Mombasa County Government & Vasternorrland County Government
ICLD Project
Mombasa County Government Maktaba & Sports

Presented By:
Rajab B. & Robert O.
CREATING ROLE MODELS

Wanyama of Tottenham

Ex-International Dr JJ Masiga

Dr. Socrates
Last weekend, the youths from MVITA & LIKONI Sub Counties benefited from a soccer clinic conducted at The Mombasa Sports Club. FKF MOMBASA SUB BRANCH wishes to sincerely thank The Head Coach; Kenya Sand Stars and The Chief Officer of Sports; Mombasa County, Coach Rajab Babu for conducting such a wonderful exercise for the benefit of the youths in Mombasa.
Mentorship and Training Session
Training Session
Training Session
Incorporating Young Referee and Talent search
Mentoring and Playing Football
Young footballers get reading sponsorship

About 50 children from junior football clubs in Mombasa will benefit from a reading programme introduced by the county government. Sports chief officer Rajab Babu said the initiative aims at cultivating a reading culture through sports. “We want to get rid of the notion that sports is only for people who are not academically gifted,” Mr Babu said. The initiative is sponsored by the Swedish International Development Cooperation Agency and Vasternorrland county government, Sweden.

— Diana Mutheu
PARTNERS

National Government
County Government of Mombasa
Football Federation
Coaches
Parents
Schools (Libraries)
Local Clubs
CHALLENGES

✓ Lack of role models
✓ Education system in the country
✓ Facilities, e.g. Playing fields, equipment
✓ Culture of reading
SUSTAINABILITY

✓ Government support, both National & County
✓ Schools
✓ Football federation
✓ Donor support
✓ Parents support
✓ Coaches & administrators
✓ Culture change
Purpose Build Library
✓ We need purpose build public library possibly on the island.
✓ Or one at each of the locations shown on the map.
✓ Each one of them with a modern book mobile service to serve schools within their region.
INNOVATIVE WAYS OF DISSEMINATING INFORMATION
I REST MY CASE
THANK YOU