



Annual Report

2024

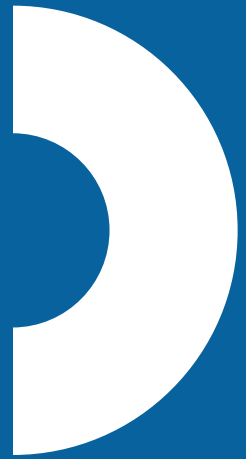


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EXECUTIVE SUMMARY

Muna Kalati is committed to advancing African children's literature and improving literacy rates through innovative initiatives, research, and strategic partnerships. This report outlines the organization's achievements, and impact for the 2024 period, showcasing its progress in key areas such as programs and outreach, the MK app development, research, and partnership growth.

In the past year, Muna Kalati experienced significant growth in its digital presence, with notable increases in social media followers across platforms such as Facebook, LinkedIn, and Instagram. This digital growth was complemented by active engagement in webinars, where over 80 participants from across Africa joined the organization in validating and disseminating ground breaking research on children's literature in eight African countries.

Muna Kalati made significant strides in developing its mobile app, with the completion of its MVP, which features eBooks, audiobooks, and animated content for children. The app is currently in pilot testing in multiple schools, with valuable feedback helping to refine its features. The organization also strengthened partnerships with publishers, schools, and influencers, expanding its reach and fostering collaboration within the children's literature space.

Research has remained a core focus, with the organization releasing an in-depth report on the state of African children's literature and engaging in subsequent webinars to disseminate its findings. Despite facing challenges such as resource constraints and delayed feedback from funding applications, Muna Kalati has continued to advocate for the promotion and development of African children's books, highlighting the importance of cultural relevance in literacy initiatives.



The organization's work is further supported by its partnerships, including its participation in key events such as the EdTech Stakeholder Forum and the All African Book Fair. These engagements have enhanced Muna Kalati's visibility and opened avenues for future collaborations and funding opportunities.

Christian Elongue

Executive Director, Muna Kalati

As Muna Kalati looks toward the future, the organisation remains committed to expanding its impact through further research, the continued development of the Muna Kalati App, and the launch of new initiatives aimed at empowering African children and enhancing literacy. We are poised to continue our mission of promoting African children's literature and improving literacy across the continent

ABOUT MUNA KALATI (MK)

Our Identity

Muna Kalati was founded to address the gap in quality educational content for African children. Many children across Africa lack access to resources that reflect their cultures, values, and experiences. Existing materials are often outdated or irrelevant to local contexts, making it difficult for teachers and parents to find content that truly connects with their children. In response, Muna Kalati works with local authors, illustrators, and publishers to develop materials that are relevant, engaging, and culturally significant. Currently, we are the largest network of African Children's Content Developers (ACCoD), with over 1,347 members. Our ultimate goal is to improve literacy and help children feel proud of their heritage while becoming global citizens.

Our Mission

We aim to make quality, culturally relevant educational content accessible to children across Africa and beyond. We focus on improving learning outcomes by creating engaging, easy-to-understand materials that reflect African cultures.

Our Vision

Our vision is a world where every African child has access to educational content that reflects their culture, inspires a love for learning, and equips them with the skills to shape their future. We want to help children develop a sense of pride in their heritage while preparing them to be bold critical thinkers and courageous problem-solvers in our global world.

Our Values

At Muna Kalati, we are guided by the following principles:

- **Quality:** We strive to produce content that meets high educational standards
- **Relevance:** Our content is designed to reflect the unique needs of African children
- **Accessibility:** We work to ensure that our resources are available to all children, regardless of where they live or their financial situation
- **Collaboration:** We believe in working with others—educators, authors, and publishers—to create positive change
- **Innovation:** We embrace new ways of telling stories and engaging young learners through technology

Our Services

Muna Kalati offers a wide range of services to support the creation, distribution, and promotion of educational resources for African children:



1. Content Creation & Development

We work with local authors, illustrators, and educators to create educational materials that are culturally relevant and engaging for African children.

2. Publishing & Distribution

We offer digital publishing and distribution services, ensuring educational content reaches schools, libraries, and children across the continent and beyond.

3. Advertising & Consultancy

We provide marketing strategies and consultancy to help authors, educators, and organisations effectively reach their audience.

4. Training & Workshops

We organize training programs for writers, illustrators, and publishers, helping them improve their craft and navigate the publishing industry.

5. Literary Agency

We support African authors and publishers by representing them and helping them bring their stories to a broader audience.

Our Subsidiaries

MK Light Publishing: Publishing children's books

MK Mag: : Offering parenting tips and updates on children's resources

MK Toons: Creating animations, cartoons, and songs for African families

MK App: A digital library and marketplace for children's books and resources

MK Agency: Providing marketing & consulting services for educators, publishers, and writers

MAJOR ACTIVITIES IN 2024

A. THE MUNA KALATI APP

Our flagship project for the year was the Muna Kalati App, an innovative and Afrocentric digital library designed to bridge the gap in children's access to culturally relevant literature. The idea behind the Muna Kalati App stems from a pressing issue in African children's literature: the underrepresentation of African culture and stories in digital educational content. With nearly 500 million children facing foundational literacy challenges across the continent, Muna Kalati sought to create a solution that promotes reading and celebrates African identity and storytelling. Thus, the Muna Kalati App was conceived as an Afrocentric digital library designed to access authentic African children's stories through a modern platform where content providers (publishers, writers, illustrators) can sell their stories.

1. Project Objectives and Goals

Mobile App for parents, teachers, and children.

- Publishers Portal for authors, publishers, and illustrators to manage content.
- Admin Portal for reviewing, approving, or declining content submissions.
- Development of a dedicated MK App Website.
- Establishment of core teams for development, sales, marketing, research, content management, partnerships, and fundraising.

2. Key Activities and Progress

- Initially named 'Readopia,' the project was renamed 'Muna Kalati' after it was discovered that the former name was already in use.
- Admission into the **UNICEF** Start up Lab where we gained access to critical resources, mentorship, and business coaching, which accelerated the development and rollout of the Muna Kalati App. From April to November 2024, the program provided us with key insights into product development, marketing strategies, and investor engagement. Over this period, we have made remarkable strides—incorporating eBooks, audiobooks, and animations, piloting the app with select schools, and engaging with key stakeholders such as **UNICEF**, African publishers, parents, and educators. This journey has been transformative, moving us closer to creating a robust, Afrocentric digital library that fosters literacy.
- Completion of MVP I (September 2024): The app's Minimum Viable Product (MVP) was completed with essential features, including eBooks, Audiobooks, and Animations.
- Development of the MK App Website and continuous content updates.
- We conducted initial testing with selected user groups and schools.
 - a. Mount Sinai School Annex
 - b. Little Sunshine Montessori
 - c. Tema International School
 - d. Happy Royal International School
 - e. Sprouting Greens Academy
- We developed and tested the Publishers' Workspace and Admin Portal to streamline content management.
- We engaged 25+ publishers, contacted 12 schools for piloting, and contacted 5+ influencers for potential collaboration.
- We established 10 partnerships, including:
 - a. Tech To the Rescue
 - b. Orange Corners
 - c. Ghana Publishers Association

3. MK App Resources

ITEMS	DESCRIPTION	LINK
MK App Website	Completed	https://munakalati.pythonyanywhere.com/
MK App UI Designs		https://shorturl.at/Lxl0c
MK App Beta Version	This is the beta version of MK App	https://appdistribution.firebase.dev/i/a9388bb0b057ad17
MK App Publishers Portal	MK App publishers	https://publisher-portal-black.vercel.app/
Team Meetings and Review Sessions	Here are snapshots of our meetings and sessions as a team	<u>Our Journey</u>
Project Documentations	Project charter, product backlog, project requirements	Data Room
UNICEF Startup Lab Demo Day	Pitching of MK [Video]	https://youtu.be/XMeDns_m-L4

B. RESEARCH PROJECTS AND INITIATIVES

Through various research initiatives, publications, partnerships, and advocacy efforts, MK contributed significantly to shaping the landscape of African children's literature. Below is an overview of the key research activities and achievements:



1. Research Project on the State of Children's Literature in Eight African Countries

Muna Kalati supported the publication and dissemination of Google's research project on the state of children's book publishing in eight African countries: Liberia, Ghana, Nigeria, Guinea Conakry, Gambia, Benin, Côte d'Ivoire, and Senegal.

Three validation webinars were held with Senegal, Côte d'Ivoire, and Nigeria book professionals. These sessions provided valuable feedback and recommendations to refine the reports.

The validation workshops for the remaining five countries have been temporarily paused due to the ongoing website rebranding and the need to collect additional economic data from publishers.

2. New Channel for Research Communication

The organisation launched a WhatsApp channel, African Publishing News, to provide regular updates on developments in the children's book publishing industry. Additionally:

Writers, publishers, and illustrators of children's books were spotlighted through newsletters and social media channels.

Contributions were made to external platforms such as the Global Book Alliance (GBA), focusing on articles about literary agencies and digital publishing.

3. Database of African Children's Book Professionals

We made significant progress in updating the database of African children's book professionals, including publishers and authors. This allowed us to track literary events across Africa to help book professionals plan their participation and stay informed about new opportunities. The database enhanced the global visibility of African children's book professionals while facilitating networking and collaboration.

4. Muna Kalati Magazine

We initiated the Muna Kalati Magazine to serve both families and industry experts. The magazine featured diverse content, including Family Life, Youth Matters, Tech and Discovery, Health and Wellness, and Lifestyle.

5. Conferences and Representation

The Research Unit represented Muna Kalati at some key local and international conferences, including:



The Maiden Conference of the Literature Association of Ghana (LITAG) at the Kwame Nkrumah University of Science and Technology (KNUST), Ghana.



The British Association of Comparative and International Education (BAICE) Conference 2024, held at the University of Sussex, UK.

6. Other Research-Related Projects

Muna Kalati participated in a Research Masterclass organized by Leaders of African Institute. The research project focused on "Transforming Children's Literature in Africa: Opportunities, Roles, and Threats", which provided new perspectives for future initiatives.

C. COMMUNICATION AND MARKETING ACTIVITIES

The Communications and Marketing Team at Muna Kalati led key strategic initiatives that advanced the organization's visibility and impact within the African children's literature sector. Below are some of the major activities and outcomes:

1. Social Media Management and Strategy Development

We successfully managed social media platforms (Facebook, Instagram, LinkedIn, Twitter, YouTube), creating and implementing strategies that boosted audience growth and increased brand awareness. We also developed and rolled out key strategies, including the Social Media Strategy and Muna Kalati App Strategy, which guided content direction and engagement.

2. Webinars and Content Dissemination

We organized three impactful webinars from April to June 2024 to launch research reports on the state of children's literature in eight African countries. The webinars attracted over 80 participants from Ghana, Senegal, Côte d'Ivoire, and Nigeria, solidifying Muna Kalati's position as a thought leader in the sector.

3. Content Production

We published 10 blogs, 6 newsletters, and 3 press releases, positioning Muna Kalati as a reliable source of valuable insights into African children's literature and organizational projects. These efforts were essential in establishing the brand's voice in the industry.

4. Events and Partnerships

We participated in key industry events including the EdTech Stakeholder Forum 2024, UNICEF Startup Lab, All African Book Fair, and the Ghana International Book Fair. In addition, we conducted over 30 partnership meetings with publishers, literary organizations, schools, and other 11 stakeholders, enhancing visibility and strengthening Muna Kalati's network within the children's literature community.

5. Social Media Growth and Performance

We managed and grew social media presence across various platforms, with notable increases in audience engagement:



Facebook: From 1921 to 1932 in the second half of the year

LinkedIn: From 991 to 1100 in the second half of the year

Instagram: From 248 to 284 in the second half of the year

Engagement rates, though modest, showed noticeable improvement compared to the previous year, particularly on Facebook and LinkedIn, driven by targeted content such as research launches and updates on the Muna Kalati App.

6. Other communication related Initiatives



Muna Kalati Website Rebranding Project: We overhauled the website to enhance user experience, align with current trends, and reflect Muna Kalati's mission and vision.

Muna Kalati App Project: We also launched the Muna Kalati App under the UNICEF Startup Lab Accelerator Programme, this app aims to facilitate easier access to African children's books and resources for young readers.

Muna Kalati Agency for African Children's Book Professionals: An initiative designed to support and connect African children's literature professionals across the continent.



MUNA KALATI TEAM LIST

NAME	ROLE	EMAIL
Emmanuel Adepa Agbanyo	Project Manager	projectmanager@kabodgroup.co m
Papa Kow Dadson	Technical Lead	papakowdadson@gmail.com
Abdul Saeed Mateen	Mobile App Developer	saeedabdulmate en0369@gmail.com
Anthony Osei Mensah	UI/UX Developer	tonyft1004@gma il.com
Jennifer Akyereko	UI/UX Developer	JENNAKYEREKO@gmail.com
Scortia Quansah	Volunteer	research@muna kalati.org
Christiana Eleh	Partnership Officer	eleh@munakalat i.org
Patrick Insaidoo	Social Media Management (NSP)	sales@munakala ti.org

OUR PARTNERS AND COLLABORATORS

Muna Kalati was fortunate to collaborate with key partners and stakeholders who have significantly impacted our work. Their support and commitment have played a crucial role in advancing our mission to improve literacy among children and young adults, as well as promoting African children's literature. Below are the key partners and collaborators whose contributions have helped us make meaningful strides in our programs and initiatives:



FUTURE OUTLOOK

Our focus remains on creating a meaningful impact by promoting Afrocentric children's literature and improving African literacy rates.

STRATEGIC PRIORITIES FOR 2025 AND BEYOND

1. Product Development and Improvement

Following the successful launch and piloting of the Muna Kalati App, we will focus on refining its features and expanding its functionality. Key priorities include improving the user experience, ensuring stability across devices, and adding new educational tools to support learning.

2. Expanding Content Partnerships

We aim to significantly increase the app's content library by working closely with African authors, illustrators, and publishers. This includes curating high-quality stories that reflect diverse cultures across the continent. Additionally, we will strengthen our relationships with schools and educators.

3. Strengthening Partnerships

Strategic partnerships have played a crucial role in our success so far. Moving forward, we will deepen collaborations with key organizations, including UNICEF and educational bodies, while actively pursuing new alliances with publishers, institutions, and technology partners.

4. Community Engagement and Outreach

Raising awareness about the importance of culturally relevant literature will remain a core part of our work. We will host events, reading programs, and literacy campaigns aimed at schools and families. To broaden our reach, we will engage more parents, teachers, and community leaders as advocates for the Muna Kalati platform.

5. Securing Funding for Growth

We will continue exploring opportunities with investors who share our vision of transforming literacy.

LOOKING AHEAD

Our long-term vision is to create a thriving ecosystem for African storytelling, where children across the continent can access and enjoy stories that reflect their identities. Beyond the app, we plan to develop platforms that support young writers, helping to cultivate the next generation of African authors. Building on this year's progress, our commitment to advancing literacy and cultural pride remains unwavering. With a dedicated team and strong partnerships, we look forward to the next chapter in Muna Kalati's journey.

ACKNOWLEDGEMENT

We would like to extend our heartfelt gratitude to all those who have supported and contributed to the growth and success of Muna Kalati in the past year. Our achievements are the result of the tireless work and collaboration of individuals, organizations, and communities, and we are deeply thankful for their dedication.

First and foremost, we are immensely grateful to our donors and partners whose unwavering support has been crucial in enabling our work. Their generous contributions have allowed us to pursue our mission of enhancing children's literacy across Africa. We acknowledge the incredible partnership with UNICEF through the UNICEF Start-Up Lab, which has played a pivotal role in bringing the Muna Kalati App to life. Their guidance and resources have been instrumental in shaping our work, and their belief in our mission has been a constant source of inspiration.



A special thank you goes to our team members, both full-time staff and volunteers, who continue to bring their passion, skills, and energy to everything we do. Each person's commitment is critical in

advancing our organisational goals, from the administrative staff to those working directly with children and communities. Their resilience and creativity have been foundational in carrying out our various programs and ensuring we continue to make a meaningful impact.

We are equally grateful to the authors, publishers, illustrators, and educators who partner with us to provide high-quality, culturally relevant content for children across Africa. Your work empowers us to create stories that resonate with young audiences, making a tangible difference in their learning journey.

Our sincere thanks also go to the pilot schools, parents, teachers, and children who have participated in our programs and testing phases. Your feedback and active engagement help us refine our offerings and ensure that we are meeting the needs of the communities we serve.

Finally, we wish to express our gratitude to our community members, supporters, and all those who share in our vision and have contributed in ways both large and small. Whether through advocacy, networking, or direct engagement, your involvement allows us to continue pushing forward

As we look ahead, we are filled with anticipation for what the future holds and are excited to continue working alongside all our partners to create lasting change. Thank you for being part of this journey.





Contact Us

Phone

+233503763074

Email

communication@munakalati.org

Website

app.munaworld.org

Location

East Legon, ARS Patan Gbe
Ave Lane 52
Accra – Ghana

