

# LAUNCH OF THE KASNEB PROFESSIONAL BRAND AND ISO 9001:2015 QUALITY MANAGEMENT SYSTEM CERTIFICATION

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## SPEECH BY MR. HENRY K. ROTICH, EGH, CABINET SECRETARY TO THE NATIONAL TREASURY

**31<sup>ST</sup> MARCH, 2017 AT COMESA GROUNDS AT 10.00 A.M**

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Fellow Cabinet Secretaries

Chairman and members of the Board of KASNEB

Members of staff

Representatives from training institutions and professional bodies

KASNEB students, parents and guardians

Distinguished guests

Ladies and gentlemen

1. I am delighted to join you this morning to witness this momentous occasion of the launch of the new KASNEB professional brand, the new electronic payment service and the ISO 9001:2015 QMS certification. I wish to take the earliest opportunity to congratulate the Board, the Secretary and Chief Executive and Staff for taking this bold step to rebrand the organisation.

2. This rebranding and related initiatives will not only endear KASNEB to its customers through improved service delivery, but also enable the organisation to seize new opportunities and enhance its growth trajectory. I am aware that launching a new brand is not just about colours, symbols and a colourful ceremony: rather, it is a culmination of a variety of activities that should mark the beginning of a journey towards delivering better quality products and services.

3. The importance of this noble objective becomes clearer when viewed against the backdrop of some recent developments such as stiff global competition, evolving generations with new and unmet demands and quick evolution of technology. In order to address these developments, KASNEB has over time demonstrated great commitment to providing competitive professionals who are well prepared and ready to operate in diverse environments in the national, regional and international markets.

4. **Ladies and gentlemen**, the Government is continuously focused on ensuring that public service is responsive to the needs of the various stakeholders. To this end, public sector reforms are introduced from time to time to guide improvement in service delivery, accountability and transparency. Some of these reforms include development and implementation of organisational strategic plans, performance contracting, ISO certification and results based management among other programmes. I am glad to note that KASNEB has been in the forefront in implementing these public sector reforms.

5. I am informed that KASNEB was the second organisation in the country to be certified by Kenya Bureau of Standards under the ISO 9001:2015 International Standard. So Congratulations KASNEB.

6. **Ladies and Gentlemen**, KASNEB plays an important role in our economy. Your professionals in the fields of accountancy, finance, governance and management and information technology are mainly key contributors to good governance. These professionals have been vital in providing leadership

both in the public and private sectors. In fact, Treasury is the main consumer of your services in the public sector; so our success is linked to your success. I challenge you to go beyond our borders and excel in the region.

7. I am happy to note that KASNEB's role in the growth of the financial markets has been further enhanced by the recent enactment of the Investment and Financial Analysts Act, No.13 of 2015 which recognises the Certified Investment and Financial Analysts (CIFA) examination as the eligible qualification for persons wishing to work and practise as investment and financial analysts. We look forward to witnessing greater professionalism in this sector as a critical mass of graduates of the CIFA qualification is developed gradually.

8. **Ladies and gentlemen,** to sustain Kenya's status as a middle income country and to fulfil the aspirations of Vision 2030 calls for continued supply of professionals who are dynamic and globally competitive. This, I note has been achieved through ensuring conformity of the curriculum with the relevant international standards, including International Financial Reporting Standards (IFRSs), International Standards on Auditing (ISAs) and IPSASs.

9. The adoption and upholding of these standards has ensured that KASNEB continues to be a reference point for other examination bodies in the country and the region. It is for this reason that a number of other institutions continue to benchmark with KASNEB. A case in point is the Kenya Institute of Supplies Management (KISM) whose suppliers practitioners examinations are being administered by KASNEB. I urge more professional bodies to take a cue and partner with KASNEB and benefit from the reputation, quality and integrity associated thereto. This is the professional brand that we are celebrating today.

10. **Ladies and gentlemen,** the current education reforms and other on-going initiatives call for the support and collaboration of all players in the education sector. In this regard, I am aware that KASNEB has continued to liaise closely with the Ministry of Education, the Technical and Vocational Education and Training Authority (TVETA), the Kenya Institute of Curriculum Development (KICD) and other sector players in matters such as curriculum development, accreditation of training institutions and administration of examinations.

11. I have also been briefed on the on-going discussions between KASNEB and the Kenya Universities and Colleges Central Placement Service (KUCCPS) with the aim of facilitating the admission of KASNEB students to TVET institutions through KUCCPS. This would also enable the students to access education funding through the Higher Education Loans Board (HELB) besides expanding the education opportunities available to Kenyans. I therefore wish to call upon the key stakeholders including the Ministry of Education, TVETA and HELB to lend support towards realizing this objective.

12. **Ladies and gentlemen,** as we launch the new professional brand, it is important to recap some key initiatives which have been put in place to ensure that the rebranding translates to enhanced quality service delivery.

13. Firstly, as I alluded to earlier in my speech, KASNEB is now ISO 9001:2015 certified by Kenya Bureau of Standards.

14. Secondly, we shall today also launch an electronic payment service system that is aimed at enabling students and other stakeholders to transact business with KASNEB at their comfort using computers or mobile phones. Students and candidates will therefore no longer need to visit KASNEB Towers for services as these will be available at the tap of a button. This is a huge step forward which fits well with the government policy of automating services and taking services closer to the people.

15. Thirdly, I understand that with effect from 1 January 2017 some students, examiners and staff are able to access e-learning resources on a pilot basis free of charge. This, I am informed, is part of a long-term strategy to facilitate access to study and reading materials to all the students. It is indeed the right step which will further contribute to research and development, a prerequisite for the growth and development of any country.

16. Further, there are plans to introduce online examinations in the near future. This will significantly improve access to KASNEB qualifications, not only within the country but also regionally and internationally. The service delivery platform will also be revitalised through an Enterprise Resource Planning (ERP) system.

17. Finally, I recall that in April last year, I presided over the laying of the foundation stone for KASNEB Towers II office building. I am happy to learn that the building will be ready for occupation in July 2017.

18. **Ladies and gentlemen**, the foregoing innovations and initiatives are a clear manifestation that the rebranding has come at an opportune time to shape the strategic direction and repositioning of KASNEB in the global arena. This will further contribute to prudent and optimal resource utilisation which is one of the objectives that the National Treasury seeks to achieve across the public sector.

19. More importantly, the implementation of these innovations and initiatives will cement the pillars of the new professional brand that we are about to launch.

20. In conclusion, I wish to assure KASNEB of support by both the government and the National Treasury in the provision of quality services to both Kenyans and non Kenyans. I wish you success in implementing the new professional brand.

21. With those remarks, ladies and gentlemen, I thank you all for finding time to witness this momentous and historic occasion.

God bless you.

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