

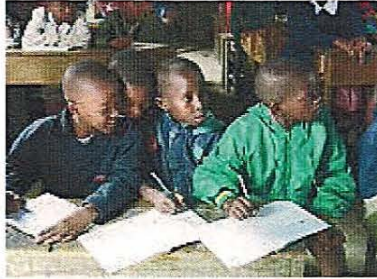


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## Getting Kenya Connected

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Learning conditions in Kenya are often crowded and not ideal. Here schoolboys squeeze around a bench, using it as a desk for taking notes. "People really want to learn," says Jim Wynn. "It is just opportunity that they are missing."

Kangundo, a small town of 10,000 in Kenya, would at first glance seem an unlikely candidate for a serious Cisco business venture. It is a cash-strapped place with more than 60 percent unemployment and significant youth crime as a result. While the town is only about 35 miles away from Nairobi's greater opportunities, the poor condition of the roads makes frequent travel back and forth prohibitive.

And yet here, in a modest building of less than 400 square feet known as the Blossom World cybercafé, Cisco has helped launch what it hopes will be the start of big things in terms of getting all of Kenya more fully tapped into the digital age.

When Blossom World officially opened on July 28, and a thousand people from Kangundo turned out en masse to get a closer look, no one could have been prouder than Jim Wynn, Internet Business Solutions Group (IBSG) director in the area of emerging markets and the public sector.

Blossom World is the first of six pilot "pasha centres" that Wynn has been steering, along with IBSG teammate Peter Drury and Michele Castegnaro of Emerging Africa Business Development as part of a Digital Villages Project in Kenya. The word "pasha" means "to inform" in Swahili, and the goal of the



A former head teacher in the U.K. school system, Jim Wynn (on the left in the background) helps to train staff at the Mukuru Kiaba pilot pasha centre on the edge of Nairobi.



Jim Wynn did research on student skill levels before seeking educational content for the pasha centres. Here he speaks with two boys in a mathematics class in Nairobi to gauge their math skills.



Most schools in Kenya are not digitally connected. In fact, some schools are little more than outdoor classrooms. While outdoor schools are not typical, they are not uncommon either.