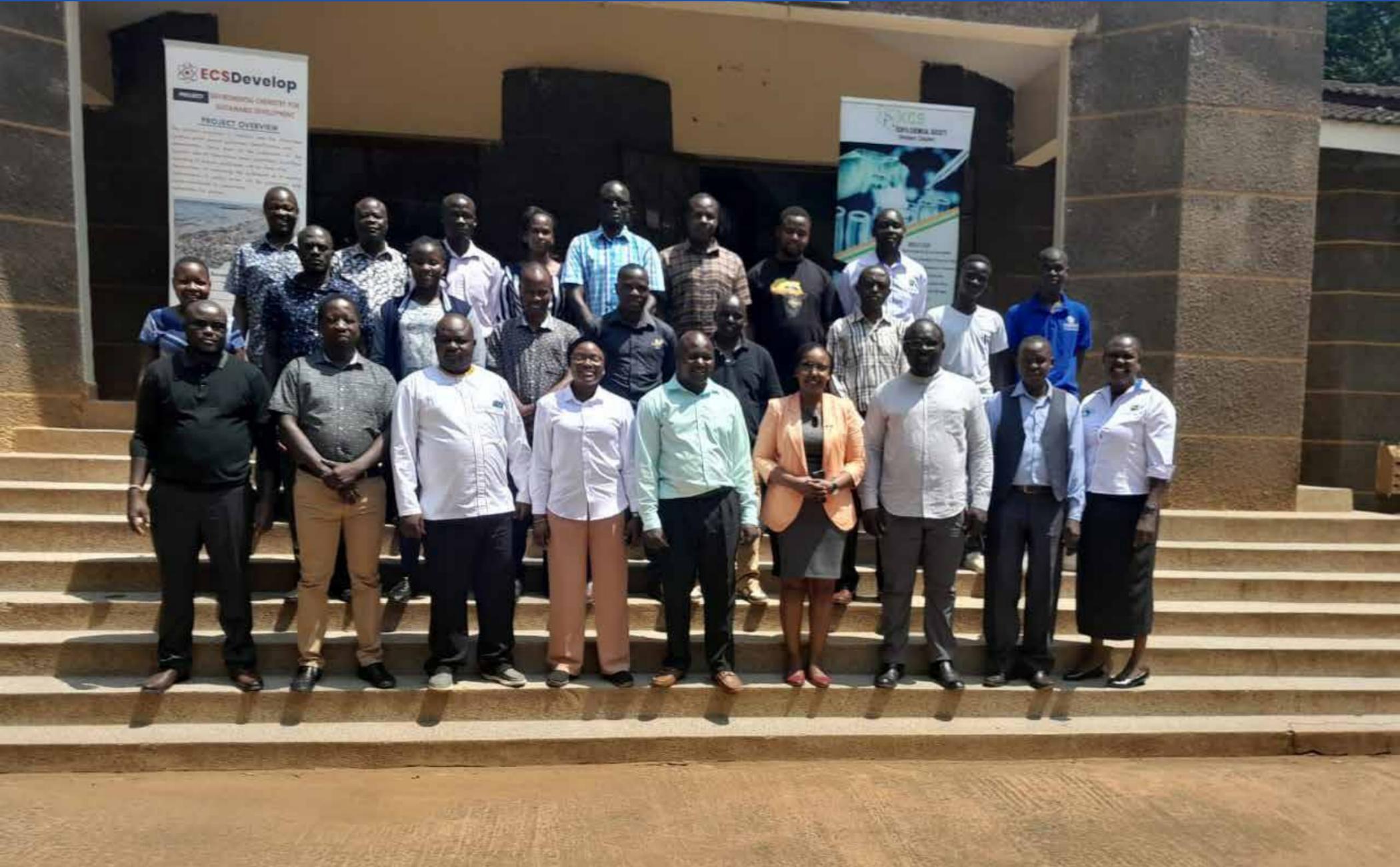




THE OASIS NEWSLETTER

A Publication from the Office of the Vice-Chancellor



Participants and trainers pose for a group photo at the end of the training

Inside

- » *Research to Commercialization (R2C) Training of Trainers (TOT) training*
- » *Seeds of Change: The GFIEG Project's Journey to Inclusive Economic Growth*
- » *JOUST trains tour guides within Siaya County*

RESEARCH TO COMMERCIALIZATION (R2C) TRAINING OF TRAINERS (TOT) TRAINING



Participants delight in a small presentation

Jaramogi Oginga Odinga University of Science and Technology hosted a hands-on research-to-commercialization training event on August 17th and 18th, 2023. This training was made possible through the generous sponsorship of several organizations, including PAN African Chemistry Networks, Royal Society of Chemistry, Environmental Chemistry for Sustainable Development, Kenya Chemical Society - Western Chapter, Viktoria Ventures, and Kenya National Innovation Agency.

During this training, a diverse group of researchers, including postgraduate students from all faculties at JOOUST, engaged in comprehensive discussions covering various topics.

These topics encompassed a shift in mindset, strategies for commercialization, and criteria for protecting products.

Ms. Maureen Ochako, the Program Manager at R2C, emphasized that the primary motivation behind this training was to

ensure that research does not remain confined to libraries and databases as mere publications. Instead, the aim is to facilitate its journey to the market, where it can address real societal challenges.

The mission of R2C is to create a supportive environment for research-to-commercialization efforts in Kenya and Ethiopia's Jimma University. This is achieved by demonstrating the value of commercialization and empowering individuals and institutions to make informed decisions that foster commercialization. Additionally, Ms. Kobura Ismalia, a visiting Master's student from Makerere University, shared insights with the audience.

Regarding the mindset shift,

participants learned that one's mindset is a collection of beliefs that shape their perception of the world and themselves. It significantly influences their thoughts, emotions, and actions in various situations. What one believes about themselves can greatly impact their level of success or failure.

Jaramogi Oginga Odinga University of Science and Technology has established an Institutional Commercialization team, which includes Dr. Elijah Museve, Dr. Richard Magwanga, and Dr. Solomon Omwoma. Dr. Omwoma, who serves as an Intellectual Property coordinator at JOOUST, delivered a presentation on Intellectual Property Rights. JOOUST Enterprise Ltd is a registered company fully owned by JOOUST, and its primary objective is to enhance resource mobilization within the university through the commercialization of research ideas.



The interactive sessions underway

"SEEDS OF CHANGE: THE GFIIEG PROJECT'S JOURNEY TO INCLUSIVE ECONOMIC GROWTH"



The GFIIEG project team members pose with members of the community for a group photo

A transition is taking place in the small but thriving village of Aboke Village, Ukwala Sub County, which is tucked away among lush green fields. The Grassroots Financial Innovation for Inclusive Economic Growth (GFIIEG) Project, serves as the motivation for this transformation. The project aims at facilitating access of basic goods and services within communities with low levels of money in circulation through the use of community currency. Consequently, it stimulates productive capacity and promotes inclusive economic growth, combining research and community development in its action oriented approach.

On September 1st 2023, approximately four years after the project's inception, the project team embarked on a community engagement in VOSH Church next to Aboke Market to assess the level of the project's impact on the community. The session also aimed at sensitizing the farmers to consider sunflower production and sunflower oil processing to encourage value addition for increased income and further promote the village's productive capacity. The project has also approved to donate a Sunflower Oil Press Machine with the capacity to press two to three tonnes of sunflower seeds per day, to give a minimum of 500litres of sunflower oil per day. With 300kg of

OPV seeds previously given to the community, sunflower production is actively going on in the area, and is expected to continue in the seasons to come.

The GFIIEG Project's focus is to strengthen local economy by promoting local productive capacity local economy through the use of local currency, which the community has already initiated and referred to as "Maendeleo Trading Credit" (MTCr).

The Co-Principal Investigator Prof. Michael Oloko, assured the farmers that the procurement process of the machine was already underway urging them to prepare beforehand to receive it for immediate use. The local Agricultural Office in Ukwala Sub County and the Siaya Agricultural Technology Development Centre (ATDC) have been notified to pick up the project for sustainability as the research team pulls out within the next few months.

The promotion of community currency is an innovative strategy at the core of the GFIIEG Project's

objective. The concept was straightforward and practical. By establishing a local currency system (MTCr), the project aimed to boost economic activity inside the neighborhood, encouraging a sense of independence and resiliency. Essentially, the GFIIEG Project sought to harness the community's potential and make sure that everyone benefits from inclusive and sustainable economic growth.

The JOOUST Communication team participated in the project's event of 1st September 2023, presenting an opportunity to highlight the effects of the project, learn more about the project's activities, interact with the team working on it, and comprehend the significant impact it was making on the neighborhood as part of the University's outreach programme.

People from all walks of life, mostly farmers and entrepreneurs congregated at the venue soon as the clock struck 10:00 am on that sunny and upbeat morning. Armed with knowledge and tenacity, the GFIIEG Project team approached the stage and shared their path, their goal, and their

accomplishments. The possibilities that lay ahead motivated the attendees as they listened closely.

The sunflower fields of Ukwala Sub County would eventually produce more than just oil; they would also produce a renewed sense of economic empowerment. As the project comes to a close, the transformative road towards inclusive economic growth, where the community currency would thrive alongside the sunflowers and where the seeds of change would produce fruit for generations, through JOOUST's outreach efforts.

The project partners include Lund University, University of Gothenburg, Copenhagen Business School, funded by the Ministry of Foreign Affairs, Denmark (DANIDA).

Find out more about the GFIIEG project at: <https://grassrootsfinancialinnovation.org/>



Sensitization on the purchase of sunflower seeds underway



Participant gives feedback on his experience with the project



Alice, a key stakeholder and community mobilizer shares the impact the project has had on her and her colleagues



Project members Michael Oloko, Ester Barinaga, and Silas Otieno share a light moment with the audience

JOOUST TRAINS TOUR GUIDES WITHIN SIAYA COUNTY



The trainees proudly hold up their certificates

Jaramogi Oginga Odinga University of Science and Technology through the school of Business and Economics, department of International Tourism has join hands with the County government of Siaya through the County's ministry of Tourism to train tour guides within Siaya County with an intention of boosting the county's tourism industry.

The first phase of the training that lasted one week from Monday August 28th to September 1st 2023 saw a total 35 tour guides sampled from all the six Sub counties of Siaya each graduating with a certificate for the short term course.

While giving an overview of tourism in Siaya County, Ms. Elizabeth Oduor, Siaya County Chief officer in the ministry of Tourism, Wildlife conservation and Information, said that Siaya has numerous attraction sites that are underutilized since they are not exposed to both local and international tourists, hence need for informed tour guides that will not only wait for visitors to guide but also engage in marketing the sites to make them known. Mentioning just but a few, Ms. Oduor pointed areas worth visiting in Siaya that includes Lake Victoria which is the second largest fresh water lake in the world found in Siaya alongside other three small

ox bore lakes worth visiting, Got Ramogi where the largest Luo community first landed in Kenya, the largest Yala Swamp that harbors a number of indigenous bird species, water falls, cultural activities among others that will be of interest to tourists.

The vice Chancellor has assured the county government of Siaya the university's commitment to empower the tour guides with the knowledge they much need to boost tourism industry. Through the department of International Tourism in the School of Business and Economics, JOOUST admits students to be trained in tourism



Trainees listening keenly during the session

management to international standards so as to produce competent personnel for the tourism sector.

The tour guides have been taken through Nature conservation techniques, Cultural products, Aqua culture and Aqua tourism, tree Identification



Training participants engaging with the facilitators during the feedback session



Prof. Denis Ochuodho, the Acting Deputy Vice-Chancellor, Academic, Students Affairs, and Research presents certificates of merit to the trainees

The Oasis

**A Newsletter of Jaramogi Oginga Odinga
University of Science and Technology**

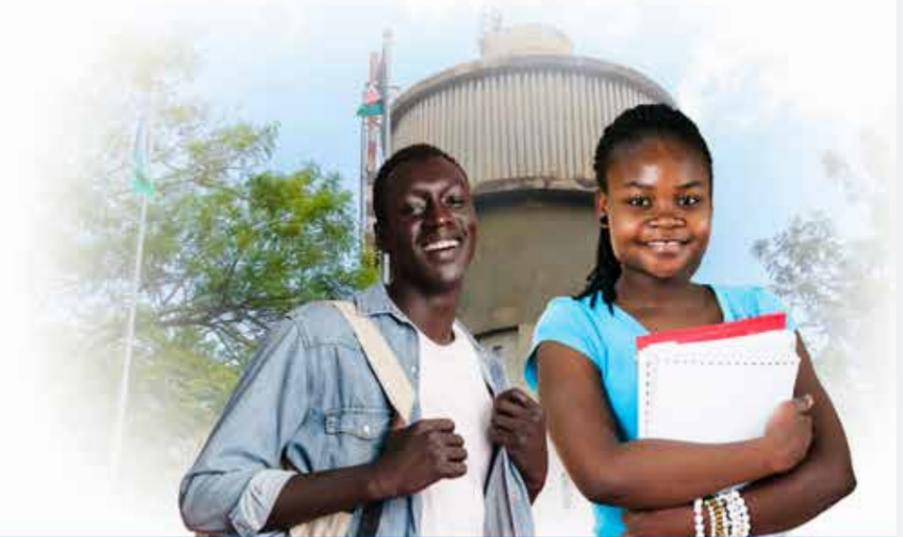
A publication from the Office of the Vice-Chancellor



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

WELCOME!
to the oasis of knowledge

Your journey begins today.



racademic@jooust.ac.ke [jooustonline](https://www.facebook.com/jooustonline) [jooustonline254](https://www.instagram.com/jooustonline254) www.jooust.ac.ke [jooustofficial](https://www.youtube.com/channel/UCjooustofficial) [jooustonline](https://www.tiktok.com/@jooustonline)

Editorial Board:

***Ms. Keziah Ogada, Dr. George Odhiambo, Mr. Godfrey Binaisha, Mr. Oscar Osika,
Ms. Lizzy Misiga, Ms. Yvonne Akinyi, Ms. Sharon Meroka, Ms. Rejoice Gudu***