

PRESS RELEASE

For immediate Publication



BIDCO PLEDGES SUPPORT FOR THIKA EDUCATION FUND

Empowering youth through investing in education

19th December 2014 – Bidco Oil Refineries today announced its support for the Thika Education Fund, by pledging Kshs.1.5million for the education of needy students in the constituency. During the handover ceremony at Bidco HQ Thika, the CEO Vimal Shah emphasized on the importance of education as key to the nation’s development. “Investing in our people, especially the youth is an insurance of our future,” he said. As an organisation whose core principle is inclusive growth and sustainability, Bidco has been continually worked towards improving the lives of Kenyans across the spectrum of its value stream. “This is one more small gesture in our continued efforts to help ensure Kenya’s future,” added Vimal Shah.

“Thika Education Trust Fund is a dream comes true for the many needy students hungering for education and empowerment in Thika Town Constituency and I am delighted that Bidco Oil has come on board,” said Hon Alice Ng’ang’a. She reiterated on the need for investment in human capital as it yields the greatest returns.

Thika Education Trust Fund (THETFU) was initiated to supplement the C.D.F fund allocation to education that was not sufficient enough to satisfy the numerous requests of deserving students who need an education. The yearly fundraiser issues termly bursaries to ensure no needy student drops out due to lack of fees. So far since the launch of THETFU in August 2014 the committee has already awarded bursaries to 274 students from the constituency. The students who receive bursaries go a rigorous selection process to ensure only those who are deserving benefit from the program.

About Bidco Oil Refineries Ltd

Bidco Oil Refineries Ltd is a market leader in edible oils, fats, soaps, margarine and detergents in East and Central Africa with units in Kenya, Uganda and Tanzania with its products marketed in 16 African countries. The group’s manufacturing hubs in strategic locations as well as well-defined distribution chains in Africa constantly support new market developments helping the organization carve out newer markets with every growing day.

Some of the world class brands from the group include Kimbo & Elianto as well as other leading brands like Golden Fry, Sun Gold, Olive Gold Blend, Soya Gold, Bahari Fry, Ufuta, Chipsy Plus3, Cowboy, Chipo and Mallo. Bidco’s margarines including: Biddy’s and Gold Band are also very popular in Africa alongside baking powder: Mariandanzi. Laundry soap Brands include: White Star, Pink Star, Blue Star, Green Star, Yellow Star, Bidco Cream, NURU multipurpose soap, Tiger, Bull among others. Bidco’s washing detergents includes the new Powerboy Pro-Activ Liquid detergent, Pure & Natural Soap flakes for baby’s clothes, Powerboy Detergent, Gental Detergent and Nuru Scouring Powder. Bath soaps include: Pure & Natural Anti-bacterial Beauty Soap and Pure & Natural Active Man. All of Bidco’s brands have been awarded Superbrand status.

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Some Kenya Education facts to ponder upon:

(Education for All Global Monitoring Report, A UNESCO Report, 2012)

Despite progress, millions are still denied the chance to go to school

- One million children are still out of school in Kenya. While this is almost half the number in 1999, it is still the ninth highest of any country in the world.
- Primary education is not of sufficient quality to ensure that all children can learn the basics. Among young men aged 15-29 years who had left school after six years of schooling, 6% were illiterate and 26% were semi-literate. The figures are even worse for young women, with 9% illiterate and 30% semi-literate after being in school for six years.
- The proportion of semi-literate or illiterate women after six years of schooling has worsened in recent years: in 2003, 24% were in this situation, compared with 39% in 2008. Progress in education is not reaching the marginalized.
- The poor, and girls most of all, have far less chance of making it to school. In 2008, in Nairobi, almost all children from rich households had been to school, whether boy or girl. But 55% of poor girls living in the North-East had never been to school, with 43% of poor boys in the region in the same situation. This is, however, an improvement since 2003, when 71% of poor girls and 56% of poor boys in the North-East had never been to school.
- While the abolition of secondary school fees reduced the costs for households, indirect costs are still twelve to twenty times as much as the monthly income of parents in rural areas, leaving secondary school out of reach for the poorest households.
- The US\$164 that is allocated to compensate secondary schools for having abolished school fees is ten times the amount per pupil annually received by primary schools. Only a minority of children from poor rural households or urban slums make it to secondary school.

The long-term effect of neglecting education leaves a huge skills deficit among young people

- One in ten young people never completed primary school, and so struggle to find well paid work
- Over a quarter of young people has less than a lower secondary education, and lack foundation skills. Young people from disadvantaged backgrounds are least likely to have skills for decent work 32% of young women and 27% of young men in rural areas have less than a lower secondary education.
- About 60% of Nairobi's 3 million inhabitants live in slums. In two of the poorest slums, Korogocho and Viwandani, young people make up almost a third of the population. With no secondary schools in the slums, only 19% of men and 12% of women have attended secondary school in Korogocho.
- Only around one in five of those aged 19-20 report having training in a trade or skill, and only half of these can use their training to earn an income.

This lack of skills will affect the lives of these young people forever:

- About 50% of men and 80% of women aged 15 to 24 in the slums have no income-generating activities. Of those who are employed, about 60% of men and 40% of women are in casual employment earning only around the poverty line.