Beyond The Screen: Strategic IP Exploitation For Kenya's Film Producers To Realize Revenue

The Kenyan film and television industry generated approximately KES 8.2 billion in 2023, yet industry stakeholders estimate that producers capture less than 30% of the potential revenue their content generates across its lifecycle. This revenue leakage stems not from lack of creativity or quality, Kenyan productions like "Country Queen" on Netflix, "Sincerely Daisy" on Showmax have demonstrated global competitiveness Page 18

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Muheria: Political Tension Breeds Chaos

Nyeri Catholic Archdiocese head, Archbishop Anthony Muheria has urged political leaders to tone down the rising political temperatures in the country, warning that the current trajectory risks plunging Kenya into chaos. Archbishop Muheria called on the nation's political elite to refocus their energy on improving the lives of Kenyans rather than engaging in divisive rhetoric that fuels ethnic tension, that are on help to the citizens.

Archbishop Anthony Muheria

STORY ON PAGE 9

News>>Kenya Imports 5 Billion Eggs Annually, Move Termed Unsustainable And Must Stop

P. 8. Kenya currently produces 4 Billion eggs annually against a national demand of 9 billion, leaving a deficit of 5 billion eggs that are imported each year

News>>Drug Haul Worth KSh8.2 Billion Seized In Indian Ocean

P. 12. A breakthrough in the fight against transnational organized crime and drug trafficking was recorded after a multi-agency operation intercepted 1,024 kilograms of methamphetamine worth KSh8.2 billion aboard a stateless vessel in the Indian Ocean.

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Jamii Imara Mashinani Caucus Takes Government's "Gospel" To Kiambu County

By: MKT Reporter
@themtkenyatimes

A caucus of top government officials from Mount Kenya region and its diaspora was last Saturday in Kiambu county for its one-one interaction with local residents.
At Kahugu-ini Primary School grounds in Ng'enda Ward, Gatundu South constituency, the team comprising of Cabinet Secretary for Lands Alice Wahome, several Principal Secretaries led by the caucus chairperson Ms Mary Muthoni of Public Health and Professional Standards, State corporations CEOs, directors as well as area MP GG Kagombe and several MCAs, members of public were taken through various government initiatives in the area.
The caucus was in its fourth forum after past ones which have taken place in Murang'a, Embu and Meru Counties.
The forums are expected to change the regional residents' perception on President William Ruto's administration so as to earn him another term after the 2027 General Elections.

Some Of The Moments As Captured In Pictures















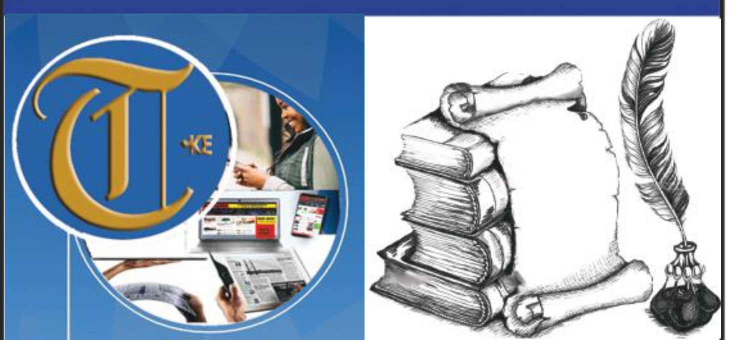







Editor's Desk

The Mt. Kenya Times



The Mt Kenya Times is a Kenyan Newspaper that provides a unified view of Kenyan news, entrepreneurship, events, opinions, analysis, and a historical background to current affairs in a way that is both creative and innovative.
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NEWS IN BRIEF

In an operation by a multi-agency team in Nyahururu, two suspects were arrested while transporting sandalwood valued at approximately KSh5 million. The team, acting on reliable intelligence, sprang into action along the Nyahururu-Rumuruti road, where they successfully intercepted a vehicle bearing the registration number KAX 049C. Upon inspection, they discovered the vehicle was loaded with approximately 532Kgs of sandalwood. The driver, Edwin Tenai, along with his accomplice Daniel Makori, was arrested on the spot and taken to Nyahururu Police Station for processing pending arraignment.

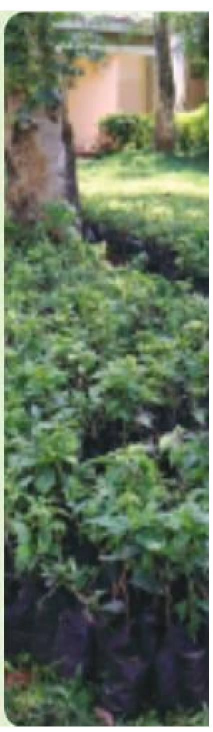
#FichuaKwaDCI. Call 0800 722 203 (Toll-free) or WhatsApp at 0709 570 000 to report anonymously.

After about a week of absence in the public limelight, former Deputy President and The Democracy for the Citizens Party (DCP) leader Rigathi Gachagua, his spouse, Pastor Dorcas and their two sons joined the Christian faithful of the House of Grace Church, Nairobi for Church service.

Djibouti's parliament voted to lift the presidential age limit, which is currently 75 years, clearing the way for President Ismail Omar Guelleh, who is 77 years old and has led the country since 1999, to run for another term in the upcoming 2026 general elections

Kapseret MP Oscar Sudi alongside businessman and Nakuru's First Gentleman Sam Mburu as well as former Kisumu Central MP Ken Obura led the Young Turks who backed former Prime Minister, the late Raila Odinga in 2007 in paying their respects and conveying condolences to his the family at his Bondo home in Siaya County. At Kang'o Ka Jaramogi, the team was received by Raila Odinga Junior, Kisumu Woman Rep Ruth Odinga, and Dr. Winnie Odinga, followed by a visit to Opoda Farm, where met Mama Ida Odinga.

The management of Amboseli National Park has officially been transferred to the Kajiado County Government, following the signing of a Deed of Transfer of Management Functions on October 14, 2025, and its gazettement last Friday. The county will now oversee conservation, wildlife security and tourism operations within the park. Revenue collection will be done through the e-Citizen platform under a phased sharing arrangement.



New KPCU distributed the first batch of 100,000 coffee seedlings to farmers in Ikolomani and Butere sub-counties, marking the beginning of this season's planting under the Revival of Coffee Through Cooperatives Programme. The exercise, graced by Cooperatives Cabinet Secretary Wycliffe Oparanya, New KPCU and county officials as well as local cooperative societies leaders who are keen in empowering farmers to revitalize coffee farming in Western Kenya. The leaders noted that the batch sets the pace for continued distribution across the region, ensuring that registered farmers receive free, high-quality seedlings on time for planting.

Swift action by law enforcement officers in Kisumu East Sub-County led to the arrest of four criminals and the recovery of a Jericho pistol which was stolen from a bodyguard during Raila's burial. Following a tip off the officers conducted a targeted raid on a house within Manyatta "B" slums of Mbeme area and arrested four suspects: Timothy Odhiambo, David Beckham Odhiambo, Tony Blair Omondi, and Harun Ibrahim. Upon interrogation, the suspects led officers to another hideout where officers recovered a Jericho pistol fitted with a magazine loaded with 14 rounds of ammunition.

The Mount Kenya Times

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The Sammy Lui I Knew - Kamutu

By: Joseph Kamutu Mwangi
@themtkenyatimes

The news of the sudden death of veteran broadcaster, Sammy Lui immediately reminded me of the recent sad TV image of an agonising and exasperated Lui with both his hands raised towards Mt. Kenya as he stood on the ruins of his Woodley Estate House after it was demolished by the Nairobi County Government together with several others really made me extremely sad when I recalled how the highly talented late broadcaster had served the powers that be for decades with total dedication, devotion and commitment.

I had the privilege of working very closely with the late broadcasting giant at KBC, me being a news editor and him being a newscaster in the late 90s and early 20s.

But it is during the period between and before the historic 2002 general election when a combined opposition brought to an end the monolithic Kanu party rule, that the two of us became extremely close though each one of us was at the time on the opposing side and we were therefore pulling in different directions.

The late Sammy Lui

And when the votes were tallied after the polls, his preferred presidential candidate won with a landslide beating my candidate hands down. Consequently, the incoming new administration went on to hand him a key position in the Presidential Press Service.

The reason why he did not support the then system candidate and chose to support the opposition candidate despite working for the same system is rather an interesting one and a story for another day.

Lest I digress, the Sammy Lui I knew was a soft spoken man of a quiet disposition but a highly dignified and respectable person.

Though a highly knowledgeable and experienced broadcaster, he would calmly consult with the young editors on duty, whenever he felt that a news story in the news bulletin he was going to present was not making a lot of sense.

It is worthy to note that most of KBC news editors together with both Radio and TV Producers at KBC back then and who worked closely with the late Lui were young enough to be his children and we therefore had to learn how to respectfully deal with the highly talented broadcast journalist, but a man of a few words at least when away from the mic.

For this reason therefore, most of us kept a respectable distance between him and ourselves. For some strange reason however, the man with a golden voice had a soft spot for me and therefore the two of us had a very good working chemistry.

I guess it is probably because both of us originally hailed from the same county of Nyeri, me from Mukurwe-ini constituency and him from the neighbouring Mathira constituency.

The fallen broadcasting legend had also an intriguing and mysterious side to his personality.

In fact his real name is said to be Samuel Warui Wang'ondu which he seemingly coined to read Sammy Lui.

Go well my old friend and colleague, Sammy Lui.

You belong to the league of extraordinary broadcasters who went before you; among them the late Salim Mohamed, the late Salim Juma, the late Daniel Gatei and the late Leonard Mambo Mbotela.

You have left an indelible mark in the country's broadcasting history.

Joseph Kamutu Mwangi is a former News Editor at KBC

Worth Noting:

- **I had the privilege of working very closely with the late broadcasting giant at KBC, me being a news editor and him being a newscaster in the late 90s and early 20s.**
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Kenya Imports 5 Billion Eggs Annually, Move Termed Unsustainable And Must Stop

By: MoALD
@themtkenyatimes

Kenya currently produces 4 Billion eggs annually against a national demand of 9 billion, leaving a deficit of 5 billion eggs that are imported each year, a situation Cabinet Secretary for Agriculture and Livestock Development Mutahi Kagwe says must urgently change.

Speaking during a visit to the KALRO Msabaha Research Centre in Kilifi County, the CS emphasized that Kenya can only achieve food security through research, data, and science-based farming decisions.

"We must stop importing eggs and start producing enough for ourselves. That requires farming guided by science," said Kagwe.

During the tour, Kagwe witnessed ongoing research at KALRO, including grafting of improved crop varieties and formulation of nutritious livestock feeds, key innovations aimed at boosting productivity and resilience.

Poultry

Cabinet Secretary for Agriculture and Livestock Development Mutahi Kagwe with ministry and KALRO officials in Kilifi. Photos/Courtesy.

The CS noted that with a growing population and limited land, soil testing, proper input use, and precision agriculture are critical for increased yields. He further underscored the Ministry's drive toward quality-based milk production through improved animal breeds and better husbandry practices.

Kagwe also urged youth involvement in farming, noting that the average Kenyan farmer is 64 years old.

"Our young people understand technology. Let's pass the torch to them, they are the future of modern, scientific agriculture," he said.

The CS reiterated that Kenya's agricultural transformation must be anchored on research, innovation, and evidence-based policy, not routine or tradition.

The CS was accompanied by KALRO's outgoing Director General Dr. Eliud Kireger, Director Livestock Policy Research and Regulation, Dr. Christopher Wanga, Director Dairy Research Institute Dr. Samuel Mbuku and other senior ministry officials.

Kenya Increases Passenger Charge For International Flights By 25 Per Cent

By: Phidel Kizito
@themtkenyatimes

Travellers departing Kenya on international flights will now pay Sh6,500 as the air passenger service charge, up from Sh5,200, following the enactment of the Air Passenger Service Charge (Amendment) Act, 2025.

The revision comes after President William Ruto signed the Act into law last Wednesday.

The Air Passenger Service Charge (Amendment) Bill, 2025 raises the tax on international tickets from US$40 to US$50, and on local tickets from Sh500 to Sh600."

It further provides that "All proceeds of the charge shall be apportioned in a manner as the Cabinet Secretary for Transport may, by notice in the Kenya Gazette, specify."

Under the new structure, domestic passengers will pay Sh600, up from Sh500.

The adjustments represent a 25 per cent increase for international travellers — an additional Sh1,300 per ticket — and a 20 per cent increase for domestic passengers, equivalent to Sh100 more per ticket.

According to the Ministry of Transport, the increment is intended to boost funding for aviation safety, meteorological services, and tourism infrastructure, with proceeds shared among key agencies, including the Kenya Civil Aviation Authority (KCAA), the Kenya Meteorological Department, and the Tourism Fund.

However, industry analysts caution that the move could lead to higher airfares on both domestic and international routes, coming at a time when airlines are already grappling with rising operational costs.

Under the new structure, domestic passengers will pay Sh600, up from Sh500/FILE

Muheria: Political Tension Recipe For Chaos

A Kerugoya Imam Also Appealed To Leaders To Desist From Utterances That Could Be Detrimental To Kenyans Wellbeing And Country's Stability

By: MKT Reporter
@themtkenyatimes

Worth Noting:

- **The Archbishop who spoke a few days after Nyeri Governor Mutahi Kahiga stirred political debate urged the country's political kleaders to return to the core values of leadership, unity, integrity, and service to the people.**
- **"The kind of exchanges that sometimes we hear with leadership, we ask them to bring God, bring mercy, bring caring because only when a leadership is filled with Christ, filled with God, filled with love, forgiving, is it true leadership," said Muheria.**
- **Muheria, who spoke after presided over the 10th anniversary of the beatification of Sister Irene Stefani Nyaatha in Gikondi area, Mukurwe-ini constituency, Nyeri County, called out the political class for sidelining service to the people and instead indulging in self-serving rhetoric that risks dividing the nation.**

Nyeri Catholic Archdiocese head, Archbishop Anthony Muheria has urged political leaders to tone down the rising political temperatures in the country, warning that the current trajectory risks plunging Kenya into chaos. Archbishop Muheria called on the nation's political elite to refocus their energy on improving the lives of Kenyans rather than engaging in divisive rhetoric that fuels ethnic tension, that are on help to the citizens.

Archbishop Anthony Muheria.

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"We are filled with big heads of how big we are and we want to always impose our power that we can't come down from our big seats of power to come and serve. There is a leadership which does not have mercy and love. A leadership that does not have time to humble, to listen, is not a leadership," said Muheria.

Similar sentiments were shared in Kerugoya, Kirinyaga County, where clergy a meeting with local leaders condemned the recent political exchanges that have pushed the country to the brink of tension.

Similar sentiments were echoed in Kirinyaga County, where clergy led by Kerugoya Imam, Idi Abdi appealed to the political class to join hands with the church in fostering unity and peace across the nation.

"Some utterances by our leaders are not good at all. In most cases, they are leaving the public, especially the youth, divided more than before. We would like to appeal to the our leaders to avoid talks that could be detrimental to our country's stability," the Imam said.

African Independent Pentecostal Church of Africa (AIPCA) clergy Simon Murage from Kerugoya echoed similar sentiments.

Condemning the leaders with decisive politics, both Abdi and Murage said kenyans should come out and call out such leaders.

As the political temperature begins to rise again following a weeklong pause to mourn the late former Prime Minister Raila Odinga, the clergy is voicing concern over the direction the country is taking, just 22 months before the next general election.

Rev. Simon Murage.

Imam Idi Abdi

Indo–Kenya Ties Showcase Raila Odinga's Rich Legacy

By: Ken Gichinga
@themtkenyatimes

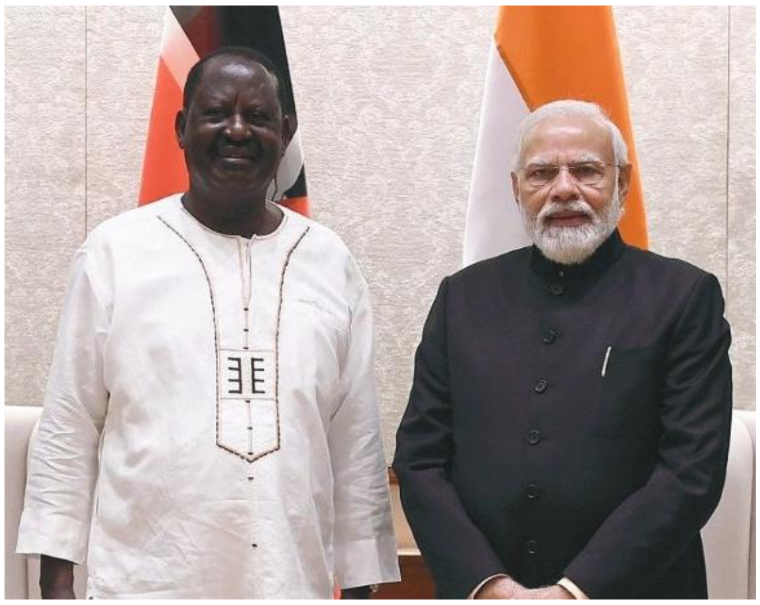
When India's Prime Minister Narendra Modi took to X to mourn former Prime Minister Raila Odinga, it was clear he was grieving a close friend. Modi called Raila "a towering statesman and a cherished friend of India," noting a relationship that stretched back to his days as Gujarat Chief Minister. He recalled Raila's deep affection for India's culture and values, and his advocacy for closer India–Kenya ties—including his appreciation of Ayurveda after witnessing its impact on his daughter's health.

For many Kenyans, healing was indeed at the heart of Raila's connection with India. His interest in Ayurveda—an ancient, holistic system that emphasises the mind–body link and tailors care to each person's prakriti (constitution)—was well documented. Each year, roughly 20,000 Kenyans travel to India for treatment, drawn by advanced equipment, specialist expertise and comparatively affordable costs. Procedures such as cardiac surgery or joint replacements can be 70–80% cheaper than in Europe or the United States, and about 50% less than in many private hospitals in our region. Kenya should borrow a leaf from this success: invest in medical tourism for Africa, modernise facilities, and reduce taxes on medical equipment so our hospitals run on the latest technology.

Balancing the historic trade relationship will take equal ambition. In FY 2024/2025, Kenya imported about USD 3.13 billion from India but exported only USD 319 million—roughly 10% of what we buy. The remedy is not protectionism but productivity: unlock our factors of production so Kenya can ship higher-value goods and services to India and beyond. That means deepening digitisation—learning from Bengaluru, the subcontinent's tech hub known for its start-up ecosystem, vast engineering talent and the presence of global firms. It also means addressing structural bottlenecks like high energy costs to make local manufacturing viable and export-ready.

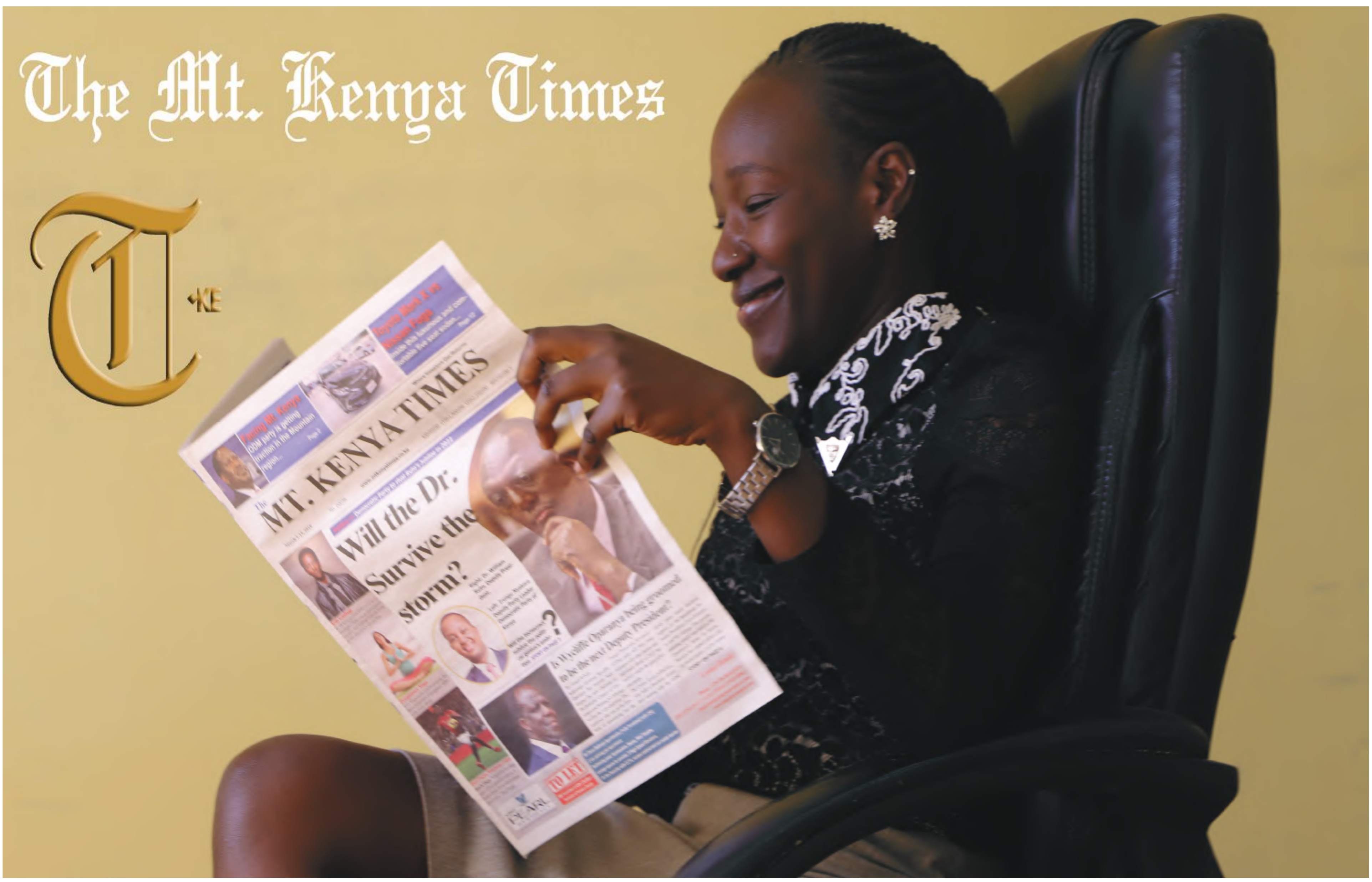
Raila's greatest domestic contribution remains the expansion of democratic space. Here, too, Kenya can learn from India, home to the world's largest electorate—an estimated 968 million people—administered by an Election Commission of three commissioners. By contrast, Kenya's IEBC has seven commissioners overseeing a much smaller voter base. Understanding how India has sustained confidence in its electoral institutions is a worthy study for Kenyan bodies seeking global standards.

India's global rise reflects virtues Kenya can emulate: hard work, resilience and strong family systems that cultivate leaders grounded in their roots. Corporate boardrooms from Microsoft and Google to the World Bank and IBM have embraced Indian leadership that marries global competence with cultural confidence. Kenya can draw inspiration from this model—nurturing progress in the family and community, and expressing it through enterprise, culture and public service.



Indian Prime Minister Narendra Modi enjoyed close ties with the late Raila Odinga, Kenya's former Prime Minister who died in India in October 2025

These are qualities Raila embodied: a belief in ideas, institutions and international friendship as engines of national renewal. The Indo–Kenya story—health cooperation, technological aspiration, democratic learning and people-to-people ties—offers a roadmap to carry Raila Odinga's legacy forward for years to come.



Mt Kenya Region Government officials Urge Locals To Support Ruto Ahead Of 2027 General Elections

By: MKT Correspondents
@themtkenyatimes

> Worth Noting:
>
> - Last Saturday, the caucus comprising of Cabinet Secretaries, Principal Secretaries, Chairpersons, Directors and Chief Executive Officers of State Corporations from Mt Kenya and its diaspora was at Kahugu-ini Primary School grounds in Ng'enda Ward, Gatundu South where members highlighted various efforts by the government in terms of development and service initiatives.
> - Working under the leadership of Principal Secretary for Public Health and Professional Standards Ms Mary Muthoni, the caucus works under the theme; 'Tukutane, Tujadiliane na Tushirikiane' where members of public actively interact with them, raising issues that they feel the government should look at.
> - The Saturday meeting was attended by several of the caucus members, led by Lands Cabinet Secretary Alice Wahome.

A caucus of top government appointees has urged the residents of the mountain region to support development initiatives being undertaken in the area and further crusade for President William Ruto's reelection in 2027.

Despite ever growing criticism over the high cost of living and unfulfilled promises by the current administration, members of the Jamii Imara Mashinani caucus say all will be well and no pledge will go unfulfilled.

Last Saturday, the caucus comprising of Cabinet Secretaries, Principal Secretaries, Chairpersons, Directors and Chief Executive Officers of State Corporations from Mt Kenya and its diaspora was at Kahugu-ini Primary School grounds in Ng'enda Ward, Gatundu South where members highlighted various efforts by the government in terms of development and service initiatives.

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The Saturday meeting was attended by several of the caucus members, led by Lands Cabinet Secretary Alice Wahome.

Others were Government Spokesman Isaac Mwaura, several Principal Secretaries including Ms Muthoni, Salome Beacco (Correctional Services), Mary Muthoni (Public Health), Alex Wachira (Energy and Petroleum), and Elijah Mwangi (Sports).

The CS disclosed that her ministry had made significant progress in digitizing land processes to enhance transparency and curb fraud, adding that the full implementation of the initiative requires an estimated KSh35 billion.

Principal Secretaries Muthoni and Beacco urged young people to shun drug and substance abuse, which they said continues to derail the potential of many youth in the region.

They encouraged them to take advantage of government programs such as Ajira Digital, Affordable Housing, and NYOTA to secure a better future.

"Drug abuse remains a serious problem in Central Kenya. That's why we are moving around to sensitize our people about its dangers," said Ms Muthoni with Beacco adding, "We have many young people in prison today because of drug and alcohol abuse, which often leads to crime. We want to urge them to protect their future by avoiding such habits."

Principal Secretary for Public Health and Professional Standards Ms Mary Muthoni addressing Kiambu residents at Kahugu-ini Primary School in Gatundu South last Saturday. Photos/Courtesy..

The government Spokesman said the Kenya Kwanza administration has delivered on key promises, citing the reduction of fertilizer prices, employment of teachers, and job creation both locally and abroad.

"This government has done what no other has achieved. We have employed more teachers than any administration since independence, reduced the cost of fertilizer, stabilized the economy, and created new job opportunities," he said.

During the one-one engagement, the caucus members, led by Ms Muthoni encouraged the residents to continue enrolling in SHA so that their families have access to affordable health care.

The locals were also informed how the government is committed in promoting skills and entrepreural capacity to the Youth through the NYOTA program that is set to benefit more than 100,000 youths across the Country with a capital of 50,000 each.

They were also further informed how President Ruto's administration is making significant strides in various sectors, including establishing sports academies in every constituency to empower children and youth, investing KSh409 million to connect over 2,200 households to electricity in Kiambu County, and combating corruption and land-related issues through the Arthi Sasa digital platform.

Additionally, they were told, Sh49.3 billion has been allocated for affordable housing and market development in Kiambu County, with projects underway in Ruiru, Limuru, Thika, Kikuyu, Gatundu, and other areas.

The Kiambu forum which came after similar ones held in Murang'a, Embu and Kirinyaga counties was convened amid growing discontent among residents of the area over the rising cost of living, heavy taxation, and perceived slow implementation of campaign pledges.

The caucus members however assured the residents that the government was addressing their concerns and will in due course be worked on.

The caucus hopes that with such forums, the millions of locals will as the 2027 General Elections approaches will change their perception on Kenya Kwanza administration.

Jamii Imara Mashinani caucus members in a group photo before meeting Kiambu County residents on Saturday

Drug Haul Worth KSh8.2 Billion Seized In Indian Ocean

By: MKT Correspondents
@themtkenyatimes

A breakthrough in the fight against transnational organized crime and drug trafficking was recorded after a multi-agency operation intercepted 1,024 kilograms of methamphetamine worth KSh8.2 billion aboard a stateless vessel in the Indian Ocean.

Methamphetamine, a powerful synthetic stimulant typically manufactured in illegal laboratories, appears as a powder, tablet, or crystal.

It induces intense euphoria and heightened physical and mental stimulation.

The stateless vessel, christened Igor, which had long been on the radar of international authorities for suspected narcotics trafficking in the Western Indian Ocean, was found with six Iranian crew members.

The suspects are expected to be arraigned today as investigations into the massive drug haul continue.

The multi-agency team comprised officers from the Kenya Navy, Kenya Coast Guard Service, the National Authority for the Campaign Against Alcohol and Drug Abuse (NACADA), and the Directorate of Criminal Investigations (DCI).

Deputy Commander of the Kenya Navy, Brigadier Sankale Kiswaa, who led the operation codenamed Bahari Safi, said the suspicious vessel was intercepted about 630 kilometers East of Mombasa on Thursday last week.

Brig. Kiswaa disclosed that the operation was conducted seamlessly and the vessel was escorted to the Port of Mombasa, where a team of multi-agency officers have been able to carry out a thorough search and inspection.

"We have been able to find a huge consignment of narcotics weighing about 1024 kilograms. I am told the value is about Sh8.2 billion or thereabouts. This is a very big success; this has come about with the cooperation of other regional partners that were able to provide very valuable information on the movement of this suspicious vessel," he stated.

Director of Criminal Investigations Director Mohamed Amin said the vessel had a huge consignment of suspected synthetic drugs, and DCI made a miscellaneous application for detention and search of the vessel.

"Whereupon, we were able to discover 769 packages of crystalline substance that were weighing approximately 1024 kilograms, which came out to be methamphetamine," said Amin.

He divulged that preliminary tests conducted by the government chemist confirmed that the substance was methamphetamine; a synthetic drug.

"The presumptive sampling indicated that it was 98 per cent pure, almost 100 per cent. That was a huge success in our fight against transnational organized crime and in our fight against narcotic drugs in the region and continent," said Amin.

"This operation demonstrates the commitment of our law enforcement agencies in terms of combating drug trafficking and ensuring our national security. It also demonstrates our Kenya Navy's of ensuring our maritime security," he added.

Worth Noting:

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Deputy Commander of the Kenya Navy, Brigadier Sankale Kiswaa addressing the media.

The Iranian suspects

Part of the haul. Photos/Courtesy.

Government Affirms Full Control Of Rironi–Nakuru–Mau Summit Highway In PPP Deal

By: Irene Mwangi
@themtkenyatimes

Worth Noting:

- In a statement released on Sunday, the Directorate of Public Private Partnerships (PPP) sought to clarify growing public concern over the involvement of the China Road and Bridge Corporation (CRBC) and the National Social Security Fund (NSSF), insisting the partnership is purely a financing mechanism, not a transfer of ownership.
- PPP Director-General Eng. Kefa Seda said the project had been widely misunderstood and stressed that it does not amount to privatization of the crucial Northern Corridor route.
- "This highway is a strategic national asset and remains under the full ownership and jurisdiction of the Government of Kenya," Eng. Seda stated.

The government has assured Kenyans that the Rironi–Nakuru–Mau Summit Highway will remain under full state ownership, even as it is developed through a Public Private Partnership (PPP), emphasizing that tolling will be tightly regulated to safeguard public interest, maintain quality standards, and ensure long-term infrastructure sustainability.

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"This highway is a strategic national asset and remains under the full ownership and jurisdiction of the Government of Kenya," Eng. Seda stated.

"What we are implementing is a globally recognized model where the private sector finances and maintains infrastructure for a defined period, but ultimate control, regulation, and policy direction remain firmly with the State."

PPP Director-General Eng. Kefa Seda said the project had been widely misunderstood and stressed that it does not amount to privatization of the crucial Northern Corridor route/National Treasury

Fiscal considerations

The Directorate explained that Kenya's constrained fiscal environment has necessitated the adoption of PPPs to finance major infrastructure projects without overburdening taxpayers or expanding public debt.

Kenya's debt-to-GDP ratio, which peaked at 78 percent in recent years, now stands at about 64 percent following fiscal consolidation measures.

The National Treasury aims to further reduce it to 55 per cent by 2028, but limited fiscal space has restricted new borrowing for development.

"The road sector alone requires KSh4 trillion over the next decade — KSh1 trillion for maintenance and KSh3 trillion for new development," Eng. Seda noted.

"The choice is not between PPP and public ownership. The choice is between having a road now under a sustainable financing model or having no road at all due to fiscal constraints."

Under the adopted model, the private partner will design, build, finance, operate, and maintain the road for a 30-year concession period, recovering costs through state-approved tolls while bearing construction and operational risks.

Tolling policy and user protection

According to the draft National Tolling Policy 2025, toll fees collected from road users will be ring-fenced for the same corridor, ensuring revenues are reinvested in maintenance, safety patrols, lighting, and emergency response.

The framework also includes a revenue-sharing clause, requiring that any earnings above projected traffic levels revert to the government for reinvestment in other national road projects.

"Tolling is not a tax; it is a user-pay mechanism," Eng. Seda explained.

"Every shilling collected will go back into making the journey safer, faster, and more predictable. This is how modern economies sustain infrastructure without overburdening taxpayers."

The Directorate added that exemptions and preferential rates will apply to emergency and security vehicles as well as local residents living along the corridor to ensure equity and continued accessibility.

Govt oversight

The PPP Directorate underscored that the National Treasury, State Department for Roads, and Kenya National Highways Authority (KeNHA) will jointly oversee the project, with the government retaining step-in rights in case of non-performance by the concessionaire.

"If the private operator fails to meet agreed standards, the State has the legal authority to intervene and ensure uninterrupted service," Seda said.

He further noted that while the PPP Committee has authorized KeNHA to negotiate with the preferred bidder, no final award has been made.

All details—including toll rates, concession terms, and revenue-sharing structures—will be disclosed publicly once negotiations conclude, in line with the PPP Act, 2021.

"Nothing will be done in secrecy. Once a final agreement is reached, it will be fully disclosed and subjected to parliamentary and public oversight," the PPP Director-General affirmed.

The Rironi–Nakuru–Mau Summit Highway, which carries nearly 40 percent of Kenya's trade traffic, is a vital link between Nairobi, the Rift Valley, Western Kenya, and the Great Lakes region.

Upgrading the highway, the PPP Directorate said, will significantly reduce travel times, lower accident rates, and enhance Kenya's competitiveness in regional trade.

"This is not just a road project—it is a strategic economic intervention," Eng. Seda emphasized.

"It supports our national growth agenda, strengthens trade logistics, and fulfills our obligation to protect lives along one of the busiest highways in East Africa."

The Most Devoted And Honorable Teacher

Today, our esteemed teacher with nearly 25 years of professional experience has successfully demonstrated her talent and dedication in various extracurricular clubs over the years. The numerous certificates earned and achievements won in competitions stand as clear evidence of her commitment and joy in educating and nurturing children with knowledge and vocational skills.

Currently, Dilnoza Norova is the head of the "Puppet Theater" club. Uzbek literature and art naturally begin with the rich traditions of folk oral creativity. The world of national fairy tales, which embodies our traditions and values, continues to fascinate children through generations—planting the seeds of sincerity, purity, and kindness in their innocent hearts.

We express our deepest gratitude to our devoted teacher, who has dedicated her life and soul to the education and happiness of children. May the seeds you have sown bloom into beautiful flowers and flourishing young generations. May the fame of the Uzbek children—whom you make smile and to whom you sing lullabies and tales—reach all corners of the world!

Prepared by: Nigina Rahimova,
Methodologist at Barkamol Avlod Children's School,
Romitan District, Bukhara Region.

Crimson Choices – A Journey From An Idea To A Psychological Thriller

My name is Vidhi K. Sanghvi, and I am from Bangalore. Crimson Choices is my debut fictional novel, a psychological thriller that promises to keep readers hooked till the very last page. The idea for this book began three years ago when I stumbled upon a few lines in my notebook of story ideas. Those three lines sparked the epiphany that became Crimson Choices.

I drafted the first version in 2022 but set it aside, only to rediscover it during the summer of 2025. Reading it again, I felt an instant urge to complete it. I immersed myself fully, rewriting and refining until the story came alive. My goal was to ensure every character had depth, purpose, and a backstory, so readers could connect with each one while being drawn into the intricate twists that all tie into the ending.

This book wouldn't exist without the unwavering support of my family and friends, who pushed me to publish even when doubts crept in. With Crimson Choices, I want readers to experience how every small detail in life can hold unexpected meaning.

Looking ahead, I plan to continue writing and exploring more stories that blend suspense, emotion, and psychological depth.

Educational Achievements Of Youth In Uzbekistan

Today, thanks to the opportunities created for young people in Uzbekistan, the education system is developing year by year. In recent years, the reforms implemented in this field have opened wide doors for the success and advancement of our youth.

Initiatives such as the "Youth Academy" and the "El-Yurt Umidi" Foundation, established under the leadership of our President, have given great impetus to the intellectual and scientific growth of young people. Through these programs, hundreds of talented youth are studying at foreign universities, gaining knowledge and experience to contribute to the development of our Motherland.

Nowadays, learning foreign languages, mastering digital technologies, and creating start-ups are becoming increasingly popular among the youth. For example, the establishment of international universities such as Cambridge International University, TEAM University, and Yeoju Technical Institute in Tashkent, Samarkand, and Fergana has opened new horizons for young learners.

Indeed, all the opportunities being created today are for us – the youth of Uzbekistan. The future of our country lies in our hands. Our achievements are the pride of our people and the honor of our Motherland!

Normatova Sevinchoy
Uzbekistan

Perfect Is Just A Fleeting Dream

Perfect is just a fleeting dream,
An illusion that we all strive to gleam
We chase it with all our might
Forgetting that it's not real, it's just a sight

In realms beyond the grasp of time,
Where mortal souls dare not to climb,
There dwells a force, a radiant light,
The essence of what's truly right.

Immortal, it stands, unyielding, bold,
A tale of old, by sages told,
It whispers through the ancient trees,
And dances on the ocean's breeze.

In legends woven through the years,
In joy and sorrow, hopes and fears,
Immortal, like a beacon's gleam,
Illumines life, a boundless dream.

Through every age, it guides our way,
Unfading like the light of day,
In hearts and minds, it leaves its mark,
The spark that lights the endless dark.

Though flesh may wither, time may steal,
The immortal spirit, it can't conceal,
For in our deeds and love we share,
Immortality finds its dwelling there.

So let us strive to leave a trace,
A legacy, a timeless grace,
For in our actions, kind and just,
We find the key to immortal trust.

Never give up, though skies may be gray,
For every storm must pass away,
With each step forward, you'll find a way,
To conquer fears, come what may.

The gates of my heart are open for all,
There are no guards at the doorstep at all.
Anyone is free to enter and take a leave,
The walls are not fragile.

The bitter truth is Pain is in the Hearts and,
Brains, Pain is in Everybody's Veins.
Pain has now become a part of Our Lives,
Pain is Shattering Our Nerves and Thrives.

They can be shattered into pieces every time,
But they don't lose their charm this time.
Debatable if this is a good time to write,
Sometimes I know I'm a thousand percent right.

Arjun Verma

Same Classroom But Different Future

Students study in same classroom,
Same teachers might have taught them
But they scatter in different ways,
Like the farmer and seed parable –
Students take different paths

Some seeds fell on the rock, which couldn't grow well
Some on the way, birds took them for their need,
Some fell in bushes, friends spoiled their growth
Only some fell on right land and gave good yield

Students laughed in same place,
Did mischief together, only memories linger
Wrote the exam together, with hope
But seated in different places –
Some are not even on the earth,they are now in memories and photo
Those who scored good marks aren't in that same first position
Last benchers are now CEOs of companies, with multi staff working under them
They have turned themselves into a role model turned to be heroes

Those who stood first aren't always seen in the scene,
Those who fought for one single mark from teachers lost many competitive exams just for one mark,
Never judge students with marks alone
Their stories are complex, multifaceted too,
For life's success is measured not by just academic scores

Brinda. D
GRADUATE TEACHER,
GOVT HIGH SCHOOL,
MELPATTAMPAKKAM
CUDDALORE, Tamilnadu India
creativewritersmag@gmail.com

My School

My school is big and beautiful.
It is so near my house.

I love to go to school.
To learn many good things.

I am growing many plants and trees,
To keep my school a green and cool place.

My school have many classrooms.
I keep them very clean and neat.

My school is the best one,
So I am proud of my school.

I am enjoying every moment in my school.
As I am learning many important skills.

It is empowering our
cultural, and social behaviour,
I am proud of my school.

S. Boomika
8th Standard
Panchayat Union Middle School, Eripatti,
Pollachi North, Coimbatore Dt, Tamilnadu.


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AFRICAN WOMEN IN EUROPE
Volume 2
A reflection of the strength and positivity of African women and men
COMPILED BY JOY ZENZ
Founder of African Women in Europe
Editor SHAMLAL PURI
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Corona Cermak
Michoro na Morris Rioba
THAT'S LIFE!
MICHAEL MATATU AT LARGE
SHAMLAL PURI
Footprints
NAMOSAL 64-74 REUNION
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NATIONAL MODEL SCHOOL
AGA KHAN PALACE, PUNE
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DUBAI DREAMS
The Rough Road to Riches
SHAMLAL PURI
Dubai On Wheels
Speeding Headlong on a Dangerous, Slippery Road
Shamlal Puri
AXIS OF EVIL
Africa's Ivory Finances Middle East Terror To Threaten Britain
BLOOD MONEY
SHAMLAL PURI
DUBAI DREAMS
The Rough Road to Riches
SHAMLAL PURI
BEST SELLER NOVELS
THE ILLEGALS
SHAMLAL PURI
VISA DENIED
TRIANGLE OF TERROR
Shamlal Puri
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SHAMLAL PURI
The Cosmopolitan Nomad
A Globetrotter's Story
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SPORT

Miano Hails 2025 Standard Chartered Nairobi Marathon As A Beacon Of Sports Tourism And Youth Empowerment

By: By **John Kariuki**
@themtkenyatimes

Worth Noting:

- **Now in its 22nd edition, the marathon attracted a record 32,000 participants from over 100 countries, transforming Nairobi's streets into a colorful tapestry of cultures, determination, and shared purpose. The event's economic ripple effect was felt across the city, with hotels, restaurants, transport providers, and tourism operators reporting a surge in business. For many, the marathon was not just a sporting event—it was an economic lifeline and a showcase of Kenya's hospitality.**
- **But the impact of the marathon extended far beyond commerce and competition. Through the Futuremakers initiative, the event raised significant funds to support education, employability, and entrepreneurship programs for disadvantaged youth across Kenya. "Every stride taken today represents hope and opportunity for our young people," CS Miano emphasized. "The Standard Chartered Nairobi Marathon stands as a powerful engine for positive change and empowerment."**

The early morning sun rose over Uhuru Gardens as thousands of runners, supporters, and dignitaries gathered for the 2025 Standard Chartered Nairobi Marathon, a vibrant celebration of endurance, unity, and purpose. Among the distinguished guests was Cabinet Secretary for Tourism and Wildlife, Rebecca Miano, who presided over the award ceremony and lauded the event as a powerful symbol of Kenya's global stature in athletics and its growing influence in sports tourism.

"This marathon is more than just a race," CS Miano told the crowd. "It is a profound celebration of Kenya's excellence, unity, and resilience. It positions our nation as a world-class destination for sports and adventure tourism."

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The Cabinet Secretary also commended the event organizers—Standard Chartered Bank, Athletics Kenya, and numerous partners—for delivering a world-class, sustainable, and inclusive event. "Congratulations to all runners and participants for their unwavering spirit and commitment to making a difference," she said. "Together, we continue to build a legacy that inspires and transforms lives."

Cabinet Secretary for Tourism and Wildlife, Rebecca Miano.

Among the elite athletes who lit up the course were Bernard Chepkwony and Hellen Chepkorir, who claimed victory in the men's and women's full marathon categories, respectively. Their performances were met with thunderous applause, but it was John Wambua, winner of the 21km wheelchair race, who captured hearts with his emotional victory. "I trained very hard for this moment," Wambua said. "Crossing that finish line wasn't just about winning—it was about proving that ability is greater than disability."

The event also drew praise from grassroots participants and volunteers. Grace Njeri, a first-time 10km runner from Nyeri, described the experience as life-changing. "Running alongside people from all walks of life reminded me that we are stronger together," she said. "It's not just about finishing the race—it's about the journey and the people you meet along the way."

Volunteers, too, played a crucial role in the day's success. Over 1,100 individuals helped manage hydration stations, medical tents, and logistics. "It's inspiring to be part of something that brings so many people together for a good cause," said Kevin Otieno, a university student and volunteer coordinator. "This is what community looks like."

The scenic route, which took runners through the Southern Bypass overlooking Nairobi National Park, offered a unique blend of urban energy and natural beauty—an intentional design to highlight Kenya's diverse tourism offerings. "We want visitors to see that Kenya is not just about safaris," said Tourism Board official Lillian Wanjiku. "We are a destination for adventure, wellness, and world-class sporting experiences."

As the sun set and the final runners crossed the finish line, the 2025 Standard Chartered Nairobi Marathon stood as a testament to Kenya's enduring spirit. It was a day of personal triumphs, national pride, and collective purpose—a reminder that when a nation runs together, it moves forward together.


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Beyond The Screen: Strategic IP Exploitation For Kenya's Film Producers To Realize Revenue

By: Odhiambo Jerameel Kevins Owuor
@themtkenyatimes

The Kenyan film and television industry generated approximately KES 8.2 billion in 2023, yet industry stakeholders estimate that producers capture less than 30% of the potential revenue their content generates across its lifecycle. This revenue leakage stems not from lack of creativity or quality, Kenyan productions like "Country Queen" on Netflix, "Sincerely Daisy" on Showmax have demonstrated global competitiveness but from a fundamental misunderstanding of intellectual property monetization strategies.

While Kenyan filmmakers obsess over production budgets and festival accolades, they routinely surrender transformative revenue streams through poorly negotiated contracts, undefined exploitation rights, and simple ignorance of how the global content economy operates. The harsh reality is this: a single film or series represents not one product but a constellation of separately licensable rights that, when strategically exploited, can generate income for decades. From a specialized intellectual property law perspective, Kenyan producers must transition from thinking like artists to operating like rights managers, understanding that the master recording, screenplay, character likenesses, soundtrack, and even behind-the-scenes footage constitute distinct assets with independent commercial value across multiple territories, platforms, and timeframes.

First Broadcast Rights: The Foundation of Your Revenue Architecture

First broadcast rights, also called premiere or primary exhibition rights, represent the initial commercial exploitation of audio-visual content and typically command the highest fees because audiences pay premium prices for exclusivity and novelty. In Kenya's context, these rights are negotiated with broadcasters like Citizen TV, KTN, NTV, or streaming platforms such as Showmax Africa, which acquired exclusive first broadcast rights to "The Real Housewives of Nairobi" for an estimated KES 45 million. The critical strategic error most Kenyan producers make is granting perpetual or excessively long first broadcast licenses when global standard practice limits these to 12-24 months with clearly defined territories.

A properly structured first broadcast agreement should specify: the exact territory (Kenya only, East Africa, Sub-Saharan Africa, or worldwide), the duration of exclusivity (typically 18 months for television series, 6-12 months for streaming), the number of permitted broadcasts (usually 2-3 runs for linear television), the platforms covered (linear TV only, or including broadcaster's digital platforms), and critically, the reversion timeline when rights return to the producer. International comparables demonstrate the value at stake: a quality 13-episode Kenyan drama series should command between USD 50,000-150,000 for first broadcast rights in the East African territory alone, yet producers routinely accept KES 3-5 million (approximately USD 23,000-38,000) for perpetual worldwide rights, effectively destroying 70-80% of their content's lifetime value in a single poorly negotiated transaction.

Secondary Broadcasting Rights: The Overlooked Annuity Stream

Secondary broadcasting rights activate after first broadcast exclusivity expires and represent one of the most underdeveloped revenue streams in Kenyan content. These rights allow producers to license the same content to different broadcasters, territories, or platforms for subsequent runs, creating an annuity-like income stream that extends content profitability far beyond initial release. Consider the lifecycle: after "Crime and Justice" completed its first broadcast run on Showmax, secondary rights should enable licensing to free-to-air Kenyan broadcasters (potentially KES 8-12 million), then to West African broadcasters like Africa Magic (USD 30,000-60,000), then to airlines for in-flight entertainment (USD 5,000-15,000 annually), then to educational institutions, and eventually to ad-supported streaming platforms like Tubi or Pluto TV.

The mathematics are compelling: a series that earned KES 40 million in first broadcast rights can generate an additional KES 60-80 million over 5-7 years through strategic secondary licensing, but only if the producer retained these rights. The window strategy employed by Hollywood provides the template: theatrical release, then premium video-on-demand after 45 days, then subscription streaming after 6 months, then ad-supported platforms after 18 months, then broadcast television after 3 years, with each window priced according to exclusivity and audience reach. Kenyan producers must adopt similar windowing strategies, but reality reveals that over 80% of local production agreements either fail to define secondary rights or inadvertently assign them to the first broadcaster through vague "all media" language that courts would likely interpret against the producer.

Global Streaming Rights: Kenya's Untapped Eight-Figure Opportunity

The explosion of global streaming platforms has created unprecedented opportunities for Kenyan content, yet most producers lack the legal infrastructure and negotiation sophistication to capitalize on this revolution. Netflix, Amazon Prime Video, Disney+, HBO Max, Apple TV+, and Paramount+ collectively spent over USD 230 billion on content globally in 2023, with African content representing less than 0.5% of acquisitions despite the continent constituting 18% of global population; a massive market inefficiency that savvy Kenyan producers can exploit.

Streaming rights negotiations differ fundamentally from traditional broadcasting because they involve: territorial scope (single country, regional, or worldwide), exclusivity levels (exclusive, non-exclusive, or holdback territories), revenue models (flat license fee versus revenue share), content promotion obligations, and term lengths typically ranging from 3-7 years. "Country Queen" provides an instructive case study: Netflix reportedly paid between USD 1.2-1.8 million for worldwide streaming rights for three years, a figure that dwarfs any domestic broadcasting deal but still represents conservative pricing compared to Nigerian productions of similar quality.

The strategic imperative is understanding Netflix's licensing tiers: projects greenlit as Netflix Originals (where Netflix owns copyright) command higher production budgets but producers surrender ownership; licensed content (where producer retains copyright) offers lower upfront payments but preserves long-term rights exploitation. Kenyan producers must resist the temptation to sell worldwide streaming rights to a single platform for extended periods, instead creating competitive tension between platforms while carving out specific territories or stacking non-exclusive deals in different regions to maximize total licensing revenue.

Content Acquisition and Format Rights: Selling the Blueprint

Beyond licensing finished productions, Kenyan filmmakers can monetize the underlying intellectual property through format sales, remake rights, and adaptation licenses revenue streams that require virtually no additional production investment. Format rights are particularly valuable for successful series concepts: the storyline structure, character archetypes, episode templates, and production bible can be licensed to producers in different territories who create localized versions. "Makutano Junction," Kenya's long-running edutainment series, could theoretically license its format to West African, Southern African, or even Asian markets for USD 25,000-100,000 per territory plus backend participation in local production revenues.

Remake rights operate similarly but apply to films: if a Kenyan romantic comedy resonates locally, Nollywood producers might pay USD 50,000-200,000 for rights to create a Nigerian version with local actors, locations, and cultural context. Stage play adaptation rights represent another dimension—successful Kenyan films can be transformed into theatrical productions, with producers licensing these rights for flat fees (USD 10,000-30,000) or royalties (5-8% of box office). Book publishing rights, podcast adaptation rights, and even video game rights (for action or thriller content) complete the spectrum. The legal architecture requires careful drafting: adaptation agreements must specify which elements transfer (storyline versus characters versus dialogue), territory and term, approval rights over adaptations, credit requirements, and whether the adaptation creates a derivative work that the licensee owns or merely a limited-use license that reverts to the original producer.

Ancillary Rights: Merchandising, Characters, and Brand Extensions

Ancillary rights monetize the intellectual property universe surrounding a film or series through merchandise, character licensing, brand partnerships, and experiential events. While Hollywood studios routinely generate 30-40% of total franchise revenue from ancillary rights (Disney's "Frozen" earned USD 1.3 billion in merchandise sales versus USD 1.28 billion in box office), Kenyan producers have barely scratched this surface. A successful Kenyan animated series like "Tinga Tinga Tales" could generate substantial income through: character merchandise licensing (toys, clothing, school supplies featuring recognizable characters), location-based entertainment (theme park attractions or museum exhibitions), consumer product collaborations (a detective series partnering with a security company, or a cooking show licensing kitchen equipment), publishing rights (novels, comic books, or children's books based on characters), and live event experiences (character meet-and-greets, immersive theatre, or themed restaurants).

The legal framework requires trademark registration for character names and likenesses, copyright protection for visual designs, and carefully drafted licensing agreements that specify quality control standards, territory, product categories, royalty rates (typically 8-15% of wholesale price), minimum guarantees, and brand protection obligations. "Supa Strikas," the South African-Kenyan animated football series, demonstrates the model: beyond broadcast rights, the franchise generates income from mobile games, comic books, merchandise in 15 countries, and live stadium shows, multiplying the IP's value by 400%. Kenyan producers must view every successful property through this lens: what characters can be trademarked, what catchphrases can be licensed, what visual elements can appear on products, and what experiential extensions could engage fans beyond passive viewing.

Clip Licensing: Monetizing Content Fragments in the Digital Age

The digital content ecosystem has created robust markets for short-form clips, with platforms, advertisers, educators, and content creators paying for licensed footage, a revenue

Contd page 19

Beyond The Screen: Strategic IP Exploitation For Kenya's Film Producers To Realize Revenue

Contd from page 18

stream that requires zero additional production but demands organized rights management. Stock footage libraries like Getty Images, Shutterstock, and Pond5 enable producers to license individual shots or sequences: a beautifully filmed aerial view of Nairobi's skyline might earn USD 50-300 per license, multiplied across hundreds of users globally; wildlife footage from a Kenyan nature documentary could generate USD 10,000-50,000 annually through stock licensing; or dramatic scenes could be licensed to news organizations illustrating stories about Kenya.

Social media platforms offer another dimension: producers can monetize clips through YouTube's Content ID system (claiming advertising revenue when others use your content), TikTok's Commercial Music Library (licensing soundtrack moments), or Instagram's licensing partnerships. Educational licensing represents particularly lucrative opportunities: universities, training organizations, and corporate learning platforms pay USD 500-5,000 to license film clips for educational purposes under Section 26 of Kenya's Copyright Act exemptions, though these require explicit licensing beyond fair dealing provisions.

News and documentary producers frequently need archival footage of historical events, cultural practices, or urban development that narrative films capture incidentally; a producer whose 2015 drama includes street scenes from Nairobi's CBD could license that footage to a 2024 documentary about urban transformation for USD 1,000-3,000 per minute of usage. The operational requirement is maintaining a searchable clip library with metadata describing each scene's content, location, date, and rights clearances, then registering with clip licensing platforms or hiring specialized agencies that represent footage libraries to broadcasters, production companies, and corporate clients globally.

Soundtrack Sales and Music Synchronization: The Audio Revenue Layer

Music represents a distinct revenue stream within audio-visual productions, and sophisticated producers negotiate soundtrack rights separately to maximize monetization. Every film or series contains two copyright layers: the audio-visual copyright (the images and edited sequence) and the musical copyright (underlying compositions and sound recordings), and each can be exploited independently. Soundtrack albums from successful Kenyan productions can generate income through: digital distribution on Spotify, Apple Music, YouTube Music, and Boomplay (earning USD 0.003-0.005 per stream, potentially reaching USD 10,000-50,000 for popular soundtracks), physical CD sales at film screenings or cultural events, vinyl pressings for collectors, and compilation licenses where individual songs appear on themed albums.

Synchronization rights, licensing the film's music for use in advertisements, other films, video games, or corporate videos can be particularly lucrative if the producer retained publishing rights, with sync fees ranging from USD 1,000-20,000 per placement depending on usage scope. The legal complexity requires understanding: who owns the underlying musical composition (songwriter/publisher), who owns the sound recording (typically the producer who paid for recording), whether performers have neighbouring rights that must be cleared, and whether traditional songs or samples carry additional clearance requirements. "Nairobi Half Life" provides a cautionary tale: the film's critically acclaimed soundtrack generated substantial streaming revenue, but because music rights weren't clearly allocated in production agreements, disputes emerged about revenue sharing that ultimately required litigation. Best practice dictates that producers either commission original scores with work-for-hire agreements (composer transfers all rights to producer for flat fee), or negotiate clear splits where composers retain publishing but producers hold master recording rights, enabling both parties to monetize their respective copyrights while coordinating on licensing opportunities that require both musical composition and recorded performance.

Stage and Live Performance Adaptations: From Screen to Theatre

The transformation of successful screen content into live theatrical productions creates an entirely separate revenue stream that leverages existing IP recognition while addressing audiences who prefer live entertainment. Kenya's vibrant theatre scene, centered around institutions like Kenya National Theatre, Alliance Françoise, and Phoenix Players, provides ready infrastructure for screen-to-stage adaptations. Producers can monetize these rights through: exclusive licensing to theatre companies (flat fees of KES 500,000-2 million for a 6-12 month run), royalty arrangements (5-10% of box office revenues), or self-production where the film producer directly mounts the stage production and captures full revenues. "Nairobi Half Life" could theoretically be adapted into a stage musical, licensing rights to a theatre company for KES 1.5 million upfront plus 8% of ticket sales, potentially generating total revenues of KES 3-5 million over a year-long run.

The legal considerations include: defining what elements transfer (storyline, characters, and dialogue versus just the core concept), specifying approval rights over the adaptation to protect the original work's integrity, determining whether the stage play creates a derivative work owned by the theatre company or remains licensed content, negotiating billing and attribution requirements, and addressing whether successful stage adaptations can themselves be filmed for broadcast (requiring a separate license back to the original producer).

Concert films and stand-up comedy specials present related opportunities: a live performance can be filmed and exploited as screen content, then licenses for subsequent live performances create recurring revenue, effectively cross-pollinating between screen and stage rights. The strategic advantage is that stage productions provide marketing value for the original screen property, a successful theatrical run can drive renewed interest in streaming the original film, creating a virtuous cycle where each medium amplifies the other's commercial performance.

Case Studies: Three Kenyan Success Models and Monetization Blueprints

Case Study One: "Country Queen" on Netflix demonstrates sophisticated global streaming monetization paired with retained ancillary rights. The producers reportedly structured the Netflix deal to grant exclusive streaming rights for three years across specific territories while carving out: broadcast television rights in Kenya (which they subsequently licensed to a local broadcaster for an estimated KES 15 million), airline and in-flight entertainment rights (generating approximately USD 25,000 annually), educational licensing for film studies programs (KES 2 million over three years), and importantly, format rights enabling potential remakes in other African countries. By understanding that Netflix's primary interest was streaming exclusivity rather than total rights ownership, producers negotiated a deal estimated at USD 1.5 million for streaming while preserving an additional USD 300,000-500,000 in parallel revenue streams; a master class in rights unbundling that Kenyan producers should emulate.

Case Study Two: "Supa Strikas" (though South African-Kenyan co-production) illustrates maximum exploitation across all revenue categories. Beyond broadcast rights on African television networks and international channels, the franchise generates: merchandise revenue from toys, clothing, and school supplies in 15 countries; mobile game licensing fees and in-app purchase revenue sharing; comic book publishing deals across African markets; YouTube advertising revenue from official clips and episodes (over 500 million views generating an estimated USD 800,000-1.2 million); live events and stadium shows during major football tournaments; and even educational licensing where schools use episodes to teach children about sportsmanship and teamwork. Industry estimates suggest total franchise value exceeding USD 20 million, with broadcast rights representing less than 30% of total revenue demonstrating how character-driven content with trademark protection can generate annuity-like income across decades through comprehensive rights exploitation.

Case Study Three: "The Real Housewives of Nairobi" represents the reality television model where format recognition drives valuation. Showmax's acquisition for first broadcast

rights (estimated at KES 45 million for Season 1) was premised partly on the "Real Housewives" franchise recognition, but producers retained valuable secondary rights including: clip licensing for news organizations and entertainment shows covering cast controversies (generating approximately KES 3-5 million annually), social media monetization where cast members' viral moments drive traffic and sponsorships, potential spin-off rights where individual cast members could anchor their own shows (each worth KES 8-12 million), international format sales where the concept could be licensed to other African cities, and merchandise opportunities around cast members' businesses and catchphrases. The program's success demonstrates that reality content, often viewed as disposable, actually creates particularly valuable IP because it generates continuous news cycles, social media engagement, and audience identification with real people whose ongoing lives create sequel potential without additional scripting costs—provided producers structure initial agreements to retain these downstream rights rather than surrendering them for marginally higher upfront payments.

Conclusion: Building Kenya's IP-Centric Film Economy

The transformation of Kenya's film and television industry from subsistence to sustainability requires a fundamental reorientation: producers must become intellectual property portfolio managers who view each production as a 15-20 year revenue-generating asset rather than a one-time project. This demands investing in proper legal infrastructure; engaging specialized entertainment lawyers during development rather than after disputes arise, registering copyrights with the Kenya Copyright Board before distribution, trademarking character names and show titles internationally, and maintaining meticulous rights databases that track what has been licensed to whom, for what territories, through what dates.

It requires rejecting the predatory contract practices that currently dominate: broadcasters demanding perpetual worldwide rights, streaming platforms offering take-it-or-leave-it deals without negotiation, and foreign distributors exploiting Kenyan producers' lack of market intelligence to acquire valuable rights for fractions of fair market value. It necessitates collective action through industry associations that can establish minimum rights standards, share market intelligence about prevailing rates, and potentially create collective licensing mechanisms that give individual producers negotiating leverage against large platforms.

Most fundamentally, it requires education; film schools must teach IP law alongside cinematography, industry workshops must dissect actual licensing agreements rather than just discussing craft, and successful producers must mentor emerging filmmakers on business structures that protect rights rather than surrendering them for illusory promises. The financial stakes are existential: Kenya currently produces approximately 200-300 hours of scripted content annually with total production budgets around KES 3 billion, yet comprehensive rights exploitation could transform this into KES 10-15 billion in total lifetime revenues, the difference between an industry that barely sustains its practitioners and one that creates generational wealth, funds increasingly ambitious productions, and ultimately exports Kenyan stories globally on terms that benefit Kenyan creators rather than merely enriching foreign platforms that recognized the value our own producers overlooked.

The writer is a legal writer and researcher

Global Powers Eye Rare Earths At Kenya's Mrima Hill

By: AFP
@themtkenyatimes

An aerial view of a section of the Mrima Hill Forest in Lunga-Lunga, Kwale county. Photo/Tony Karumba /AFP

Worth Noting:

- **Mrima Hill; a forest of around 390 acres near Kenya's Indian Ocean coastline could be another target.**
- **It sits quietly on huge rare-earth deposits that Cortec Mining Kenya, a subsidiary of UK and Canada-based Pacific Wildcat Resources, estimated in 2013 were worth $62.4 billion (about KSh8 Trillion) at the current exchange rate, including large stores of niobium, used to strengthen steel.**
- **US official Marc Dillard visited the hill in June when he was serving as the interim ambassador to Kenya.**
- **Other foreigners also attempted to visit in recent months, including Chinese nationals who were turned away, according to Juma Koja, a guard for the Mrima Hill community.**

Division and suspicion have gripped five villages near Kenya's coast as global powers from the United States to China eye a forest that is rich in rare earths -- minerals vital to high-tech and low-carbon industries.

The US government under President Donald Trump has made securing critical minerals central to its diplomacy in Africa, including through a peace deal in the resource-rich Democratic Republic of Congo this year.

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An Australian consortium of mining firms RareX and Iluka Resources announced a bid this year to mine rare earths on the site, and locals say land speculators are flocking to the area.

Buried Riches

The interest is worrying the community, mostly of the Digo ethnic group, who fear they will be evicted or denied a share in future mining windfalls.

The lush forest is home to their sacred shrines and has long supported farming and livelihoods, though today more than half the population lives in extreme poverty, according to government data.

AFP was initially barred access to the forest.

"People come here with big cars... but we turn them away," said Koja.

His stance stems from past encounters with prospective investors; a process he says was not transparent.

"I do not want my people to be exploited," he said.

Kenya revoked a mining licence in 2013 that had been granted to Cortec Mining Kenya, citing environmental and licensing irregularities.

Cortec claimed in court that the licence was revoked after it refused to pay a bribe to then Mining Cabinet Minister Najib Balala, an allegation he denied. The company lost multiple legal efforts over the revocation.

In 2019, Kenya imposed a temporary ban on new mining licences over concerns about corruption and environmental degradation.

But it now sees a major opportunity, particularly as China; the biggest source of rare earths increasingly limits its exports.

Kenya's mining ministry announced "bold reforms" this year, including tax breaks and improved licensing transparency, aimed at attracting investors and boosting the sector from 0.8 percent of GDP to 10 percent by 2030.

Daniel Weru Ichang'i, a retired economic geology professor at the University of Nairobi, said Kenya had a long way to go, especially in gathering reliable data on its resources.

"There's a romantic view that mining is an easy area, and one can get rich quickly... We need to sober up," he told AFP.

"Corruption makes this area, which is very high-risk, less attractive to invest in."

Competition between the West and China is driving up prices, but if the country wants to profit, it "must stick to the law, and individual interests must be subjugated to that of the nation," he said.

'Mrima is our life'

On Mrima Hill, locals worry for their livelihoods, sacred shrines, medicinal plants, and the forest they have known all their lives.

"This Mrima is our life... Where will we be taken?" said Mohammed Riko, 64, vice chairman of the Mrima Hill Community Forest Association.

Koja is concerned about the loss of unique indigenous trees like the giant orchid, already a problem before mining has even started.

"In my heart I am crying. This Mrima has endangered species that we are losing," he said.

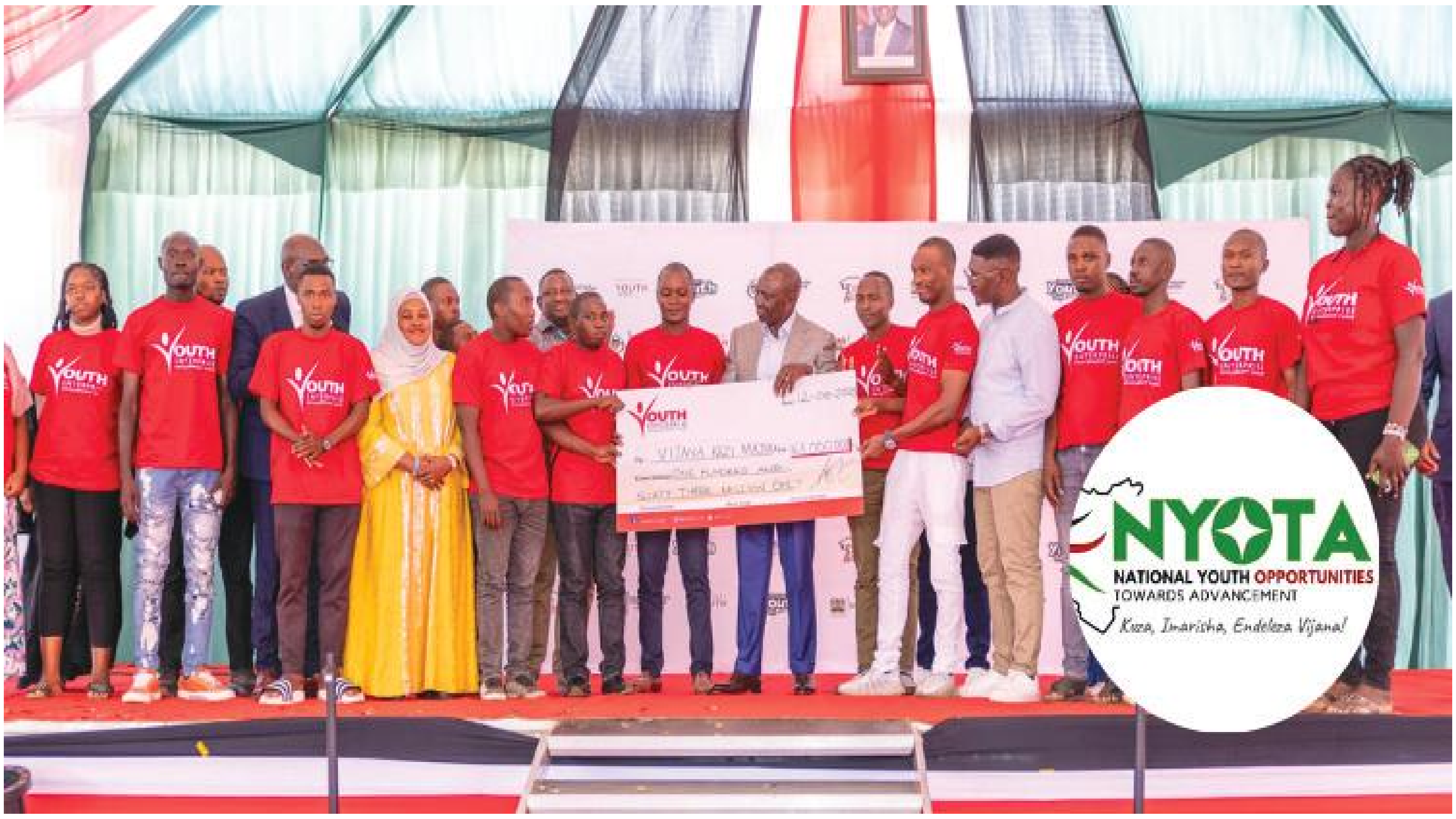
But others, like Domitilla Mueni, treasurer of the Mrima Hill association, see an opportunity.

She has been developing her land, planting trees, farming in order to push up the value when mining companies come to buy.

"Why should we die poor while we have minerals?" she said.

A Star For The Scholars: Why Kenya Needs A Nyota Program For Graduates

By: David Nyaga
@themtkenyatimes



Worth Noting:

- **The intention behind Nyota is noble and timely. It acknowledges the fact that many young people leave school without formal qualifications or access to stable employment. By giving them a financial boost and a structured platform to start small businesses, the government is addressing unemployment from the grassroots level. Yet, as the program gained popularity, something unexpected happened, a large number of college and university graduates rushed to apply.**
- **For many graduates, Nyota represented more than just financial support. It symbolized hope, the possibility of finally starting something tangible in an economy that has for years failed to absorb the growing number of degree holders.**

When the government unveiled the Nyota program, it was celebrated as a bold step toward empowering young Kenyans who had completed secondary school and lacked opportunities to build their futures. The initiative, which targets form four leavers and those with lower levels of education, promises to provide Ksh 50,000 in business support to each successful applicant, a lifeline meant to nurture entrepreneurship and self-reliance among the country's less-educated youth.

The intention behind Nyota is noble and timely. It acknowledges the fact that many young people leave school without formal qualifications or access to stable employment. By giving them a financial boost and a structured platform to start small businesses, the government is addressing unemployment from the grassroots level. Yet, as the program gained popularity, something unexpected happened, a large number of college and university graduates rushed to apply.

For many graduates, Nyota represented more than just financial support. It symbolized hope, the possibility of finally starting something tangible in an economy that has for years failed to absorb the growing number of degree holders. Unfortunately, the eligibility criteria are clear, the program is meant strictly for form four leavers and below. As a result, thousands of educated young Kenyans will automatically be disqualified, not because they lack initiative, but simply because they studied beyond the level Nyota serves.

This development has sparked an important national conversation, what about the graduates? Every year, universities and colleges across Kenya churn out tens of thousands of graduates, most of whom step into a job market that offers little more than disappointment. While the dream of securing formal employment fades quickly, the option of self-employment remains just that, an option, not a reality, because of lack of capital, mentorship, and structured government support.

Many of these graduates have innovative ideas in technology, agribusiness, creative industries, and manufacturing, but ideas alone do not create jobs. They require capital, mentorship, and networks. Sadly, the few funding opportunities that exist are often out of reach, buried under bureaucracy or reserved for established entrepreneurs with track records that most young people cannot yet demonstrate.

If the Nyota program is designed to light a path for school leavers, then Kenya urgently needs a similar initiative to shine a light for graduates, a program that recognizes their education, potential, and contribution to the economy. Such a scheme could be dubbed "Nyota Plus" or "Taa ya Wasomi", a beacon dedicated to young people who, despite their academic qualifications, remain trapped in joblessness.

A graduate-focused empowerment program would not only provide startup capital but also offer training in entrepreneurship, financial management, and innovation. It could link graduates with mentors, investors, and markets transforming theoretical knowledge into practical enterprise. The goal would not be to hand out free money but to stimulate innovation-driven employment, where young people create businesses that in turn employ others.

Consider the economic potential of such an initiative. Kenya's graduates are among the most creative and resilient on the continent. With even modest support, they could become the engine of small and medium enterprises, driving growth in technology, green energy, manufacturing, and the service sector. By ignoring this group, the country risks wasting a valuable national resource, the intellectual capital of its own youth.

It is commendable that the government has shown commitment to youth empowerment through programs like Nyota, the Hustler Fund, and Ajira Digital. However, a one-size-fits-all approach will not solve youth unemployment. The realities facing a form four leaver in the village are vastly different from those confronting a graduate in the city. Both groups need support, but the kind of support that will transform their lives must be tailored to their circumstances and potential.

Creating a graduate-centered empowerment program would not only address unemployment but also inspire a new culture of innovation and productivity. It would send a powerful message that Kenya values not only education but also the educated. It would bridge the frustrating gap between learning and livelihood that has left many young people disillusioned.

As things stand, thousands of graduates will watch from the sidelines as Nyota beneficiaries receive their funds and begin their entrepreneurial journeys. Their dreams, equally valid and ambitious, will remain suspended not for lack of effort, but because the system has not yet designed a space for them.

It is time for the government to expand the empowerment agenda. Kenya needs a dedicated platform for its graduates, a space where ideas meet opportunity, and education meets enterprise. Let Nyota continue to shine for those who left school early, but let another star rise for those who went further, learned more, and now wait for their turn to build the nation.

The country cannot afford to let its brightest minds dim in the shadows of unemployment. It is time to light a star for the scholars, a Nyota for graduates so that no young Kenyan, regardless of education level, is left behind in the pursuit of opportunity.

Sports >> *Kevin Oduor was the hero as Nairobi United beat Tunisia's Etoile Sportive du Sahel to qualify for the group stages of the Caf Confederations Cup yesterday.

History Makers! Debutants Nairobi United Edge Tunisian Giants To Reach Confederations Cup Group Stages

Cabinet Secretary for Tourism and Wildlife, Rebecca Miano

Kevin Oduor was the hero as Nairobi United beat Tunisia's Etoile Sportive du Sahel to qualify for the group stages of the Caf Confederations Cup yesterday.

The goalkeeper saved two spot-kicks as Naibois beat the African giants 7-6 on post-match penalties to seal a historic spot in the group stages of the prestigious competition at the first time of asking.

Nairobi United came into the second leg tie with a 2-0 lead from the first leg in Kenya and were seconds away from securing their place in the group stages but for a monumental blunder by Oduor.

The custodian came out of his goal to claim a cross from deep in Etoile's half but unfortunately mistimed it as Gaffran Al Nawali got his head onto the ball to nick it into the goal for a 2-0 lead on the night.

Nairobi United had held on well until the 53rd minute before the Tunisians scored the opener after Rayan Anen connected well with a cutback.

Despite pushing forward for their second, Oduor remained resolute in goal, often coming out to claim the Tunisians' crosses into the box.

With six of the seven minutes of added time already played — and with victory seemingly on the horizon — the Tunisians then equalised from Oduor's blunder to take the game to penalties.

Villain-turned-hero

Oduor saved Etoile captain Nahim Nhid, which was the first spot kick, parrying the ball onto the bar to hand the initiative to his teammates.

However, Naibois' first penalty taker, Frank Ouya, also missed his kick, leading to a back-and-forth in subsequent penalties.

John Otieno, Brian Mzee, Kevin Otiende, Lennox Ogutu, Chris Opondo and Brian Magare all converted successfully for Nicholas Muyoti's charges before Cedric Gbo stepped up to take Etoile's seventh spot kick.

The second half substitute shot directly at Oduor, giving the netminder the easiest of tasks to parry away the ball.

Oduor then took to the penalty spot to put the icing on the cake, converting successfully past his opposite number Ben Hassen to confirm Nairobi United's place in the group stage, while silencing the capacity crowd in the stadium.

GET THE BEST OF WORLD

Sports >> *The four-ball of Vishesh Sonigra, Palash Tank, Sunil Parmar, and Shafiq Dossaji returned a combined score of 114 points to emerge as the winners of the KCB East Africa Golf Tour at the Vetlab Sports Club over the weekend.

Sonigra And Team Bag KCB Golf Series At Vetlab

Golfer Anthony Mulisa in action during the KCB East Africa Golf at the VetLab Sports Club, Nairobi

The four-ball of Vishesh Sonigra, Palash Tank, Sunil Parmar, and Shafiq Dossaji returned a combined score of 114 points to emerge as the winners of the KCB East Africa Golf Tour at the Vetlab Sports Club over the weekend.

Eric Wakarima, Peter Kiige, Harrison Kariuki, and Henry Kamuti returned a combined score of 110 points to finish second at the event that was graced by over 200 golfers from across the country.

Speaking after guiding his team to victory, Vishesh Sonigra said: "We came in with a clear strategy: play smart, stay consistent, and trust each other's game. Every shot mattered, and our teamwork made the difference. The competition has been tough throughout the tour, but we are motivated and preparing even harder for the grand finale. Our goal is to finish strong and lift the overall title."

In the individual categories, Joe Kisolo (HC12) was crowned the Overall Winner with 41 points, while Palash Tank (HC13) claimed the Men's Winner title with the same score.

The Lady Winner, Chemutai Kenei (HC23), also impressed with a stellar 41 points. Anthony Mulisa (HC27) emerged as the Staff Winner with 37 points, and George Gacheru (HC21) bagged the Guest Winner title after scoring 39 points.

Other notable performances included Peter Njuguna (HC15), who secured the Staff Runner-Up position with 36 points, and Junior Winner Junaid Manji (HC1), who posted 40 points to top his category.

The Longest Drive (Men) award went to Brian Akun, while Joy Ndonga took the Longest Drive (Ladies) title.

The Nearest to the Pin honor was claimed by Brian Akun, showcasing precision and skill on the greens.

On Monday, October 27, KCB will host a caddie tournament at the same venue, continuing its commitment to making the 2025 edition of the KCB East Africa Golf Tour inclusive for all participants in the sport.

Similar tournaments have already been successfully held in Nyeri and Nakuru, giving caddies across the country a platform to showcase their skills and be part of the wider golfing experience.

The 26th leg of the KCB East Africa Golf Tour will be held at the Migaa Golf Course on November 1, 2025.

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Inked In Time: Kolkata's Poets Celebrate 25 Years Of Shikhor With Verse, Voice, And Vision

By: Special Correspondent
@themtkenyatimes

Kolkata, India — As the sun dipped behind the skyline and the city's golden hour gave way to twilight, poets, dreamers, and literary enthusiasts gathered at the Kolkata International Foundation on October 24th to celebrate a milestone that shimmered with meaning: the 25th anniversary of Shikhor, a renowned Bengali literary group. The event, marked by the inauguration of Shikhor's Kolkata Chapter, was a vibrant tapestry of poetry, reflection, and shared purpose.

"Sunrise and sunset are beautiful moments we cannot hold," one poet mused during the opening remarks. "But we pass through them, deriving pleasures, painting experiences on the canvas of our lives." That sentiment echoed throughout the evening, as attendees embraced the changing seasons of life and literature with grace and gratitude.

The celebration was spearheaded by the venerable Ms. Karabi Mukherjee, whose solo book Ashes and Ink was launched to resounding applause. The collection, a poignant exploration of memory, resilience, and transformation, was described by fellow poet and educator Dr. Ananya Sen as "a mirror to the soul and a balm for the wounded spirit." Mukherjee's voice, both on the page and in person, anchored the evening with elegance and emotional depth.

The event also featured the distribution of Shikhor's commemorative souvenir, a curated anthology that included contributions from distinguished poets across the city. Among them was the powerful poem I'm Still Here: The Cry of a Trafficked Child, recited by a guest poet whose performance left the audience visibly moved. "To speak for the voiceless is the highest form of art," said Mr. Faruk Ahmad Roni, the esteemed founder of Shikhor and its global partner group, The Global Poet and Poetry, based on Facebook.

Roni's presence added an international dimension to the gathering, reinforcing the group's mission to unite poets across borders and backgrounds. "Poetry is not bound by geography," he said. "It is a bridge between hearts, a language of truth."

The inclusive spirit of the event was palpable. Attendees ranged from veteran writers to emerging voices, each bringing their own rhythm and perspective. Ms. Kaberi Mukherjee, a key organizer and literary mentor, emphasized the importance of nurturing new talent. "We must create spaces where young poets feel seen and heard," she said. "Tonight is not just a celebration—it's a promise to keep the flame alive."

Panel discussions, impromptu readings, and musical interludes filled the evening with warmth and camaraderie. Poet and activist Rituparna Das reflected on the role of literature in social justice, noting, "When we write, we resist. When we share, we heal."

As the event drew to a close, the room buzzed with gratitude and renewed purpose. "This is what poetry does," said one attendee. "It gathers us in moments we cannot hold, and reminds us that every season—every word—is a gift."

With its blend of tradition and transformation, the 25th anniversary of Shikhor was more than a literary gathering—it was a celebration of voice, vision, and the enduring power of ink.

Worth Noting:

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