

## NATIONAL STANDARDS COUNCIL GETS NEW CHAIRMAN



### IN THIS ISSUE

**ANTHONY MURIUKI MUNYIRI  
TAKES OVER THE HELM OF  
THE NSC**

**KEBS HOSTS SUCCESSFUL  
3RD REGIONAL QUALITY  
CONFERENCE**

**REDEMTA CHEROTICH  
APPOINTED TO LEAD KEBS  
MARKETING AND  
CUSTOMER CARE**

*Newly appointed National Standards Council Chairman Anthony Muriuki Munyiri (center) and fellow council members pose for a group photo at the Kenya Bureau of Standards monument.*

# NSC'S NEW CHAIRMAN'S VISION FOR KENYA'S STANDARDS

Chairman eager for a financially stable KEBS

# NSC New Chairman sets agenda for KEBS

By Geoffrey Nyerere



National Standards Council new Chairman Anthony Muriuki Munyiri.

The National Standards Council (NSC), the body that supervises and controls the management of the Kenya Bureau of Standards (KEBS) has a new chairman.

Anthony Muriuki Munyiri takes over from Peter Munyiri, who was appointed by President William Ruto late last year to head Kenya's High Commission in New Delhi, India, Peter Munyiri left as soon as Anthony Munyiri reported to office.

Peter Munyiri was at the NSC helm since August and presided over a critical period when the KEBS was transitioning to new leadership headed by Managing Director Esther Ngari.

It was during the outgoing Chairman's tenure that a new 5-year Strategic Plan for 2023-2027 was launched, while the KEBS aligned its policies with the government's Bottom Up Economic Transformation Agenda (BETA).

Anthony, an Investment Banker who has also been a stockbroker and Assets Manager comes well equipped to head the NSC having previously chaired the board of the National Social Security Fund (NSSF).

He has a broad vision for the KEBS emphasizing that the national standards body has an important mandate of protecting and promoting the safety and wellbeing of Kenyans besides playing a pivotal role in the country's economic development.

The new NSC Chairman's priorities are to see KEBS consolidate its financial base, improve on the welfare and motivation of its staff as well





*Getting down to business. newly appointed National Standards Council Chairman Anthony Muriuki Muniyiri and some of the Council members at the Kenya Bureau of Standards headquarters.*

as maintain integrity and the confidence of the public.

Anthony is keen for the KEBS to fulfil its responsibility in complementing the government's Bottom-Up Economic Transformation Agenda (BETA) and sees the National Standards Body as an important cog in the wheels of the country's economic development.

"KEBS plays a significant role in promoting the growth of SMEs which are among the key focus of the BETA policy", he observes, adding that with the right support the body can be a major driver of the country's quest for industrialization.

The Chairman expressed his desire to see KEBS work more closely with other government agencies, particularly the Kenya Revenue Authority (KRA) and the Kenya Ports Authority (KPA) in execution of its mandate.

Anthony is committed to seeing KEBS fortify its global position through forging and fostering working re-

lations with relevant international organizations in order to boost the country's drive towards absorption of international quality standards which would by extension enhance acceptance of locally manufactured products in the global market.

Anthony cherishes an open-door management style and encourages KEBS staff to freely consult with him whenever they seek his input or guidance on any official matter.

"An organization that demystifies its management and staff is an organization that works harder and produces better results", the Chairman stated.

He holds a Masters in Business Administration from the University of Minnesota in the USA and a Masters of Arts in International Management.

During his free time Anthony enjoys watching movies, going for picnics with family and listening to Soul music.

**“ An organization that demystifies its management and staff is an organization that works harder and produces better results ”**



Chairman

# KEBS STAGES SUCCESSFUL 3<sup>rd</sup> REGIONAL QUALITY CONFERENCE



Kenya Bureau of Standards Managing Director Esther Ngari consults with Eng. Yahya Ahmed Bukar, Director of Standards Development Nigeria during the official opening of the 3rd Regional Quality Conference held in Mombasa on March 19th 2024.

By Solomon Kyenze

**K**enya successfully staged the 3rd edition of the Regional Quality Conference in March, with the Kenya Bureau of Standard (KEBS) as hosts leading the continent in discussing sustainable economic growth models.

The Conference which ran between the 19<sup>th</sup> to 22<sup>nd</sup> in Mombasa under the theme “Realizing Competitive Advantage through Quality Excellence”, brought together tens of quality professionals from across Africa.

It follows the 2nd Regional Quality Conference held in Kigali, Rwanda last year whose theme was “Managing Quality in a Dynamic Work Environment for Competitive Advantage” in which the KEBS also participated. Deliberations in Mombasa centered

around the benefits of embracing circular economic practices for sustainable development in Africa and how to customize the practices to suit Africa’s unique needs.

Besides the importance of circular economic practices, the Conference also explored the benefits of adopting quality excellence in today’s digital world and the importance of incorporating conformity assessment and quality assurance for sustainable economic growth.

Speakers who included KEBS Managing Director Esther Ngari and National Standards Council (NSC) member Patricia Okune emphasized on the sustainable benefits of a circular economy. A circular economy makes the most of available material resources by applying three basic

principles: reduce, reuse and recycle which in turn extends the life cycle of products, waste is used and a more efficient and sustainable production model is established over time.

The KEBS Managing Director advised on a review of certain traditional practices that relate to social behaviour and economic activities for the full realization of a circular economy. She expressed confidence that shifting to a circular economy could provide prospects for the elimination of poverty and attainment of the Sustainable Development Goals (SDGs).

“Shifting to a circular economy provides prospects to eliminate poverty. It is possible to achieve Sustainable Development Goals (SDGs) through a circular economy because the



model replaces production with sufficiency, reuses what we can, recycles what cannot be reused, repairs what is broken, and remanufactures what cannot be broken”, Ngari said.

She said circular economic practices could only succeed with the right social behaviour and economic activity. The Managing Director challenged the quality professionals to lead their respective organizations in applying proven quality disciplines to new, digital and disruptive technologies which include Quality 4.0.

The Conference also highlighted the importance of African economies in embracing quality so as to gain competitive advantage when exploring opportunities provided through the African Continent Free Trade Area (AfCFTA).

Ngari said KEBS is proactively facilitating Kenyan businesses to tap into the AfCFTA through programs de-

signed to enhance their compliance with international standards including those of the AfCFTA.

“KEBS has been actively engaged in capacity-building programs, providing technical assistance, and training to local businesses to enhance their compliance with international standards.

This proactive approach by KEBS is facilitating the participation of Kenyan businesses in the AfCFTA and contributing to the growth of intra-African trade which is at 16%”, said the Managing Director.

Okune described quality as a catalyst for change and urged the participants to embrace quality as a compliance requirement to unlocking opportunities in trade.

**“ Shifting to a circular economy provides prospects to eliminate poverty. It is possible to achieve Sustainable Development Goals (SDGs) through a circular economy because the model replaces production with sufficiency, reuses what we can, recycles what cannot be reused, repairs what is broken, and remanufactures what cannot be broken**



Ngari said

*Let's do this together*

Report cases to KEBS

**1545**

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# Redemta Cherotich sets high ambitions for KEBS Marketing and Customer Care Department

By Solomon Kyenze

**R**edemta Cherotich believes in hitting the ground running. Barely is she settled into her new role as the Acting Chief Manager, Marketing and Customer Care at the Kenya Bureau of Standards (KEBS), she's already oozing ideas on how to transform the organization into a more vibrant people-centric entity.

Redemta already has immediate and medium-term ambitions for KEBS marketing, and believes if well positioned, KEBS could easily endear itself in people's hearts, with the public willingly helping the organization to achieve its mandate.

Strangely though Redemta doesn't have a marketing background, her strength mostly being in Human resource, Strategy and Planning. This shouldn't however fool anybody into imagining that she's not cut out for the task, on the contrary she is the real deal.

Redemta's DNA is KEBS. Having joined the National Standards body in 2004, she's had the privilege to serve in various capacities within KEBS witnessing the organization's exponential growth.

As a matter of fact she's been at the heart of the growth strategies that have built KEBS to the enviable organization it is today having been an integral member of the teams that has crafted and implemented the last few strategic plans for the organization.

Redemta understands KEBS and its requirements very well and even though she's in an acting capacity, is determined to leave her mark, and to bring her own style to revitalize Marketing and Customer Care which she believes is a crucial department for KEBS.

She strongly believes in teamwork, and views herself as results-oriented. Meeting set goals is almost an obsession for the new Chief Manager, especially since in some of her previous roles at KEBS she's helped devise and monitor implementation of the Corporate Balanced Score-Card.



*Redemta Cherotich,  
Acting Chief Manager, Marketing and  
Customer Care, KEBS.*

She intends to work very closely with the Marketing department to hit set goals and will judge success by how KEBS is viewed and relates with the customer.

"The customer is the most important person to us. The intention is to work very closely as a team to meet our set goals and to ensure we meet customer expectations by providing them with the best service", she explains.

As an immediate task, Redemta intends to audit the department to identify the pain areas and seek solutions with the help of her team in order to meet customer requirements. She already envisions a revamped customer care service at KEBS to create a superior experience where customers express satisfaction in dealing with KEBS.

The new Chief Manager understands the important role Marketing plays in supporting the other Departments at KEBS and is keen to create synergy while providing them with a value service that complements their work.

One of Redemta's ambitions is to transform the 1,000 plus KEBS staff into the organization's brand ambassadors who are able to cross-sell the organization even as they undertake their specific official roles.

"We must all be customer-focused if we are to help KEBS reinforce its position as the national standards body and demonstrate its global leadership in standardization", she says.

The Chief Manager envisions a KEBS that forges a common sense of purpose, aggressively marketing itself to the public. She believes it's pos-

sible for KEBS to be market-driven where the public willingly supports the organization due to its responsiveness and value service.

Redemta is currently pursuing her PHD in Strategic Management at the University of Nairobi. She joined KEBS in 2004 as an Editor in the Standards Development Department’s publishing section before moving to the Human Resource Department three years later.

She later moved to the Planning and Strategy department where she served as a Principal Officer helping entrench the organization’s Corporate Balanced Scorecard system. It

is in the same department that Redemta has played a lead role in the development of KEBS strategic plans, including the current 2023-2027 strategic plan that was launched by the Investments, Trade and Industry Cabinet Secretary Rebecca Miano during a colourful event at the KEBS Headquarters in March this year.

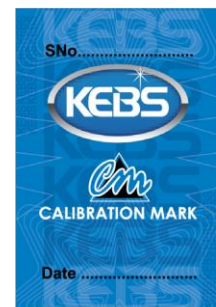
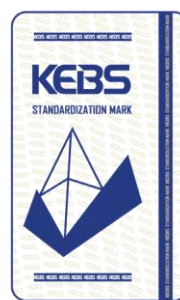
Redemta currently oversees the Risk and Management System Department at KEBS and her added role as Acting Chief Manager, Marketing and Customer Care, poses a welcome challenge that she’s relishing. We wish her all the best in her new role.

**“ The customer is the most important person to us. The intention is to work very closely as a team to meet our set goals and to ensure we meet customer expectations by providing them with the best service**



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# Pictorial



The Kenya Bureau of Standards was awarded for having the best stand during the 2024 Agricultural Society of Kenya Eldoret Show in March. Receiving the award from the Cabinet Secretary for Agriculture and Livestock Mithika Linturi was Susan Naliaka of KEBS Marketing department.



Uasin Gishu Governor Dr. Jonathan Bii visits the Kenya Bureau of Standards stand during the Eldoret 2024 Agricultural Society of Kenya ASK Show in March. The KEBS stand was feted for being the best.



Kenya Bureau of Standards team meets with the Nakuru County Executive Committee Member for Trade Edna Tonui (Center wearing red jacket) during a working tour of the County that also involved engagement with local media.



Kenya Bureau of Standards staff join members of the Nakuru Press for a group photo after a media workshop organized by KEBS at a Nakuru Hotel in March.



Members of the newly reconstituted National Standards Council pose for a group photo at the Kenya Bureau of Standards headquarters. The Council's new Chairman Anthony Muriuki Munyiri (centre) was meeting the Council for the first time in March. He takes over from Peter Munyiri who has been appointed Kenya's High Commissioner in New Delhi, India.





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Quality means doing it right when no one is looking.

**Henry Ford.**



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## Protecting Quality, Ensuring Standards

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