

KASS Magazine continues in print the spirit of 'Kimnatet Naet' started by KASS FM radio station. It will be the first publication to cover in-depth issues affecting the Kalenjin community in two languages, English and Kalenjin, making it accessible to everyone from the village to the city. The goal is to bring the community information on economic empowerment as well as social issues.

Topics covered include:

Business – KASS Magazine explores and highlights the existing and potential business opportunities in the Rift-Valley and beyond and compares them to global industries and best practices in order to grow the Kenyan economy.

Agriculture – Agriculture is the chief economic activity in the Rift Valley. KASS Magazine looks at agriculture in a modern, business-oriented way in order to raise production to internationally competitive levels, and emphasizing value-addition in order to achieve better return on investment.

Education – KASS Magazine highlights developments in Kenya, exploring whether current education curricula are relevant to the modern workplace.

Tourism – The magazine highlights the sights in the Rift Valley region that can be opened to tourism. It also advocates a new way of looking at tourism such as sports tourism and agri-tourism, and not just relying on the beach & bush tourism traditionally associated with Kenya.

Sports – KASS Magazine continuously promotes sports in the Rift Valley. The established runners with household names must capitalize on their accomplishments by building great brands around them. These resources can also be used to support the young runners and develop the future talent.

Politics – KASS Magazine aims to empower the Kalenjin speaking community on their political rights, duties while providing a platform for dialogue with the country as a whole through English sections.

Culture – There is need to promote Kalenjin culture, so we can know the forces that shaped the Kalenjin, where they have come from, and where they are going. The magazine will also be a place to read about culture as it being shaped now, in music and comedy. By writing in Kalenjin the language will be intellectualized and one day included in schools up to university level.

Religion & History – A people's governing structures and principles are form on the basis of their culture and History and religion. KASS highlights these changes aspects of Kalenjin religion and documents it for future generations.



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