

# Launch of Elimika Communication Strategy

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The University of Nairobi, today April 29<sup>th</sup>, 2016 launched Communication strategy for construction of Knowledge societies in Kenya (Elimika). The Launch was held at Taifa Hall in Main Campus.

Elimika, which was launched in December 2013 as a project, has today been referred to as a movement. A movement that has been a collaboration of the University of Nairobi and our partners UNESCO and Ford Foundation which aims at empowering communities with “*knowledge wealth*” for their prosperity. The project seeks to embed the knowledge of the constitution of Kenya in the communities’ way of life.

The Vice Chancellor, Prof. Peter Mbithi, said that the University committed itself to pushing the Constitution Implementation Agenda and today we are gathered here to not only celebrate the fruits of our partnership but also renew our commitment to engrave the Constitutional culture on our people.

Ford Foundation’s Regional Representative, Mr. Maurice Makoloo, congratulated Prof. Judith Bahemuka for spearheading the project and the execution and growth. He said that Ford foundation has been pleased to partner with the University in this project and he emphasized the need for the communication strategy, citing the need for more people in the communities to fully understand the constitution.

To date, the Elimika project has been implemented in five counties- Homa Bay, Kwale, Makueni, Turkana and Nairobi. In the next three years commencing June 2016, the project aims to cover six more counties i.e. Kajiado, Kakamega, Kisii, Murang’a, Taita Taveta and Uasin Gishu.

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