

NO, IT'S NOT THE NOTIONS

“Gaining shopkeepers’ trust was a major issue in the process of the project delivery.”

In Donholm estate situated in Nairobi, Kenya, various small scale businesses have been (and still) being started on a daily basis. Such businesses include mini shops, salons, butcheries, and boutiques. However, up to three-quarters of these businesses fail due to several reasons, such as owners’ relying on their talents or just making enough capital to sustain them (businesses) but not considering the increase, control and managing of stock and consumer trends. Motivated by these challenges and using her Statistics knowledge and skills, **Florence Owino** conceptualised a science communication project – ‘**No, it’s Not the Notions (NINS)**’ to help the shopkeepers in Donholm estate to understand how stock management mathematically could improve their business performance and sustain them. She delivered her project from September 2021 to February 2022 to 10 shopkeepers through one-on-one interviews using three languages (Swahili, Luo and English).



Photo Source

While the project was a success and participants were very appreciative, Florence noted that gaining shopkeepers’ trust was a major issue - something she did not expect when developing the project. Some shopkeepers view the project as an innovation that will benefit them sustainably. Others felt belittled, especially those who had training before they started their businesses. The experience taught her to be confident, patient and present herself as an African young mathematician who can relate with people especially when they are not interested in what she has to say. She intends to continue the project with some of the participants.

