



Kenya's Debt-Driven Development: Unsustainable and Unproductive

Kenya's debt-driven development model has come under scrutiny in recent years, with concerns raised about the sustainability and advisability of the country's borrowing practices. This article aims to provide an informed analysis of the issues surrounding Kenya's debt-driven development approach and why it may not be the most prudent path forward.

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Gachagua Cautions Illicit Brews War Saboteurs

 Deputy President Rigathi Gachagua has cautioned National Government Administration Officers against sabotaging and politicising the fight on sale and consumption of illicit brews, drugs and substance abuse.

Urging the officers to disallow reopening of illegal bars that were closed down for violating Alcoholic Drinks and Control Regulations, Gachagua said the move amounts to undermining President William Ruto and Kenyans.



Deputy President Rigathi Gachagua

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Shift To SHIF: Ruto Says New Health Plan Is Non-Discriminatory

President says NHIF was used to fraudulently enrich individuals at the expense of ordinary Kenyans

By: Eric Biegon



President William Ruto.

Worth Noting:

- “It is my intention, as I committed to the public, that every Kenyan must have access to health and access to health insurance,” he said during a conversation with young Kenyans on the X (formerly Twitter) platform.
- According to the head of state, the shift to the new health plan will see Kenyans pay Ksh.300 only instead of Ksh.500, and even those who cannot afford the Ksh.300, the government was going to pay for them.

President William Ruto has defended the move by his administration to transition from the National Health Insurance Fund (NHIF) to the new Social Health Insurance Fund (SHIF).

The head of state disclosed that the main reason for the shift from NHIF to SHIF is because NHIF is limited. He explained that NHIF captures only a small section of the society leaving out millions of others without the ability to pay for hospital bills.

“It is my intention, as I committed to the public, that every Kenyan must have access to health and access to health insurance,” he said during a conversation

with young Kenyans on the X (formerly Twitter) platform.

According to the head of state, the shift to the new health plan will see Kenyans pay Ksh.300 only instead of Ksh.500, and even those who cannot afford the Ksh.300, the government was going to pay for them.

“Every Kenyan should go to hospital, whether they are suffering from hypertension, or cancer, or diabetes, or whatever and get treatment. Either they get treatment because level 1, 2 and 3 are free or they can go to a referral hospital and there is an insurance system through SHIF that is going to make sure their bills

are paid,” he stated

He said SHIF is different from NHIF in that the program runs on a digital health platform which comes with numerous benefits especially when it comes to accountability. He said NHIF was used to fraudulently enrich individuals at the expense of ordinary Kenyans.

“The biggest problem we have had with NHIF is the digitization process. We lose a lot of money because of collusion between hospitals and staff at NHIF. Some hospitals have more accountants than medical officers because they are gaining from the NHIF system,” he said

“At SHIF, we have now standardized all

tariffs. There is no way you can be treated for malaria in one hospital and you pay Ksh. 1,000, and treated for malaria in another hospital and pay Ksh.100. We have standardized whether it is public or private hospitals,” explained Ruto

The President reiterated that the new Social Health Insurance Fund is a comprehensive programme that will change the face of Kenya and asked all and sundry to support the new system.

Under SHIF, he said Kenyans will no longer have to sell their land, or their property to settle their hospital bills.

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NEWS IN BRIEF



Kieni constituency philanthropist John Kariuki alias Choromai was among hundreds of constituents who joined faithful at Presbyterian Church of East Africa (PCEA) Charity Parish in Kieni West Sub-County during the induction of Rev Wilfred Muriungi Kabengi. Choromai urged the faithful and Kenyans in general to continue praying for the Kenya Kwanza administration as it strives to revive and improve the country’s economic status. He further called on them to contribute in changing the climate of the area by planting trees where President William Ruto government had pledged to see 15 billion trees are planted by the year 2032.



The Kitale National Museum, a cultural institution in Trans Nzoia, has been taken over by the Trans Nzoia County Government. The move, hailed as long overdue, aims to serve the diverse cultural backgrounds of the people of Trans Nzoia and promote cultural preservation. The county will upgrade the museum to better standards and will undertake staff rationalisation and deployment. The County Officer for Gender, Youth, Sports, Culture, and Tourism, Jane Wachwenge, reassured 19 staff members that the county will place them on the payroll to ensure continuity and alignment with the broader goal of preserving and promoting cultural heritage.

Kwale Governor Fatuma Achani has pledged to support the coastal county’s film industry by investing in infrastructure and collaborating with relevant stakeholders. Achani met with film producer David Anguka and actors in the Matuga subcounty of Kwale to discuss talent identification and support for youth in the county. Anguka has produced renowned TV series like ‘Pete’, which was shot and filmed in Funzi Island, Kwale. The meeting was successful, and Achani expressed her determination to create an enabling environment for aspiring local film makers. The film industry can also contribute to promoting the local tourism industry in the county if productions are well marketed. The county has built a state-of-the-art audio-visual recording studio at the Kwale Cultural Centre and plans to continue investing in training and mentorship programs for aspiring artists.



Kisumu ASK Chairman George Ong’udi (Right) and Kisumu Chief Officer for Agriculture Erick Omondi addressing the media at Mamboleo Showground as other officials tour some of the exhibitions to assess the level of preparedness for the Agricultural Society of Kenya (ASK) Kisumu Regional Show, slated for July 24-28 at Mamboleo Showground. “For the first time, we are going to have a livestock auction. Having high-quality animals has been a challenge, but this has now been taken care of, and we expect the Head of State, President William Ruto, and other high-ranking government officials to grace the auction,” said Kisumu ASK Chair George Ong’udi.



Kirinyaga County Women Representative Jane Njeri Maina has launched a programme for Kenya Certificate of Secondary Education (KCSE) candidates in the area, providing personal effects to both boys and girls in at least 15 schools. The programme, funded by the National Government Affirmative Action Fund, will provide dignity bags, bar soap, toothpaste, a vest, a brush, and crocs, with girls receiving sanitary pads. Njeri emphasised the importance of considering the boy child for equality, pledging to seek partners to support the programme.





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Pope Francis Decries State Of Democracy, Warns Against ‘Populists’

By: Agencies

Worth Noting:

- “Ideologies are seductive. Some people compare them to the Pied Piper of Hamelin: they seduce but lead you to deny yourself,” he said in reference to the German fairytale.
- “The culture of rejection creates a city where there is no place for the poor, the unborn, the fragile, the sick, children, women, the young,” he regretted, urging facilitation of social participation from childhood.



Pope Francis with President William Ruto in Vatican City last month..

Pope Francis decried the state of democracy and warned against “populists” during a short visit to Trieste in Italy’s northeast yesterday ahead of a 12-day trip to Asia -- the longest of his papacy.

“Democracy is not in good health in the world today,” Francis said during a speech at the city’s convention centre to close a national Catholic event.

Without naming any countries, the pope warned against “ideological temptations and populists” on the day that France holds the second round of a snap parliamentary vote that looks set to see the far-right National Rally (RN) party take the largest share of the

vote.

“Ideologies are seductive. Some people compare them to the Pied Piper of Hamelin: they seduce but lead you to deny yourself,” he said in reference to the German fairytale.

“The culture of rejection creates a city where there is no place for the poor, the unborn, the fragile, the sick, children, women, the young,” he regretted, urging facilitation of social participation from childhood.

Ahead of last month’s European parliament elections, bishops in several countries also warned about the rise of populism and nationalism, with far-right parties already holding the reins

to power in Italy, Hungary and the Netherlands.

Francis also urged people to “move away from polarisations that impoverish” and hit out at “self-referential power”.

After Venice in April and Verona in May, the half-day trip to Trieste, a city of 200,000 inhabitants on the Adriatic Sea that borders Slovenia, marked the third one within Italy this year for the 87-year-old pontiff, who has suffered increasing health problems in recent years.

Since travelling to the French city of Marseille in September 2023, the Argentine Jesuit has limited himself to

domestic travel.

But he plans to spend nearly two weeks in Asia in September visiting Indonesia, Singapore and the islands of Papua New Guinea and East Timor. He arrived in Trieste shortly before 9:00 am and embarked on meetings with various groups from the religious and academic spheres, along with migrants and the disabled.

Pope Francis concluded his visit with a mass in front of some 8,500 worshippers in the city’s main public square before heading back to the Vatican in the early afternoon.

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Gachagua Praises Ruto Over X-Space Engagement With Gen-Z

By: DPCS

Deputy President Rigathi Gachagua has praised President William Ruto for engaging and fielding questions from young Kenyans, Generation Z, through audio conversation on X-Spaces.

Speaking in Nyeri town on Saturday evening, the Deputy President lauded the young people for seeking to have a conversation with the president virtually, adding that this marked a turning point in public engagement towards good governance.

“The young people did well to speak and this a new beginning for our country, that everybody matters. Every Kenyan has something to contribute to the well-being of our nation, including the young people. In fact, they know more than we do. They have the knowledge we have the experience,” he said.

On Friday afternoon, President Ruto engaged Generation Z in a live audio discussion on X Spaces, where he

answered questions from the participants.

“What the President did yesterday (Friday) was a good beginning. It was a very healthy conversation, I listened in and it was very good,” said Gachagua.

He spoke during a graduation thanksgiving service of Nyeri Governor Mutahi Kahiga’s daughter Grace Wangechi who recently graduated with a Bachelor of Arts in Communication from Strathmore University.

The Deputy President asked political leaders to emulate the Head of State and engage the people more.

“Let us listen to the people,” he told leaders as he rallied Kenyans to support the Head of State in his mission to turn-around and rebuild the country’s economy.

He further asked political leaders to avoid talking down on people and bravado.

The Deputy President, in addition, condemned destruction of public and private property during the recent protests, which started peacefully before infiltration by criminals.

The Deputy President was accompanied by his spouse Pastor Dorcas



Deputy President Rigathi Gachagua, his spouse Pastor, Nyeri Governor Mutahi Kahiga and other leaders during the Saturday evening ceremony.

and various political leaders who included; Governors Joshua Irungu (Laikipia) and Kiarie Badilisha (Nyandarua), Nyeri Deputy Governor David Kinaniri, Naivasha MP Jayne Kihara, MCAs led by Nyeri Speaker Gichuhi Mwangi, Clergy and the Community leaders among others.

CORE Kenya Employs Nou Technology To Revamp Access Roads In Meru

By: MKT Correspondent
@themtkenyatimes

CORE Kenya, funded by the Japan Social Development Fund (JSDF) through the World Bank, has revamped access roads in underserved areas of Meru County.

The rehabilitation programme, which uses Do Nou technology, involves using gunny bags with materials to improve sections of roads that are in dire need of repair or have been rendered impassable.

Residents of Gitimbine, Mjini, and Majengo have expressed gratitude for the rehabilitation, as it has opened up new opportunities for residents to access essential facilities like dispensaries, schools, and markets.

The Do Nou technology, which involves using gunny bags with materials to improve sections of roads that are in dire need of repair or have

been rendered impassable, has been a game-changer for residents in terms of economic activities.

Farmers can now transport their farm produce to the markets in Meru town and its environs without problems, reducing transportation costs and increasing security in the area due to frequent police patrols.

CORE Coordinator Amos Biwott said the focus of the project is to avert a situation where people living in underserved areas cannot get access to the roads as they go to their schools, hospitals, and markets.

The project mainly focuses on young people from underserved areas who engage in the improvement of the roads after training.

In 2022-2023, 10.83 kilometres of access roads were rehabilitated and 20 Small and Medium Enterprises (SMEs) registered, while the remaining 6.62 kilometres are set to be rehabilitated during the current 2024-2025 financial year.



DP Cautions Government Officers Against Sabotaging War On Illicit Brews

By: DPCS

Worth Noting:

- “I sat with President William Ruto (On the issue of illicit brews, drugs and substance abuse) and we agreed there was a problem. He told me to lead the war against illicit brews and drug abuse; among the regions widely affected was Mount Kenya. We were losing an entire generation. The matter went to the Cabinet and was endorsed. We formed a multi-agency team and made substantial progress and illegal bars were closed. People were happy and supported the exercise,” said Gachagua.
- “Some bars have been reopened. No decision has been made by the Cabinet stopping war against illicit or allowing the illegal liquor joints to reopen. Anybody stopping or undermining the fight is setting the President and the Government against the people of Kenya”.



Deputy President Rigathi Gachagua and his spouse pastor Dorcas Rigathi at PEFA Church in Mathira yesterday.

Deputy President Rigathi Gachagua has cautioned National Government Administration Officers against sabotaging and politicising the fight on sale and consumption of illicit brews, drugs and substance abuse.

Urging the officers to disallow reopening of illegal bars that were closed down for violating Alcoholic Drinks and Control Regulations, Gachagua said the move amounts to undermining President William Ruto and Kenyans.

This, he emphasised, is because in March this year, the Cabinet ratified enforcement measures to tackle the problem of illicit alcohol and drug abuse in the country.

Arising from the Cabinet decision, illegal liquor joints and alcohol manufacturers were closed down.

But speaking yesterday at the PEFA Church at Kiamariga, Mathira constituency in Nyeri County, the DP said some government officers were interfering with the crackdown and allowing for the reopening of illegal bars.

“I sat with President William Ruto (On the issue of illicit brews, drugs

and substance abuse) and we agreed there was a problem. He told me to lead the war against illicit brews and drug abuse; among the regions widely affected was Mount Kenya. We were losing an entire generation. The matter went to the Cabinet and was endorsed. We formed a multi-agency team and made substantial progress and illegal bars were closed. People were happy and supported the exercise,” said Gachagua.

“Some bars have been reopened. No decision has been made by the Cabinet stopping war against illicit or allowing the illegal liquor joints to reopen. Anybody stopping or undermining the fight is setting the President and the Government against the people of Kenya”.

He stated that “one of the most successful Government interventions that made Kenyans happy, especially in Mount Kenya region, was the war against the illicit brews” since the vice had proliferated and ruined lives.

Prior to the Cabinet decision, many people had lost their lives to the

illicit and poisonous brews while others were left blind. Families and livelihoods had also been broken.

Gachagua said that there were over-zealous government officers sabotaging and politicising the exercise, a move that he said will also create a wedge between the President and the people of Kenya.

“Popularity of this administration will depend on interference or non-interference with the war against illicit brews. Parents were happy with the government because of the war. The Interior (Ministry of Interior and National Administration) officers reopening the bars should know that they are spoiling for the President, and causing a political damage for him,” said Gachagua.

He asked the officers not to take instructions from politicians.

“Stop playing politics with the lives of the people. There are officers introducing primitive politics to undermine the programme. I believe the President is not part of it and some people are using his name to cause damage,” he said.

At the church service, the Deputy President was accompanied by his Spouse Pastor Dorcas and other leaders.

Pastor Dorcas asked young people to observe law and order even as they push for their rights.

She also said that she will continue with the Boy Child Rehabilitation and Mentorship programme, so as to restore the dignity of the youth affected by drugs and alcoholism.

“I won’t stop the boy child programme. I urge the Church to participate and open doors for those affected by illicit brews and drugs abuse. The Church has power and authority to do what is supposed to be done. Some people have been reformed and made families,” she said.

She stated that so far over 1,700 people have been rehabilitated and assisted to acquire various skills to create livelihoods.

A Multi-Million Market That Turned To Be A White Elephant In Laikipia North

By: Paul Mwangi
@themkenyatimes

A multi-million shillings market that was constructed under Laikipia Governor Joshua Irungu during his first tenure in office is yet to start operation.

The market, located at Naibor township in Segera ward, was meant to serve hundreds of traders from the entire Laikipia North constituency.

A spotcheck at the facility shows that it remains neglected over the years, with its ablution blocks having curved in as it has never been occupied since its completion.

Traders lamented that the facility was constructed without involving the local communities who were the direct beneficiaries as there was no public participation process as it is required by law.

According to Mary Maleyan, a local trader at the Naibor Township, those behind the erection of the facility nev-

er bothered to seek their opinion before embarking on the project.

“This is a big project that was initiated and completed without involving us. Public participation is mandatory. That is why you are seeing this facility totally delapidated. Simply, we did not accept it,” Maleyan said.

“We did not agree on the exact site for this project. We had planned to have it constructed elsewhere for us to have a conducive environment to do business,” she added.

Another resident, Peter Ndirangu said the market has been neglected for about ten years but area leadership has failed to address the matter.

“Ever since this project was completed, we have held elections with leaders promising to revive it, but it has remained a white elephant with no activities,” said Ndirangu.

Efforts to get comments from Governor Joshua Irungu’s administration futile, as his officials remained non-committal.



Part of Naibor market that is yet to be occupied falling apart. Photo/PAUL WANJIRU.



How DP Gachagua's Often Repeated Phrase Of Being 'A Truthful Man' Continues To Shape His Political Career?



By: Joseph Mutua Ndonga
mutuandonga@yahoo.com



Worth Noting:

- Going by the latest media reports that the two leaders have fallen out, majority of the people in the mountain are asking. How soon and why?
- Recently, a story appearing in one of weekly newspaper stated that a section of politicians from Rift Valley have hatched a plot to impeach Deputy President Rigathi Gachagua.
- These politicians were allegedly coalescing around President William Ruto.
- When I read this story, two questions came to my mind. Were they enjoying the blessing of the President? Did they stand a chance of having their way? In my view, it was hard to impeach DP Gachagua because of changing political dynamics.



Deputy President Rigathi Gachagua .

In the countdown to 2022 general election, Deputy President Rigathi Gachagua coined a phrase of being a truthful man.

He used it to mobilize and rally the people of the Mountain behind President William Ruto's candidature.

We recall the famous words of the outgoing President Uhuru Kenyatta. He stated that he will do 10 years and then immediately pass the baton to his deputy President William Ruto to run the country for another 10 years.

The opposition leaders led by Raila Odinga would hit out at the President for making these pronouncements but Uhuru would not change his position.

At one point, he openly clashed with Raila during the burial of former Minister and the leader of Maa community William Ole Ntimama.

Hon Ruto is my deputy. The allegations you are making against him are malicious and do not hold any water.

The two leaders had even signed an agreement reaffirming their position.

Things however changed in the beginning of their second term when President Uhuru abandoned his deputy for no good reasons.

Uhuru instead opted to reach out and work with his main competitor Raila Odinga.

This led to birth of the 'handshake

government' and President Uhuru later threw all his weight behind Raila Odinga's presidential candidature.

But hon Gachagua remained firm, bold undeterred.

He repeatedly termed the decision to abandon Ruto as a great betrayal.

This man (read Ruto) had played a prominent role during the campaigns to catapult Uhuru Kenyatta to the seat of power.

It is therefore wrong to throw him under the bus in the hour of need.

We the people of Mount Kenya are truthful people. We are bound by 10/10 position, Gachagua kept reiterating mostly when he hosted Dr William Ruto in the Mountain.

Going by the latest media reports that the two leaders have fallen out, majority of the people in the mountain are asking. How soon and why?

Recently, a story appearing in one of weekly newspaper stated that a section of politicians from Rift Valley have hatched a plot to impeach Deputy President Rigathi Gachagua.

These politicians were allegedly coalescing around President William Ruto.

When I read this story, two questions came to my mind. Were they enjoying the blessing of the President? Did they stand a chance of having their way?

In my view, it was hard to impeach DP Gachagua because of changing political dynamics.

DP Gachagua's strategy of mending fences with opposition leaders was already bearing fruits.

ODM leader Raila Odinga had already thrown his full weight behind DP's push for one-man, one-vote, one-shilling.

Reliable reports also indicate he had made tremendous progress in reaching out former President Uhuru Kenyatta.

He had also reached out to Wiper leader Kalonzo Musyoka.

The duo's remarks and body language during the consecration of Bishop Benson Kamau (Kiengei) would attest to this.

This means the anti-Gachagua motion was bound to receive a strong opposition from members of the three parties-Jubilee, Wiper and ODM.

It is also worth noting that the DP had managed to change the narrative of Mount Kenya region.

One of the reasons is because he has up to date maintained his position that he is a truthful man. As such, his popularity in the Mountain is going up.

Given this scenario, you would expect the MPs from the Mountain to shoot down the motion.

Besides, if it turns out the President supported the motion, many members

were bound to interpret this as a big betrayal.

The DP bankrolled and supported his candidature with all his heart. Why abandon him so soon? This demonstrates no one is safe in Ruto's government.

I had earlier watched and listened to how President William Ruto responded to the questions posed by top editors of three mainstream media houses during a live interview at State House Nairobi.

One of them touched on his relationship with his deputy Rigathi Gachagua.

Joe Ageyo of Nation Media Group (NMG) wanted to know whether they were really reading from same script.

Ageyo referred him to a statement that the Deputy President had released while in Mombasa. Mr President, a few minutes earlier you had addressed a televised press conference at State House Nairobi.

Both of you focussed on the same subject matter of Generation-Z protests.

The DP contradicted you by distancing himself from sentiments that some of youths involved in these protests were criminal gangs.

While roundly condemning the police for using excessive force against the protesters resulting to snuffing out of the lives of innocent youths, the DP observed. These are our children and had not broken any law.

During the interview President Ruto avoided responding to the question and told Ageyo.

I'm not aware of this story of fallout between me and my deputy.

He is my deputy. He is not here and he is the one supposed to respond to that question.

I cannot speak for him. You are free to look for him and engage him if there is something else you want to know.

President Ruto's interview came at a time when a headline story appearing on Weekly Citizen newspaper further stated the DP had been blocked from accessing State House.

The constitution provides that the motion to impeach a sitting DP can only sail through if it garners two-third majority or above in parliament.

There is also the issue of whether the grounds cited by his accusers meet the requisite threshold of law.

The motion of the impeachment can only be allowed if the mover manages to convince the house that the actions of DP amount to gross violation of the constitution and the international treaties. The DP has never committed or linked to such gross misconduct.

I heard earlier listened to the remarks by Kiambu Senator Karungu Wa Thangwa. He seemed to confirm that President William Ruto and his deputy Rigathi Gachagua were not reading the

Woman In Gilgil Finds Niche In Carpentry

By: MKT Reporter
@themkenyatimes

Wairimu Wachira, a 28-year-old carpenter from Gilgil town, Nakuru County, has defied gender stereotypes in a traditionally male-dominated field.

Growing up in Lando slums, Wairimu faced rejection and resistance from mentors in the pastry and tailoring industries before developing an interest in woodwork.

However, her perseverance paid off when she discovered the KCB Foundation 2jiajiri scholarship programme in 2022, which equips unemployed youth with technical skills to grow micro-enterprises.

Wairimu won a three-month scholarship to study carpentry at Comboni Polytechnic in Gilgil, where she volunteered in various workshops for two years to gain experience before starting to earn from her craft.

With the moral support of her mother and two brothers, she now works

at a furniture workshop in Gilgil, earning over Sh5,000 per week, and is currently working on a contract that earns her more than Sh100,000 weekly.

Her colleagues praise her work, saying she has excellent skills.

Wairimu's motivation is drawn from the desire to give the best to her customers and earn enough to give herself a good life, as well as from her husband, who has been very supportive of what she is doing. She wishes to rise through her career and be able to encourage other young women to get into so-called male-dominated careers.

However, being a female carpenter comes with unique challenges, such as being cautious when visiting male customers' homes for fittings and being aware of potential risks and inappropriate behaviour.

Wairimu remains focused on her goals and dreams of owning a large workshop and employing creative, hardworking female carpenters, making items sought after not just in the country but also internationally.



Wairimu Wachira on duty

She advises young women interested in carpentry not to give up, emphasising that with time, they will master the necessary skills that will make them stand out.

Nyeri County Unveils 5-Year Plan To Promote Gender Equality

By: Kenya News Agency

The Gender and Development Policy 2021-2025 will lay a strong foundation for social inclusion across all sectors of the county's development agenda.

Nyeri becomes the seventh county to approve a gender policy, joining Makeni, Kajiado, Meru, Migori, Kisumu, and Isiolo counties in taking deliberate steps to address gender disparity.

The policy will guide efforts to create a more equitable society by ensuring equal access to education, healthcare, economic opportunities, and political participation.

One of the issues addressed by the policy is sexual and gender-based violence (SGBV). The policy advocates for the systemic eradication of GBV by tackling various enabling

factors.

The policy emphasises the need for men's involvement in addressing GBV at all levels and recommends behavioural and attitude change programmes to eliminate harmful cultural practices.

The policy also pushes for the realisation of the two-third gender rule in all sectors of the county. The county government has taken deliberate actions to fully implement the rule in its appointments but is pushing to strengthen affirmative action programmes to increase representation in elective and appointive positions.

The Gender and Development Policy 2021-2025 aims to ensure equality and women's empowerment in social, economic, political, and cultural spheres.



Othaya MP, NGO Donates Wheel Chairs To Residents Living With Disabilities

By: William Muchiri
@themtkenyatimes

Othaya constituency Member of Parliament Michael Wambugu Wainaina distributed dozens of wheel chairs to local residents who are abled differently.

The wheel chairs were made available courtesy of him and the Metropolitan Non-Governmental Organisation.

While presenting the donations, the lawmaker noted that the wheelchairs, in addition to providing mobility were also appropriate in improving the physical health and quality of life of the users by among other things, helping in reducing common issues such as pressure sores, progression of deformities and improving respiration

and digestion.

The MP who is also a member of Social Protection Parliamentary committee noted those abled differently should be treated equally with respect so that they live normal lives.

This was the second consignment after others were provided a few months ago.

The MP's office has also been mapping out those affected in the constituency so that they can benefit from the National Government.

Othaya MP Michael Wambugu Wainaina (in shirt) with some of his staff and national government officials inspecting some of the wheel chairs.



How DP Gachagua's Often Repeated Phrase Of Being 'A Truthful Man' Continues To Shape His Political Career?

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same script.

We the people of the Mountain are asking President William Ruto to engage DP Gachagua in dialogue the same way he is engaging Generation-Z and millennials.

The senator, who spoke in presence of the Deputy President in Maragwa, stated. We have heard that the President has initiated a process of reaching out to the young people.

This is after they took to the streets to register their strong reservations with the way the country is being governed.

We want the President to use the same template to engage the DP.

While fondly referring Gachagua as Riggy-G, the senator further noted that Generation-Z and Riggy-G share one thing in common "letter G".

You can therefore ignore Riggy-G at your own peril.

He added: DP Gachagua is our kingpin in the Mountain. I'm therefore answerable to him. So this is what I want to tell the President. You cannot reach me without going through him.

The DP was also accompanied by a host of elected leaders from this region.

To me, Karungo's sentiments which were echoed by all the speakers including area MP Mary Wa maua, were weighty.

As we know, the people of Mount Kenya region voted for President Ruto to the last man and woman during 2022 polls. He garnered 87 percent and these are the votes that catapulted him to the seat of president.

Kiambu senator's point was therefore clear. The DP was a force to reckon with. He helped the President to get those votes.

So, If the President opts to ignore him he was bound to lose this critical support base.

We recall that President Ruto made a raft of promises to the voters in this region during campaign.

The position of the DP is that most of these promises have not been fulfilled.

As a community, what we hate is betrayal; he was once quoted as saying. I'm therefore sure the issue of unfulfilled promises would feature prominently if President agree to engage him in a formal and structured manner.

Besides the DP would demand to be respected and recognized as the senior most leader in the Mountain

In Mombasa, the DP emphasized. During the campaign and when we assumed office I and President Ruto said we will be listening to what the people of Kenya are telling us. So, the youths had a right to air their views. This madness of killing our youths should never happen again in our country.

I'm happy to note that the President has listened to the young people. This by refusing to sign the Finance Bill.

The DP laid the blame squarely on the

doorsteps of the Director General of National Intelligence Service Nordin Haji.

He had totally failed the President and misled him. If he gave the President the correct advice, this bloodshed could have been avoided. The President could have moved with speed to preempt the killings. Therefore, I call upon the head of NIS to resign with immediate effect.

The DP also conveyed messages of condolences to the families of those who lost their loved ones.

Some days earlier, the President had attended a church service in Nyahururu. He reiterated: "I have listened to what the young people are saying. These are our children and we have to listen to them. I'm going to engage them and I want to assure them of my commitment to address the concerns they had raised"

He spoke as Generation Z piled pressure on members of parliament (MPs) to reject the Finance Bill 2024.

They have also listed a raft of demands that they want President Ruto to address.

For the first time, the protests were digitally driven. Besides, thousands of young people under the banner of Gen Z demonstrated a high level courage and boldness.

The youths who had turned up to oppose the Finance Bill 2024 were aged between 18-34 years.

It is worth to note some protestors were armed with smartphones and according to some politicians some had been dropped by Uber taxis.

The church service in Nyahururu was



Deputy President Rigathi Gachagua.

presided by ACK archbishop who was quoted in a post on social media as saying that his son was taking part in these protests.

A renowned political analyst had alleged the protests were being sponsored by a foreign power. He did name this power and what it intended to achieve.

But organizers were quick to dismiss these claims. By then, the protests had been held in 35 counties.

This is not the first time we are witnessing this. Similar protests had rocked the country during the tenures of former Presidents Daniel Arap Moi, Mwai Kibaki and Uhuru Kenyatta.

During the public participation, many Kenyans reasoned; Yes, we agree paying taxes is a legal civic duty. However, some of the taxes contained in Finance Bill 2024 are very high.

The burden will be too heavy particularly to the low income earners.

So, we recommend they should be reduced.

Joseph Mutua Ndonga is a writer and political analyst based in Nairobi

Reasons For My Success



If a person achieves some kind of result in the world, his parents, teachers, and relatives will definitely support him.

The key to my success in life is my parents and teachers. They have always believed in me and are always by my side. They always support me when I achieve something.

My father, being a school teacher, created a lot of conditions for us, his children, because they want us to become mature staff in the future. My father teaches physical education, so I have a special love for sports, especially table tennis, checkers, chess, volleyball, etc. I got into sports through them, that is, I took a step and achieved many results, I got 1st-2nd places at the district level, at the regional level.

My father always gives me motivation: they encourage me by saying that you can do it, you can play it. My father is happy with my every achievement. I always try to make my parents smile. I always want my parents to be proud of me.

My teachers are also the reason for my success in life. To this day, I have learned from many teachers. Including my first teacher Pirmatova Shoir. She is the person who introduced me to letters. She made me interested in knowledge from my youth. Another teacher of mine is Saidov Javlon, a

German language teacher. I see this person not only as my brother, but also as my real teacher. Through him, I gained a lot of knowledge and achieved results. For example, in the 9th and 10th grades of German language, I took the 2nd place in the district and region and received a monetary award. In addition, my school team and I won 75 million soums. The main reason why I won these awards is my teacher. I think that these achievements are a great achievement.

Even now, I regularly practice German with my teacher. I try to live up to the trust of my parents and teachers.

My future goals are that I will always help others in life, find my place, become a professional specialist, and strive to be the child my parents dreamed of. I realized in life that when a person wants something seriously, he will definitely achieve it, because such a desire was born in the spirit of the universe. Every person was created for this reason in life. If you set a goal, you must achieve it, so do not stop working. The whole world is with you, don't forget that. I would like to thank the people behind my success and give them a reason to be proud of having daughter and students like me.

QURBONOVA GULSANAM Ilhom daughter was born on April 16, 2006 in Dehkanabad district of Kashkadarya region. She is currently studying in the 10th grade of school 68 in Dehkanabad district. She has achieved many achievements to date: in education, sports and others. Her articles are published in international journals.

My New Year Is A Good Year



Motherland.. When added to the term mother, this word, which gives a special feeling to the heart, hides many meanings. It is called real happiness to spend holidays in its bosom, to contribute to its prosperity.

Yesterday, a festive event called "New Year - Good Year" was held in "Shakhrizoda" preschool education organization in the village of Rabotio'g'lan, which belongs to Polati MFV, Jondor district, Bukhara province. During the event, you will enjoy seeing the endless joy in the innocent hearts of children. They recited poems, sang songs, played interesting games and had fun. The beautiful dances of the girls added to the event. The arrival of Santa Claus, Snow White, and the old lady made the holiday even more intense. The parents and grandparents who attended the event expressed their gratitude for the beautiful and intense activities prepared by the teachers together with the children and their hard work.

May every day be full of such events in our corner of Solim, may our peace not be disturbed, may the holidays be connected to the holidays.

Did Madhin sing, I couldn't find a description,
Worry is in the knots of this heart,
The longing news that your brother sang,
I was surrounded by your emotions.

Are you Ibn Sina, a genius physician?
The healer of the world's pain,
Are you that Shiroq who passed away?
He confuses the enemy and blocks his way.

You are the one who wakes up in the heart,
A match that burns like fire,
Mushtipar, you are the "God" of my mother,
A musician who brings joy to my sorrowful soul.

You are Temur's sharp sword,
Combining strength with justice,
You are the pen of Muhammad Yusuf,
Indefatigable to Rome...

My feelings are as hot as my parents' love,
Pouring out the pain of emotions from the heart,
Over time, my traces of sadness,
Covering with white snow...

May the coming year 2024 be good and blessed!

Mahzuna Habibova, student of Gulistan State University

It Has Been Thirty Years Since Then



A fifteen-year-old girl who had always dreamed of being a celebrity—someone who made their own success through hard work and knowledge—as well as a great person who was well-known and respected worldwide—has now realized all of her aspirations. She has achieved a lot now that everyone is aware of her.

She had always wished to get the Zulfiya award, and because to her diligence, she was able to do so before she even finished school. Her instructors and peers had faith in her, and she had proven them. She published her first book at the age of 14 as a result of her passion in poetry.

Furthermore, she authored six books just before entering in the institution. She took part in numerous competitions, Olympiads, and contests during her school years and won cash awards, computers, and smartphones in addition to significant prizes.

She had conversations with our presidents when she was sixteen years old. She was able to have open conversations in seven different languages when she began studying foreign languages in the first grade.

That's the reason the president recognized her as a "polyglot". Everyone wanted her in school. Studying in Germany or America was one of her greatest childhood aspirations.

She traveled to study in America after receiving an honors diploma from her school. She has numerous certifications in foreign languages.

Even in America, she continued to work on herself.

Her desire, intellect, and mobility made her stand out among his contemporaries there. She mastered her field of work after graduating.

She rose to prominence as an ambassador and inked significant deals with other nations. These days, nobody is unfamiliar with her.

She is the creator of numerous businesses and associations. She was a girl, but she accomplished a lot. She has currently signed numerous contracts and visited hundreds of nations.

She instructs thousands of students on how to do similar feats.

She achieved every childhood desire that she had. Above all, she met the confidence placed in her by her mother, teachers, and relatives.

"You will be proud that this is my daughter when I grow up and appear on television," she said to her mother when she was younger.

The mother is now content that she had a child of that kind. She believes she is the world's happiest mother.

She gained information, perspective, and way of thinking in her 30s. She is now incredibly well-known.

Teenagers aspire to be like her; whenever she makes an appearance on TV, they all raise their hands and declare, "I want to be a girl like Odina Rustamjonova." Odina is really happy now.

Life has run out of achievements. The most important thing is that she faces her mother, friends, family, and kids.

The fifteen-year-old girl realized her aspirations and grew to believe that anyone can achieve their goals if they truly want them and put in the necessary effort.

Currently, she the mother is now content that she had a child of that kind. She believes she is the world's happiest mother.

She gained information, perspective, and way of thinking in her 30s. She is now incredibly well-known.

Teenagers aspire to be like her; whenever she makes an appearance on TV, they all raise their hands and declare, "I want to be a girl like Odina Rustamjonova." Odina is really happy now. Life has run out of achievements.

The most important thing is that she faces her mother, friends, family, and kids.

The fifteen-year-old girl realized her aspirations and grew to believe that anyone can achieve their goals if they truly want them and put in the necessary effort.

Currently, she is the happiest person in the world.

Odina Rustamjonova, student of Ishakhan Ibrat Creativity School

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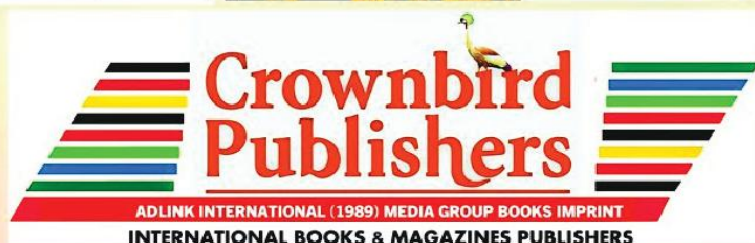
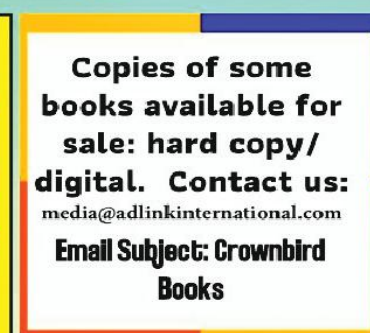
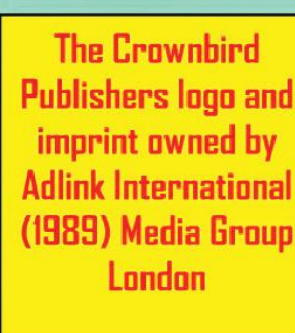
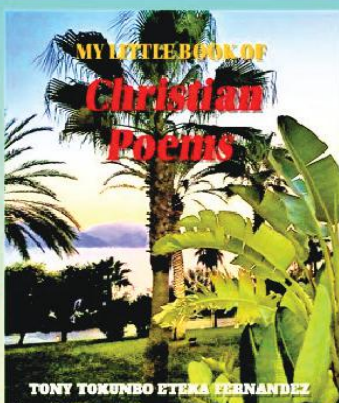
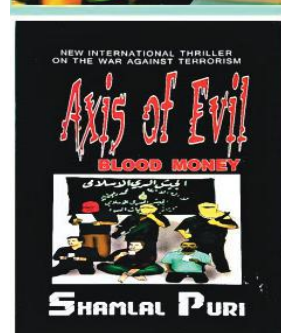
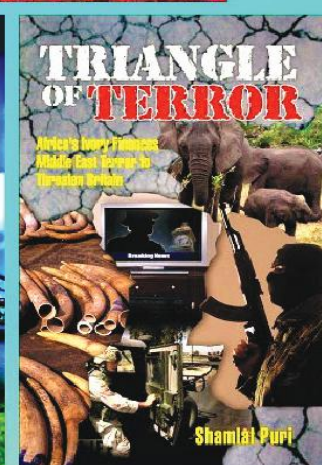
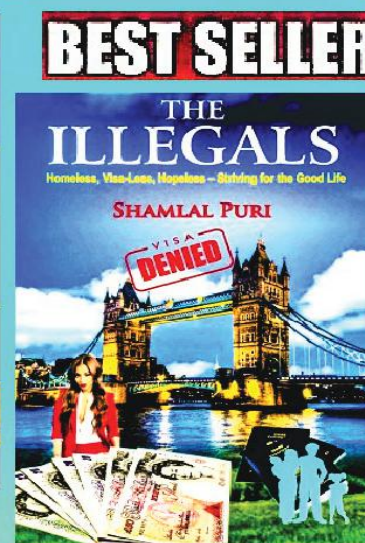
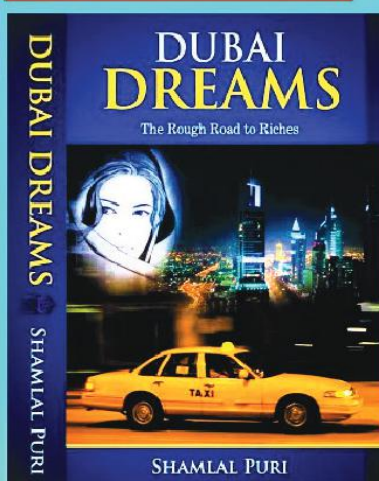
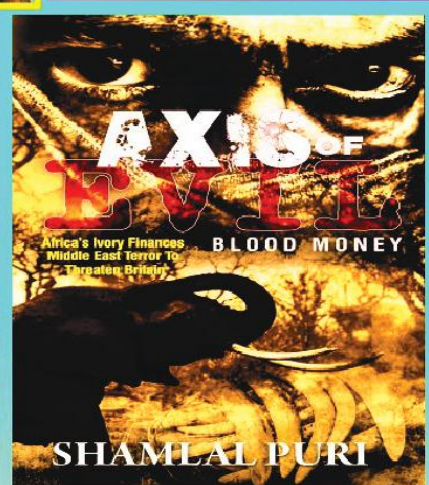
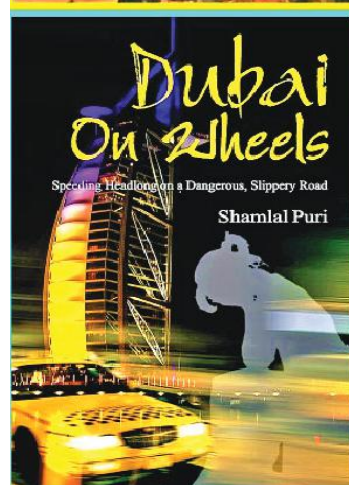
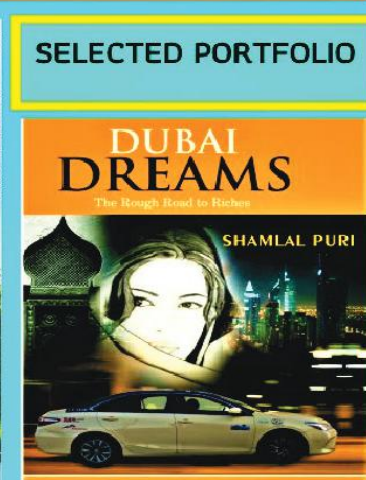
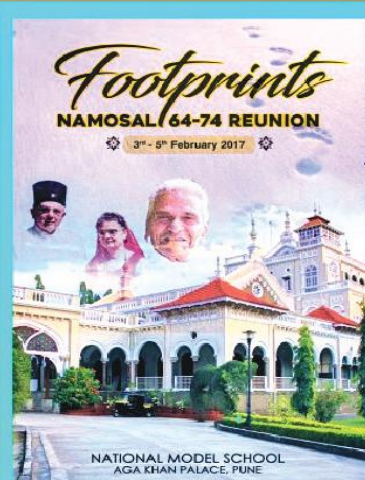
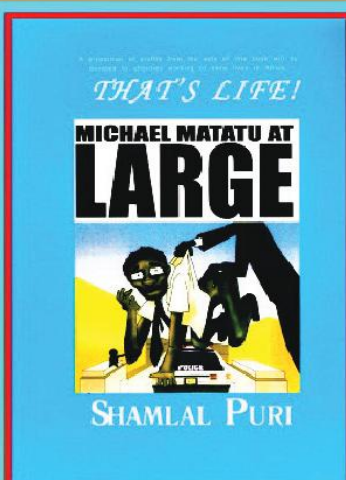
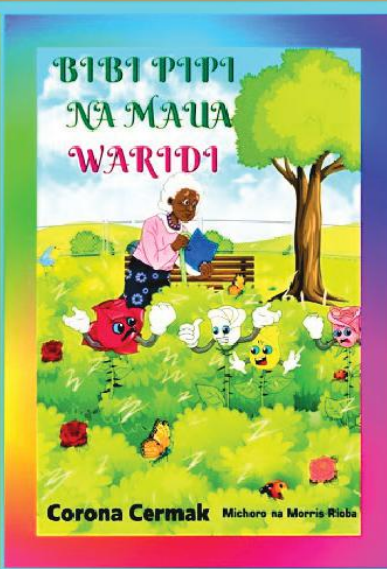
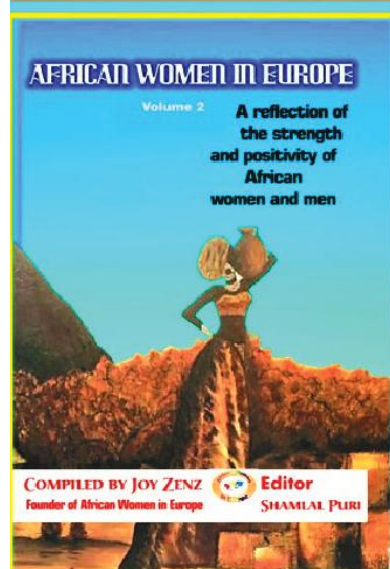
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GENERATION Z

A Leaderless Revolution: What Next?

By: Ndabari Njenga
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Worth Noting:

- As Kenyans advance their rights in the streets, it is high time we rethink our opaque governance structures with our eyes firmly focused on the future. One potential solution lies in blockchain - a distributed ledger system. One of its many use cases is the Decentralized Autonomous Organization (DAO).
- A novel way to achieve consensus on public matters without a central authority is through the Decentralized Autonomous Organizations.
- DAOs are self-executing entities where decisions are made collectively by the members through a transparent, code-based system. This decentralized approach empowers every participant, ensuring that each voice is heard and valued. Apart from that DAOs facilitate voting, collective governance, fund management, project combination, and smart contract execution.



The current happenings in our dear country Kenya are indeed interesting, intriguing, and sad at the same time. The commendable spirit of the Kenyan citizenry, more so the youth (Gen Z), for fearlessly holding the authorities to task on matters of public governance, cannot be overlooked. The persistent question on everyone's mind is: who are the leaders of this movement? This posits another question: does society need a central authority to function? Is this the end of centralized authority? In the absence of a centralized center, what does the future portend?

As Kenyans advance their rights in the streets, it is high time we rethink our opaque governance structures with our eyes firmly focused on the future. One potential solution lies in blockchain - a distributed ledger system. One of its many use cases is the Decentralized Autonomous Organization (DAO).

A novel way to achieve consensus on public matters without a central authority is through the Decentralized Autonomous Organizations.

DAOs are self-executing entities where decisions are made collectively by the members through a transparent, code-based system. This decentralized approach empowers every participant, ensuring that each voice is heard and valued. Apart from that DAOs facilitate voting, collec-

tive governance, fund management, project combination, and smart contract execution. In a country like Kenya, where citizens are demanding more transparency and accountability, DAOs offer a promising alternative to traditional governance models.

The core strength of a DAO lies in its use of blockchain technology. Blockchain's immutable feature ensures that once data is agreed upon and recorded, it cannot be altered or tampered with. This is crucial in governance, where the integrity of information is paramount. With blockchain, every transaction and decision within a DAO is recorded on a public ledger, making the process transparent and verifiable. This not only reduces the risk of corruption but also builds trust among citizens, as they can see and verify decisions and actions taken on their behalf.

In the DAOs, we can embed a point system where members are rewarded depending on their contribution to the growth of the society be it at ward, county, or national level. Points accrued can be redeemed for cash to remunerate citizens for their efforts, unlike the situation we have now where few leaders reward themselves insane amounts despite their performance being below par.

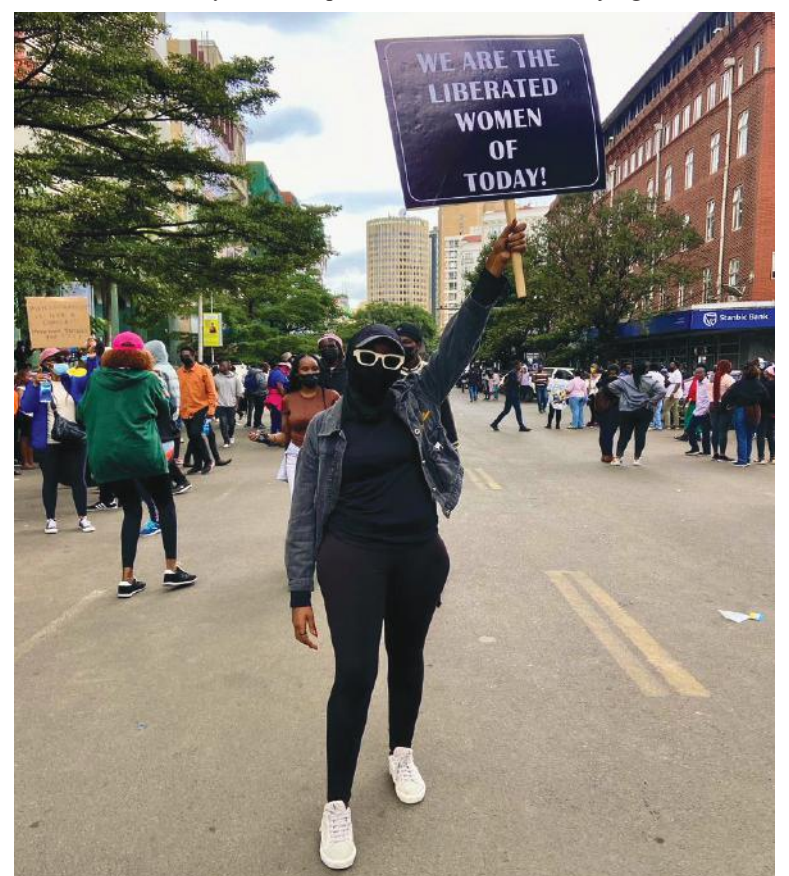
The upside of this is a more engaged and empowered populace, ultimately strengthening our democracy.

In the context of Kenya, embracing DAOs could lead to a more inclusive and participatory governance system. We can create a platform where decisions are made collectively, and where every citizen has a say in the day-to-day running of the country.

As we witness the rise of a leaderless revolution in Kenya and a distaste for hierarchical authority it is indispensable to explore new ways of governance that align with the demands of our times. As history has taught us, institutions only survive if they respond to social changes.

Let us not lose the moment as such moments happen rarely

God bless our Nation
Author: Ndabari Njenga





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Malindi Phase 7	MALINDI	FROM AS LOW AS Kes.129,000	Kithimani Springs	MACHAKOS	FROM AS LOW AS Kes.1.50M
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Wema Gardens	NARO MORU	FROM AS LOW AS Kes.439,000	Vuyanzi Gardens	KITALE	FROM AS LOW AS Kes.1.995M
Love Gardens	KAJIADO	FROM AS LOW AS Kes.950,000	Achievers Paradise Phase 2	NGONG	FROM AS LOW AS Kes.1.995M
Ushindi Gardens	NAKURU	FROM AS LOW AS Kes.1.095M	Achievers Business Park	NGONG	FROM AS LOW AS Kes.3.95M
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Kenya's Debt-Driven Development: Unsustainable And Unproductive



By: Odhiambo Jerameel Kevins Owuor
@themtkenytimes

Worth Noting:

- While Kenya's debt is currently considered sustainable by the IMF, there are concerns about the country's ability to maintain this status in the long run. The IMF's Debt Sustainability Analysis (DSA) notes that Kenya's debt carrying capacity is assessed as "Medium" [1], which means that the country is more vulnerable to shocks and external factors that could impact its ability to service its debt.
- Additionally, the DSA highlights the risk of exchange rate depreciation on external debt service, as much of Kenya's external debt is denominated in US dollars.
- One of the key issues with Kenya's debt-driven development model is the question of whether the borrowed funds are being used effectively and productively.

Kenya's debt-driven development model has come under scrutiny in recent years, with concerns raised about the sustainability and advisability of the country's borrowing practices. This article aims to provide an informed analysis of the issues surrounding Kenya's debt-driven development approach and why it may not be the most prudent path forward. Kenya's public debt has been steadily increasing in recent years, reaching an estimated 61.7 percent of GDP at the end of 2020. This is a significant jump from 50.2 percent of GDP at the end of 2015. The ratio of domestic debt to external debt has also shifted, moving from 56:44 in May 2013 to 50:50 in May 2022. This trend indicates a growing reliance on borrowing to finance development projects and government spending.

While Kenya's debt is currently considered sustainable by the IMF, there are concerns about the country's ability to maintain this status in the long run. The IMF's Debt Sustainability Analysis (DSA) notes that Kenya's debt carrying capacity is assessed as "Medium" [1], which means that the country is more vulnerable to shocks and external factors that could impact its ability to service its debt. Additionally, the DSA highlights the risk of exchange rate depreciation on external debt service, as much of Kenya's external debt is denominated in US dollars.

One of the key issues with Kenya's debt-driven development model is the question of whether the borrowed funds are being used effectively and productively. The KIPPRA report suggests that the government should ensure that borrowed funds are directed towards more productive investments that stimulate economic growth and activity. However, if the borrowed funds are not being used efficiently or are being mismanaged, it could lead to a situation where the country is saddled with debt without reaping the benefits of the development projects.

Kenya's debt dynamics are also vulnerable to external shocks, such as the COVID-19 pandemic. In 2020, Kenya recorded an annual growth in public debt of 20 percent, largely due to increased borrowing to address the economic impact of the pandemic. While the government participated in the Debt Service Suspension Initiative (DSSI) to relieve the debt service burden during this period, the end of the DSSI in December 2021 led to a significant jump in monthly external debt service as a percentage of tax revenue. This highlights the country's vulnerability to shocks and the potential impact on its ability to service its debt.

Another consideration is the opportunity cost of relying heavily on debt

to finance development. By allocating a significant portion of government revenue towards debt servicing, there are fewer resources available for other critical areas such as healthcare, education, and social welfare. This could lead to a situation where the country is making progress in terms of infrastructure development but falling behind in other important aspects of human development.

Concerns have also been raised about the transparency and accountability surrounding Kenya's borrowing practices. There have been reports of corruption and mismanagement of funds, which could undermine the effectiveness of the debt-driven development model. It is crucial that the government ensures that there are robust systems in place to monitor and account for the use of borrowed funds, and that there are consequences for any misuse or misappropriation of resources.

While debt-driven development has been a popular approach in Kenya, it is important to consider alternative strategies for financing development. These could include increasing domestic resource mobilization through tax reforms and improving tax collection, attracting foreign direct investment, and promoting public-private partnerships. By diversifying its sources of development financing, Kenya could reduce its reliance on debt and potentially achieve more sustainable and equitable growth.

Improving governance and strengthening institutions is another key factor in ensuring the success of Kenya's development efforts. This includes enhancing the capacity of the Public Investment Management Unit of the National Treasury and implementing Ministries, Departments and Agencies (MDAs) in conducting pre-feasibility and feasibility studies for all development projects. By strengthening these institutions and ensuring that there are robust systems in place for project planning and implementation, Kenya can improve the efficiency and effectiveness of its development spending, regardless of the financing model used.

Another important consideration is the prioritization of productive investments that have the potential to generate economic growth and increase government revenue. This could include investments in sectors such as agriculture, manufacturing, and tourism, which have the potential to create jobs, increase exports, and generate tax revenue. By focusing on these types of investments, Kenya can potentially reduce its reliance on debt financing over time and achieve more sustainable and equitable growth.

One potential strategy for improving the sustainability of Kenya's debt is to restructure its debt portfolio.

This could involve shifting towards more concessional borrowing from multilateral institutions and bilateral partners, which typically have lower interest rates and longer repayment periods. It could also involve extending the maturity profile of domestic debt, as the government has been doing in recent years. By restructuring its debt portfolio, Kenya can potentially reduce its debt service burden and improve its debt sustainability outlook.

In the context of Kenya's fiscal sustainability, augmenting domestic resource mobilization stands as a pivotal strategy to mitigate the country's dependency on external debt financing. The strategic imperative lies in advancing comprehensive tax reforms aimed at expanding the tax base and fortifying tax administration frameworks. This entails recalibrating fiscal policies to encompass broader segments of economic activity, thereby bolstering revenue inflows into the national coffers. Concurrently, there is an exigent need to confront the challenge of tax evasion and subdue illicit financial flows, which undermine the integrity of revenue streams.

Enhancing domestic resource mobilization denotes a multifaceted approach encompassing legislative adjustments, institutional capacity building, and technological integration within revenue collection systems. It necessitates the formulation of policy frameworks that incentivize compliance and disincentivize tax malfeasance through enhanced transparency and accountability mechanisms. By amplifying revenue generation capabilities through these measures, Kenya can potentially curtail its reliance on external borrowing, thereby fostering fiscal sustainability and safeguarding macroeconomic stability.

In summary, the utilization of debt as a catalyst for Kenya's developmental trajectory has been pivotal, yet it brings to light pertinent concerns regarding its ongoing viability and strategic appropriateness. The escalating debt levels within Kenya underscore the susceptibility to economic shocks and raise fundamental queries about the efficacy of borrowed capital in generating sustainable growth. A nuanced approach that integrates a diversified array of financing mechanisms is imperative to chart a more resilient and sustainable development course.

Diversification across funding streams emerges as a pivotal strategy for Kenya to navigate the complexities of development finance. By broadening its financial base, Kenya can mitigate over-reliance on debt and cultivate a more stable economic foundation. This strategic diversifica-

tion entails leveraging both domestic and international sources of capital, thereby fostering greater financial resilience against external economic disruptions and market volatilities.

The prioritization of investments that yield tangible economic benefits assumes critical importance in shaping Kenya's developmental landscape. Emphasizing productive investments ensures that borrowed funds are channeled into sectors and projects that generate sustainable returns and bolster the nation's economic capacity over the long term. This targeted approach not only enhances the efficiency of capital deployment but also fosters inclusive growth, thereby fortifying Kenya's economic framework against future uncertainties.

The restructuring of Kenya's debt portfolio emerges as another imperative facet of a sustainable development strategy. Optimizing the structure of debt obligations can enhance repayment capacity and reduce fiscal vulnerabilities, thereby safeguarding macroeconomic stability. This restructuring may involve renegotiating terms with creditors, diversifying debt instruments, and optimizing debt maturity profiles to align with the nation's long-term fiscal objectives and economic growth trajectory.

Lastly, the augmentation of domestic resource mobilization constitutes a cornerstone in fortifying Kenya's fiscal resilience and sustainability. By enhancing revenue generation through effective tax policies, improved collection mechanisms, and fostering a conducive business environment, Kenya can diminish dependency on external borrowing. This self-reliant fiscal stance not only bolsters financial sovereignty but also empowers the nation to allocate resources towards critical developmental priorities, thereby fostering equitable and sustainable socio-economic advancement.

In essence, the pursuit of sustainable and equitable growth in Kenya necessitates a multifaceted approach that integrates prudent financial management practices with robust governance frameworks. Upholding principles of transparency, accountability, and effective governance is paramount in ensuring that development resources are judiciously utilized to advance the well-being and prosperity of all Kenyans. Through strategic diversification of financing sources, prioritization of productive investments, debt portfolio optimization, and bolstered domestic resource mobilization, Kenya can chart a resilient path towards enduring economic prosperity and inclusive development.

The writer is a lawyer and legal researcher in Kenya

Forms And Methods Of Brand Development Using Advertising And PR

Contd from BackPage



Worth Noting:

- External corporate publications include company annual reports balance sheets, company information and travel guides, etc.
- Internal corporate publications are sent to company employees and forms to prospective clients and consumers. Corporate communication through internal publications strengthens corporate culture, motivates employees and increases brand loyalty.
- Establishing relations with regulatory state bodies involves sharing mutually beneficial information about industry trends.
- Press conferences are an effective way to disseminate information about a company and its brands to the press and the general public.
- Press releases contain a description of the brand or an informational relationship and are distributed among journalists to promote communication.

Abstract: In modern conditions, marketing communications are usually divided into ATL and BTL communications. Mass media or ATL communications include the placement of direct advertising media, including television and radio spots, and placement of advertising modules in print publications.

Keywords: advertising, brand, mass media, communication, internet, image

The task of operational management of the product portfolio is reduced to marketing communication, which ensures the maximum approximation of the brand identity to its image in market conditions.

In the early 90s of the 20th century, integrated marketing communications were introduced into branding, which later became the concept of integrated brand communications.

In order to maximize the impact on the consumer audience and establish a strong emotional connection with them, brand owners must use all areas of communication, including advertising of sponsored events, organization of exhibitions, as well as internal communications, Internet news and other mass media. This integrated approach brings all communications together and delivers consistent marketing messages to target audiences that create a unified brand image in the marketplace.

Integrated marketing communications combines different forms of brand image creation and development through advertising, PR, sales support, direct marketing and so on.

In today's environment, marketing communications are usually divided into ATL and BTL communications. Mass media or ATL communications include direct advertising media, including the placement of advertising modules on outdoor structures.

BTL communications include pub-

lic relations techniques, sales promotion and direct marketing, as well as event promotions, branding in artwork, and covers all types of advertising and information activities carried out with other forms of communication outside the mass media.

This is due to the fact that this division has developed historically and initially advertising budgets were planned only in mass media. All other promotional activities are financed from additional sources not provided for in the budget.

BTL is a type of indirect advertising. BTL communications include various forms of sales promotion, PR, direct marketing, personal selling, special events, POS materials, and more. These types of expenses are paid based on the percentage of the total budget allocated for marketing communications.

Public relations - creating the image of a social group as an object in the range of values as an ideal and necessity in life in socio-political and political systems and realized that implementation technologies should be used more effectively. Management of public opinion in a broad sense, establishment of relations between society and state agencies or commercial structures, including social, political or economic processes.

Recently, the branding process has increasingly become the subject of theoretical research and scientific research. Nevertheless, problems remain in these studies, and their analysis is rarely considered by theorists, among them, it is necessary to know how to evaluate the effectiveness of the brand. The theoretical development of this problem is reflected in the actual practice of managing weak brands. Despite the growing need to accurately measure the effectiveness of branding and advertising activities, few companies actually practice branding. If

this metric is used, they only measure the effectiveness of a single brand event and do not measure the effectiveness of the brand in terms of brand building.

Thus, there is a need for a clear methodology that allows to evaluate the effectiveness of various brand activities in the complex and in the integrated evaluation of effectiveness. This chapter suggests one possible approach to solving this problem.

The next part of the chapter is devoted to a brief analysis of existing models for evaluating brand performance. In the second part of the article, a comprehensive proposal for evaluating the effectiveness of branding is given, a description of the main management structure and content of the evaluation according to the proposed model is given.

In modern conditions, companies use various forms and methods of PR activity, which in one way or another is reduced to creating information.

- External corporate publications include company annual reports balance sheets, company information and travel guides, etc.
- Internal corporate publications are sent to company employees and forms to prospective clients and consumers. Corporate communication through internal publications strengthens corporate culture, motivates employees and increases brand loyalty.
- Establishing relations with regulatory state bodies involves sharing mutually beneficial information about industry trends.
- Press conferences are an effective way to disseminate information about a company and its brands to the press and the general public.
- Press releases contain a description of the brand or an informational relationship and are dis-

tributed among journalists to promote communication.

- Publicity involves the establishment of media reports initiated by a firm to promote its brand in the market.
- Sponsorship Financial support for various types of activities is definitely needed. Information should also take into account interest in social sports or cultural fields.

Sales promotion, as part of a marketing communications strategy, can be designed to increase the influence of a target audience on various events:

- Promotion of sales between sellers is an incentive aimed at traders involved in the chain of supply of goods to the final consumer. Choices for dealers
Sales coupons for organizations
Dealership Award
- Promotion of sales to consumers: Price manipulation, distinguish between three main parts.
Refunds
Contests and sweepstakes
Gifts, including on-site gifts.
Forms of personal selling:
A sales pitch is a prepared procedure used to advertise highly advertised and inexpensive standard products for sale.

- Trade events: events for partners, customers, dealers and distributors. These are business events, although they do not exclude pleasure and entertainment. This group includes conferences, presentations, receptions, seminars, forums, congresses, summits, practices, special events at exhibitions and fairs, creative advertising, etc.
- Corporate events - corporate events (joint employee holidays, company anniversaries, professional holidays). This group includes events such as company anniversaries, employee birthdays, holidays, celebrations, and picnics.
- Special events - special events. This group includes all kinds of festivals, concerts, shows, public events, road shows (advertising types), sponsorships, charity programs that meet the goals and objectives of the company and most effectively ensure the improvement of the company's social reputation

PR research involves collecting a database of how different target audiences react to the organization, its

No Budget, No Problem, I Will Press On – Dorcas Rigathi

Second Lady says she will find alternative ways to finance programmes she has been running in her office aimed at empowering the boy child

By: Eric Biegon

Second Lady Dorcas Rigathi has broken her silence over recent measures announced aimed at cutting down spending amid the withdrawal of Finance Bill 2024 which would have helped raise additional revenue to run various government programmes.

Amongst the offices to be affected by the new directive are those of the First Lady and the Second Lady whose budgets have been scrapped.

Speaking Sunday, Pastor Dorcas indicated that she has no problem with the removal of budgetary allocation to her office.

“Nchi imesema hawataki Second Lady awe na budget na ni sawa,” she said during a church service

The Deputy President’s spouse however promised to carry on with programmes she had initiated and which were being supported by the budget

given to the office of the Second Lady.

“Kazi ya wavulana sitawacha. That is a vision I have, it is a passion I have for the boy child. I cannot stop because I started even before I was in the office,” she said

While reiterating that this was a matter close to her heart, Mrs. Rigathi disclosed that she would find alternative ways to finance programmes aimed at empowering the boy child, such as seeking support from the church, of which she is part.

“You and I can do it. I am asking the church to open its doors to our children. Let them come into the churches. Feed them, clothe them, mentor them, disciple them, and make sure wako sawa,” she said

“As a church, I believe God has blessed us and we can be able to change the lives of our young people. The church has power and authority that God gave us to be able to do what we have to do. We can raise money ourselves to help young people overcome challenges such as drunkenness,” added the Second Lady



Second Lady Dorcas Rigathi

Nakuru County Adopts Advanced Farming Techniques To Enhance Agricultural Output

By: MKT Correspondent
@themtkenyatimes

Nakuru County has established 16 last-mile stores to help farmers access the government’s subsidised fertiliser and partnered with Hello Tractor to provide mechanised equipment for land preparation and harvesting.

These satellite stores supplement the National Cereals and Produce Board (NCPB) depots in distributing fertiliser during planting seasons.

Deputy Governor David Kones emphasised the county government’s commitment to linking agriculture to manufacturing, agro-processing, value addition, and reducing post-harvest losses.

The county’s focus on climate-smart agriculture, technology, research, training, and modern farming methods is reflected in the CIDP

2023–27, which focuses on adopting climate-smart agriculture and promoting research, training, and modern farming methods.

The ASK National Chairperson, Annabelle Kirinya, believes that show attendees will gain practical solutions to current agricultural challenges and foster a resilient future.

The Nakuru ASK Show, which ended over the weekend featured over 115 exhibitors and 30 bazaars from various sectors, including agriculture, manufacturing, housing, SMEs, banking, public and private institutions, hospitality, and education.



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Sports >> *World 5000m bronze medalist Jacob Krop won the men's 3000m at the Paris Diamond League on Sunday evening as he stepped up his preparations for the Paris Olympics.

Krop Masterminds Impressive Win In Men's 3000m At Paris Diamond League



Jacob Krop

World 5000m bronze medalist Jacob Krop won the men's 3000m at the Paris Diamond League on Sunday evening as he stepped up his preparations for the Paris Olympics.

Krop clocked a personal best of 7:28.83 to cut the tape, ahead of Australian Stewart McSweyn who timed a season's best of 7:29.46.

American Sean McGorty clocked a personal best of 7:35.63 to claim third.

The Commonwealth Games

bronze medalist said he came to the race with a masterplan in mind.

"In the last lap my target was to be as strong as I could in the last 100 metres, and I was able to deliver. Before coming here, I wasn't even considering to run that fast, but I was definitely going to go out there and try my best – and maybe I could improve on my time, and I finally did it," Krop said.

His time was just a second slower than the meet record of

7:27.67, held by Algerian Ali Saidi-Sief since 2000.

It was also three seconds slower than the Ethiopian Selemon Barega's world lead of 7:25.82, set in Torun, Poland in February this year.

Next up is the Paris Olympics where he will be flying the national flag high at the quadrennial event for the first time.

Krop does not expect the men's 5000m to be a walk in the park and said he is preparing well for the battle ahead.

"My preparation has been going well after trials for the Olympics, and that's what I am training for now. I am aware that it is going to be very competitive, not soft at all, so all I can hope and work for is to re my best when I am out there," he said.

Another Kenyan in the race, Isaac Ndiema, finished eighth in 7:39.12.

Capital Sport

GET THE BEST OF WORLD

Sports >>> *Kenya's Faith Kipyegon delivered a stunning performance at the Paris Diamond League yesterday, breaking her own world record in the women's 1500m

Impeccable Kipyegon Shatters 1,500m World Record At Paris Diamond League



(FILES) Kenya's Faith Kipyegon reacts as she breaks the World record in the women's 5000m event during the IAAF Diamond League "Meeting de Paris" athletics meeting at the Charlety Stadium in Paris on June 9, 2023. (Photo by Jeff PACHOUD / AFP)

Kenya's Faith Kipyegon delivered a stunning performance at the Paris Diamond League yesterday, breaking her own world record in the women's 1500m. With the help of two pacemakers, Kipyegon surged to the front, clocking an impressive 3: 49.04; which is 0.07 seconds faster than her previous best set in Florence, in June 2023. The feat comes as a timely boost for the double Olympic champion ahead of the Paris Olympics later this month. Australia's Jessica Hull timed a personal best of 3:50.83 to finish second, while Great Britain's Lau-

ra Muir clocked a personal best of 3:53.79 to take the third spot. Kipyegon began her season in dominant fashion at the Olympic trials, effortlessly qualifying for the Games with a blistering 3:53.98 at the high-altitude Nairobi's Nyayo National Stadium. At 30 years, Kipyegon returns to Paris as one of the top contenders for Olympic gold. She is already a double Olympic champion in the 1,500m and holds three world titles in the same event. In addition to her distance of super prowess 1,500m, Kipyegon will also compete in the 5000m, as she did at the Budapest World

Championships last year. Significant Impact At the same time, reigning World 800m silver medallist Emmanuel Wanyonyi made a significant impact at the Paris Diamond League, settling for second in a photo finish against Algeria's Sedjati Djamel. Wanyonyi achieved a personal best of 1:41.58, just behind Sedjati, who clocked a world-leading time of 1:41.56 – the third-fastest time ever recorded for the event. Wanyonyi's remarkable performance in Paris comes just over three weeks after he posted a time of 1:41.70 at the national trials in

Nairobi, securing his place in the upcoming Olympics, also set to be held in Paris. Only David Rudisha, with a time of 1:40.91, and Wilson Kipketer, with 1:41.11, have run faster in the two-lap race. Frenchman Gabriel Tual took third place with a time of 1:41.61, narrowly beating another Kenyan, Aaron Kemei, who finished fourth with a time of 1:42.08. Commonwealth Games champion Wycliffe Kinyamal closely followed in fifth, also clocking 1:42.08.

Citizen Sports

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Forms And Methods Of Brand Development Using Advertising And PR



By: O'roqboyeva Sevinch
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In recent decades, PR is the leading concept of the communication campaign. It has replaced the concept of advertising-based communication. A combination of different means of communication allows for a synergistic effect. It allows you to reduce the cost of communication using simple, but close to consumer devices. For example, packaging is of great importance to consumers, because it is with it that familiarity with the product begins. Another important communication tool is the terms and conditions of use. Promoting a new brand through advertising and PR are not the same thing. If you want to promote a brand through PR, you can't just replace advertising with PR. You will need to change the way you market your brand. However, it is not so easy to move away from the learned basics of advertising. Advertising and marketing are so closely linked in the minds of managers that most of them do not think of developing a new brand without the help of advertising. Nevertheless, it is recommended that all new brands be brought to the market only with the help of PR.

Since the emergence of the first brands, rich theoretical and practical experience in the creation and popularization of branded goods has been accumulated in world practice.

New approaches and concepts of the PR field are being developed. Now, the high level of development of technology and technologies has reoriented brands, their strengthening provides companies with significant advantages in the market. Modern brands are important components of the company's activity, a unique symbol of commercial activity. They bring confidence and stability to consumers.

O'roqboyeva Sevinch O'tkir's daughter is a 2nd-year student of the Uzbekistan University of Journalism and Mass Communications, majoring in economic journalism.

*Republic of Uzbekistan
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Worth Noting:

- Trade events: events for partners, customers, dealers and distributors. These are business events, although they do not exclude pleasure and entertainment. This group includes conferences, presentations, receptions, seminars, forums, congresses, summits, practices, special events at exhibitions and fairs, creative advertising, etc.
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activities, goods and services. Research should be more than descriptive, such as determining the level of brand awareness among different target audiences. It should explain the motives of people's actions and their assessment of current events. PR professionals have several standard research tools at their disposal:

- desk research;
- field research;
- communication audit.

The main purpose of desk research is to collect and analyze the maximum amount of data on the subject under study. In this case, information sources can be: mass media, sociology, PR, marketing, advertising specialized publications, published marketing and PR studies, statistical manuals on various topics, Internet resources. Any organization should have a detailed information base on all issues that play a role in its activities.

The main task of field research is to have direct contact with the target audience to study its attitude to various problems and to determine the reasons for making certain decisions. There are various well-known survey types such as questionnaires, postal surveys, face-to-face interviews, telephone interviews, online questionnaires, expert surveys, pan-

el questionnaires, etc. But situational surveys and focus groups are the most effective in studying the audience's attitude towards the brand. Situational surveys are conducted to find out the opinion of the target audience on a certain issue within a certain period of time. They provide information about the level of awareness of the brand, the reputation of the brand, how its actions are evaluated by the public. Situational surveys provide the PR specialist with the necessary information to plan further PR activities. The focus group method is one of the most effective research methods and is widely used in marketing, PR and advertising.

The focus group consists of 7-10 representatives of the target audience, with whom a group discussion is held on topics of interest to the organization. This includes clarifying the attitude to the brand, its products and services, testing PR materials in the preparation of a PR campaign, new products, etc.

Another important type of public relations research is communication audit. It is intended to help the PR manager more clearly connect the management actions and their goals on the one hand, and the communication methods by which these ac-

tions and goals are promoted, on the other hand. At the second stage of brand promotion, it is necessary to correctly formulate the goals and objectives of communications, for this, the marketing goals of the brand are processed according to time parameters. Obviously, the goals and objectives of communication will be completely different for different communication audiences.

When talking about brand promotion, it is impossible not to mention the complex impact on the perception of the communicating audience. The impressions or even better the loyalty of these audience members have an equal impact on the brand image. Choosing a target audience is a particularly difficult issue in a brand advertising program.

The choice of marketing communications is also very important when implementing a product promotion program. In building a brand, companies engage with audiences through multiple communication channels, including customer service, sales, product design, distribution channels, investor relations, packaging, and pricing. For most brands in the service industry, personal contact with the customer is the primary communication tool for branding.