members: • David Ndung'u • Janet Nzuki
• Anderson Masinde • Susan Wambui

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Joseph Kituzi and Nelson Oloo

There is need to redouble our efforts going forward

It is gratifying that 2016 has been an eventful year thus far, and that the business end of the same looks promising. You will most certainly recall that it all began with my appointment as the substantive Managing Director, upon which I pointed out my expectations for the team going forward.

Our first major event was the annual scholarship award ceremony in February where we were most honoured to have the Cabinet Secretary for Education, Dr. Fred Matiang'i, grace the occasion as the chief guest of honour. A total of 78 students got the scholarship, which was 29

Each one of us has a crucial role to play in ensuring that JKF grows in leaps and bounds.

more than in the previous year. In a show of support for the JKF Scholarship Programme, Dr Matiang'i volunteered to personally sponsor one additional student for which we remain indebted to our Cabinet Secretary.

In his speech, the Cabinet Secretary expressed his desire to streamline book distribution to schools. He reiterated that the current system whereby school heads purchase directly from booksellers is riddled with malpractice to the detriment of the learners. The much cherished quest for a learner to textbook ratio of one to one remains largely elusive.

The 2016/2017 budget did not exempt publishers from value added tax despite the hitherto push by the Kenya Publishers Association (KPA) to have the government zero-rate books. This move translates to higher prices for books, which as it were, erodes the purchasing power of parents, schools and the government.

As JKF, we are called upon to redouble our efforts and work smarter. Let's borrow a leaf from an ancient Chinese

proverb: "When the wind of change blows, some people build walls, others build windmills."

In the true spirit of resorting to the latter, we have added two of the most sought after titles to our reference collection. These are **Foundation Primary School Atlas and Kamusi Elezi ya Kiswahili**.



Mrs. Rosemary K. A. Barasa,
Managing Director.

It is my sincere hope that the new titles will continue raking in the much needed revenue as seen in initial sales. The launch of the two new titles is planned to coincide with our 50 years celebrations later in the year, and I invite all our staff and other stakeholders to offer their support in this endeavour.

We have continued to participate in various CSR events as witnessed in the participation of 30 members of staff, including myself, in the 3rd Edition of the First Lady Half Marathon, with a cash sponsorship of KShs. 300,000.

To build a cohesive team, our annual team building exercise was held at the Brackenhurst Conference Center, Limuru in April. The vital lessons learnt thereat should perpetually serve to inform the way we carry out daily businesses.

I also take this opportunity to welcome the new members of staff who have joined JKF in the course of the year, and urge those re-deployed in various sections to exhibit the same passion for their work, by being more tenacious and diligent.

Last but not least, let us all remember what we need to do in order to conscientiously deliver service to the Foundation.

In conclusion, I wish to reiterate that this year marks JKF's Golden Jubilee. Being in profitable business for half of a century is no mean feat. Each one of us has a crucial role to play in ensuring that JKF grows in leaps and bounds. Let us all strive to see to it that history judges us fairly in this endeavour with the satisfaction that we all did our best!

More proof

that we endeavour to reach for the stars!

Some of our newest titles:

- Kamusi Elezi ya Kiswahili
- Foundation Primary School Atlas
- Ethics in Security Management and Criminal Justice
- The Unwelcome Visitors
- ECDE Health, Nutrition and Care
- The River and the Source: Guidebook



For trade enquiries contact the General Manager, Sales & Marketing, The Jomo Kenyatta Foundation
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Pomp and grandeur as JKF participates in First Lady Half Marathon

By Nelson Oloo

The 3rd Edition of the annual First Lady Half Marathon (FLHM) was held on March 6, 2016. JKF graced the colourful event with a 30-strong staff representation led by Managing Director, Mrs. Rosemary Barasa.



2016 saw JKF make a maiden entry in the Marathon, with a KShs. 300,000 sponsorship.

2016 saw JKF make a maiden entry in the Marathon, with a KShs. 300,000 sponsorship. The participants told of a gleeful Sunday morning as they conquered their respective categories—two, ten and twenty-one kilometre races.

Mrs. Barasa thanked all staff present for taking part in the FLHM and thus ensuring that the

Beyond Zero Campaign was a success.

The smiles on their faces during a group photo said it all. Not even the heat and strain could dampen their enthusiasm.



"Participating in the 21 km race involved sheer grit and determination. Am happy I finished the race and was awarded a medal and certificate," said a joyous Augustus Rotich at the finish line.



The JKF team shows off their certificates and medals after successfully completing the First Lady Half Marathon, 2016.



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1. JKF MD, Mrs Rosemary Barasa (L) hands over some books to Hon. Rachel Ruto to be donated in support of Butere Girls' High School. Both are members of the school's Alumni Association.
2. Education CS, Dr. Fred Matiang'i, has a word with one of the 2016 scholarship beneficiaries. Looking on is Mrs. Rosemary Barasa, MD JKF.
3. Grace Parmutia receives a certificate of long service from Hon. Walter Nyambati, the JKF Board Chairman.
4. A family at the JKF stand during last year's Nairobi International Book Fair at the Sarit Centre.
5. Mr. John Muchene receives a gift from MD JKF, Mrs. Barasa, upon his retirement.
6. A candidate goes through the paces during the 2016 scholarships interview.
7. The JKF choir belts out a song during the 2016 JKF Scholarship Cheque Award Ceremony.



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6

7



A team building event like no other in the lush greenery of Limuru

By A. C. Masinde

"The bond that links your true family is not one of blood, but of respect and joy in each other's life"- American writer, Richard Bach

Friday, 8th April, 2016. It was team building yet again; another chance to prove the worth of our unity and teamwork at the workplace.

The staff arrived early and raring to go. Four immaculate buses were at hand to ferry us to Limuru. The eastern and northern by-passes came in handy with regard to the ceaseless early morning traffic jam.

One-and-a-half hours later and we took the turn off the Nairobi-Nakuru highway to 'Ilmur' (present-day Limuru). Ilmur is Maasai for a place of donkey droppings! In the place of the ass dung was a vast carpet of greenery, with occasional patches of freshly cultivated vegetable and maize gardens. It was only on the return journey that I spotted a donkey or two. Times have changed!

Our next stop, our destination. It was the Brackenhurst Conference Centre via a circuitous private road, flanked by thick but neat bush on either side. The imposing structures were reminiscent of the pre-colonial era. The main building, comprising the Chapel and conference room, stood majestically on the far left, blocking much of the warm morning sunshine.

A hearty breakfast was more than a welcome relief. Tea, coffee, samosa, sausages, doughnuts, fruit juice, fruit slices were in plenty. The tray was full, quite literally.

Mr Mbugua wa Mumbi set the ball rolling with a bullish presentation. Using the analogy of a prime mover and trailer, he gave a vivid demo of the workings of teamwork.

That in a successful organization, the Board and Management provide visionary leadership, resources and an enabling environment. The rest ensure the actual work on the ground is done effectively. Can anyone smell a bonus here?

From the dusty streets of Thika town, wa Mumbi worked his way up to his preferred job as a banker. He is testimony that conviction, perseverance and tolerance can take you all the way. The lesson: defeat is a temporary condition, giving up makes it permanent!

At around noon we embarked on light field exercises laced with tricky

'The Board and Management provide visionary leadership, resources and an enabling environment. The rest ensure the actual work on the ground is done effectively'. Can anyone smell a bonus here?



A do or die duel for the coveted prize!

mind games. Singling out a partner in a crowded field at the blow of a whistle proved quite a task. The unlucky ones found themselves on the wrong side of the 'law'. They were escorted to the centre of the pitch and made to do five push-ups. That wasn't easy for many.

A number of activities centring on working with different professionals to achieve a common goal followed. Skills, dedication and teamwork were essential here. Remember the story of Ochieng'? His limp is the result of failure to share and be a team player.

Nobody realised how fast time moved. It was finally lunchtime. A sumptuous meal was served.

A heavy lunch, and a sunny but cool atmosphere to boot, were not the ideal recipe for the afternoon session. It only took a lap around the field to prove this point.

The best was reserved for last. It involved accumulating as many goodies as possible for one's team. The goodies came by way of balls (large and small), bucket covers and tyres. Tact, speed, stamina, resilience, name it, were all called for. Ladies and gents were put on their mettle. And they did not disappoint, as seen in the photo above.

All good things come to an end. It was that time when shadows become long and an evening breeze sets in. It was time to bid Limuru kwaheri.

As we drove off, I could not fail to flash back on an eventful day it had been. Many practical lessons learnt, which if we can put to good use, JKF will be head and shoulders above the rest.

A candid chat with the ever affable Dally



By Susan Wambui

As The Jomo Kenyatta Foundation marks its Golden Jubilee this year, a star staff has been part and parcel of a whole 30 years of that period. Put another way, she has worked for 60 per cent of JKF's existence. That's incredible!

Joyce Chuba Dally is no stranger to anybody in JKF. Her ever amiable and affable demeanour is her trademark. Many refer to her by the first name and the much closer ones relate to her fondly as *Shangazi*, that is, Aunt. She spoke to Susan Mbugua about her three-decade stint at JKF.

SUZ: Who is Joyce Dally?

JOY: I am a proud mother of three and grandmother of four.

SUZ: When did you join JKF?

JOY: Sometimes in July 1985. I was barely into my early twenties and had no clue that I would last this long. You see, I just plunged into the job with my youthful glee and days passed into months, and months into years, unnoticed.

SUZ: Thirty years is a pretty long time. What was your first appointment?

JOY: I came in as a casual worker. A friend had told me of a vacancy for the position of secretary at JKF and I applied. Although it was to be a temporary appointment, I thought it was better than the one I had at Veneer Industries. So I took a leap of faith from the family business.

SUZ: Then?

JOY: I was called for an interview and I attended. As usual the interview was a bit challenging but I made it.

SUZ: ... and three months became thirty years!

JOY: Ha, ha, ha! I'm equally surprised... Anyway, I guess it's hard work. I did my work with such diligence and commitment that I was employed on a permanent basis three months later.

SUZ: How much was the pay then?

JOY: I earned a cool Kshs. 2,105 per month!

SUZ: You have such a razor-sharp memory. Do you remember your first assignment?

JOY: Yes. My maiden task at JKF was to type *Primary Mathematics Book 6* using...you guessed it... a typewriter. Hard to believe, but it was the norm those days.

SUZ: How many departments have you served in?

JOY: I have worked in the Publishing, Production, Sales and Marketing as well as Human Resource and Administration departments. I served as secretary in the Managing Director's office for fifteen years. That translates to five MDs.

SUZ: Something on your career growth?

JOY: As I watched JKF grow in leaps and bounds, I too took time to develop myself career-wise. I acquired a Diploma in Administration (from Strathmore College) and a Higher Diploma in Counselling Psychology. These have greatly helped me improve



my work output and endeared me to many.

SUZ: You are also a chorister per excellence...

JOY: Oh, yes... singing comes to me naturally. I sing in our church choir as well as that of JKF. Music has taken me places. I have been to the UK, South Africa and Rwanda, all for the song. I believe this world tour is not over yet.

SUZ: The gleam on your face radiates a permanent freshness, what's the secret?

JOY: You are not the first, and perhaps not the last to ask that. Just live easy and be calm. Keep no grudges, have some solitary times, go for holiday, throw in some exercises... there you have it! But life is much more than just looks, you know.

SUZ: Any word for those who wish to excel...

JOY: Work hard and smart; be patient and persistent; and whenever you can, go back to school.

Book Review

This Book offers vital tips on Ethics and Security Management

By Andrew Musungu

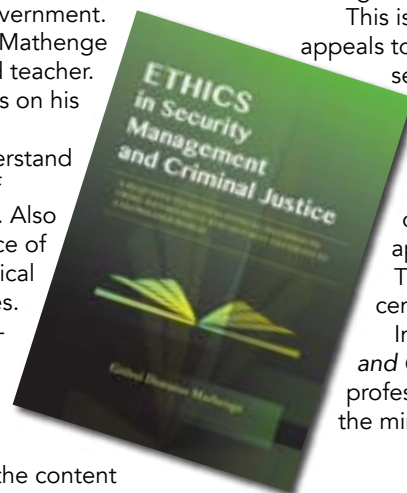
ETHICS in Security Management and Criminal Justice is much more than a book on ethics and security. It is a compendium of security processes and their ethical justifications.

The book has come at a time when Kenya, and indeed the whole world, is grappling with terrorism. In the Kenyan case, the increasing waves of deadly attacks by the Al Shabaab on civilians and security forces has posed a great ethical and security dilemma to the government.

The author, Rev. Fr. Prof. Donatus Mathenge Githui is a seasoned scholar, writer and teacher. The adeptness with which he expounds on his topics is explicit.

In this book, he in an easy-to-understand way explains the realities and values of criminology and security management. Also covered are the process, art and science of the management, supervision, and ethical leadership of law enforcement agencies.

The content is presented in a user-friendly manner that makes it quite interactive. Globally, it is divided into four sections according to topicality. Individual chapters open with learning outcomes. Then there is a case study, the content *per se*, a summary and study questions.



What's more, the writing is the product of immense research. It offers a hands-on and systematic exposition of concepts. In addition, it covers the most current ethical and security issues like cyber security, cyber-crime, and computer ethics and management in policing.

This is a book that appeals to a cross-section of

readers. The concepts, principles and practices of security and criminal administration discussed apply to a wide variety of public settings.

These include the police service, courts, correction centres, security management and forensic science.

In conclusion, *ETHICS in Security Management and Criminal Justice* is not only a useful reference for professions, but also for anybody wishing to get up to the minute information.

The concepts, principles and practices of security and criminal administration discussed apply to a wide variety of public settings.



Scholarship interviews in West Kenya region

By John Makori

This year's scholarship interviews for western Kenya were held in Kakamega and Bungoma towns. Scores of expectant applicants arrived early in readiness for an exercise that would change their academic paths forever.

It was difficult to separate them based on the factor of neediness. Our selection criterion was stretched to the limit.

Eventually after sifting through details before us, we were able to come up with the most deserving of cases.

Considering that only few slots were available, we can all redouble our efforts to

'...we can all redouble our efforts to see to it that JKF makes more money so as to take aboard more beneficiaries in future'



A successful applicant expresses her gratitude during this year's scholarship award ceremony.



Panelists share a light moment with a JKF scholarship applicant at head office.

see to it that JKF makes more money so as to take aboard more beneficiaries in future.



An expression of appreciation. Who wouldn't?

Hail JKF's new products... and the enduring "Book with Stairs"

With Joseph Kituzi



1st September, 1994. Nothing much to write home about the date, I reckon. But I do.

A fresh graduate from the University of Nairobi enters JKF as Marketing Officer in a

seemingly nascent Sales and Marketing department.

Whaah! That is now 21 years ago; enough time for a child to be born, join school, go to university and land a job.

At the time, there were Book Distribution Centres aka depots, in the major towns of Kenya.

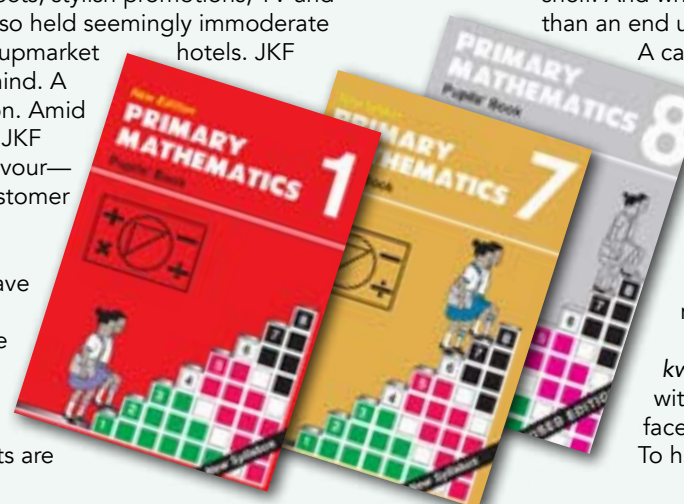
Four years later, and the Kenyan book industry was liberalized. That opened the floodgates for private local publishers and multinational corporations.

Publishers did their best to outdo each other. The private

ones in particular stole the show courtesy of sleek branded marketing fleets, stylish promotions, TV and radio adverts. They also held seemingly immoderate teachers' seminars in upmarket hotels. JKF was not to be left behind. A rat race of sorts was on. Amid all the rave, however, JKF had a head start to savour—clientele goodwill, customer loyalty and unrivalled quality products.

These features have over the years made this organisation to be a true 'Foundation' in every sense of the word.

JKF's key products are



easily identifiable to all at any bookstore shelf. And who can better confirm this than an end user?

A candidate from West Pokot was asked to name a book that's published by JKF. This was during this year's scholarship interviews.

The answer he gave left the panelists in stitches. It was the kind of response nobody would expect.

"Ile course book iko na stairs kwa cover?" (that course book with stairs) And the poor boy's face was expressionless. To him that was the one. Of

course he was referring to our *Primary Mathematics* series that has two children climbing the stairs on the cover.

Competition among publishers is not going anywhere soon. Aggressive marketing, ingenuity and diversification are among the most popular tricks being used.

It is gratifying that we at JKF have not rested on our laurels. One product can hardly sustain a company.

2015 was not a particularly good year for the publishing industry. At some point the future was quite bleak. The teachers' strikes did disrupt the school calendar big time.

They say it is always darkest before dawn. When gloom pervaded the industry, the JKF 'kitchen' was a beehive of activity.

Then emerged *Foundation Primary School Atlas*. It was without doubt a most pristine publication.

The atlas proved a fast mover, just like the proverbial hot cake. The first batch

"Ile course book iko na stairs kwa cover?" And the poor boy's face was expressionless. To him that was the one.

nearly sold out in three months. The good news was customers craved for more.

The enthusiasm with which the JKF family received it was commendable. All went out of their way to market the atlas.

It goes without saying that we have what it takes to make JKF the market leader.

Developing Foundation Primary School Atlas

By Evelyn Kiswii

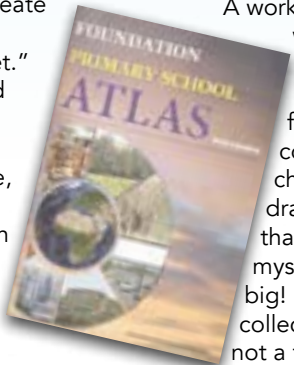
JKF finally got an atlas! *Foundation Primary School Atlas* it is. After two-and-a-half years of painstaking work, the long-awaited atlas for upper primary hit the market with a bang.

It all started with a feasibility study by the Research and Development team in 2012. A recommendation read thus: "With anchor products like the Bible, Kamusi and Atlas, we will be able to make good revenue and create a competitive edge in the saturated publishing market."

As the editor, I needed some inspiration from somewhere. The Bible, Hebrews 11.1 to be precise, became my fortress. Faced with such a tough task, faith was what was needed.

I hadn't the foggiest idea about where to begin. An atlas was not the kind of publication I had handled previously.

A plethora of thoughts crossed my mind. But one thing was crystal clear:



there was no going back. I had to begin somewhere, somehow.

Then one day I was introduced to a cartographer by a person whose name will remain undisclosed. A cartographer is one who makes and draws maps.

One thing led to another. A brainstorming workshop was held. Planning was critical. Four people attended—myself, the cartographer and two of the best Social Studies teachers from a top school in Nairobi.

A work plan was developed and writing commenced in earnest.

It took two months for the first handwritten drafts to be completed, which were then changed to typescript. The draft left me more concerned than contented. I thought to myself: 'An atlas cannot be this big! Isn't it supposed to be a collection of maps and charts, and not a tome?' Or was I just jumping the gun?

We nevertheless soldiered on.

Maps and photographs were proposed. I compiled a list of the requisite



maps and sent it to the cartographer. Up to this stage the atlas-to-be was clearly without shape and form.

The project designer began page layout and design. Subsequent moderation workshops were held as the processes continued.

But one thing was crystal clear: there was no going back. I had to begin somewhere, somehow.

With the initial design and a few maps in place, an atlas was now emerging.

Getting together the final product was not a walk in the park. The biggest challenge was acquiring photographs representing the diversity that is Kenya. It also dawned on me that originating detailed maps was not as easy as ABC. We managed to navigate the treacherous course successfully.

Eventually the atlas as we know it was done. It is by far the most comprehensive publication of its kind in circulation today. That the market has received it positively is encouraging.

What more can one say! Many thanks to all those who in one way or another participated in making this dream a reality. It is another landmark in JKF's resolute endeavour to steer ahead in the publishing circles.

Social media is the trend

By Janet Nzuki

About 15% of the world's population is online! Recording videos or taking photographs on mobile phones or tablets has become the norm. Such content is often used to update friends on social media platforms.

Social media is a real time employer, mainly benefitting Information Communication Technology (ICT), Marketing and Communication. It is no wonder, therefore, that corporates have moved to create the office of social media monitoring. The roles of these officers include advertising, publishing and public relations.

Media houses, including the mainstream ones are in the lead with regard to cashing in on this trend. Millions of viewers stay tuned, and this translates to handsome revenue via advertising.

Out there in the field, the power of social media is manifest in the type of preferred mobile phones. The

popularity of the smart phones cannot be gainsaid. These are the gadgets with the requisite applications. Much usage of these is by the youth.

WhatsApp, Tweeter, Facebook, Instagram have dramatically revolutionized communication across the globe. Think about it: when was the last time you sent a letter through the post? You will agree with me that we are in a global village, connected to each other by the touch of a button.

Caution, however, must be observed while using social media. A casual message could be misinterpreted by some party and cause untold acrimony. You might have witnessed, read or heard of a marriage breakdown triggered by social media content.

Children waste precious time on social sites at the expense of learning. The same is also true at the workplace, where certain sites are blocked to discourage endless chatting by employees.

In this era, deviants use the social media platform to advance terrorist activities. So serious has this become that it is criminal to post messages that compromise national security.

All in all, we must keep in mind that social media should never be used to replace traditional ones. Instead, it should compliment the latter for a better society.

