

26 Feb-5 March
2021

CAMPUS This Week

International Women's Day commemorative issue

Gender Sensitive Initiatives
at the School of Graduate
Studies Research and
Extension

By Salome Asena

In Sub-Saharan Africa, women represent 40% of the agriculture labor force, yet hunger and food security remain bigger challenges for women and girls. A woman spends 16 hours of her time in a day to cater for her family needs, roles, and responsibilities and therefore she is left with 8 hours to use for other opportunities such as training, meet with friends, just to mention but a few. The Global Agribusiness Management and Entrepreneurship (GAME) conducted a baseline and verification exercise in 2019 of 492 entrepreneurs in 9 counties and results showed that women are less likely (36.1%) to have received training in financial literacy than males (63.9%). The major hindrances to attending trainings include; physical distance to the training venues (35.8%), lack of awareness of training opportunities (32%), and fees requirements (21.7%). Female agribusinesses cited family demands and lower education as hindrances to their ability to attend training. Data on hindrance to finance disclose significant gender disparity in that, women are more likely to lack security (64.9%) and business records (57.8%) and also lack awareness on sources of funding (57.3%).

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Upcoming events

Innovation and Incubation Centre Guest Speaker Series

- Wednesday, March 10, at 5:30pm:
Max Musau, CEO of JIWE Studios.
Topic: Gaming Industry Startups in Kenya
- Wednesday, March 17, at 5:30pm:
Stephen Ngigi, Founder and CEO of Matteh Limited.
Topic: An Entrepreneurs Journey: Pivot or Persevere

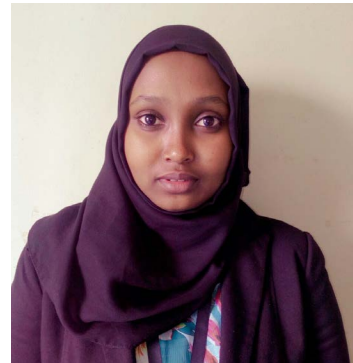
Two students from USIU-Africa's Confucius Classroom awarded scholarships to study in China

By Wanjiku Mbugua

Two students from the Confucius Classroom have been awarded scholarships to study in China to strengthen their proficiency in the Chinese language. The news comes one year following the establishment of the Confucius Classroom at USIU-Africa.

The two students, Cho'olle Wario and Whitney Ngigi, received six-month fully paid scholarships each to study at Qingdao University and Shandong Normal University, respectively. Cho'olle took up her scholarship in September 2020 and concluded her studies last month. Whitney, on the other hand, is expected to begin her studies from March to July 2021.

The Confucius classroom offers students paid scholarships to China, to expose the students to Chinese culture, including learning Chinese songs, cuisine, Chinese calligraphy, poetry, among others. The scholarships also give the students a chance



Cho'olle Wario and Whitney Ngigi, who received six month scholarships to study at Qingdao University and Shandong Normal University, respectively. The scholarships are designed to give the students an immersion into the aspects of Chinese culture.

to improve their proficiency in Chinese.

The Confucius classroom was established through a partnership with publicly funded Kenyatta University's Confucius Institute to help expand the scope of teaching Chinese language and culture to Kenyan youth. Over time, the classroom is expected to become a training hub for future Chinese language teachers, diplomats and entrepreneurs amid robust Sino-Kenya trade and cultural ties.

The role of the media in enhancing gender equality in Kenya

By Prof. Amos Njuguna

The Kenya Constitution (2010) provides for gender equality in that either gender (male or female) must take at least one-third of all elective and appointed public positions. It also guarantees everyone equal opportunities in political, economic, cultural, and social spheres. A decade after the constitution was promulgated, women remain significantly disadvantaged. In the 2013 and 2017 general elections, no woman contested for the presidency, and none was nominated by any political party or coalition to contest as deputy president. Women comprised 9.2% of the 1835 elected office bearers in 2017 (7.7% in 2013) despite having 47 seats exclusively reserved for them and accounting for 46% of the registered voters.

The many reasons that have been cited to explain these appalling results are inadequacies of the legal framework, lack of previous experiences in political office, and gender-based violence. One reason that has not attracted much attention is gender stereotyping and patriarchal structures propagated through the media. In 2018, the National Democratic Institute noted that gender bias contributed to the application of double standards for men and women and resulted in too much political correctness in what women said when invited in public discourses.

The interaction between gender and leadership



and the exemplification of this relationship by the media is a major determinant of representation (or underrepresentation) of women in leadership positions at the political level. The arena of politics is perceived to be masculine hence good political leadership, might, and experiences are associated more with men compared to women. Voters attribute good political leadership to men hence paucity in the number of women running for office and eventual election. When the stereotyped gender of a professional role does not "fit" with the gender of the person seeking the role, discrimination often occurs.

The origins of gender biases have been associated with the 1750-1850 agrarian revolution that gendered labor roles where men engaged in fieldwork and women in child-rearing, branding women second-class

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