

The **MT. KENYA TIMES** Creative Rewards
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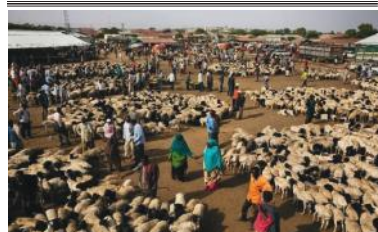
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News>> From Darkness To Light: A Journey From Addiction To Anti-Drug Use Campaigner

P. 8. Benard Kemboi, who has passed through the tough jaws of substance addiction has emerged and intends to use his experience to motivate others to steer clear of the slow habit that later on develops into a monster.



News>> How Continental Platform Will Close Gender Gaps In African Livestock Markets

P. 12. African women in the livestock trade subsector continue to face significant gender-based gaps, among them limited access to credit, market opportunities, and education, which hinder their ability to fully contribute to both local and national economies.

Kenya Calls For Ksh 167 Trillion For Climate Fund

Prime Cabinet Secretary Musalia Mudavadi has called on world leaders to establish an annual Ksh 167 trillion (\$1.3 trillion) for Africa climate fund aimed at supporting developing nations in combating the effects of climate change. Speaking when he represented President William Ruto at the World Leaders Climate Action Summit, COP29 conference Baku Azerbaijan, Mudavadi emphasized that climate change is a daily reality in Kenya.



Prime Cabinet Secretary Musalia Mudavadi

STORY ON PAGE 9



KETEPA PRIDE
SPICED BLACK TEA

Cinnamon
A spicy delight

Cardamom
Spice of life

Masala Tea
Blend of delicious spices

Ginger Tea
A zingy and tasty treat

CHAI NI KETEPA

Murang'a County Launches 2024-2026 Work Plan To Combat Antimicrobial Resistance

By: Purity Mugo
@themtkenyatomes

Worth Noting:

- “AMR occurs due to overuse or misuse of antibiotics such as taking antibiotics when they are not needed for example because someone has a cold,” she said.
- “AMR also occurs in areas like in hospitals where there are many sick people or at the community level if someone with a resistant infection comes into contact with others,” she added.



Murang'a County Departments of Health, Agriculture, and Environment in collaboration with key stakeholders have launched and disseminated the updated and costed County Antimicrobial Stewardship Interagency Committee (CASIC) Work plan for 2024-2026.

This comprehensive “One Health” approach launched sets out targeted actions to advance the county’s strategic goals in combating Antimicrobial Resistance (AMR).

Speaking during the launch, Dr Loise Kariuki, a clinical pharmacist and an AMR vocal person in the county, explained that AMR occurs when medicines such as antibiotics that are used to treat infections stop working as well as they used to.

She said the CASIC work plan provides a common framework for action by all stakeholders from the different departments, in managing and implementing appropriate AMR control activities.

“AMR occurs due to overuse or misuse

of antibiotics such as taking antibiotics when they are not needed for example because someone has a cold,” she said.

“AMR also occurs in areas like in hospitals where there are many sick people or at the community level if someone with a resistant infection comes into contact with others,” she added.

Dr. Kariuki stated that through concerted efforts the county can control the occurrence and spread of AMR by using antibiotics only when necessary and preventing infections by practicing good hygiene like regular handwashing and embracing vaccination both in humans and in animals.

She noted that in 2020, as a show of commitment in the fight against this growing problem, Murang'a County constituted a committee with members drawn from the departments of health, agriculture and environment whose purpose was to collaborate and join efforts in fighting AMR and spreading awareness to all stakeholders and the public.

Another work plan was also developed to guide in activities geared towards prevention of infections.

“The County Department of Health also introduced the revised County Infection Prevention and Control Advisory Committee (CIPAC) Work plan, aimed at enhancing infection prevention measures across the county,” she said noting that both work plans were updated based on experiences, lessons learned, achievements, and gaps identified from the implementation of the initial versions.

Dr William Mwangi from the county veterinary department, on his part, cautioned people against self-diagnosis and called upon members of the public to use antibiotics only on prescription.

Mwangi further cautioned farmers against selling animal produce before the withdrawal time after treatment is over.

“Drugs given to animals may cause drug resistance in people if the correct guidelines are not followed,” he said.

He called upon the government to offer

more support and bring on board more stakeholders to create awareness through continuous sensitisation of the public.

Dr Ndinda Kusu of USAID Medicines, Technologies, and Pharmaceutical Services (MTaPS) underscored the dangers posed by AMR, noting that it is a real challenge that is causing deaths.

Dr. Kusu said that all the stakeholders from the different departments must be vigilant and work together to manage the problem and called upon the county government to continue pooling resources even from nontraditional donors and partners saying AMR is a silent pandemic.

Supported by the USAID (MTaPS) Programme, these efforts to combat antimicrobial resistance also extend to health facilities, where facility-level antimicrobial stewardship (AMS) and infection prevention and control (IPC) programme implementation, monitoring and reviews strengthen the county’s AMR containment initiatives.

The Mt. Kenya Times



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NEWS IN BRIEF



The government has launched a Nairobi County Multi-Sectoral Coordination and Collaboration Forum on Peace and Security, spearheaded by the Ministry of Interior and National Administration, MIDRIFT HURINET and the National Steering Committee. The forum is aimed at fostering collaboration among government agencies, civil society, community leaders, and other sectors to promote peace and security in Nairobi County, while coming up with strategies to enhance sustainable peace solutions and promote social cohesion at the grassroots level. Speaking during the launch, Nairobi County commissioner, David Wanyonyi said that they were looking forward to implementing the Principal Security Services Circular on formulation and activation of regional, county and sub-county multi-sectoral peace and security committees.



Cabinet Secretary, Ministry of Cooperatives and MSMEs Development Wycliffe Oparanya (Second from Left) pose for a photo with Agricultural Stakeholders during the launch of the Strategic Plan 2023-2027 for New Kenya Planters Cooperative Union (New KPCU) held in Nairobi on Wednesday.

Kenya and Italy have entered into a framework of cooperation that will see the nation benefit from the 5.5 billion Euro Mattei Plan. Together with Italian Government’s Director for International Development Cooperation Paolo Lombardo we signed a framework of cooperation on the margins of the ongoing COP29_AZ in Baku, Azerbaijan. Mattei Plan is the new partnership framework for Italy and African countries that will see funds disbursed to projects as grants, credits or guarantees. The Plan will support the achievement of Kenya’s ambitious climate goals that include reduction of greenhouse gas emissions and building community resilience to climate change.



Migori County Executive Committee Member (CECM) for Health Services Mr Caleb Opondi has said that Migori County will welcome any discussions to establish a partnership with a private health college from Botswana. Speaking at his office after meeting Dr. Tiro Mampane, President and Founder of Boitekanelo College-a private medical institution based in Botswana, Opondi said that the discussions were centred on partnership with the institution to establish a campus in Migori. Opondi noted that the initiative to hold consultations between the two parties was a positive indication that the county had the potential to host the facility. The official pointed out that the county was willing to allocate land for the health institution if the decisions were actualized.



Busia county Chief Magistrate Edna Nyaloti has warned area residents against negotiating over defilement cases. Speaking during the official launch of the National Children Service month at Busia Polytechnic ground Nyaloti said that such cases must be reported to the police and suspects be taken to court for prosecution. “Once we take suspects to court and find them guilty, we will follow the sexual offences Act and the sentences are very punitive,” she said. She added that members of the public should ensure that they are protected and are not threatened by perpetrators.



YOUR OPINION IS INVALUABLE

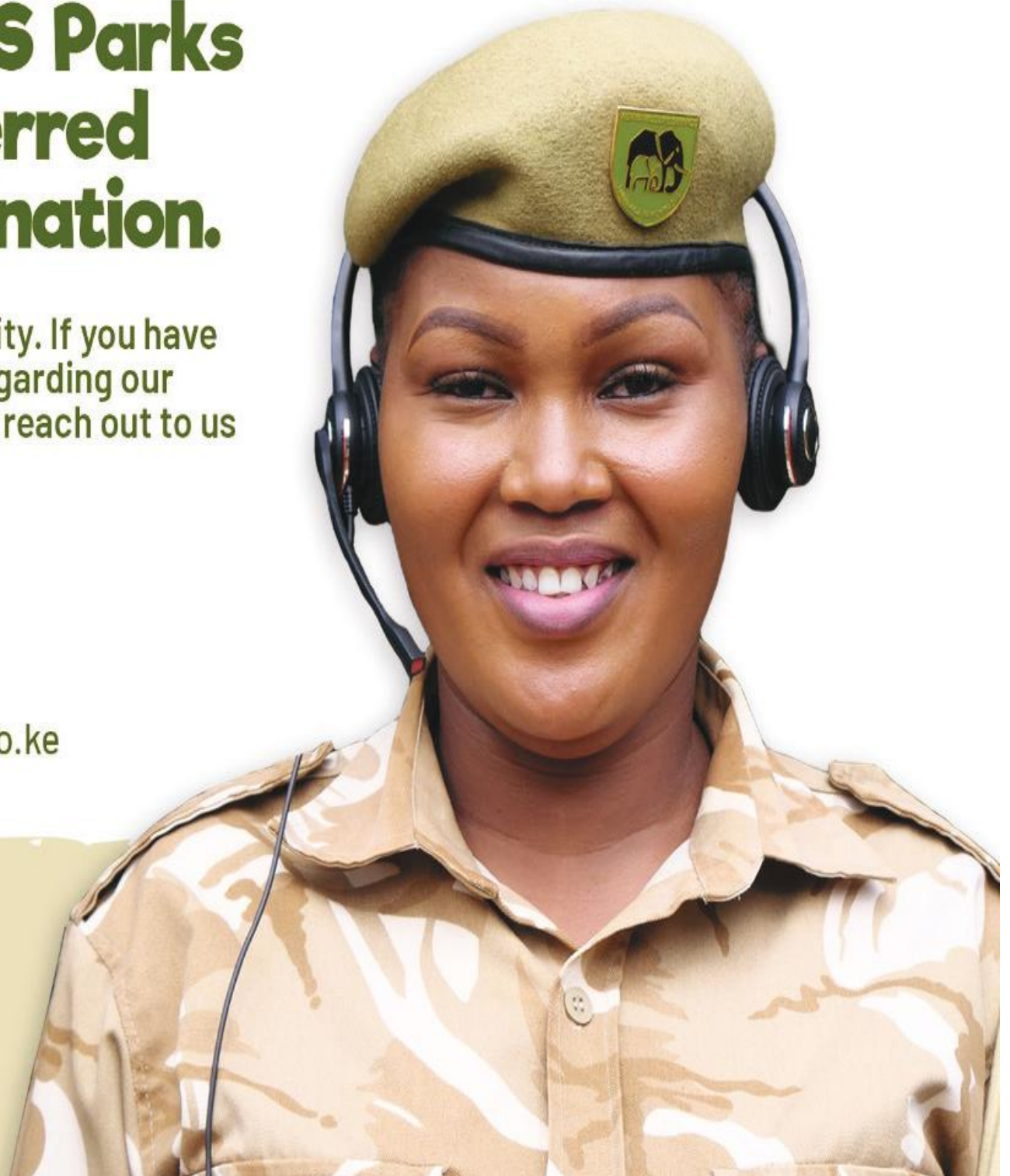
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Environmentalists Launch The 9th Circular Economy Conference And Awards

By: Manu Mumba
@themkenyentimes

Worth Noting:

- “Through the Plastic Producer Responsibility project supported by SIB, we have managed to hold workshops and media engagements to foster dialogue between businesses and policymakers on compliance with the proposed extended producer responsibility regulations,” said Bedi.
- The Chairman stated that through SIB, they are re-developing the National Environmental Management Authority (NEMA) website that would not only help businesses get access to policy materials and public notices, but also foster improved user experience.



The Sustainable Inclusive Business (SIB) in collaboration with the Kenya Private Sector Association (KEPSA) and The Rock Group has launched the 2024 circular economy conference and awards to foster collaboration and inspire actionable change towards a sustainable and inclusive future.

Speaking during the launch held yesterday in Nairobi, KEPSA Chairman Dr Jas Bedi announced that KEPSA has positioned itself as a torch bearer in advancing the sustainability agenda by investing in individual businesses to know their carbon and ecological footprint.

He said SIB has implemented various projects to address pollution and to champion the implementation of transformative regulatory frameworks to address the crisis.

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we have managed to hold workshops and media engagements to foster dialogue between businesses and policymakers on compliance with the proposed extended producer responsibility regulations,” said Bedi.

The Chairman stated that through SIB, they are re-developing the National Environmental Management Authority (NEMA) website that would not only help businesses get access to policy materials and public notices, but also foster improved user experience.

He noted that through collaborations with the World Bank, they have developed a carbon market guidebook that will help Kenyan entrepreneurs navigate and benefit from the carbon markets.

Environmentalist and author of “The Ocean Warrior”, Shanariha Evans, said the circular economy could help

to tackle climate change through biodiversity laws that would help limit biodiversity loss and the reduction of greenhouse gas emissions.

“Youth voices matter in the circular economy because they could bring innovative ideas that can lead to unique transformative policies that would address the issue of climate change,” added Evans.

Being the founder of the Young Warriors Club, her non-profit organisation is dedicated to increasing active youth participation in creating a better and well-protected environment.

She noted that education is the most underestimated solution to fighting climate change and that the club has a mandate to advocate for climate literacy programmes and environmental restoration.

“Young Warriors will provide climate change education in schools over the

region and currently we have over 700 student volunteers across the nation,” emphasised Evans.

The young environmentalist announced that she has a target of planting one million mangrove trees along the coastline of Mombasa adding that she has already planted 200,000 trees in 2024.

“Furthermore, in collaboration with my school, we have managed to collect 120 kilograms of plastic waste from the shorelines of Mombasa,” she said.

The conference launched by SIB is vital as it also seeks to explore how community-based solutions in the circular economy as well as grassroots initiatives could align with businesses and community needs to create a sustainable, inclusive and regenerative future.

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From Darkness To Light: A Journey From Addiction To Anti-Drug Use Campaigner

By: MKT Reporter
@themtkenyentimes

Benard Kemboi, who has passed through the tough jaws of substance addiction has emerged and intends to use his experience to motivate others to steer clear of the slow habit that later on develops into a monster.

The 40-year-old man from Eldama Ravine sub county narrated how he fell into being part of five million Kenyans who according to 2022 NACADA report abuse at least one drug.

With the state’s anti-substance abuse campaigner reporting a young age initiation into drug use, ranging between seven to 20 years for different types of drugs, Kemboi fell for the trap in his final teen year and went on for close to twenty years.

In a world where the allure of acceptance and adventure often overshadows the risks of substance abuse, Kemboi’s story is a poignant reminder of the fragile line between youthfulness and despair.

Once a promising student with a bright future, he found himself trapped in the clutches of addiction during his freshman year at university.

“I was a good boy until I joined university,” Kemboi recalls, his eyes reflecting both pain and resilience.

It all began innocently at a fresher’s night event, where the excitement of new friendships quickly spiraled into something darker.

Encouraged by peers, he began experimenting with drugs, convinced that they would elevate his status and confidence. “They told me the more I used, the more I would act like a lion,” he explains, a bitter smile crossing his face.

What started as casual use soon transformed into a dependency that consumed his life. Gradually, Kemboi found himself caught in a cycle of addiction, escalating from alcohol to bhang and eventually cocaine.

“I couldn’t do anything without drugs,” he admits. His relationship with substances grew so severe that doctors began to question his health in alarming terms: “Whenever I was sick, they wouldn’t ask about the alcohol in my blood; they asked about the blood content in the alcohol.”

The consequences were devastating as his weight dropped to just 36 kilograms at his lowest point. He also couldn’t keep his teaching job and even worse he lost the last straw he could clutch, his family.

“I felt like I was losing everything since I could not help myself anymore,” he shares, the weight of his past evident in his voice. The darkness that enveloped him seemed insurmountable, leaving him with the haunting realization that he was lucky to be alive.

It is only after hitting rock bottom that he sought help from Lands Principal Secretary Nixon Korir who linked him up with Dorcas Rigathi Foundation, which admitted him at a rehabilitation centre in Bomet in January.

After 100 days in the rehab and with a check in weight of 36 kilograms, Kemboi emerged not only reformed but a new person weighing 70 kilograms.

“That was my turning point,” he says, reflecting on the past 100 days since he graduated from the program. “I’m grateful for the chance to start over.”

Today, Kemboi stands as a beacon of hope and an ambassador for those struggling with addiction. He uses his experience to advocate for mental health awareness and encourage others to seek help. “I want to tell those in similar situations that there is a way out,” he urges.

“Join any rehabilitation center near you; it could save your life,” he emphasized.

With a newfound purpose, Kemboi is dedicated to educating students about the importance of mental health and the dangers of substance abuse.

“Your mental health matters,” he says, a fervent plea echoing through his words. “Don’t let drugs define your story.”

His work was well cut out during this year’s world mental health day held Eldama Ravine in where he gave



Benard Kemboi.

a talk and encouraging those facing mental health to seek for help.

Benard Kemboi’s journey from addiction to recovery is a powerful testament to resilience, transformation, and the importance of seeking help. His story not only highlights the struggles faced by many, but also serves as a reminder that recovery is possible and that hope can be found even in the darkest of times.

Kemboi is not looking back on the close to 20 years and lost opportunities, he is beaming with hope as he secured a teaching job in September, thanks to the government initiative of recruiting more teachers.

He is also looking forward to his engagement ceremony in a month’s time. He is actually ‘recovering the years lost to the locust’.

With NACADA research finding drug and substance use as a key risk factor for depressive disorders and youths in the 25-35 years of age been vulnerable to drug and substance abuse, there is need for heightened advocacy among the youth on the perils of drug abuse.

Kemboi prays that he gets more partners and support so that he could reach out to more youths across the country and persuade them to steer away from drugs and substance use.

Parliament Set To Host President Ruto For The 2024 State Of The Nation Address

By: PSCU and MTK
Correspondent
@themtkenyentimes

President William Ruto is scheduled to deliver his third State of the Nation Address to Parliament on Thursday next week.

The National Assembly, Speaker Moses Masika Wetang’ula made the disclosure in a Communication to the House yesterday.

Dr. Wetang’ula said, “I wish to inform the House that I have received a message from His Excellency the President conveying that he intends to deliver the 2024 State of the Nation address to Parliament.”

The Speaker further informed the

House of a joint sitting to be held in the National Assembly on that day.

“I wish to notify all Members that a joint sitting of the two Houses shall take place in the National Assembly on Thursday, 21st November 2024,” the Speaker pointed out.

The State of the Nation Address is delivered in accordance with Article 132 (1) of the Constitution which provides for the President to address a special sitting of Parliament once every year and may address Parliament at any other time.

Article 132 (1) b and c further dictates that, “Once every year, the President is expected to report, in an address to the nation, on all the measures taken and the progress achieved in the realization of the national values, referred to in Article 10 and sub-

mit a report for debate to the National Assembly on the progress made in fulfilling the international obligations of the Republic.”

The Head of State is further expected to submit a report for debate to the National Assembly on the progress made in fulfilling the international obligations of the Republic.

This year’s address comes two weeks after the swearing in of Deputy President Prof. Kithure Kindiki and a month after impeachment of former DP, Rigathi Gachagua.

In addition, President Ruto will address measures taken to achieve national security, national values, and also highlight achievement of his administration such as the roll out and uptake of the Social Health Insurance Fund (SHIF).



Kenya Calls For Ksh 167 Trillion For Climate Fund At COP29

By: Muraya Kamunde
@themtkenyetimes

Prime Cabinet Secretary Musalia Mudavadi has called on world leaders to establish an annual Ksh 167 trillion (\$1.3 trillion) for Africa climate fund aimed at supporting developing nations in combating the effects of climate change.

Speaking when he represented President William Ruto at the World Leaders Climate Action Summit, COP29 conference Baku Azerbaijan, Mudavadi emphasized that climate change is a daily reality in Kenya.

“In Kenya, climate change is a daily reality,” he said, reflecting on the devastating consequences of recent climate events.

He highlighted that floods just five months ago killed 267 people and displaced over 280,000. In addition, droughts last year led to the death of more than 2.4 million livestock, leaving many livelihoods destroyed.

He underscored that the climate crisis is not confined to Kenya, with Africa suffering losses ranging from 9 to 12 percent of its GDP due to climate-induced damages. These disruptions are severely affecting infrastructure, agriculture, water resources, tourism, and other vital sectors across the continent.

Mudavadi further emphasized the importance of global cooperation to tackle the crisis. “To address these challenges, we must scale up climate finance,” he said.

He called for a New Collective Quantified Goal (NCQG) of no less than \$1.3 trillion annually from 2025 to support adaptation efforts, loss and damage, and the implementation of Nationally Determined Contributions (NDCs). He also proposed an additional \$5.8 trillion by 2030 to ensure a just transition to low-carbon economies.

The PCS also addressed the financial barriers that developing nations face, citing high interest rates, rising climate costs, and constrained fiscal

space.

“We need to unlock the capital needed for climate action,” he said, calling for the reform of Multilateral Development Banks (MDBs) to unlock climate financing, suggesting debt restructuring and redesigning credit ratings to reduce borrowing costs.

Mudavadi took to stress the importance of up scaling renewable energy and phasing out fossil fuels. “We must agree on measures to triple renewable energy capacity by 2030,” he urged.

He advocated for a global roadmap to ensure a fair transition to a low-carbon economy, with concrete steps toward a fossil fuel phase-out.

Mudavadi highlighted the need for improved carbon markets under Article 6 of the Paris Agreement.

“Carbon markets have untapped potential, but we face challenges like price volatility and lack of uniform standards.”

“We must operationalize carbon markets through reviewable bilateral agreements to ensure transparency



Prime Cabinet Secretary Musalia Mudavadi

and accountability in the carbon trading regime,” he added.

Kenya also strongly advocated for the operationalization of the Loss and Damage Facility.

Mudavadi urged world leaders to fast-track mechanisms to support vulnerable countries affected by climate change. “The Loss and Damage Facility must be fully operationalized to address the needs of developing nations,” he said.

In closing, Mudavadi called for stronger political will and interna-

tional cooperation to confront economic interests that prioritize profits over people and the planet.

“We must transform the climate crisis into an opportunity for a green and resilient future for all,” he concluded.

Kenya’s proposals at COP29 underscore the country’s commitment to securing the necessary financing and international support for climate action. The success of this conference is crucial to ensuring that developing nations have the resources needed to tackle the climate crisis effectively.

Senate Security Committee Presses For Swift Compensation To Police Officers Injured In Line Of Duty

By: PSCU

The Senate Committee on National Security, Defence and Foreign Relations convened a high-stakes session yesterday to address mounting concerns over significant delays in compensating police officers injured in the line of duty.

With a backlog of unresolved claims, lawmakers probed systemic failures, confronting officials over prolonged waits for officers who, despite fulfilling all requirements, remain uncompensated.

At the heart of the discussions was a petition highlighting how hundreds of officers—spanning the Kenya Police Service, Administration Police and the Directorate of Criminal Investigations— have yet to receive compensation. Committee members revealed that of 1,756 claims submitted to the National Health Insurance Fund (NHIF) over the past two years, a staggering 819 cases remain unresolved.

Stakeholders from across the sector



William Cheptumo

attended, including representatives from the National Police Service Commission, the Directorate of Occupational Safety and Health Services, the Social Health Authority (SHA) and the Insurance Regulatory Authority (IRA).

Mr. Eliud Kinuthia, Chair of the National Police Service Commission, singled out the SHA, accusing it of breaching contractual obligations by failing to settle claims within the 90-day timeframe mandated by the Work Injury Benefits Act (WIBA). Under Section 26(4) of WIBA, insurers are

legally required to resolve claims promptly, yet SHA’s continued non-compliance has left many officers in prolonged financial hardship.

The hearing also revealed simmering tension between agencies, with officials from the Directorate of Occupational Safety and Health Services condemning SHA’s demand for secondary medical assessments prior to disbursing compensation. The Directorate argued this additional examination step is not only unlawful but also a direct contributor to delays, leaving injured officers stranded



Eliud Kinuthia.

without much-needed support.

Further complicating the issue, the Insurance Regulatory Authority pointed out that a 2000 Gazette Notice issued by the Cabinet Secretary for the National Treasury exempted NHIF from IRA regulation, raising concerns about the lack of accountability in NHIF’s handling of injury claims. As NHIF plays a central role in processing claims, its exemption has sparked questions about oversight in a process crucial to police welfare.

The Committee, chaired by Sen.

William Cheptumo from Baringo county voiced its frustration at these unnecessary bottlenecks and pledged to engage all stakeholders further to expedite compensation and provide a long-term solution.

Alongside Cheptumo, the session was attended by committee members: Fatuma Dullo (Isiolo), Seki Lenku (Kajiado), Julius Murgor (West Pokot), Tom Ojienda, (Kisumu), Joseph Githuku (Lamu) and Abdul Haji (Garissa).

Med Aditus Pharmaceuticals Launches Drugs Manufacturing Factory In Kisumu

By: MTK Correspondent
@themkenyetimes

Kisumu County has partnered with Med Aditus Pharmaceuticals (MAP) to establish a Sh1.6 billion pharmaceutical manufacturing plant, aimed at producing high-quality, affordable medicines.

The US-based company is set to use advanced technology to optimize the operations of the facility, which will be located on a 10-acre site in Miwani Ward, Muhoroni Sub County.

Production is slated to begin in 2028, targeting medicine distribution within Kenya and the broader East African region to address pressing healthcare needs.

Prof. Dhiren Thakker, CEO of MAP, said that the initiative is designed to bolster Kenya's pharmaceutical production capabilities and reduce reliance on imported drugs.

"Our new facility in Kenya will help fulfill our mission of improving access to affordable, high-quality medicines in sub-Saharan Africa and fostering the growth of local pharmaceutical production," said Prof. Thakker.

He emphasized that limited access to quality medicines remains a significant issue in Africa, contributing to poor health outcomes.

In Africa, there are less than 400 drug manufacturing firms that serve approximately 1.5 people, compared to India's 10,500 companies for a similar population size, underscoring Africa's heavy dependence on imports.

Prof. Thakker noted that modern medicine has significantly improved life expectancy in wealthier nations and called for equitable drug access campaigns in low-income.

Modern medicine, he added, has proven to have increased life expectancy especially in wealthy countries and low income nations deserve equality in quality drugs access and affordability.

"Studies show that access to quality medicine guarantees extended life expectancy by 10 to 20 years in Western countries, hence, bridging this gap in low-income areas is essential," Prof. Dhiren remarked.

The Kisumu plant will deploy latest technologies including continuous modular manufacturing and block-chain-powered quality management system to meet the patient and market needs. These technologies, a first-of-

its-kind in the Sub-Saharan Africa, will enable MAK to produce highest quality medicines in large quantities at lower cost.

Leveraging advanced technology, the factory will have tablet production capacity of between 2-3 billion tablets in a year with a production rate of about 5-10 minutes per unit compared to the traditional production methods 2-3-month timeline.

In a groundbreaking step towards medical innovation, MAK is investing in advanced technology-driven patient centered solutions expected to revolutionize treatments for various conditions by potentially replacing traditional drug therapies.

The Kisumu plant plans to produce cutting-edge treatments for HIV, Tuberculosis, Malaria and various antibiotic needs alongside medications for cancer, sickle cell disease, cardiovascular conditions, and diabetes to combat the region's growing disease burden.

The project taskforce Chairperson, Dr. Vincent Orinda said hosting the plant is a significant milestone that positions Kisumu County as a competitive player in global healthcare markets as well as provide job opportunities for the locals.

Med Aditus identified Kenya, partic-



Prof. Dhiren Thakker

ularly Kisumu County as its preferred location to establish the pioneering venture after an intensive, critical evaluation of various places across Sub-Saharan Africa.

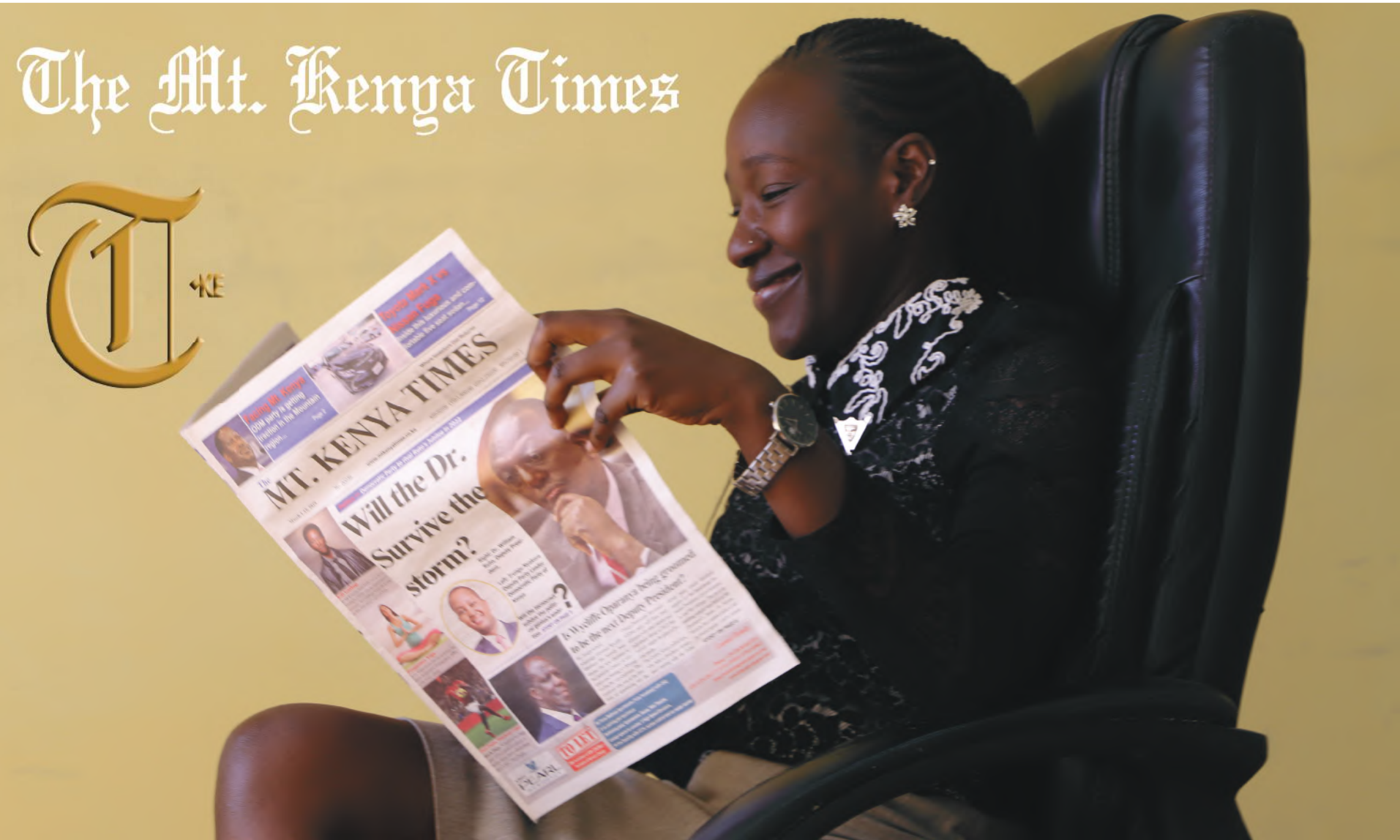
Kisumu became a finalist topping its greatest competitors Senegal and Rwanda that had also shown great potential to host the firm.

Ken Onditi, Nyanza Regional Director of the Kenya National Chamber of Commerce and Industry, lauded the project's potential economic impact, emphasizing that it would pro-

mote a healthier population capable of contributing actively to economic activities.

"The new drugs manufacturer assures improved healthcare outcomes thus, ensuring the wellbeing of the citizens who can actively engage in various economic activities," Onditi said.

The foreign investment, he added, would also facilitate technology transfer, enhancing professional expertise in the healthcare sector.



President Ruto Has Made Great Strides In Stabilizing The Economy

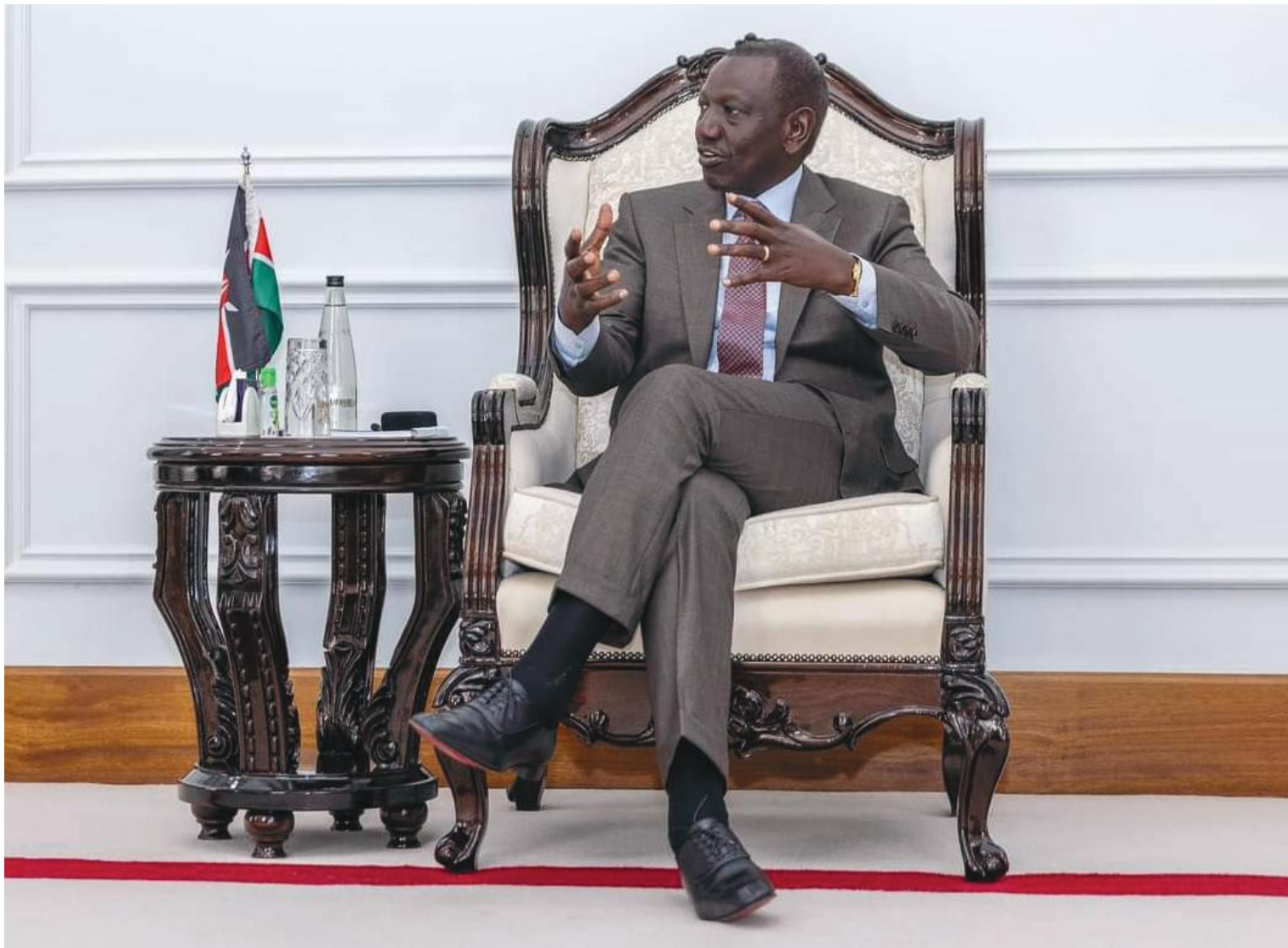


By: Joseph Mutua Ndonga
mutuandonga@yahoo.com



Worth Noting:

- Today, the inflation has dropped to 2.7% in 2024 from 6.9% in 2023. The value of Kenya Shilling has appreciated. The exchange rate now is at Sh127.60 against dollar from a high of Sh160.
- The average bank lending rates have dropped to 15.3% from 16.1%. Debt to GDP now at 66% from 73% last year.
- The prices of essential commodities have also dropped. 2kg maize flour to Sh127 from Sh230. 2kg sugar to Sh225 from Sh277. 2kg rice to Sh200 from Sh400. 1kg cooking oil to 200 from Sh400. 6kg cooking gas to Sh1,000 from Sh1,500.



President William Ruto

President William Ruto assumed office at a time when the country was facing four main challenges; biting drought rated to be the worst in 40 years, dilapidated economy, Russian-Ukraine war and at a time when the country was recovering from devastating effects of Covid-19 pandemic.

Two years down the line, he has made great progress in stabilizing the economy. This development have resulted to a drastic drop in cost of living.

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The other key indicators are.

1. Kenya Power (KP) reported

a Sh30 billion net profit for the year ending June 30, 2024. This marks a significant return to profitability after more than seven years.

2. KenGen recorded a 35% increase in profit after tax for financial year ending June 30, 2024. This marks a significant rising to Ksh6.8 billion, up from Ksh5 billion.

3. National Carrier Kenya Airways (KQ) broke its streak of losses by posting a net profit of Ksh513 million in the half- year ending June, 2024. This marks a reduced debt service costs.

The prices of petroleum products have also dropped. 1 litre of petrol to Ksh180.66 from Ksh188.84. 1 litre of Diesel to Ksh168.06 from Ksh200.99. 1 litre of kerosene to Ksh151.39 from Ksh202.61.

After taking the oath of office, President Ruto assured Kenyans that he would follow the footsteps of President Mwai Kibaki. The remarkable steps he has taken so far reaffirms his commitment to walk the talk.

At the time, President Ruto rolled out a raft of interventions. One of them was the removal of subsidies on fuel and sta-

ple food that had been introduced by the outgoing 'handshake' government.

The economy cannot grow when billions of shillings set aside to provide crucial services to Kenyans were being diverted and ended up lining up the pockets of well-connected top oil marketers and proprietors of selected Maize millers.

After receiving huge chunks of tax payers' money, these tycoons would only reduce the prices for one or two months.

For example, maize flour, the main staple food was supplied to a few chosen supermarkets and wholesalers.

Given the high demand, the flour would get depleted within hours.

The lucky ones would only be allowed to buy one packet of 2kg unga. So, many people particularly the downtrodden would return home empty-handed.

President Ruto would mince no word telling Kenyans that they were being duped.

The corrupt riddled personalities in the previous government were involved in these schemes of stealing your taxes. This will not happen under my watch.

Even if taxpayer's money was not be-

ing embezzled subsidies the interventions were ill-advised. They cannot help the economy to grow.

The economy would grow if the government boosts the efforts of the people involved in production and value addition chains.

This is what I'm planning to do. Some of the key interventions he unveiled were; the procurement of subsidized fertilizer and supply of this essential farm inputs to farmers in all parts of the country.

On fuel, he started reaching out to the top leaders of the world's leading oil producers. The talks have since borne the fruits.

The head of state had some months earlier reminded Kenyans that the prices of petroleum products were majorly controlled by the international markets.

Joseph Mutua Ndonga Is A Writer And Social Commentator

How Continental Platform Will Close Gender Gaps In African Livestock Markets

By: Suleiman Mbatiah
@themkenyaintimes

Worth Noting:

- Ms. Hawa Dekow, a leader of Women in Livestock Trade in Garissa County, says that many banking institutions fail to support women-led businesses by not offering a wide variety of affordable products, services, and personalized financial solutions designed specifically for women entrepreneurs.
- Additionally, the absence of customized advisory services, she laments, means that women entrepreneurs often miss out on critical financial literacy training and guidance, leaving them less equipped to manage and grow their businesses effectively.
- “For example, only a few banks offer Sharia-compliant packages that can support women in business. We are left with no viable options. This neglect is pushing us out of the livestock trade, leaving us to struggle without the financial assistance we need to succeed like our male counterparts,” says Ms. Dekow.

African women in the livestock trade subsector continue to face significant gender-based gaps, among them limited access to credit, market opportunities, and education, which hinder their ability to fully contribute to both local and national economies.

Despite being key players in the sector and responsible for the care and management of a significant portion of livestock, women face systemic barriers that prevent them from expanding their businesses or accessing the resources they need for growth.

In the northeastern parts of Kenya, for example, women are more likely to be excluded from formal financial systems, often due to religious norms, lack of collateral, and low levels of financial literacy. This lack of access to credit hinders their ability to invest in livestock, purchase inputs, or scale their businesses.

Ms. Hawa Dekow, a leader of Women in Livestock Trade in Garissa County, says that many banking institutions fail to support women-led businesses by not offering a wide variety of affordable products, services, and personalized financial solutions designed specifically for women entrepreneurs.

Additionally, the absence of customized advisory services, she laments, means that women entrepreneurs often miss out on critical financial literacy training and guidance, leaving them less equipped to manage and grow their businesses effectively.

“For example, only a few banks offer Sharia-compliant packages that can support women in business. We are left with no viable options. This neglect is pushing us out of the livestock trade, leaving us to struggle without the financial assistance we need to succeed like our male counterparts,” says Ms. Dekow.

She further states that women, especially in rural areas, lack market information, networks, or resources to connect with buyers; as a result, they often sell their products at lower prices or face exploitative middlemen who take advantage of their limited bargaining power.

Furthermore, cultural and societal barriers restrict women’s decision-making power and participation in leadership roles within the livestock trade. In many communities, women are expected to prioritize household responsibilities, limiting their ability to attend training, engage in policy advocacy, or participate in livestock-related organizations.

Ms. Fatuma Osman, the director of Wajir Milk Traders Organization, says women in livestock marketing often face intense competition from



Ms Dekow and Ms Osman attending an empowerment forum. Photo/Suleiman Mbatiah.

their male counterparts, who sometimes inflate prices to outbid women lacking the same financial leverage.

She explains that this strategic pricing pressure prevents women from purchasing livestock at competitive rates, forcing them to step back from primary trading roles and reducing them to intermediaries or brokers, earning only minimal profits.

“Without the same financial muscle, we can’t match their bids, so we’re often pushed out of direct trade. This forces us into broker roles, where we make only a fraction of the profit. It’s frustrating because we have the willpower, but the financial barriers and male chauvinism hold us back,” says Ms. Osman.

This concerning gender gap in livestock trade has caught the attention of policymakers and development partners who argue that closing the gender gap in the livestock market sector could lead to a substantial increase in productivity, food security, and rural income levels.

To address these gaps, the African Union Inter-African Bureau for Animal Resources (AU-IBAR), with support from the Bill & Melinda Gates Foundation, is spearheading the establishment and operationalization of a regional livestock marketing platform.

The African Pastoral Markets Development (APMD) Platform, currently being validated by analysts and implementers, aims to strengthen the role of pastoralism in promoting inclusive economic growth, sustainable development, and improved livelihoods.

“The implementation of the APMD Platform will give us the opportunity to overcome these barriers. By fostering collaboration and embracing innovation, we can unlock new pathways for sustainable growth,” says AU-IBAR Director Dr. Huyam Salih.

AU-IBAR is a specialized technical office of the African Union Commission (AUC) and operates under the Director, who reports to the AUC via the Department of Rural Economy and Agriculture (DREA). The pan-African initiative seeks to promote market-driven, adaptive transformations in pastoralism and is key to advancing inclusive agricultural growth across Africa.

For Dekow and thousands of other women in the pastoral livestock trade subsector, she remains hopeful that this initiative will include financial literacy training, access to micro-loans, market information platforms, and policy reforms aimed at creating a more inclusive and equitable business environment.

The APMD Platform has a policy environment, data ecosystem, and integration into markets as the main pillars, with the main pillar being the integration of the private sector into markets, supported by the enabling policy environment and functional data ecosystem.

According to Professor Ahmed Elbeltagy, the APMD Platform Coordinator, the initiative has three cross-cutting lenses: women and youth, nutrition security, and climate change, with a keen focus on women and youth in the livestock marketing environment.

“They are somehow prevented from free access to the markets and selling their animals, even if they go early in the morning before the men come to the market, and such things. So, the project will consider this multiple gender inclusivity and support the women and youth to have equal access to markets and benefit sharing,” Professor Ahmed affirmed.

In the same breath, the Kenyan government has raised a red flag over the non-inclusion of women and youth in decision-making processes, both at the community and national levels, to ensure that their unique needs and challenges are better addressed.

According to the Department of Livestock Development, the government has prioritized policy formulation and interventions with the active participation and involvement of women in formal livestock-related businesses along the livestock and livestock products value chains.

“Women livestock production and marketing groups and cooperatives will be linked to local and international markets. We will enhance quantities and quality of the livestock and livestock products for market competitiveness,” notes Principal Secretary Mr. Jonathan Mueke.

For Ms. Dekow and Ms. Osman, addressing the gender-based disparities that limit their access to resources and opportunities, African nations can not only empower women but also drive economic growth, improve food security, and create more inclusive societies.

Martha Karua Challenges President Ruto to Prioritize Education Reforms Amid Rising Student Challenges

By: Cynthia Masibo
@themtkenyatimes

In a pointed critique of Kenya's current education policies, Narc Kenya party leader Martha Karua has called on President William Ruto's administration to urgently address what she termed a "crumbling education system." Speaking yesterday, Karua accused the Kenya Kwanza government of neglecting fundamental support structures for students, claiming the administration's actions resemble "locusts descending on greenery" by consuming resources and leaving nothing beneficial behind.

Karua's remarks highlight a series of ongoing issues within Kenya's education system, especially at the university level, where students are grappling with insufficient provisions for accommodation, tuition, and meals. The resulting strain has led to a marked increase in dropout rates, with many students struggling to continue their studies due to economic barriers. "Ruto and his administration have behaved the way locusts behave when they descend on greenery. They consume everything and leave nothing. What his administration is doing is destroying education," she asserted.

The call from Karua comes at a critical time, as public university students across Kenya remain at home due to an ongoing lecturers' strike. University staff have halted teaching and administrative activities, demanding that the government honor commitments made during the last collective bargaining agreement. This interruption of classes has intensified the existing crisis within the education sector, fueling fears of a longer-term breakdown in academic progression for thousands of students.

Karua argued that the country has the resources to fully support its education system, but accused the Ruto administration of prioritizing unnecessary expenditures over critical needs like education. "Kenya has money to do these things," Karua stated. "Cut out all the unnecessary spending, fund education as one of the basic needs of the country and of every human being to develop their full potential."

In her statements, Karua advocated for the re-establishment of free education across all levels, from early childhood development (ECD) to university. This position draws from models implemented by previous administrations, which sought to alleviate financial burdens on families and support equitable access to education. Karua urged President Ruto to follow in the footsteps of his predecessors



Narc Kenya leader, Martha Karua issuing her address.

who crafted these initiatives, stating that they set a foundation that should not be dismantled.

"We should be aiming to free education from ECD to university," she said. "Instead, Ruto and his administration are reaping off the education system." She went on to emphasize that access to education is enshrined in Kenya's Constitution, underlining that her call for reforms is not only politically motivated but also a reflection of constitutional rights that citizens are entitled to expect from their

leaders.

Karua's demand also extended to increased capitation for primary and secondary schools. She warned that if adequate funding is not provided, the rate of student dropouts could surge, particularly among disadvantaged populations who rely on public schooling for access to education. "This is a demand, not because we say so, but also because the Constitution of Kenya says so and Kenyans expect it," she remarked.

The demand for education reforms

is likely to heighten political tensions as President Ruto's administration faces mounting pressure from both opposition leaders and public stakeholders concerned with the country's education crisis. As the lecturers' strike continues and students remain in limbo, Karua's statements underscore a growing sense of urgency for actionable government intervention in education, a sector many regard as fundamental to Kenya's social and economic future.

Miraculous 3D Printing Technology And Artificial Intelligence



By: Paul Kinyanjui
@themtkenyatimes

If you ask most Inventors, Innovators and Designers like me, they will tell you that it is very difficult to invent a prototype locally. To domestically come up with a prototype is both very expensive and time consuming. It is labour intensive, wasteful and messy.

Those who have tried this know and

understand what I am talking about here.

Oftentimes, Innovators, inventors use tools, equipment and machines available locally and as well as locally available raw materials.

Some even go ahead and Re-use or Recycle second hand materials and items.

Most, if not all, tools, implements, equipment and workshop machines that are needed to produce a prototype or components are very very expensive and are all imported, from power drills, grinders to lathe machines.

Those who try to manufacture such tools and equipment locally end up importing assembly components since most components are not available locally.

They finally get frustrated and give up in the middle of inventing.

If there is a technology that is go-

ing to save Innovators, inventors and designers locally, it's the 3D printing technology.

This will be the future and breakthrough of manufactures.

I hope that one day it will be possible for an inventor, Innovator or designer to walk into a premises and instantly leave with a machine component just like the way you and I can photocopy documents and have them in seconds.

With 3D printing technology, it will be possible not only to solve medical problems like prosthetics but also save the cost of manufacturing, construction and even eradicate poverty.

Many more employment opportunities will be created.

Without the promise of an end product, the idea, creativity, prototypes and great visions are all futile.

My fellow inventors. Innovators, designers and engineers you know



what I mean. Something should be done and most of all. Always remember that our works are a solution discipline. Coupled together with Artificial Intelligence 3D printing technology will be a future game changer.

The writer is a freelance Researcher, Analyst, Critic, Tutor and Writer on Emerging Issues and Trends with an aim to Create Awareness Educate Enlighten Empower and Inspire

Elysium's Embrace



By: Tajalla Qureshi

Let's walk
On the endless road
of untainted thoughts
The bridge of blazing blooms
Just have to touch and cross
And perhaps there will be no loss

Yes!
Maybe on the other side,
Of gigantic hills that often lied
And the faith smiles on the tied
Where edge has the knowing spark
And lustrous blaze be there after every
dark
Being unsound to the hecticness, we
skip the mark

Come on!
Unsteady waves are splashing higher
Hold the hands and slightly move

towards a distinctive zone
Reluctance will have gone
Luminous colorful stone
Where roses of hope have grown
And shores enchantingly shown

Think!
Towards the yellow glistening repairs
enchanting and delicate with our prayers
and surprisingly to upstairs
Where there'll be no scares
Nor the terrified nightmares

Remember!!
We be there at every spot
Whether it's overly cold or extremely
hot

Hold the hands and keep a knot
Nomadic falcon fit in our pot
And us, mingle with the mingling art

Hear!!
The melodies over the daffodils
The song of a nightingale over the hills
The dancing twigs over the cold breeze
The flapping of wings over the seas
The sound of a mouse searching for
cheese

Let us be;
In the sweet dream like a flashy beam
With the colorful, cozy, and rosy dreams
Yet, sip and suck the lushness from the
stream
And honey hive to wrap the fruity
cream.

The World Belongs To Brave Souls...



When I first heard the saying, "Those who know a lot grow old quickly," I used to think it meant that people who read a lot, who possess high knowledge and abilities, age quickly due to the mental labor they endure. But today, I find myself deeply feeling and experiencing the essence of these words... I have come to realize that in life, it is not only hard work that makes us age; rather, it is the loss of trust, the fading of hopes, the extinguishing of wonder, the death of dreams, the draining of spiritual strength, and the disappearance of positive energies that hasten the aging process. Especially when we see the true faces of those around us and discover the false games they play with us, our hearts become shattered. When I saw people who had veiled the truth from my eyes, I felt my astonishment turn to smoke like the fumes from a stove, my trust sinking into the desert like sand, and the endless love in my heart freezing into solid ice... Because I had yet to see the tricks and games of many people, nor the true faces behind their masks. Accepting the truth is difficult, especially when you see it with your own eyes and feel it deep within yourself, as though falling from a high cliff. To see and know so many truths at once shattered my heart and dragged my spirit down into a deep abyss. Pain upon pain, blow after blow – even the strongest of people will lose themselves in such a storm. From the agony of these pains and the heavy force of these blows, one expends much energy before finding their way back. As the great German philosopher Goethe wrote: "To be human is to be a fighter." These words mean that after suffering defeat, one must gather strength and experience to

rise again, for if not, you will live your life tasting the bitterness of defeat. True victors are those who have been defeated many times. No matter how many times they fall, get struck, or face the harshest blows of failure, they gather their willpower and rise again. As Rumi says: "When you enter a difficult period, and everything seems to be against you, when you feel you cannot endure even a moment longer, never give up. For at that moment, a change is coming, and the direction of your path will change."

This life is, after all, a battlefield of struggles and trials. If I wish to reach success and my goals, I must be ready for defeat and hardships. In such situations, the rewards of fate may await. Anything easily obtained lacks value. No matter what, I will not lose my faith in myself and in the Higher Power! O my heart, let those who have abused your simplicity and trust rejoice today! But tomorrow, the flowers of patience will bloom atop the mountains of your aspirations, so never stop, never give in! Be grateful that the veils of lies that blinded your eyes have now been lifted. Take hold of yourself, and never lose hope. From now on, never give your trust to anyone blindly. In your good days, treat yourself like a friend, but in your fallen moments, cast out those who have only watched you from the sidelines. Never tie your hope to anything or anyone except for the Higher Power and yourself. O my heart, let those who have hurt you and misled you be your lessons! In trials, make patience your shield, and with your strong will, turn fears into courage! Live on, and continue striving, for as Charlie Chaplin once said: "Live! The most precious thing is to fight with determination, thirst for life, and live a meaningful life. Overcome the difficulties of life with dignity, strive for victory with courage, for the world belongs to brave souls. Life is too precious to be insignificant."

Jakhongir NOMOZOV,
Correspondent of the "Butov Azerbaijan"
newspaper for Uzbekistan.

Scripted



Everything is Scripted...
TV Serials, Films, Dramas...
Stories are Scripted...
Everything is enacted...
Why our own Life is Scripted...
Actions too are Scripted...
Good, Bad things are Scripted...
Right till we say for the...
Last time...
Good bye too is Scripted...

Achyut Umarji

Mpenzi Mama Yangu



Ni furaha yake mama, mwingi wa matumaini
Mateso yake waama, mwana nipate imani
Hakuiweka lawama, hata kiwa masikini
Furaha ya mama yangu, mwana ndiyo nilo nayo

Miezi tisa tumboni, mama liniangalia
Kwa uwezo wa Manani, mama akajifingua
Ni mdogo kwa yakini, na mambo sikuyajua
Furaha ya mama yangu, ndiyo mimi nilo nayo

Kijusi hadi kitoto, mamangu alinilea
Nikawa kama lipyoto, ila hakunichukia
Ningali bado mtoto, adabu linipatia
Furaha ya mama yangu, ndiyo mimi nilo nayo

Baba alienda zake, kumwacha mama mjane
Akalia asicheke, machazi yalo manene
Ila leo si makeke, aibu liisha tene
Furaha ya mama yangu, ndiyo mimi nilo nayo

Machazi huwa yatoka, kitaka usaindizi
Wana eti ni baraka, ila sivyo waziwazi
Mama naomba Rabuka, umkumbuke mzazi
Furaha ya mama yangu, ndiyo mimi nilo nayo

Bado mimi nipo shule, safari hini ni ndefu
Karo mama ipo tele, nakuomba Mtukufu
Lijaze hima wimbile, nisome japo marefu
Furaha ya mama yangu, ndiyo mimi nilo nayo

Yakini na taadhima, nitawa mvumilivu
Shule nitaweka hima, chudi ustahimilivu
Kesho nije kusimama, mamangu nami angavu
Furaha ya mama yangu, ndiyo mimi nilo nayo

John Rukono
Thika
Mwanagenzi- Giakanja Boys High School

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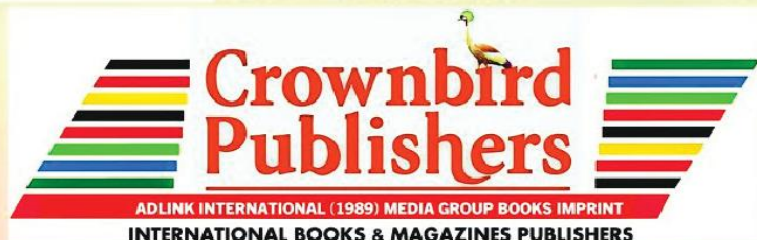
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MEDITATION

Impact Of Self Affirmative Meditation On Perceived Stress, Resilience And Eudemonic Health Among Gen Z



By: Shelly Sharma
@themtkenytimes

Worth Noting:

- Meditation serves on unconscious mind that entangle the threads of previously suppressed and unresolved thoughts, emotions and pattern from the subconscious and unconscious mind and thus it helps to break the unwanted pattern of behavior. It is a systematic process to access the subconscious mind.↵
- It is the quality of a person that comes from realizing their true purpose of life and pursues the happiness rather seeking only pleasures. It is the concept from classical Greek Philosophy. The subjective experiences associated with living a life of virtue in pursuit of human excellence. It is a state of self-fulfillment, self-awareness, self-expression and self-actualization.↵

Great Psychologist, Sir Carl Gustav Jung wrote "Your vision will become clear only when you look into your heart. Who looks outside, dreams;

who looks inside, awakes". He put in that in each of us there is another whom we don't know that is the divinity within us which was totally ignored in medical sciences during the time when Carl Jung was practicing his medical studies in Zurich. He was one of the most influential personalities in the realm of analytical psychology with the profound interest of how every human being has to undergo an inward individual by achieving psychological wholeness and self-realization by integrating the conscious and unconscious aspects of their psyche as remarked in his Theory of Individuation.

In present times people encounter with different emotional turbulence emerge from different rationale, it is imperative to unravel the enduring relevance of psychological interventions and their impact on our understanding of human behavior by navigating through the knowledge of analytical psychology with an aim to shed light on power of being in meditative state and positive self-talk with unconscious mind and illuminating pathways toward self-discovery and personal growth.↵

PYSCHOLOGICAL INTERVENTIONS↵

Psychological interventions are the approaches that posits and recognize that human beings are able to change their state of mind, thoughts, cognitions, behavioral pattern and emotional health in order to have an overall wellbeing by increasing self-awareness and potentially mindful observations.↵

MEDIATION↵

Meditation serves on unconscious mind that entangle the threads of previously suppressed and unresolved thoughts, emotions and pattern from the subconscious and unconscious mind and thus it helps to break the unwanted pattern of behavior. It is a systematic process to access the subconscious mind.↵

SELF AFFIRMATION↵

An act that manifests one's adequacy and affirms one's sense of self-integrity. A healthy self-talk is motivated to maintain integrity and generate positive meanings (Steele 1988; see

also Sherman & Cohen 2006). Many events in these days are seen as relevant to the concept of self.

Self-affirmations given to oneself can help people navigate difficulties and set them on a better path. Their confidence in their ability to overcome future difficulties may grow and thus buttress coping and resilience for the next adversity, in a self-reinforcing narrative (Cohen et al. 2009). Self-affirmations bring about a more expansive view of the self and its resources. They can encompass many everyday activities.↵

SELF AFFIRMATIVE MEDITATION↵

Self-affirmative meditation uses the positive insight statements as the focus of one's practice. Often, the technique is to repeat these statements internally and to feel their energy within both mind and body.

The goal is to hardwire these positive beliefs into who we are, cultivating a positive mindset.↵

EUDEMONIC WELL BEING↵

It is the quality of a person that comes from realizing their true purpose of life and pursues the happiness rather seeking only pleasures. It is the concept from classical Greek Philosophy. The subjective experiences associated with living a life of virtue in pursuit of human excellence. It is a state of self-fulfillment, self-awareness, self-expression and self-actualization.↵

RESILIENCE↵

Resilience is a concept has gained much the attention recently in positive psychology. It has been defined and explained differently by different researchers but essentially it consists of triumphantly coming out of stressful situation.↵

Psychological Resilience

Resilience has been defined in many ways by different psychologists. Some see resilience as an outcome, while some see as a trait and some others see it as a rather dynamic process. Resilience is a trait according to Connor and Davidson, 2003. They explain resilience as a group of abilities that make an individual face adversity and flourish through the same.

They also believe in the ability of resilience to change over time, or show improvement. Some researchers like Masten (2001) describe resilience as a result or outcome rather than a characteristic trait.

Thus, resilience is the result of facing an adversity. It was seen as a common phenomenon or result of adversity. Resilience is rather seen as a dynamic process by some other researchers. Outcome in spite of adverse conditions and its detrimental impact. Also, many more attempts have been made to understand resilience. It has been often interchanged with emotional stamina that keeps people fearless.↵

STRESS↵

Stress can be defined in many ways. It is essentially an internal state which may be triggered by physical, environmental or social situations which are evaluated as potentially harmful, or over riding our coping resources. And these physical, social and environmental factors that cause stress are known as stressors (Morgan et al., 2004). The General Adaptation Syndrome and the HPA Axis (Hypothalamus -Pituitary Axis Adrenal Axis) explains the impact of stress on mind and body. It covers different stages of coping with stress.↵

PERCEIVED STRESS↵

Perceived stress as the term suggests refers to one's perception of stress that is the thoughts or feelings that an individual has about how much stress they are experiencing. It incorporates components of uncontrollability of one's life, amount of change occurring in one's life, level of confidence to deal with problems or difficulties.

Thus, rather than focusing on types or amount of stressful events in one's life it focuses on how individual feels about the stressfulness and their ability to face the same. Thus, it focuses more on appraisal by individual rather than actual stressors. It is a manifestation of an individual's appraisal of the environment that is threatening and its interaction with the environment.

Thus, an even maybe negative but an inter play of environment, once personality and coping may have an influence on how an individual thinks of the impact or severity of a stressful event.↵

Let us consider how religiosity in an individual shows itself through the essential concepts expressed by Jung. To begin with, concept is individuation. Jung paid extraordinary consideration to the relationship of the process of individuation with the religiosity of an individual. In the

word reference of explanatory brain research, the taking after definition is given: Individual is the handle of accomplishing oneself, but 'such an accomplishment obtains a devout importance, since it gives meaning to the individual's endeavors.

All tissue, Jung accepted, suggested the reunification and determination of heterogeneous and restricting motivations. He thought the union between the person and the collective mind is conceivable as it were when there is a living and working devout attitude.. A few analyst call to prepare of individuation the prepare of combining 'psychic substance with the sense of self, as a result of which the psychic substance of awareness is born, or, in interpretation from the dialect of C.G. Jung, the encapsulation of God in man.

Frequently, an individual, being in the handle of individuation, can discover his possess devout involvement. In the handle of individuation, coming to the revelation of identity, an individual finds a sign of other-worldly existence. All through his life, in the prepare of individuation, an individual creates his interesting 'I', at the same time he creates awareness and to a few degree get to be in part divine. A self-affirmation is an act that illustrates one's amplexity. In spite of the fact that a huge achievement such as winning a sports challenge can clearly confirm one's sense of amplexity, little acts can do so as well.

Cases of occasions that in spite of the fact that little from the point of view of an untouchable can be subjectively "big" (Yeager & Walton 2011) incorporate a pushed worker who cares for his children or just reflects on the individual significance of his family and a forlorn understanding who, getting a individual personal note from her specialist, realizes that others care for her (Carter et al. 2013).

Indeed little inputs into the self-system can have huge impacts, since a solid self-system is persuaded to produce certifying implications and generate affirming meanings (Steele 1988; see also Sherman & Cohen 2006). But there are times when sources of self-affirmation may be few, Times require to make possible

Ruto’s Parliamentary Gambit: Reshaping Kenya’s Political Landscape

By: James Kilonzo Bwire
@themtkenyatimes

President William Ruto’s planned shake-up of the National Assembly marks a pivotal moment in Kenya’s political landscape, signaling a bold move to consolidate power and reshape alliances. The potential removal of key United Democratic Alliance (UDA) members from influential committee positions, particularly Ndindi Nyoro from the Budget and Appropriations Committee, underscores Ruto’s determination to ensure loyalty and efficiency within his ranks¹. This strategic maneuver comes at a critical juncture, preceding the Christmas break and amidst swirling concerns about potential opposition

alliances. It’s a calculated risk that could either strengthen Ruto’s position or potentially alienate members of his own coalition. The timing is particularly significant given the recent impeachment of former Deputy President Rigathi Gachagua, where the absence of certain UDA members during crucial votes raised questions about party loyalty¹. Adding to the complexity is the Orange Democratic Movement’s (ODM) push for more key leadership positions. The evolving collaboration between Ruto and ODM leader Raila Odinga has sparked intense speculation about the future of Kenyan politics. While Ruto has clarified that there is no formal coalition agreement with ODM, their cooperation on national issues has blurred traditional political lines. This political realignment extends beyond the parliament, with Ruto

making significant inroads into traditional ODM strongholds in Nyanza, Western, and Coast regions. The appointment of ODM officials to cabinet positions, including John Mbadi as National Treasury Cabinet Secretary and Opiyo Wandayi as Energy and Petroleum Cabinet Secretary, has further cemented this unexpected alliance⁴⁸. However, confusion persists within ODM regarding the extent of their cooperation with Ruto’s government. While some ODM leaders have embraced the collaboration, others maintain that the party remains in opposition. This internal discord reflects the broader uncertainties in Kenya’s political landscape³. Looking ahead to the 2027 elections, the current political maneuvering takes on added significance. Energy CS Opiyo Wandayi’s sug-



President William Ruto

gestion that ODM’s support for Ruto might extend beyond the current term has fueled speculation about potential running mates and future alliances. As this situation unfolds, its impact on governance, policy-making, and the overall political landscape of Kenya will be closely watched. Ru-

to’s parliamentary gambit represents a significant moment in Kenya’s political journey, reflecting the ongoing efforts of leaders to consolidate power, forge new alliances, and implement their agendas in an ever-changing political environment. James Kilonzo Bwire is a Media and Communication Practitioner.

Impact Of Self Affirmative Meditation On Perceived Stress, Resilience And Eudemonic Health Among Gen Z

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well-timed self-affirmation interventions to enhance their capacity for future troubles. This period, advertising a holistic and encompassing approach to the complexities of the human mind (Jung, 1933). In an age overwhelmed by Freudian psychoanalysis, Jung challenged to dig into more profound deeper layers of the unconscious, that have since ended up fundamentally to the broader scene of psychology.⁷ Individuation: Jung emphasized the process of individuation, a lifelong journey towards integrating various aspects of the self to achieve wholeness and self-realization (Jung, 1933).Self-Reflection and Self-Awareness: The journey toward individuation begins with self-reflection and expanded self-awareness. People lack in the reflective practices, investigating their values, convictions and inspiration.⁷ Importance of Integrating Conscious and Unconscious Elements: Balancing Opposing Forces: Individuation includes accommodating contradicting strength inside the mind, such as conscious and

unconscious elements, this adjust cultivates mental wellbeing and flexibility. This balance fosters psychological well-being and resilience (Stein, 1998).Enhancing Self-Understanding :Integrating unconscious elements provides individuals with a deeper understanding of their motivations, fears, and desires. This heightened self-awareness contributes to making more informed and authentic life choices .Facilitating Personal Growth: The individuation process is inherently linked to personal growth. By embracing the full range of experiences and emotions, individuals cultivate resilience and develop a greater capacity for coping with life’s challenges (Jung, 1959).Spiritual Development: Individuation is not solely a psychological process; it has spiritual dimensions. As Individuals explore the depths of their psyche, they may experience a sense of connection to higher self. Meditation is a mental practice where an individual exercises their mind to train attention, and to create self-awareness. The goals of meditation are to attain a state of consciousness that is mentally clear and emotionally calm. Meditation practices mainly changes functions through autonomous nervous system, which links brain and body. Something greater than themselves, contributing

to a more profound and meaningful life. In essence, individuation is a transformative journey that involves self-discovery, self-acceptance, and the integration of all aspects of the self. By embracing both the light and shadow within, individuals embark on a path towards wholeness, fulfilling their unique potential, and achieving a profound sense of self-realization. Resilience as a construct often becomes a part of the positive psychology movement. Resilience shares both similarities and differences with positive psychology. One of the substantiate difference lies in terms of presence of adversity. Studies of resilience emphasize of the presence of some form of adversity to understand resilience. On the other hand, positive psychology incorporates all individuals and not just at-risk individuals. There is a shifting focus towards post stress growth and emphasis on adversity and risk in that sense in positive psychology (Park, 2010)⁷

THE PROBLEM⁷
In contemporary world of fast developing tech and quick creating digitalization and its different measurements in life is creating a shift both in materialistic and non-materialistic aspects of life specifically



in young adults. They are grappled with a sense of insensitive existence of their own before adulthood. It was the time when young people lived a life like beacon of resilience, hope and optimism. The latest world happiness report unveils a concerning reality : young people worldwide now report lower happiness level as compared to their elders. Reports has set that few nations saw expanded bliss among young people by suggested measure like focusing on social support and a sense of purpose. In fact the world economic forum is working with its partners through the healthy workforce initiative to identify the implication of declining youth mental health and to promote holistic health strategies for them. Holistic mindful approaches like meditation, self-positive talk, grat-

itude journaling and other advance wellbeing techniques that can help to change unwanted pattern of behavior, help to cope up stress by simulating the happy harmones in body and paving a path towards a true purpose of being in existence as human that ultimately led to have a happy and healthy life.. According to research on self-affirmative meditation, there is MRI evidence that suggests that certain neural pathways are increased when people practice self-affirmation tasks Carl Jung theory of Individuation clearly associated with healing process, underlying all psychic activity of balancing, meditating or uniting conflicting psychic opposites which overcomes the psychological disequilibrium and initiates the experience of wholeness.

Film Financing In Kenya: Strategic Investment Mechanisms And Recoupment Structures

Executive Analysis of Film Investment Opportunities and Legal Frameworks



By: Odhiambo Jerameel Kevins Owuor
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Worth Noting:

- A well-structured film financing agreement typically incorporates multiple layers of security mechanisms, including but not limited to, first-position security interest in the film's negative and intellectual property rights, completion bonds to ensure project completion within budget and timeline parameters, and comprehensive insurance coverage protecting against production-related risks and potential losses.
- The agreement should meticulously detail the waterfall payment structure, clearly delineating the order of priority for revenue distribution, with investors typically receiving preferential positioning in the recoupment hierarchy to ensure expedited recovery of their initial investment plus agreed-upon returns before other stakeholders participate in profit sharing.

The Kenyan film industry, colloquially known as 'Riverwood', represents a burgeoning sector within the creative economy, contributing approximately KES 12 billion annually to the national GDP while employing over 100,000 individuals directly and indirectly in the value chain.

The strategic geographical position of Kenya as East Africa's economic hub, coupled with its diverse landscapes ranging from pristine beaches to savannah grasslands, positions the country as an attractive destination for both local and international film productions, evidenced by recent successful productions like "The First Grader" and "Queen of Katwe" that garnered international acclaim and substantial returns on investment.

The creative industry's exponential growth trajectory, supported by the Kenya Film Commission's strategic initiatives and tax incentives, presents a compelling investment opportunity with the potential for significant returns, particularly given the expanding African middle class and the growing demand for authentic African content across global streaming platforms such as Netflix, Amazon Prime, and Showmax.

Moreover, the government's commitment to creative industry development through the establishment of film funds, creation of film-friendly policies, and provision of state-of-the-art production facilities at Konza Technopolis demonstrates the sector's strategic importance and long-term viability for astute investors seeking diversified portfolio opportunities within the entertainment sector.

The convergence of technological advancement, increasing internet penetration, and the proliferation of digital platforms has created multiple revenue streams for film content, thereby enhancing the potential for investment recovery and profit maximization. Additionally, the recent success of local productions in international markets and film festivals has established Kenya's reputation as a serious player in the global film industry, attracting foreign investment and co-production opportunities that significantly reduce investment risks while maximizing potential returns.

Furthermore, the establishment of bilateral co-production treaties with countries like South Africa, Nigeria, and the United Kingdom provides structured frameworks for international collaboration, risk sharing, and market access, making film investment in Kenya an increasingly attractive proposition for both domestic and international investors seeking exposure to the rapidly growing African creative economy.

The legal framework governing film financing agreements in Kenya oper-

ates within a comprehensive structure that encompasses the Copyright Act, the Kenya Film Commission Act, and various international co-production treaties that collectively provide robust protection for investors' interests.

A well-structured film financing agreement typically incorporates multiple layers of security mechanisms, including but not limited to, first-position security interest in the film's negative and intellectual property rights, completion bonds to ensure project completion within budget and timeline parameters, and comprehensive insurance coverage protecting against production-related risks and potential losses.

The agreement should meticulously detail the waterfall payment structure, clearly delineating the order of priority for revenue distribution, with investors typically receiving preferential positioning in the recoupment hierarchy to ensure expedited recovery of their initial investment plus agreed-upon returns before other stakeholders participate in profit sharing.

Furthermore, the agreement must establish clear governance structures, reporting mechanisms, and audit rights that enable investors to monitor production progress, financial management, and revenue collection effectively, while also incorporating specific performance metrics and milestones tied to funding disbursement schedules. The legal framework should additionally address intellectual property rights allocation, revenue sharing ratios across different distribution platforms and territories, and specific provisions for handling ancillary rights such as merchandising, soundtrack rights, and remake rights that can provide additional revenue streams for investment recovery. Moreover, the agreement should include comprehensive representations and warranties from the production company regarding their capacity to execute the project, compliance with relevant laws and regulations, and the originality of the content, supported by appropriate indemnification clauses protecting investor interests.

Additionally, the incorporation of step-in rights allows investors to assume control of the project under specified circumstances, such as budget overruns or material breaches of agreement terms, providing an additional layer of security for the investment. Finally, the agreement should specify dispute resolution mechanisms, preferably through arbitration under the Nairobi Centre for International Arbitration, ensuring efficient and cost-effective resolution of any conflicts that may arise during the project lifecycle.



The first example illustrates the success story of "Rafiki," a Kenyan film that secured international co-production financing through a structured agreement involving multiple investors from Kenya, France, and Germany, demonstrating the effectiveness of multi-layered financing structures in mitigating investment risks.

The financing agreement incorporated a hybrid funding model combining equity investment, pre-sale agreements with international distributors, and government grants, creating multiple recoupment streams that enabled investors to recover their investment within eighteen months of the film's release.

The agreement's success was underpinned by clear prioritization of recoupment rights, with primary investors receiving 120% of their investment from initial revenues before profit sharing commenced, supplemented by revenue from festival screening rights, streaming platform licenses, and territorial distribution agreements across Africa and Europe. The structured waterfall payments ensured that investors received quarterly distributions from all revenue streams, with detailed financial reporting and audit rights enabling transparent monitoring of revenue collection and distribution.

Furthermore, the agreement's inclusion of specific performance metrics tied to production milestones, marketing commitments, and distribution targets created accountability mechanisms that protected investor interests throughout the project lifecycle.

The incorporation of completion bonds and production insurance provided additional security layers, while the clear delineation of intellectual property rights and revenue sharing across different territories maximized the potential for investment recovery through multiple exploitation channels.

The agreement's success was further enhanced by strategic marketing partnerships with international film festivals and streaming platforms, creating additional revenue opportunities that accelerated investment

recovery. Finally, the incorporation of specific provisions for handling ancillary rights generated additional revenue streams through soundtrack rights, merchandising, and international remake rights, demonstrating the importance of comprehensive rights management in maximizing investment returns.

The second example showcases the financing structure implemented for "Supa Modo," which utilized a combination of private equity investment, crowdfunding, and strategic brand partnerships to secure production financing while creating multiple recoupment channels for investors.

The innovative financing agreement incorporated revenue-sharing arrangements with brands featured in the film, creating immediate recoupment opportunities through product placement fees and promotional partnerships that provided upfront cash flow before the film's release.

The agreement structured investor recoupment through a tiered system, with primary investors receiving preferential recoupment rights from theatrical releases, followed by television broadcast rights, digital platform licensing, and educational distribution rights, creating a comprehensive recovery framework that maximized investment security. Additionally, the agreement included specific provisions for international sales agent commissions, marketing expenses, and distribution costs, ensuring transparent allocation of revenues and expenses throughout the exploitation chain.

The incorporation of minimum guarantee agreements with territorial distributors provided secured revenue streams that accelerated investment recovery, while the strategic alignment with educational institutions created sustainable long-term revenue through institutional licensing agreements. Furthermore, the



LETTERS TO THE EDITOR

The Unseen Struggles: Consequences Faced By Female Students In Universities

By Sharon Nasiche

In today’s modern world, higher education has become more accessible to women than ever before, with more girls enrolling in universities globally. However, despite these advances, many female students still encounter a range of challenges that can have profound consequences on their academic, social, and emotional well-being. These obstacles, although varied, often arise from deep-rooted societal issues, gender biases, and institutional shortcomings. This article explores some of the key consequences faced by girls in universities and highlights the need for continued reform and support.

One of the most pervasive issues that female students encounter is gender bias, which can manifest in various forms. Whether in the classroom or in social settings, female students may find themselves treated differently because of their gender. In some academic fields, especially STEM (Science, Technology, Engineering, and Mathematics), girls are underrepresented, leading to feelings of isolation or being underestimated. They might face doubts about their abilities or be discouraged from pursuing certain subjects. In group projects or discussions,

their contributions might be overlooked or undervalued.

This gender discrimination can lead to lower self-esteem, decreased academic performance, and a lack of confidence, which can affect a student’s overall university experience.

Sexual harassment continues to be a significant concern on university campuses worldwide. Female students are at an increased risk of experiencing unwanted sexual advances, inappropriate behavior, or even assault. Despite efforts to combat this issue, many universities still struggle to create safe environments for women. This can lead to feelings of anxiety, fear, and isolation among female students, affecting their academic performance and mental health.

The consequences of harassment can be long-lasting, with many girls experiencing post-traumatic stress, depression, or a diminished sense of safety on campus. Furthermore, the fear of retaliation or not being believed can discourage victims from reporting incidents, leaving them without support or recourse.

The pressures of university life can take a significant toll on mental health, and for many female students, these challenges are compounded by societal

expectations. Women are often expected to juggle academic responsibilities with social obligations, family pressures, and sometimes even part-time work. These competing demands can lead to burnout, anxiety, and depression.

Moreover, female students may experience imposter syndrome, particularly in fields where they are underrepresented, or they may feel the weight of societal expectations regarding appearance, success, and behavior. The resulting stress can manifest in various ways, including sleep disorders, eating disorders, and substance abuse.

In university settings, social dynamics can often be skewed by gendered expectations. Female students may feel the need to conform to specific social norms, such as maintaining certain standards of appearance or behavior. This can lead to pressure to fit in or be accepted within a particular group, which can be emotionally taxing.

Moreover, women often experience social isolation in male-dominated academic spaces or extracurricular activities, which can hinder networking opportunities and personal development. This lack of social support can lead to feelings of exclusion or loneliness, further exacerbating mental health issues

While universities claim to provide equal opportunities for all students, female students often face unequal access to internships, mentorships, and leadership roles. In many fields, women are still underrepresented in faculty positions, which can limit access to influential mentors or role models. Additionally, female students may encounter barriers in seeking out opportunities for career advancement, whether due to unconscious biases from recruiters, or societal expectations that place additional burdens on women, such as balancing family life with career.

The lack of equal access to opportunities can significantly impact a woman’s future career prospects, limiting her professional network and hindering her long-term success.

Although women are enrolling in universities at higher rates than ever before, they still face significant economic challenges. Female students, particularly those from marginalized communities, may have fewer financial resources to pursue higher education. This economic inequality can limit their access to essential academic resources, such as textbooks, technology, or extracurricular activities that enhance the university experience.

Additionally, the gender wage gap

persists, meaning that even with a university degree, women often face lower salaries than their male counterparts in the workforce. This can create financial insecurity and hinder their ability to fully benefit from their education.

The consequences faced by female students in universities are diverse and complex, often intertwined with broader societal and institutional challenges. From gender discrimination and harassment to mental health struggles and unequal opportunities, the hurdles that women encounter can have long-term impacts on their academic journeys and future careers.

As we move forward, it is essential for universities to address these issues head-on by implementing policies that promote gender equality, create safe learning environments, and support the mental and emotional well-being of female students. Only then can we ensure that young women have the chance to fully realize their potential and succeed in higher education and beyond.

Sharon Nasiche communication student Rongo University

Strengthening Governance Through Enhanced Media Relations: A Call To Action For County Communication Teams

By: James Kilonzo Bwire

The Media Council of Kenya (MCK) has issued a vital call to action, urging county communication teams to enhance their media relations. This initiative underscores the crucial role these teams play in governance, particularly in an age where digital communication dominates public discourse. By adopting innovative strategies, county communication officers can effectively engage with the public, ensuring that government initiatives and services are communicated clearly and transparently.

Proactive communication is essential for fostering trust between citizens and their governments. MCK CEO David Omwoyo emphasized that communication officers serve as the face of government and must be accountable for the information they provide. This accountability is vital in ensuring that citizens receive timely and accurate information about government activities. When citizens are well-informed, they are better equipped to participate in gov-

ernance, which is a cornerstone of democracy.

In today’s fast-paced digital landscape, the demand for effective communication has never been more critical. MCK Director for Media Training and Development Victor Bwire has highlighted the necessity for counties to prioritize proactive communication that is not only well-packaged but also tailored for public consumption. The integration of multimedia platforms allows counties to personalize their messaging, making it more relatable and engaging for diverse audiences. This approach addresses the challenge of short attention spans prevalent among modern audiences, ensuring that important information is conveyed effectively.

To bridge existing gaps in information flow within county governments, MCK has initiated comprehensive training programs for communication officers. These programs aim to equip them with essential skills for effective messaging and media engagement. County Assemblies Fo-

rum CEO Lorna Lesom pointed out that many communication officers face challenges due to poorly packaged information, which hampers public access to vital data. Training will empower these officers to enhance transparency and improve overall governance by ensuring that information is accessible and understandable.

Building strong relationships with media outlets is another critical aspect of effective communication. By fostering collaboration between county governments and media organizations, communication teams can ensure timely dissemination of accurate information. Such partnerships not only enhance public awareness but also promote accountability in governance. Effective media engagement can significantly improve institutional visibility and public trust in government initiatives, as highlighted during various workshops organized by MCK.

Moreover, the role of technology in enhancing communication cannot be overstated. Public communicators

are encouraged to embrace digital platforms to reach wider audiences and engage with them effectively. The use of social media and other digital tools allows for real-time interaction with citizens, making it easier for them to access information and provide feedback on government initiatives.

Additionally, MCK’s commitment to enhancing press freedom through training initiatives will facilitate journalists’ work and promote a culture of transparency within county governments. As Omwoyo noted, improving the relationship between the media and county governments is critical for fostering an environment where accurate information flows freely.

The potential impact of these initiatives extends beyond mere information dissemination; they can lead to a more informed citizenry capable of holding their leaders accountable. By prioritizing clear communication strategies, counties can cultivate a culture of openness that empowers citizens to engage meaningfully with

their governments.

In conclusion, MCK’s call for enhanced media relations through empowered county communication teams is both timely and necessary. By adopting innovative strategies, leveraging digital platforms, and investing in training, counties can significantly improve their communication efforts. This initiative will lead to a more informed citizenry, greater public participation in governance, and ultimately a more accountable government that meets the needs of its people. Empowering communication teams is not merely an operational enhancement; it is a fundamental step towards achieving transparent and effective governance in Kenya. As we move forward, it is imperative that all stakeholders work collaboratively to ensure that the flow of information remains open and accessible, thereby strengthening democracy at the county level.

James Kilonzo Bwire is a Media and Communication Practitioner.

Entertainment's Endless Echoes: Artful Antics Amplifying Appalling Attitudes Against Authenticity

Why we ignore the entertainment industry's role in shaping damaging stereotypes while masquerading it as art.



By: Midmark Onsongo
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Worth Noting:

- Jump to 2020, and we witness the rise of shows like *The Queen's Gambit*, where the brilliance of Beth Harmon, portrayed by Anya Taylor-Joy, shines brightly against the backdrop of a chessboard. While this series has been lauded for its portrayal of female empowerment, it is essential to acknowledge the subtle nuances of representation and the societal implications of depicting women as either savants or victims.
- The art of storytelling, when wielded carelessly, risks overshadowing the complexities of human experience with oversimplified narratives, reducing characters to mere symbols of broader societal issues. This misrepresentation echoes through the annals of media history, where the line between art and reality becomes increasingly blurred. And what about the world of music?

In a world where reality often blurs with the absurd, the entertainment industry stands as both a mirror and a magnifying glass, reflecting society's quirks while amplifying its quirks, a blend of beauty and beastly behavior. As we indulge in the spectacle of cinema, television, and digital content, we find ourselves entrapped in a paradox: how can we champion creativity and freedom of expression while simultaneously allowing harmful stereotypes to fester and proliferate, wrapping our collective consciousness in a suffocating shroud of ignorance? This irony resonates deeply, echoing through the halls of Hollywood, echoing the discontent of communities marginalized by the very narratives that seek to entertain us. The clamor of laughter and applause rings hollow when the punchlines are rooted in prejudice, where the glitz and glam of storytelling serve as a convenient guise for disdain.

Consider, for instance, the raucous revelry of the 2004 blockbuster *Mean Girls*, a film that cheekily critiqued high school hierarchies while inadvertently solidifying the very stereotypes it sought to dismantle. Regina George, played by the charismatic Rachel McAdams, embodies the quintessential "queen bee," a personification of manipulation and malice, where girls are reduced to mere caricatures of their own complexities. The film's catchy quips mask a deeper malaise that permeates the teenage experience, reinforcing the belief that competition among women is a natural state, an artful dance of destruction that captivates audiences yet perpetuates a narrative that dehumanizes women. One can't help but ask: is the cost of our entertainment worth the degradation of our integrity?

Jump to 2020, and we witness the rise of shows like *The Queen's Gambit*, where the brilliance of Beth Harmon, portrayed by Anya Taylor-Joy, shines brightly against the backdrop of a chessboard. While this series has been lauded for its portrayal of female empowerment, it is essential to acknowledge the subtle nuances of representation and the societal implications of depicting women as either savants or victims.

The art of storytelling, when wielded carelessly, risks overshadowing the complexities of human experience with oversimplified narratives, reducing characters to mere symbols



Entertainment's Endless Echoes.

of broader societal issues. This misrepresentation echoes through the annals of media history, where the line between art and reality becomes increasingly blurred. And what about the world of music?

The genre of hip-hop, once a powerful vehicle for social change, has often succumbed to the allure of commercialism, spawning a plethora of songs that glamorize violence and objectification. Artists like Lil Wayne, whose lyrics drip with bravado, often drown out the voices of those yearning for authenticity in a sea of superficiality. The beats pulse with life, yet the lyrics tell tales of degradation, where the glorification of excess becomes a siren song that lures listeners into a false narrative of success. Why do we allow these anthems of aggression to dominate the airwaves, stifling the lyrical poetry that could inspire genuine discourse? The power of music, like the flicker of a candle, can illuminate truths or cast shadows that distort reality. Throughout history, we've witnessed the iron grip of entertainment on societal values. In the 1950s, films like *The Searchers*, starring John Wayne, romanticized the violence of colonialism, presenting a distorted view of Indigenous peoples that echoed the prejudices of the time. This allusion to historical inaccuracies not only shaped perceptions but also entrenched harm-

ful stereotypes that lingered long after the credits rolled. The seduction of nostalgia can be misleading, as we overlook the damaging legacy left in the wake of our beloved classics. Isn't it time we re-examine the stories we celebrate and the narratives we perpetuate?

The digital age has ushered in a new era of storytelling, where the accessibility of platforms like Netflix and Hulu grants voices to diverse creators, yet the specter of harmful stereotypes continues to haunt. Take, for instance, the popular series *13 Reasons Why*, which, despite its intention to address mental health issues, sparked controversy for its portrayal of suicide and its aftermath. The backlash serves as a reminder that, even in the realm of art, responsibility is paramount; we must tread carefully when narrating stories that shape perceptions and influence minds. Are we prepared to confront the reality that our favorite shows may be contributing to the very issues they claim to address?

We cannot afford to stand idly by while the entertainment industry perpetuates these narratives. As consumers, we hold power in our choices; our viewing habits shape the landscape of what is produced. The call for authentic representation is not merely a request but a demand for accountability. It's time to cultivate an environment where art

serves as a platform for truth rather than a facade for falsehoods. We must challenge creators to elevate their narratives, to dare to delve into the complexities of the human experience, and to portray characters that resonate with the rich tapestry of diversity that exists in our world. As we traverse this labyrinth of art and reality, we must remain vigilant. The stories we choose to consume have the power to uplift or to undermine. Let us not fall prey to the seductive allure of stereotypes masquerading as entertainment. Instead, let us demand more from the artists who wield the pen and the camera, urging them to explore the depths of humanity with the respect it deserves. For in the end, art should reflect the beauty of our existence, embracing complexity rather than clinging to convenience. Will we rise to this challenge, or will we remain passive spectators in a narrative that dehumanizes entire communities under the guise of art? The choice is ours, and the time to act is now.

This article was scripted by;
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Film Financing In Kenya: Strategic Investment Mechanisms And Recoupment Structures

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agreement's innovative approach to brand integration created additional revenue streams through sponsored content and promotional partnerships, demonstrating the potential for creative financing structures in maximizing investment returns.

The clear definition of rights windows across different platforms and territories enabled efficient exploitation of the content, while the incorporation of specific performance guarantees from distributors ensured committed marketing and distribution efforts.

Finally, the agreement's success was enhanced by strategic partnerships with international film festivals and cultural institutions, creating additional revenue opportunities through screening fees and cultural grants that contributed to accelerated investment recovery.

The third example demonstrates the successful financing structure implemented for "Nairobi Half Life," which utilized a structured finance approach combining institutional investment, government funding, and international co-production partnerships to create a sustainable financing model with clear recoupment mechanisms.

The agreement incorporated a first-loss provision where government funding absorbed initial market risks, creating an attractive risk-adjusted return profile for private investors who received preferential recoupment rights from commercial exploitation revenues.

The financing structure included specific provisions for revenue sharing across different market segments, with primary investors receiving accelerated recoupment from theatrical releases and premium video-on-demand platforms before broader digital distribution commenced. The agreement's incorporation of step-in rights and completion guarantees provided additional security layers for investors, while the clear definition of marketing commitments and distribution strategies ensured effective market penetration across different territories. Furthermore, the agreement included specific provisions for handling co-production partner contributions, creating clearly defined recoupment hierarchies that protected investor interests while maintaining equitable profit-sharing arrangements among various stakeholders.

The incorporation of specific performance metrics for distributor commitments, marketing expenditure, and platform placement created accountability mechanisms that

protected investment returns through effective market exploitation. Additionally, the agreement's innovative approach to revenue sharing across different territories created opportunities for market-specific optimization of distribution strategies, maximizing revenue potential in each market segment.

Finally, the incorporation of specific provisions for handling remakes and adaptation rights created additional revenue opportunities that contributed to accelerated investment recovery while maintaining long-term value creation potential.

The structuring of film financing agreements requires careful consideration of revenue collection mechanisms, with specific emphasis on implementation of robust collection account management agreements (CAMA) that ensure transparent and efficient distribution of revenues to various stakeholders based on pre-agreed waterfall structures.

The agreement should establish clear mechanisms for monitoring and reporting of revenue collection across different territories and platforms, incorporating specific provisions for handling foreign exchange fluctuations, withholding taxes, and cross-border revenue transfers that may impact investment recovery timelines. Furthermore, the agreement must include specific provisions for handling production cost overruns, incorporating contingency reserves and specific mechanisms for additional funding requirements that protect initial investor interests while maintaining project viability.

The incorporation of specific provisions for handling tax incentives, government grants, and other forms of public funding should clearly delineate the impact of such funding on investor recoupment rights and profit-sharing arrangements, ensuring equitable distribution of benefits among various stakeholders. Additionally, the agreement should establish clear mechanisms for handling production credits, incorporating specific provisions for the allocation of producer fees, overhead recovery, and other production-related expenses that impact the overall recoupment structure.

Moreover, the agreement must include specific provisions for handling marketing and distribution expenses, incorporating clear definitions of allowable expenses and specific approval mechanisms that protect investor interests while ensuring effective market exploitation. Finally, the agreement should establish clear mechanisms for handling future rights exploitation, incorporating specific provisions for technological advances and new distribution platforms that may create additional revenue opportunities for investment recovery.

The success of film financing agreements significantly depends on the incorporation of effective risk mitigation strategies, including comprehensive insurance coverage protecting against completion risks, cast insurance, errors and omissions coverage, and other production-related risks that could impact investment recovery.

The agreement should establish clear mechanisms for handling production delays, force majeure events, and other unforeseen circumstances that could impact project completion and market exploitation timelines, incorporating specific provisions for handling such situations while protecting investor interests. Furthermore, the agreement must include specific provisions for handling intellectual property clearances, incorporating comprehensive warranties and indemnifications protecting against potential copyright infringement claims that could impact revenue generation and investment recovery.

The incorporation of specific provisions for handling talent agreements, including clear definitions of profit participation rights and backend compensation arrangements, ensures transparent allocation of revenues while protecting investor recoupment rights. Additionally, the agreement should establish clear mechanisms for handling distribution agreements, incorporating specific provisions for minimum guarantee payments, marketing commitments, and performance metrics that ensure effective market exploitation across different territories. Moreover, the agreement must include specific provisions for handling collection account management, incorporating clear definitions of collection costs, administrative expenses, and other related charges that impact revenue distribution and investment recovery timelines. Finally, the agreement should establish clear mechanisms for handling audit rights, incorporating specific provisions for regular financial reporting, revenue verification, and expense validation that ensure transparent management of investment returns.

The optimization of film financing agreements requires careful consideration of market dynamics, incorporating specific provisions for handling different distribution windows, platform-specific revenue shares, and territory-specific exploitation rights that maximize revenue potential across different market segments. The agreement should establish clear mechanisms for handling digital rights exploitation, incorporating specific provisions for different streaming platforms, download-to-own rights, and other digital distribution channels that create multiple revenue streams for investment recovery.

Furthermore, the agreement must include specific provisions for handling international sales, incorporating clear definitions of sales agent responsibilities, commission structures, and performance metrics that ensure effective global market exploitation.

The incorporation of specific provisions for handling festival rights, awards consideration, and other promotional opportunities ensures comprehensive exploitation of content value while creating additional revenue streams for investment recovery. Additionally, the agreement should establish clear mechanisms for handling ancillary rights exploitation, incorporating specific provisions for merchandising, soundtrack rights, and other derivative products that create supplementary revenue streams.

Moreover, the agreement must include specific provisions for handling library rights, incorporating clear definitions of long-term exploitation rights and revenue sharing arrangements that ensure sustained value creation from the content. Finally, the agreement should establish clear mechanisms for handling future technological developments, incorporating specific provisions for new distribution platforms and exploitation opportunities that may arise through technological advancement.

The implementation of film financing agreements requires establishing clear governance structures and decision-making mechanisms that protect investor interests while maintaining operational efficiency throughout the production and exploitation cycle.

The agreement should establish clear mechanisms for budget control, incorporating specific provisions for cost monitoring, expense approval, and financial reporting that ensure effective management of production resources and protection of investment capital. Furthermore, the agreement must include specific provisions for handling creative control, incorporating clear definitions of investor approval rights over key creative decisions that could impact commercial viability and market potential.

The incorporation of specific provisions for handling production milestones, delivery requirements, and quality standards ensures effective project management while protecting investment returns through maintenance of production value. Additionally, the agreement should establish clear mechanisms for handling marketing and promotional activities, incorporating specific provisions for approval of marketing materials, promotional strategies, and publicity campaigns that ensure effective market positioning and audience engagement.

Moreover, the agreement must include specific provisions for handling distribution strategies, incorporating clear definitions of release windows, platform prioritization, and territory-specific approaches that maximize revenue potential across different market segments. Finally, the agreement should establish clear mechanisms for handling project documentation, incorporating specific provisions for maintaining production records, financial documentation, and legal compliance that ensure transparent management of investment interests throughout the project lifecycle.

The ultimate success of film financing agreements depends on the establishment of clear exit mechanisms and investment recovery timelines that provide investors with defined pathways for capital recovery and return realization. The agreement should establish clear mechanisms for handling investment exits, incorporating specific provisions for secondary market sales, rights transfers, and other liquidation opportunities that provide investment recovery options beyond primary market exploitation. Furthermore, the agreement must include specific provisions for handling profit participation, incorporating clear definitions of recoupment hierarchies, profit-sharing ratios, and distribution schedules that ensure equitable returns for all stakeholders based on their investment contributions and risk exposure.

The incorporation of specific provisions for handling investment documentation, including share certificates, ownership records, and transfer mechanisms, ensures transparent management of investment interests throughout the project lifecycle. Additionally, the agreement should establish clear mechanisms for handling project termination, incorporating specific provisions for early exit options, forced sale rights, and other protective measures that safeguard investor interests in adverse scenarios.

Moreover, the agreement must include specific provisions for handling successive rounds of financing, incorporating clear definitions of dilution protection, preferential rights, and other mechanisms that protect initial investor interests while maintaining flexibility for additional capital raising. Finally, the agreement should establish clear mechanisms for handling long-term value creation, incorporating specific provisions for library rights management, content exploitation, and future development opportunities that ensure sustained returns on investment through comprehensive exploitation of content value.

The writer is a lawyer and legal researcher.

SPORTS
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BREAKING NEWS

Sports >> *Cabinet Secretary for Youth Affairs, Creative Economy and Sports Kichumba Murkomen has lauded the Kenya women's amputee football team, following their inspiring show at the just concluded World Cup in Colombia.

Murkomen Salutes Women's Amputee Team After Colombia Show



By Wellington Waweru

Cabinet Secretary for Youth Affairs, Creative Economy and Sports Kichumba Murkomen has lauded the Kenya women's amputee football team, following their inspiring show at the just concluded World Cup in Colombia.

The team achieved impressive victories, advancing to the final after a tough semi-final round.

The Kenyan team faced strong competition, defeating England 1-0, Peru 2-0, and Ukraine.

Though they tasted defeats in the semi-final against Colombia and in the quarter-finals against Poland, their resilience and performance left an indelible mark.

On Thursday, CS Murkomen hosted the team to a luncheon at the Ministry's Headquarters Talanta Plaza, and recognised their effort at the global arena.

"Today, we gather to honor a monumental achievement by our squad of 12 players. They trained here in Kenya before departing and received full support from the Ministry. Though they were edged out in the semi-final by the hosts, they have done us proud. Moving forward, our U-17 and Amputee teams will have the opportunity to meet with the President at State House," said the CS.

"We are committed to developing talent at the grassroots level, selecting players from schools to nurture future champions," he added.

Clara Chepkoech, team captain and athlete representative, reflected on their journey to Colombia with awe.

"I want to acknowledge those who made this happen - the Ministry for their financing and the federation. Special thanks go to

our coach. We began training last year, and this victory reflects his dedication. Despite equipment challenges and injuries, we persevered," she said.

Sharon Nyaoke, the Assistant Coach, also shared her pride.

"It was an incredible experience being both a coach and a teammate. I'm grateful to have had the chance to lead such an amazing group."

Head coach Abdulla Otieno echoed Nyaoke's sentiments.

"Our players were selected transparently at Ulinzi Sports Complex, based purely on merit. Competing in Colombia was incredible, and the team represented Kenya with honour. This is the way to, and much more can be achieved," he noted.

Stanley Mokoyani, Team Manager and Secretary General, emphasised the importance of fair selection.

"These players were chosen from across the country in a transparent process. We now have three strong amputee teams ready to represent Kenya on the global stage."

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Sports >>> *Kenya Rugby Union (KRU) Chairman Sasha Mutai says the national sevens team Shujaa are targeting to finish in the top eight in this year's World Sevens Series .

Mutai: Shujaa Aiming A Top-8 Finish In World Series



Kenya Rugby Union Chairman Sasha Mutai when KBL announced its sponsorship to the Kenya Rugby Union in support of the forthcoming Victoria Cup and Safari Sevens tournaments at EABL Head Office in Ruaraka on November 08, 2023. Photo/SportpichaSA.

By John Kyanda

Kenya Rugby Union (KRU) Chairman Sasha Mutai says the national sevens team Shujaa are targeting to finish in the top eight in this year's World Sevens Series .

Shujaa are making their return to the series after being relegated a season and Mutai said finishing in the top eight will be a realistic target for the team.

For him, a good start in the forthcoming Dubai Sevens will be important for the team, returning to the league of best. "It is good to be back in the series we want to go back and be very competitive our target is to finish in the top eight because we have to be realistic with that and I am sure we have what it takes to achieve it," said Mutai Shujaa begin their campaign in Dubai later this month then head

to Cape Town a week later, and the Chairman has challenged them to and announce their presence back in the series in style. "We want to begin on a high in Dubai and Cape Town the team is preparing well and they players are looking forward to make a statement with their return which I believe they will," added Mutai Kenya has been pooled alongside South Africa, France and Australia .

"It is a tough pool and I know our team has the quality to fight for the pride of the country. All they need is to believe."

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Tharaka Nithi Residents Sensitized On Road Safety Measures

By: Kenya News Agency

The National Transport and Safety Authority (NTSA) and National Authority for the Campaign Against Alcohol and Drug Abuse (NACADA) have teamed up to sensitize residents of Tharaka Nithi County on road safety through a road caravan.

Tharaka Nithi County Commissioner, David Gitonga, while speaking at Kathwana when flagging off the 5-day event officially noted many Kenyans had lost their loved ones to road accidents and highlighted the need to ensure all key stakeholders unite to bring an end to cases of road carnage.

The County Commissioner noted that the County had been selected to host the annual World Day of Remembrance for Road Traffic Victims scheduled to take place on Sunday at Muthambi DCC grounds.

“We must ensure road safety mea-



sures are followed. We are asking motorists not to carry excess while also urging the passengers to use safety belts and report cases of speed reckless driving. We have teamed up with NTSA to ensure we bring an end to road accidents”, he said.

“Every year we celebrate World Day of Remembrance. This year, as a county we will host the national celebrations on 17th November at Muthambi DCC’s office which has started today with the launch of the week-long caravan across different part of the county”, he added.

NTSA Regional Manager Ms Doris Sabaya in her remarks asked passengers to be responsible citizens by not boarding excessive carrying vehicles and ensure the drivers are sober enough to drive.

Ms. Sabaya also reminded drivers to be mindful of the driving state and take breaks where necessary since fatigue was also a key reason for accidents on Kenyan.

“Safety is our responsibility as citizens. Let us use reflectors and helmets when boarding bodabodas. We also urge passenger’s not to board



PSVs which are already full and ensure drivers drive within the required speed limit. Drivers should also be reminded that they can rest in case they feel tired to avoid accidents”, she said.

NACADA, Regional Manager, Amos Warui noted drug and substance abuse was also a major cause of road accidents in Kenya, asking motorists and road users to be sober on the roads to avert accidents. He asked those affected by alcohol and substance abuse to seek assistance through 1192 toll free line.

Sub-County Police Commander Joseph Mutiiria who spoke on behalf of the County Police Commander asked motorists and pedestrians to be careful now that the country was headed towards the festive season that has witnessed many accidents in the past.

“We urge every road user to use the set guidelines and follow traffic rules. We will continue sensitizing the public on road safety measures. We also ask passengers to check the roadworthiness of the vehicle they are using before embarking on any journey”, he said.

IED Awareness Training For DCI And DPP Officers

By: The DCI

Twenty four officers drawn from DCI’s Forensic Directorate and the Directorate of Public Prosecutions yesterday completed a two-week IED Awareness Training held at Border Police Training Campus - ATA Centre in Kanyonyo, Kitui County.

The course was designed to equip the participants with vital knowledge on IED threats, enhance their skills and fortify strategies to safeguard lives against potential dangers, as well as offer guidelines on the prosecution processes for perpetrators.

Speaking at the event, the Director Planning at DCI Mr Barasa Walumoli commended the course participants



for their commitment and active engagement during the training, further acknowledging the risks they undertake to protect the nation.

He said “IEDs present ever-evolving threats, and your dedication to understanding them reflects a deep

commitment to public safety and professional excellence.”

Speaking at the same event, the Deputy Ass. Director at the U.S. Office of Anti-Terrorism Assistance Mr Timothy Leeds highlighted the immense complexities surrounding IEDs,

hence commending the instructors for offering clear and practical guidance pertinent to the detection, response and mitigation of the threats posed.

The training was organized and facilitated by the Anti-Terrorism Assis-

tance (ATA) program of the U.S., a key partner of the DCI in matters of capacity building. The official closing ceremony was held at La Mada Hotel in Nairobi.