

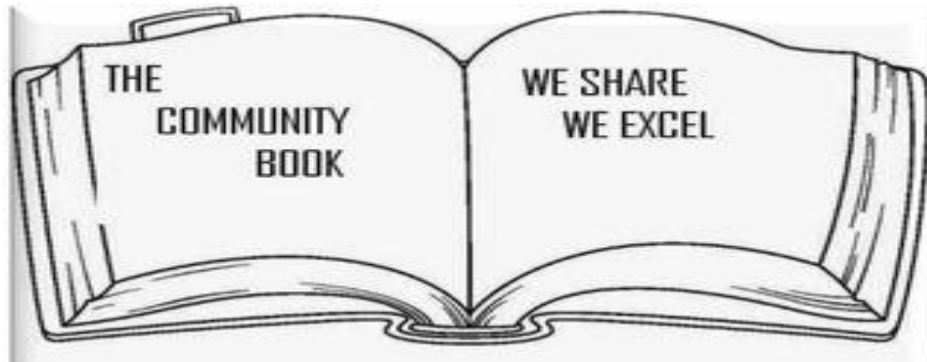
Title

THE COMMUNITY BOOK- We Share We Excel

Give your submission idea a catchy title that describes the idea and gets people interested.

Intervening to bridge the gap of access to quality education among students in the informal settlements in Kenya

Image



What Problem Does your Business Solve?

In Kenya's informal settlement 1 in every 3 public primary and secondary school going children will not have access to text books. Similarly, they won't have access to revision materials, past examination materials, imperative educational mentorship and counseling. These statistics could be worse and are perpetuated by poverty.

In the Kenyan Constitution, Article 27 of the Bill of Right provides for the Right to Education for all children, it however deliberately avoids the word 'quality'. For education to be termed as quality and equitable, every child must be provided with as much support materials as possible. This is however a challenge for many parents especially in the informal settlements.

The Text Book is a key support material for quality education, it enables the student to follow through, do their homework and refer during revision for their examination. Past examination papers are also crucial in preparing a student for future examination. Providing these materials is a challenge for many parents in the informal settlement due to their high cost and a souring economic environment. Most students opt to borrow from friends or remain back in school coping from the few text books available, however, this does not solve the crisis as the ratio of the haves and the have-not is enormous.

The Community Book is a project that seeks to provide an affordable means to access educational support materials for students in the informal settlement. The project will establish a centre and equip it with relevant educational support materials including Text Books, Past Examination paper, Encyclopedias, Journals among others. Through the parents, students will be enrolled into a Rent-a-Book program. This is a program where students will borrow a book from the project, use the book for an agreed time (a day or two) then return it for another student to

borrow the same. The same will happen for other materials and will reduce the burden of each parent having to buy a book for their children and ultimately the cost of educating the children. It may cost the one parent over 10,000 Kenyan Shillings to buy all the support materials identified as crucial in the journey for academic excellence but with my new business I will lessen that to less than 3000 shilling.

How Does your Business idea Earn Revenue?

The main source of revenue will be from the subscription fees paid by the parents. As a social enterprise the project will charge a minimal monthly fee of Kshs. 200 (\$2) from the parents which will grant the child to an opportunity to access unlimited academic materials from the Project for the agreed time (preferably 1-2 day). Agreements will be drawn to safeguard the project from loss of books and damages.

The project will also involve in other services including photocopying, printing, sale of other stationery and gifts. Revenue collected will be used to cater for the recurrent and development cost in the future

How Does Your Business idea Help to Create Home Within your Community?

The Community Book will mainly focus on working with students from public school and in the informal settlement; however, we will remain open to all including those in private institutions. The focus on students from public schools is mainly due to the fact that these institutions are characterized by high number of students from poor families, poorly equipped facilities and inadequate access to these support materials. Through the project, these generation of future leaders will get a chance to define their future by offering a fair platform for them to adequately prepare for the examination.

Education is the key to a stable future; it offers us the warmth of life and a voice to challenge inequalities of the contemporary society. It grants us the chance to live a life of dignity and as such, it calls for all of us to strive in ensuring that every child has had an equal chance of designing their future as well as enabling them think beyond their own problems but also that of others. The community book is comes handy to create a home for all of its beneficiaries as well as existing as an example of how much we can achieve through education.

Detail Exactly How You Will Spend the \$500.00 Seed Capital?

Materials \$364

CLASS 8 COURSE WORK BOOKS (5 Copies each) = \$134
CLASS 7 COURSE WORK BOOKS (5 Copies each) = \$ 134
QUESTION AND ANSWER REVISION BOOKS = \$27
GENERAL ENCYCLOPEDIA (5 Copies) = \$37
PAST EXAMINATION PAPERS = \$32

RUNNING COSTS \$135

Utility Bills (Rent, electricity) = \$63
Furnishing of Centre (Shelves) and Filling = \$42
Transport = \$10
Miscellaneous = \$20

Total \$499

Describe any Known Competitors.

The Community Book offers a new approach to community empowerment. There is no known competitor with similar model of business. In existence is the Bookshops which are businesses aimed at profits only. There exists the National library that is located far beyond the reach of the most needy students. Access is also limited to those who can travel to the city and the space may not serve the much needy population.

How Can Your Business be Developed or Expanded?

The Community Book will only be developed by increasing the number of students that access the services of the project. With this seed investment I will pilot the concept with few students in class 7 and 8. More resources will be mobilized through campaigns and appeals.

The project will expand to incorporate other students in other classes. With time I hope to establish different centers in different areas.

Describe Yourself and Your Goals.

I am passionate about community development and entrepreneurship. I believe in the spirit of social entrepreneurship in the battle to address the longstanding challenges in the contemporary society. I envision an equitable society that promises a future for everyone regardless of their status. I am motivated by the minute when a vulnerable person picks him/herself from out of the fangs of poverty.