

EdTech Buyer's Guide 2025: Kenya

Empowering Schools for CBC, Digital Literacy & Beyond

Audience: County Directors, School Principals, ICT Panels, Procurement Officers

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1. Kenya’s EdTech Landscape

- Curriculum Alignment: Tools must support CBC Competencies like collaboration and digital literacy.
- Infrastructure Reality:
- 58% of urban vs. 23% of rural schools have reliable power (KNBS 2024).
- Mobile-first solutions are critical (96% 4G coverage, but high data costs).
- Key Challenges:
- Device shortages (average ratio: 1 tablet per 50 students in public schools).
- Teacher digital skills gaps (only 30% trained in EdTech – TSC, 2024).

2. Key Trends & Local Priorities

<i>Trend</i>	<i>Kenya-Specific Focus</i>
Mobile-First Learning	SMS/USSD tools for low-bandwidth areas (e.g., Eneza Education).
CBC Digital Resources	Integrated dashboards for real-time CBC formative assessment.
Localized Content	Swahili and vernacular support (e.g., KICD’s Elimu TV, Longhorn).
Solar-Powered Tech	Offline kits for ASAL regions (e.g., BRCK Kio Kit).
Data Privacy	Must comply with the Data Protection Act (2019).

3. Buying Process for Kenyan Schools

1. Assess Needs
 - Audit ICT infrastructure: power, internet, devices.
 - Involve BoM, parents, and county ICT officers.
2. Align with National Goals
 - Support Digital Literacy Programme (DLP) and CBC integration.
3. Budget & Fund
 - Tap into AGPO, NG-CDF, World Bank, Safaricom CSR, and other grants.

4. Pilot

- Trial tools in 1–2 schools per county.
- Prioritize tools vetted by KICD.

5. Procure

- Follow PPRA Guidelines.
- Give preference to Kenyan-based EdTech companies.

4. Must-Have Features

- Local Compliance
- KICD-aligned content
- KNEC integration
- Data hosted in Kenya (e.g., Safaricom Cloud)
- Technical Essentials
- Offline use & low data consumption (<50MB/hr)
- Compatible with feature phones, tablets, laptops
- Swahili user interface
- Affordability
- Per-student cost under KES 100/month

5. Local Vendor Evaluation Checklist

Ask potential vendors:

- Is your content KICD-approved?
- Do you support M-Pesa pay-as-you-go?
- How do you ensure offline access in remote regions?
- Can you show evidence of success (e.g., KCPE score improvement)?
- Do you have a Kenya-based support team with Swahili fluency?

Top Local Vendors:

- Eneza Education (SMS learning)
- Kytabu (digital textbook leasing)
- M-Shule (AI for CBC tracking)
- Longhorn Publishers (e-books & CBC resources)
- BRCK (offline hardware kits)

6. Implementation: Kenya Context

- Training
- Partner with TSC for teacher micro-credentials.
- Use WhatsApp groups for peer support and updates.
- Infrastructure
- Install solar kits in off-grid areas.
- Explore internet via TV white spaces (e.g., Microsoft Airband).
- Community Engagement
- Run baraza-style awareness sessions for parents.
- Encourage digital homework support from guardians.

7. Case Studies (Kenya)

Kisumu County (Primary Schools)

- Tools: Eneza SMS quizzes + KICD radio programs
- Outcome: Math scores improved by 27% over 18 months
- Cost: Just KES 10 per student per week

Nairobi Progressive Schools (CBC)

- Tools: M-Shule's AI tutor with adaptive dashboards
- Outcome: 94% of teachers reported time saved on assessments

8. Regulatory Compliance

Mandatory:

- KICD Approval (for all digital content)
- Data Protection Act (2019): parental consent, secure data handling
- CAK Type Approval for devices

Advisable:

- KNEC exam system compatibility

9. Budgeting & Funding Sources

Sample Costs:

- Solar tablet: ~KES 15,000 per unit
- LMS platform: ~KES 80 per student per year

Funding Options:

- National: Digital Literacy Programme
- Counties: ICT levies
- Donors/Partners: UNICEF, World Bank, GPE, Safaricom Foundation (Twaweza)

10. Resources

- Agencies:
- Kenya Institute of Curriculum Development (KICD)
- Kenya National Examinations Council (KNEC)
- Communications Authority of Kenya (CAK)
- Toolkits:
- DLP Implementation Guide
- Grant Programs:
- AGPO
- Safaricom Foundation – Twaweza EdTech Grant

Quote:

“EdTech in Kenya isn’t about luxury – it’s about equity. Prioritize access, relevance, and teacher capacity.”

— *Prof. Sarah Ruto, Chair, KICD*