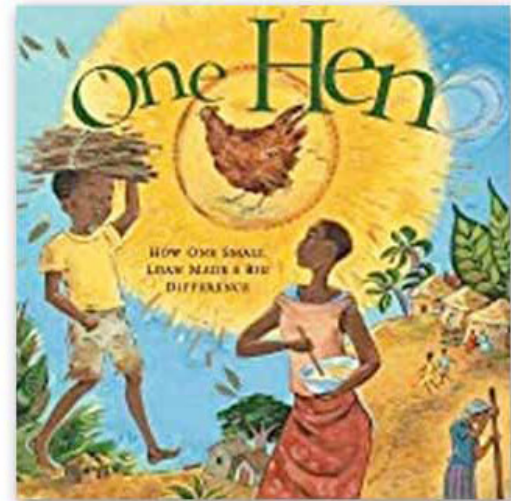
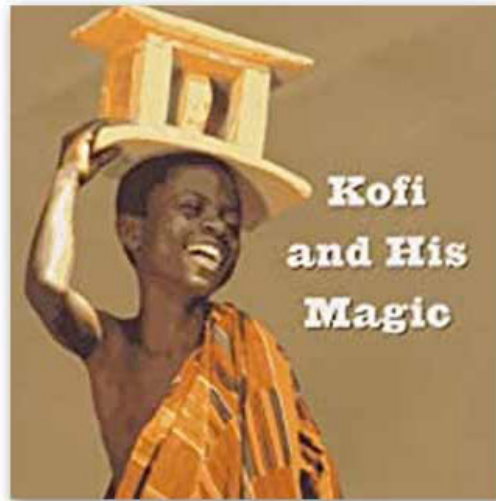
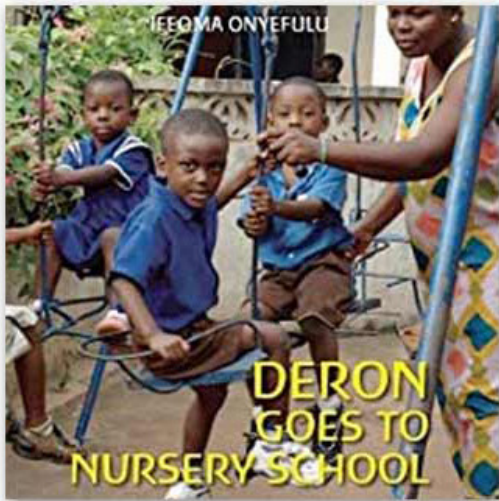
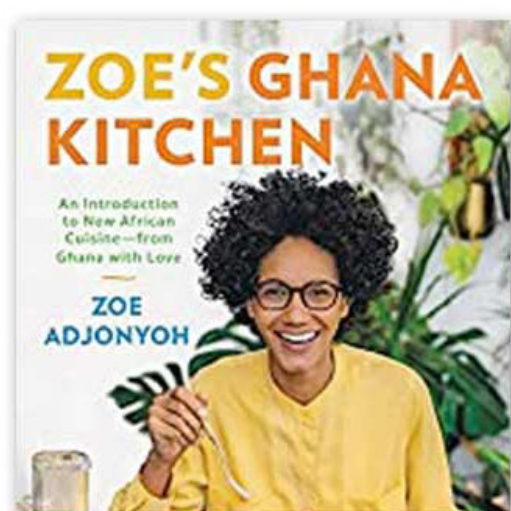
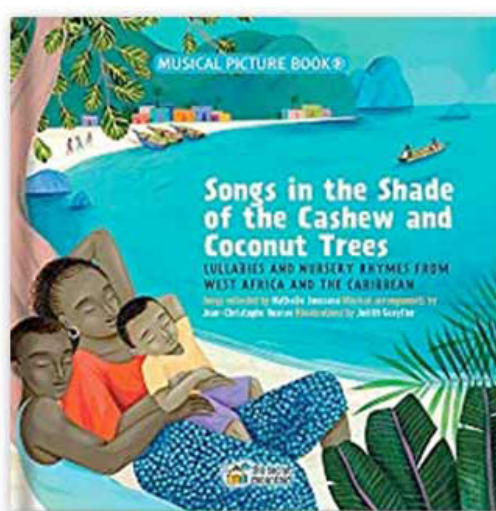
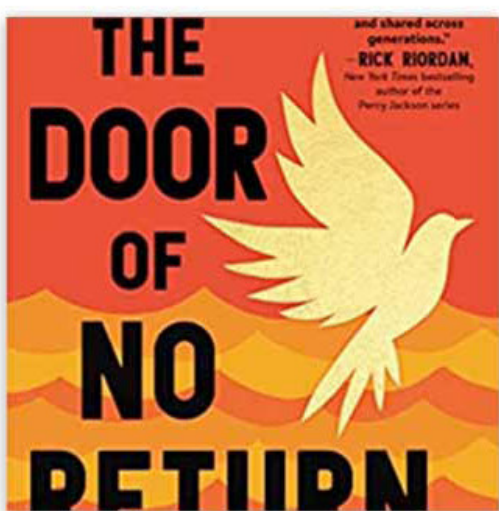
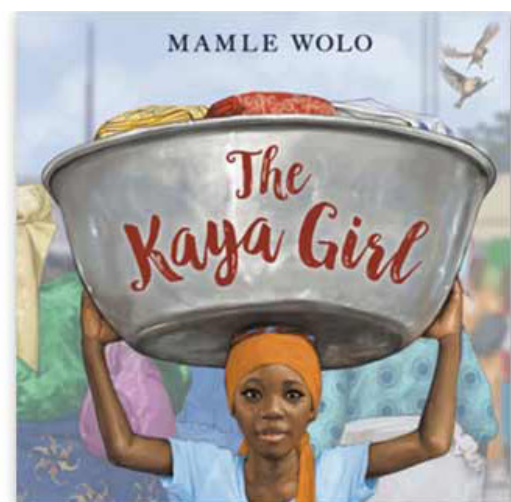
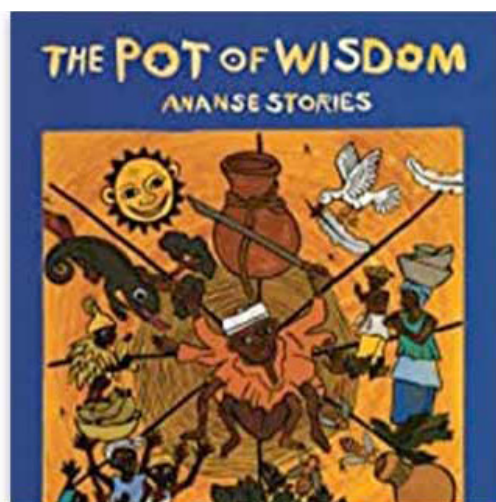
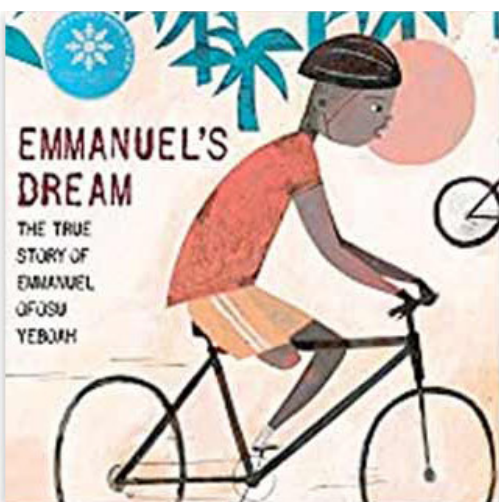




MUN 
KALAT 

AN INTRODUCTION TO CHILDREN LITERATURE IN GHANA





MUNA KALATI RESEARCH UNIT (MKRU)

MKRU is Muna Kalati's dedicated research department which undertake research projects on issues related to African children literature and children book publishing to inform the strategic direction, policies and programmes of Muna Kalati and its partners, shape global debates on child rights and development, and inform the global research and policy agenda for all children, and particularly for the most vulnerable.

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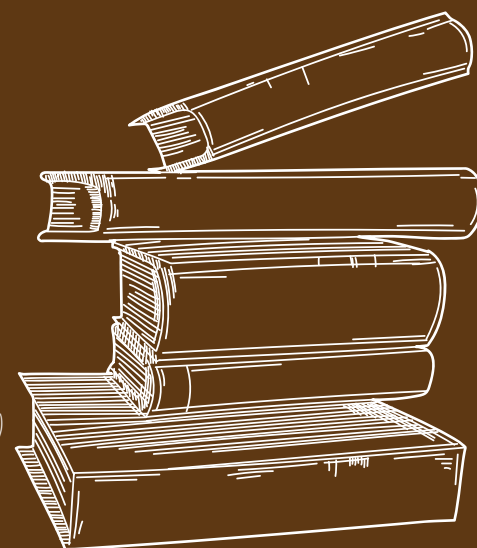


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EXECUTIVE SUMMARY

The children's book industry in Ghana has undergone a significant transformation since the nation gained independence from British colonial rule in 1957. This research report provides a comprehensive overview and analysis of the landscape of children's literature in Ghana, detailing its progression from post-independence expressions to the current proliferation in the digital age. It explores the factors that have influenced the growth and development of the industry, the challenges faced, and the present state of the children's book market in Ghana.

By examining the literary journey, the report not only archives the heritage and advancements but also uncovers the challenges and opportunities that have surfaced along the way, grounding its insights in the contemporary scene. Aside the data collected through interview and field connections, our analysis also focuses on the children's book database that we developed on Ghana, which is part of a broader research initiative aimed at collecting and analyzing data on children's books in eight African countries.

The methodology is rooted in a combination of historical study, market analysis, and industry interviews. A detailed history section charts the evolution of children's literature in Ghana, highlighting key periods. The early years marked the foundation, while the 1990s to early 2000s saw expansion amidst challenges. The present state addresses the digital era's impact.

A thorough analysis of the children's book chain in Ghana is made, encompassing creation, production, distribution, marketing, and sales. Noteworthy is the detailed examina

tion of the roles and contributions of writers, illustrators, publishers, and printers. MK insights provide an in-depth look at the current realities and prospects for these creators, followed by practical, actionable recommendations to empower them.

In focusing on the consumption, promotion, and teaching of children's books in Ghana, the report reveals consumption patterns, assesses existing methods of promoting and teaching children's literature, outlines the challenges educators face, and identifies emerging opportunities that leverage Ghana's rich storytelling tradition.

The report allocates a special section to the consecration of Ghanaian children's literature, spotlighting major international awards and accolades. It also identifies specific works that have achieved recognition, reflecting the global acknowledgement of the quality and relevance of Ghanaian children's literary contributions.

Closing with a segment on recommendations, the report outlines a strategy for all actors in the children's book industry to enhance the growth and presence of local literature. It provides a roadmap for addressing the identified challenges, from increasing literacy rates to leveraging digital platforms for wider distribution.



The report is a resource for stakeholders seeking to understand the intricacies of the industry and serves as a catalyst for action towards a more robust and globally competitive children's book industry in Ghana. The detailed references appended to the report offer an extensive resource for further research, ensuring that the report functions as both a cornerstone for industry stakeholders and an academic reference point for future studies.



Source : <https://www.booksforafrica.org/donate/donate-project/ghana/UNESCO-Ghana.html>



INTRODUCTION

The promotion and teaching of reading for children in Ghana are influenced by various sociocultural, economic, and political factors. The sociocultural factors include the diversity of languages, cultures, and religions in the country, which affect the availability and acceptability of books for different groups of children. The economic factors include the poverty level, the income distribution, and the cost of books, which affect the affordability and accessibility of books for many families and schools. The political factors include the stability of the government, the policy framework, and the governance structure, which affect the accountability and effectiveness of the education system and the reading programs. Some examples of these factors are:

- **Language :** the country has **11 official languages** and over **80 dialects** spoken by different ethnic groups. This poses a challenge for producing and distributing books that cater to the linguistic needs and preferences of all children. However, it also offers an opportunity for promoting multilingualism and cultural diversity among children through bilingual or multilingual books that expose them to different languages and cultures.
- **Culture :** Ghana has a rich and diverse cultural heritage that includes oral traditions, folklore, music, art, festivals, and customs. These can be sources of inspiration and content for creating engaging and relevant books for children that reflect their identity and heritage. However, they can also be barriers for accessing and accepting books that contradict or challenge their cultural norms and values.
- **Religion :** the country is a secular state that respects the freedom of religion for all citizens. The majority of Ghanaians are **Christians (71%)**, followed by **Muslims (18%)**, **traditionalists (5%)**, and **others (6%)**. Religion can play a role in shaping children's worldview and morality, as well as influencing their choice of books. Some religious groups discourage their children from reading certain types of books that they deem inappropriate or offensive.
- **Poverty :** Ghana is classified as a lower-middle-income country (LMIC) by the World Bank, with a **GDP per capital of \$2,202 in 2020**. However, it also has a high level of inequality, with a **Gini coefficient of 42.8 in 2017**. About **23% of Ghanaians** live below the national poverty line (**\$1.90 per day**), while **45% live** below **\$3.20 per day**. Poverty affects children's access to education and books, as well as their health, nutrition, safety, and well-being.
- **Cost :** The cost of books in Ghana is high compared to other countries in Africa and the world. According to a 2018 study by CODE (a Canadian NGO that supports literacy development), **the average price of a locally published children's book in Ghana was \$3.40 (18 cedis)**, while **the average price of an imported children's book was \$6.80 (36 cedis)**. The high cost of books is due to several factors, such as the low demand, the high production cost, the high import duty, the weak distribution network, and the lack of competition in the book market.



- **Stability :** Ghana is considered one of the most stable and democratic countries in Africa, with a history of peaceful transitions of power since 1992. The current government, led by President Nana Akufo-Addo, was re-elected for a second term in 2020 with a narrow margin of victory. The government has expressed its commitment to improving the quality and access of education for all Ghanaians, especially for children. However, it also faces challenges such as corruption, inefficiency, bureaucracy, and political interference in the education sector.
- **Policy :** Ghana has a national policy on education that outlines the vision, goals, objectives, and strategies for the development and delivery of education in the country. The policy covers various aspects of education, such as curriculum, assessment, teacher training, infrastructure, financing, management, and governance. The policy also recognizes the importance of reading and literacy for children's learning and development, and provides guidelines and standards for promoting and teaching reading at all levels of education.
- **Governance :** the country has a decentralized system of governance that devolves some powers and responsibilities from the central government to the regional and district levels. The education sector is also decentralized, with the Ministry of Education (MoE) at the central level, the Ghana Education Service (GES) at the regional and district levels, and the School Management Committees (SMCs) at the school level. The decentralization is meant to enhance efficiency, accountability, participation, and responsiveness in the education sector. However, it also poses challenges such as coordination, communication, capacity, and resource allocation among the different levels and actors.

The present report on the state of children book publishing in Ghana, provides insights into the trends and characteristics of children's books in the country, including the state of publishing, illustration and distribution of children books in the country. By examining the data, this analysis aims to identify opportunities for growth and improvement in the publishing industry.



Source : <https://afrimag.net/les-enfants-doivent-apprendre-a-lire-dans-une-lecture-qu'ils-comprennent/>



METHODOLOGY

Some of the data was collected online through information presents on publishers, library and other book distribution platforms (Worldcat, Goodreads etc.). The books compiled from online platforms were complemented with those with publishers, but not yet referenced online. The actual database, which was the basis for this analysis has **222 books written by 63 unique writers.**

The collected data was analyzed to identify key trends and characteristics of children's books in Ghana. The analysis also helped identify the most prolific writers and illustrators, major distribution channels, the challenges and opportunities.

1. BRIEF HISTORY OF CHILDREN LITERATURE IN GHANA

KEY HIGHLIGHTS

1

Ghana has a rich cultural heritage, including traditional storytelling and oral traditions. Leveraging and integrating these cultural elements in children's books can enhance their appeal and relevance to Ghanaian children.

2

Economic disparities may affect access to books, with low-income families and communities facing greater challenges. Implementing initiatives such as book rental programs or mobile libraries can help overcome economic barriers.

3

Government policies and funding allocations play a critical role in determining the emphasis placed on literacy and education. Prioritizing investments in libraries, educational institutions, and local publishing industries can have a positive impact on the promotion and teaching of children's books.

1.1. Early Years: Post-Independence to the 1980s

In the early years following Ghana's independence, the children's book industry was largely characterized by a reliance on imported books from the United Kingdom and other western countries (Alemna, 1994). This was primarily due to the limited capacity of local publishing houses to produce high-quality children's literature (Asante, 2001). This period saw a strong emphasis on educational materials, and the government played a central role in the publishing and distribution of textbooks for schools (Alemna, 1994).

During the 1970s and 1980s, there was a growing awareness of the need to promote Ghanaian culture and identity through the development of indigenous children's literature (Asante, 2001). Efforts were made to encourage local authors and illustrators to create works that reflected the cultural experiences of Ghanaian children (Alemna, 1994). Notable figures, such as Efua Sutherland and Ama Ata Aidoo, emerged during this time, contributing significantly to the develop-

ment of the children's book industry in Ghana (Asante, 2001).

1.2. 1990s to Early 2000s: Expansion and Challenges

The 1990s and early 2000s saw an expansion of the children's book industry in Ghana, with an increased number of local authors and publishers entering the market (Asante, 2001). This period also saw the establishment of initiatives such as the Ghana Book Development Council (GBDC), which aimed to promote the growth and development of the book industry in Ghana (Alemna, 1994).

Despite these positive developments, the children's book industry in Ghana faced several challenges during this period. One of the primary challenges was the lack of distribution channels for locally produced children's books, which made it difficult for authors and publishers to reach their target audience (Alemna, 1994). Additionally, there was a lack of financial support and investment in the industry, which limited the resources available for the production and marketing of children's books (Asante, 2001).

1.3. Present State: Digital Era and Beyond

Today, the publishing and production of children books in Ghana is shaped by various sociocultural, economic and political factors, such as language diversity, cultural values, educational needs, market forces, government regulations, international relations and social movements. These factors create

both opportunities and challenges for the industry and its stakeholders. For example, Ghana has over 80 languages spoken by different ethnic groups across the country. This creates a [demand for multilingual books](#) but also a **challenge for standardization or quality control**. Ghana has a rich cultural heritage that inspires many authors and publishers to create original stories but also a **challenge for cultural sensitivity or relevance**.

The country's large youth population who needs quality education is also a challenge for curriculum alignment or affordability. Its dynamic market that responds to consumer preferences is also a challenge for competitiveness or sustainability. Its democratic system that allows freedom of expression is also a challenge for censorship or accountability. Its strong ties with other African countries and the world is also a challenge for differentiation or integration, especially across the West African region and beyond. Its active environment for civil society groups that advocate for social change could also constitute a challenge for representation or inclusion.

In general, the history of the children's book industry in Ghana from independence to today reveals a story of growth, development, and resilience. From its humble beginnings in the post-independence era to the vibrant digital market of today, the industry has continually evolved to meet the changing needs of its audience. While challenges remain, the children's book industry in Ghana is poised for continued growth and success in the future.



2. OVERVIEW OF THE CHILDREN BOOK'S CHAIN IN GHANA

The children's book chain refers to the interconnected ecosystem of industries and processes involved in bringing children's books from creation to consumption. The key stages in a typical children's book chain include:

1. **Creation** - This involves authors writing and researching stories, and illustrators providing visual concepts. Writers create original children's storybooks and books tailored for the Ghanaian audience. Some are self-published while others work with publishers. Professional illustrators provide illustrations and artwork to complement the stories. This brings books to life visually for young readers
2. **Publishing printing**- Publishers acquire book projects, handle editing, design, printing and warehousing. Some Ghanaian examples include Woeli Publishing, Sela Books, Sub-Saharan Publishers. They work with local/international authors and illustrators. Printers, on the other hand, handle print runs while packagers assemble finished books.
3. **Distributors** - Distributors buy bulk books from publishers and transport/sell them to retailers around Ghana. They ensure wide reach within the supply chain. We have two type of distributors:
 - Wholesalers who purchase large quantities from publishers and distribute to retailers.
 - Retailers like bookstores, libraries and online retailers who sell directly to consumers. In Ghana, we also have many street/market vendors who stock and display books directly to customers.
4. **Promotion & Marketing** - Covers book previews, press releases, book tours, social media campaigns etc.
5. **Consumption** - The end point where children read books for education and recreation. Here we have public and school libraries where children can access books. Librarians buy from distributors/retailers to build collections. Some receive donations.
6. **Consecration** - Institutions and awards that help to celebrate literary works.

These 6 key elements of the chain were used to structure the presentation of findings in this country report. Other segments can include agencies representing authors, licensing for merchandise, audiobook/ebook conversions, industry events and review media. The chain involves many specialists collaborating to drive a book from concept to reader. A strong chain benefits the child, supports the creative industry and promotes literacy. Ensuring smooth collaboration between segments is crucial for the children's book ecosystem to thrive. Emerging technologies also continue changing how the chain operates.

2.1. Creation: Writers and Illustrators

We analyzed the state of writing and illustration of children books in Ghana. We examined the challenges and opportunities for writers, illustrators and creators of content for children, as well as the sociocultural, economic and political dynamics at play in the writing and illustration of books.

The writing and illustration of children books in Ghana is a vibrant and diverse field that reflects the rich cultural heritage and linguistic diversity of the country. However, it also faces several challenges, such as limited access to publishing and distribution channels, lack of funding and support, and competition from foreign books. For example, according to the Ghana Book Development Council (GBDC), only about 10% of the books published in Ghana are for children, and most of them are imported from abroad. The GBDC also reports that the average Ghanaian child reads less than one book per year, compared to the global average of 10 books per year.

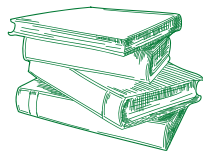
Furthermore, many writers and illustrators struggle to make a living from their work, as they receive low royalties and face piracy and plagiarism issues. Additionally, some writers and illustrators face censorship and criticism for addressing sensitive or controversial topics in their books, such as gender equality, human rights, or environmental issues.

Moreover, the writing and illustration of children books is influenced by the sociocultural, economic and political context of Ghana,

which shapes the themes, styles, and messages of the books. Some of the factors that affect the writing and illustration of children books include the history and legacy of colonialism and slavery, the role and status of indigenous languages and cultures, the impact of globalization and modernization, the effects of poverty and inequality, the aspirations and challenges of youth and women, and the values and norms of religion and morality. These factors create both opportunities and constraints for writers and illustrators to express their creativity and identity through their books.

2.1.1. MK Insights

The database of children books on Ghana that we have developed contains 63 unique writers and 222 books. The books are written by both Ghanaian and non-Ghanaian writers. The most prolific writers in the database are **Kathy Knowles with 28 books**, followed by **Meshack Asare with 26 books**, and **Peggy Oppong with 20 books**. Since Meshack Asare is of Ghanaian nationality, he is therefore the most prolific Ghanaian writer who has written and illustrated many award-winning books for children that reflect the rich traditions and folklore of Ghana and Africa. His books include *The Cross Drums*, *Sosu's Call*, *The Magic Goat*, and *Noma's Sand*. There are several other writers in the database with a range of books, including **Ama Ata Aidoo** with 6 books, **Ayi Kwei Armah** with 7 books, and **Leticia Addo** with 12 books.



222 books published between 1994 and 2022.

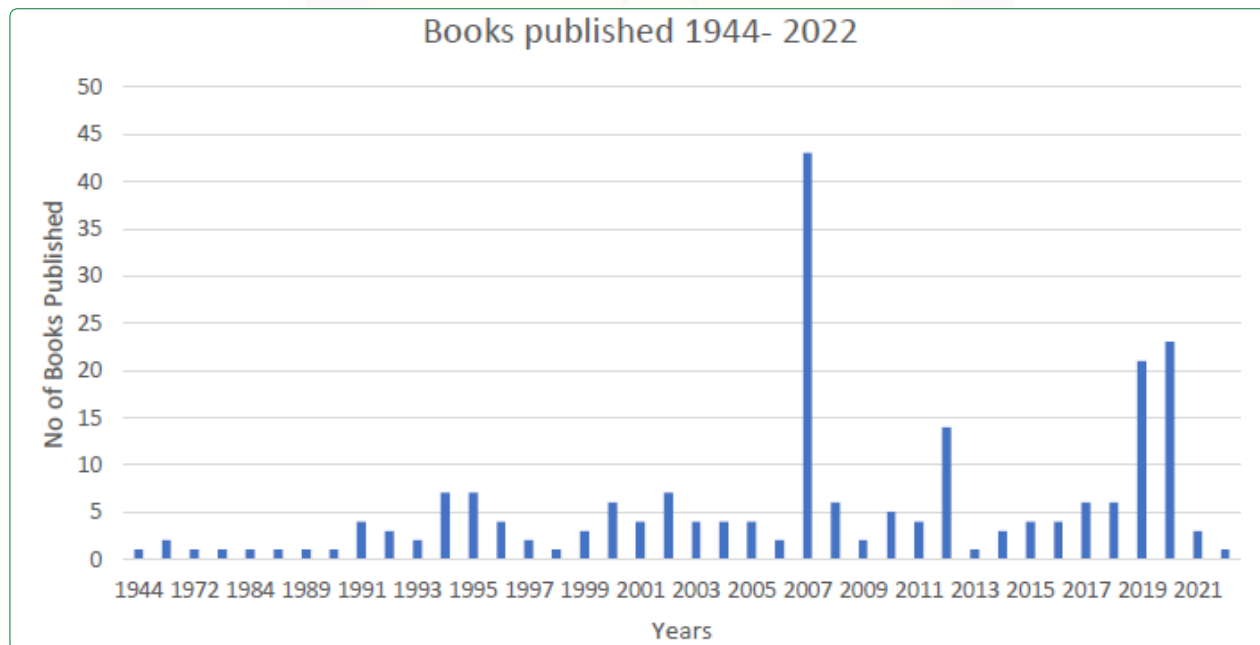


63 authors were listed between 1994 and 2022.



Meshack Asare is the most prolific Ghanaian prolific author.

Figure 1: Distribution of Books Across the years



The highest number of books published in 2007, which saw the publication of 43 books. Other years with a significant number of publications include 2019 with 21 books, 2020 with 23 books, and 2012 with 14 books. Generally, the database shows an upward trend in the number of publications over the years.

Out of the 222 books, 154 books are targeted towards children, and 68 books are targeted towards young adults. In this study:

- **Children** are considered from birth to around 12 years old. This includes infancy (birth to around 2 years old), early childhood (around 3 to 6 years old), and middle childhood (around 7 to 12 years old).
- **Teens (or Adolescents):** Generally considered to be from 13 to 19 years old. This stage includes early adolescence (around 13 to 15 years old), mid-adolescence (around 16 to 17 years old), and late adolescence (around 18 to 19 years old).
- **Young Adults:** This stage is somewhat flexible and can vary based on factors like cultural norms, educational pursuits, and personal development. However, it is generally considered to span from the late teens to the early twenties or even later, up to around 30 years old.

It is important to indicate that we intentionally chose to focus only on books that were aimed at children or young adults.

2.1.2. Opportunities for writers and illustrators

Some of the opportunities for writers, illustrators and creators of content for children include the growing demand for local and authentic stories that celebrate the Ghanaian identity and culture, the potential for collaboration and networking among different stakeholders in the book industry, the availability of new technologies and platforms that enable digital publishing and dissemination, and the increasing recognition and appreciation of children books as a form of art and education.

For instance, some writers and illustrators have successfully used social media, blogs, podcasts, or online platforms to reach a wider audience and showcase their work. Some examples are **Deborah Ahenkorah's** Golden Baobab Prize for African children's literature, **Elizabeth-Irene Baitie's** The Twelfth Heart blog series for young adults, or **Bright Ackwerh's** satirical illustrations on Instagram. Moreover, some writers and illustrators have received national and international awards and recognition for their work, such as **Meshack Asare's** Noma Award for Publishing in Africa, **Adwoa Badoe's** Children's Africana Book Award, or **Frank Odoi's** Comic Art Award.

2.1.3. Recommendations for writers and illustrators

It is important to improve the quality and quantity of books produced, promote a reading culture and literacy among both children and adults, foster a supportive environment for writers and illustrators, encourage innovation and experimentation in content creation, and engage with the global market and audience. We also align with [Carollann Efua](#)

[Buckle](#) on the need for authors to engage more in reader engagement activities, book signings and readings and also the introduction of a Ghanaian book review.

Most of the authors and illustrators we interviewed, also indicated the need to:

- Build an online author platform/website to market your brand and showcase your books. Make sure it's optimized for search engines.
- Engage actively on social media (Facebook, Instagram, YouTube etc.) to connect with current and potential readers. Post regularly about your stories.
- Partner with local bookstores, libraries and schools to hold in-person storytelling sessions and book signings. This promotes direct interaction.
- Participate in writing conferences and book expos to network with publishers, illustrators and other authors. Look for collaboration opportunities.
- Self-publish e-book versions on Amazon Kindle and other online stores to tap the global digital market and generate royalty income.
- Consider crowdfunding platforms like Kickstarter to pre-sell books and gauge interest before major printing investments.
- Work with a local publisher to print physical copies for distribution in your home country first before approaching foreign publishers.
- Send query letters and book samples to international publishers showcasing cultural elements that make stories appealing for the global market.
- Translate some of your most popular stories into other widely spoken languages to



increase foreign sales potential.

- Apply for grants and participate in accelerators programs focusing on children's publishing and literacy development.
- Consistently write new books/series to remain relevant and expand your body of work over the long run.

2.2. Production: publishers and printers

Publishing and printing of children's books play a crucial role in fostering literacy, education, and imagination among young readers. In Ghana, like in the other countries covered by this study (Gambia, Liberia, Nigeria), publishers and printers face a set of challenges and opportunities at the level of market demand, distribution channels, quality standards and technology. The main findings of the report are:

- The publishing and printing of children books in Ghana is a vibrant and diverse industry that contributes to education, culture and development.

The industry produces books in various languages, genres and formats, catering to different segments of the market and readership. For example, some publishers as **Afram Publications, Smartline Limited** and **Sub-Saharan Publishers**, specialized in producing books in local languages, such as Twi, Ga or Ewe, while others focus on books in English or French. Some of the major awards received by Sub-Saharan Publishers include:

- **Kwame Nkrumah Award (2001)** : Received Ghana's top publishing award, recognizing Sub-Saharan's contribution to intellectual development through African

children's books.

- **Golden Baobab Prize (2008)** : Won for *Lucy In The Sky* by Efua Hunter Troup, one of Sub-Saharan's earliest published titles.
- **Astrid Lindgren Memorial Award (2010)** : Founder Efua Troup received part of the world's largest prize for children's literature for her pioneering role.
- **Jaguar Libraries Award (2015)** : Recognized for helping establish libraries' key place in communities and promoting literacy.
- **International Board on Books for Young People (IBBY) Honour List (2016)** : Troup's memoir *From There To Here* made the list of outstanding books promoting intercultural understanding.
- **Villa Meifels Book Award (2018)** : Won for *Wax Print Culture* by Ghanaian author Ata Kofi Yawson, published in partnership with IBBY.
- **Noma Award for Publishing in Africa (2018)** : Honoured Sub-Saharan's iconic catalogue and immense legacy over 40+ years as leaders in children's publishing.

Through high-quality local stories, Sub-Saharan continues inspiring generations of African youth while garnering global acknowledgement of their contribution to promoting African literature and cultural identities.

Other publishers and printers like **Jay Kay Industries & Investment Ltd** and **Adwinsa Publications** etc. produce books for specific age groups, such as preschoolers, primary school students or young adults, while others offer books for general audiences.

Some like **Adaex Educational Publications Ltd**, **AkooBooks Audio** and **Papertalk Books**

create books in different formats, such as audiobooks, textbooks, storybooks, comics or e-books, while others provide books in multiple formats.

- Publishers and printers face several challenges, such as lack of funding, inadequate infrastructure, piracy, competition from foreign books, limited distribution channels and high production costs.

These challenges affect the **quality, quantity and accessibility of children books in the country**. For example, many publishers struggle to access loans or grants to finance their operations or projects. Many printers lack modern equipment or facilities to produce high-quality books or to meet the market demand. The major printing company in the country is an Indian family-owned business Jay Kay Industries & Investment Ltd, led by Parshottam Aidasani and Pawam Aidasani. They are leading because of their competitive advantage of maintaining high-quality standards while keeping production costs manageable, which is a significant challenge for other publishers and printers in Ghana.

Many publishers and printers have high costs of production due to factors such as import duties, taxes, electricity tariffs or transportation fees. Additionally, many **pirates** illegally copy or sell books without paying royalties or taxes to the authors or publishers. Many foreign books from UK, US, China, and India generally dominate the market with lower prices or higher quality. **Insufficient infrastructure**, including inadequate distribution networks, impede the efficient dissemination of children's books to schools, libraries,

and communities. Many distributors have limited reach or capacity to deliver books to remote or rural areas.

Finally, the accessibility of culturally relevant and locally produced children's books is very limited, leading to a reliance on imported children's books. Our field surveyors noticed that most public marketplaces, bookstores and malls were not having enough local children books. When interviewed about this low visibility of local books in their offers, bookstores managers indicated the unwillingness of local publishers to reach out to them or to be paid after sales. It is therefore important to find ways of bridging the gap by enabling publishers to have enough financial security and capacity to give out books for resales without being stranded.

2.2.1. Opportunities for Publishers, Printers, and other Stakeholders

Some of these opportunities are the growing demand for local content as an increasing number of children and adults are interested in reading books that reflect their culture, identity or experiences¹.

First, the increasing adoption of digital technologies enabled many publishers to explore e-books and digital content, making reading more accessible and engaging for children. Many publishers can use digital platforms and tools to create and deliver books more efficiently and effectively.

Second, we have **supportive policies and programs** as many government agencies and non-governmental organizations like **Muna Kalati, Akoo Books, World Vision Ghana,**

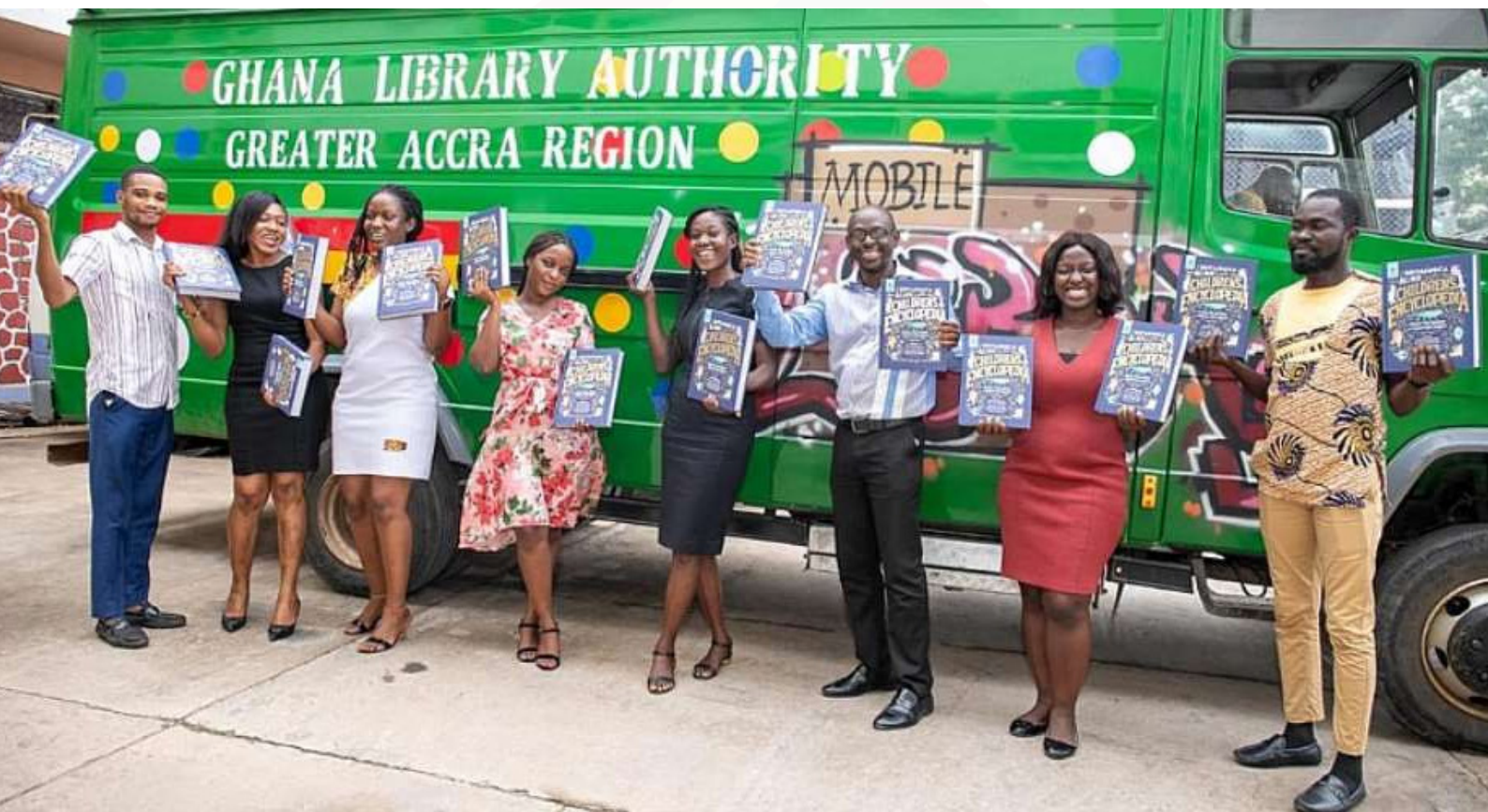
¹ Samuel Kwame Ameyaw and Sylvester Kwabena Anto, 'Read or Perish: Reading Habits among Students and Its Effect on Academic Performance: A Case Study of Eastbank Senior High School-Accra', *Library Philosophy and Practice*, 2018, 0_1-23.

APNET, Ghana Book Trust and **CODE** support the industry with programs that promote literacy, reading culture or book development. **Muna Kalati** decided to open an office in Ghana because of its dynamic cultural environment with a growing number of literacy initiatives both from the government and NGOs focusing on literacy promotion. For instance, programs like the **Golden Baobab Prize for African Literature** and the **Burt Award for African Literature** provide incentives and recognition for authors and publishers of children's literature.

The government, through the **National Book Policy** (2017), emphasized the importance of promoting a reading culture and the development of quality books for children. The National Literacy Acceleration Program (NALAP) is helping to improve literacy levels among children and adults. The Free Compulsory Universal Basic Education (FCUBE)

policy ensures that every child in Ghana has access to free basic education. This program indirectly supports children's literature by increasing the demand for educational materials.

At the institutional level, the Ghana Library Authority has been working to establish and strengthen community and mobile libraries across the country. These libraries often have dedicated sections for children's literature. There are also several book fairs and literary festivals like the Ghana International Book Fair and the Accra International Book Festival which provide platforms for authors and publishers, including those focused on children's literature, to showcase their work. Let's also mention the national School Feeding Program, while primarily focused on nutrition, this program indirectly supports children's literature by encouraging attendance and participation in schools.



Other public institutions advancing reading for children and young adult in Ghana are:

- **National Library Board** - Provides standards and guidelines for libraries. Helps procure and distribute books domestically.
- **Ministry of Education** - Children's literature is incorporated in school curriculums. Books are supplied to libraries via annual procurement.
- **Ghana Library Authority** - Oversees public libraries. Runs outreach programs like reading buses, digital libraries to promote literacy.
- **National Theatre of Ghana** - Organizes regular storytelling sessions, book readings, workshops with authors and illustrators.
- **Ghana Book Development Council** - Regulates book industry. Offers training, funds local publication/translation of children's books.
- **National Commission on Culture** - Empowers cultural activities. Partners with NGOs on initiatives like Writers Project, StoryCaravan.
- **Museums and Galleries** - Places like Great Mamprusi Museum have children's sections with story corners.

Collaboration between government, nonprofit and private entities has helped advance accessibility of quality local literature and encourage a reading culture among Ghanaian children. Many publishers and printers are increasingly partnering and collaborating with other stakeholders, such as **authors, illustrators, editors, librarians or teachers** to enhance their products or services. Partnerships with schools, libraries, and educational institutions can create opportunities for publishers and printers to tailor content to the specific needs of Ghanaian children and align with curriculum requirements.

Many publishers and printers are also exploring new markets or niches for children's books, such as regional or international markets or specific topics or themes.

Many publishers and printers can measure and communicate the social impact of their books on children's education, empowerment or well-being.

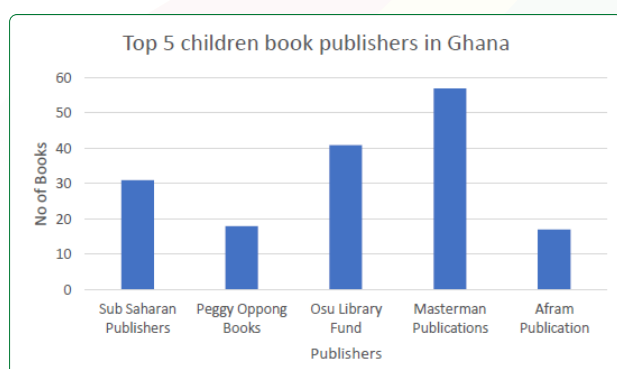
All of the above opportunities offer possibilities for innovation, expansion and improvement of children books in Ghana.



2.2.2. MK Insights on Publishers of Children Books

The main children book publishers in the country are:

- **Afram Publications**, dedicated to promoting Ghanaian culture through educational materials, including children's books. They also publish storybooks for children that are entertaining and informative, such as *The Pot of Wisdom*, *The Singing Tortoise*, and *The Talking Cloth*.
- **African Bureau Stories** specializes in creating children's books with African themes, diverse characters, and local cultural references. Their publications aim to address the lack of culturally relevant children's books in Ghana and promote a sense of identity among young readers .
- **Aki-Ola Publications** whose books are the most preferred among students and teachers. They publish educational textbooks from pre-school to tertiary institutions, as well as storybooks for children that promote moral values and cultural heritage, such as *Ananse Stories*, *Tales from Africa*, and *The Brave Hunter*.
- **EPP Books Services** is a major distributor of educational materials, including children's books, to schools and libraries across Ghana.
- **Hetura Books**, they have published books for children of different ages and backgrounds, such as *The Adventures of Kofi and Ama*, *The Magic Pot*, and *The Mystery of the Golden Stool*.
- **Sub-Saharan Publishers:** Known for their commitment to African literature, they produce a range of children's books that reflect Ghanaian and African cultural values and experiences.
- **Woeli Publishing Services** : focuses on publishing African literature, including children's books that showcase local stories and characters.



The top 5 publishers in the database are: Sub-Saharan Publishers with 31 books, Peggy Oppong Books with 18 books, Osu Library Fund with 41 books, Masterman Publications with 57 books and Afram Publications Ltd with 17 books. The data also indicates that the majority of children book publishers have only published two to three children's books.

The top five publishers have significantly more books published than the other publishers in the database, indicating that they have a significant impact on the national children book publishing industry. This suggests a diverse and competitive publishing landscape, with many small publishers operating alongside larger, established ones.

2.2.3. Recommendations

While limited market demand, distribution challenges, and production costs pose obstacles, growing literacy initiatives, digital technologies, collaborations, and the utilization of local talent offer avenues for progress. By addressing these challenges and seizing the opportunities, the children's book industry in Ghana can play a vital role in shaping the future of literacy and education in the country. To boost the publishing and printing of children books in Ghana, we recommend:

- A continuous and effective advocacy for supportive policies and programs for the industry, for e.g through Muna Kalati Talks;
- Enhancing access to funding and resources for publishing and printing children's books by exploring local giving models such as private foundations, corporate bodies, impact investing and crowdfunding etc. If several writers have been able of mobilizing dozen of thousand and even hundreds of thousand of dollar to self publish their books, why do African publishers, not also explore it as a channel some of the existing financial constraints that many face.
- Improving infrastructure and technology for producing and distributing children's books. Why is it easier to find foreign children books in public malls and supermarkets than local children's books? How can local publishers work together to improve the distribution of their books through joint solution and co-creation?
- Protecting intellectual property rights and combating piracy.
- Strengthening local content development and quality assurance.
- Leveraging digital platforms and tools for creating and delivering children books.
- Fostering collaboration and networking among publishers, printers, schools and other stakeholders. Muna Kalati hosted a webinar exploring how to increase collaborative engagement between schools, authors and publishers of children books through reading workshops and literary events to make reading, an integrated activity to daily life and help kids, from school, to connect with professionals from the book industry and spur their interest for it.
- Exploring new markets and niches for children's books.
- Measuring and communicating the social impact of children books.

2.3. Distribution, marketing and sales of children books

The distribution of children books in Ghana is influenced by various sociocultural, economic and political factors. Some of these factors include:

- The **literacy rate and educational attainment of the population**, especially among the children and their parents. According to UNESCO, Ghana's adult literacy rate was 79% in 2018, while its youth literacy rate was 92%. However, there are still disparities by region, gender and income level that affect access to education and reading materials.
- The **preferences and tastes of the children and their parents**, which may vary by age, gender, ethnicity, religion, location, etc. For example, some children may prefer books that relate to their own experiences, culture and identity, while others may enjoy books that expose them to different perspectives and realities. Some parents may influence or limit the choice of books for their children based on their own values or beliefs.
- The **availability and affordability of books and other reading materials**, which may depend on the supply chain, market demand, taxation, currency exchange, etc. For example, some books may be scarce or expensive due to low production or high import costs. Some books may be more accessible and affordable through digital channels or alternative distribution models.
- The **role and impact of media, social networks, influencers and celebrities** in shaping the reading culture and habits of the children. For example, some media outlets such as radio, television and newspapers may feature or review children's books and encourage reading among the audience. Some social networks such as Facebook, Twitter and Instagram may facilitate the sharing and discussion of children books among the users. Some influencers and celebrities such as authors, actors, musicians and athletes may endorse or promote children's books and inspire the readers.
- The **legal and regulatory framework** that governs the publishing industry, intellectual property rights, censorship, etc. For example, some laws and regulations such as the Copyright Act, the Book Development Act and the National Book Policy may affect the rights and responsibilities of authors, publishers and distributors. Some authorities such as the National Media Commission, the Ghana Education Service and the National Council for Curriculum and Assessment may monitor or control the content and quality of children books.

This section analyses the state of distribution, marketing and selling of children books in Ghana. It examines the challenges and opportunities for librarians, bookstores and other digital channels in reaching the young readers. It also explores the sociocultural, economic and political dynamics at play in the distribution of children books.

2.3.1. Existing challenges

One of the main challenges for distributing children's books in Ghana is the lack of adequate infrastructure and resources.

KEY HIGHLIGHTS

1

Insufficient distribution networks and logistical challenges hinder the efficient supply of children's books to libraries, bookstores, and other channels across the country.

2

Economic constraints may limit the purchasing power of individuals and institutions, affecting their ability to buy children's books.

3

The availability of children's books that reflect Ghanaian culture, local languages, and societal contexts may be limited, leading to a reliance on imported materials.

2.3.1.1. General Library

Different types of libraries are at various stages of development as some are doing well while others are struggling. There are academic libraries (tertiary), public and community libraries (in regions, districts, communities, etc.), school libraries (pre-tertiary to kindergarten), and special libraries (in departments, institutions, etc.). Public libraries operate in a centralized system and are mainly located in regional and some district capitals. They are under the Ghana Library Authority which covers some community libraries. The Consortium of Academic and Research Libraries in Ghana (CARLIGH) provides training and sharing of electronic resources to and among academic libraries, but each academic library operates on their own under their respective parent institutions.

Libraries are funded mainly from their parent institution, be it government, individual, or institution etc. The main objectives of the [Ghana Library Association](#), established in 1962, are to be the voice of librarians and to champion their professional development, development of standards and welfare. Broad

concerns of the library field are the lack of a national library, absence of a professional legal government body (i.e., council or commission for libraries) to regulate the profession, and the proper recognition of libraries. One of the achievements is the establishment of the Library and Information Week (LIW), which is observed annually since 2013. LIW 2023 was a special week-long event dedicated to promoting the importance of libraries and information services in Ghana. It raised awareness about the role of libraries in education, research, and community development. The last week in September is used to highlight issues in libraries, the profession and to carry out literacy activities in public basic schools in the form of reading clinics, quizzes, fun games, visits to school libraries to offer professional support etc.

2.3.1.2. For children's libraries

Many regions in Ghana, particularly rural areas, face challenges in accessing children's books due to inadequate library facilities and limited bookstore presence. Even though Ghana had one of the first public library service in [sub-Saharan Africa](#) established in

1950, the country today has several **libraries** are underfunded, understaffed and poorly equipped to serve the needs of the children. For example, according to a study by the Ghana Library Authority, **only 61 out of 216 districts in Ghana** have public libraries, and most of them are in poor condition. In other words, there are only 61 public libraries to serve an entire population of about 30 million.

The Acting Chief Executive Officer (CEO) of the Ghana Library Authority (GLA) Hayford Siaw, [told](#) Accra-based Citi FM that “A lot of district assemblies have been setting up libraries and corporate institution have been setting up libraries, but because of the non-engagement of Ghana Library Authority with these philanthropists and partners and district assemblies, these libraries have collapsed”. To enhance the sustainability of privately built libraries, the GLA encourages collaboration. Such collaboration led to the establishment of the Joseph Owusu Sekyere Memorial Library and ICT Center, a project initiated by Mr. E. Afoakwa Sekyere and Mr. S. Sekyere-Abankwa, as a testament to their commitment to education and community development. The facility boasts a fully equipped and well-furnished complex stocked with a diverse collection of pertinent books. The centerpiece of the establishment is a spacious 100-seat library, thoughtfully furnished with chairs, tables, and shelves, providing a conducive learning environment. The library is further equipped with fifty (50) desktop computers, all seamlessly connected to the internet, along with a wealth

of ebooks and learning materials. Mr. Ofosu Frimpong, Ashanti Regional Director of the GLA, expressed sincere appreciation to the Sekyere family for their generous donation. He [acknowledged](#) that the establishment of this facility would significantly contribute to the advancement of academic excellence among the pupils of the Nsuta Community.

The Osu Library Fund in Accra, is another example of a community-based initiative that aims to increase access to children’s books and promote reading among young learners. The fund supports the establishment of libraries in underserved areas and organizes reading programs and storytelling sessions².

2.3.1.3. For children / Kids bookstores

Second, insufficient distribution networks and logistical challenges hinder the efficient supply of children’s books to libraries, bookstores, and other digital channels across the country. Bookstores with local children’s books are scarce and often face high costs of importing books from abroad. For example, a survey by the Ghana Book Publishers Association found that book importers pay an average of 35% tax on books, which increases the prices and reduces the demand. Such high tax rate on book imports is often a government strategy to protect the local publishing industry by making imported books more expensive. This is done to encourage Ghanaians to buy books published within the country, which in turn supports local publishers and authors. Another reason is the need for revenue generation. Taxes on book imports

2 Emmanuel Kofi Gyimah and Roger Abogzuah Ayinselya, ‘Teacher Professional Learning, a Tool for Managing Teachers to Improve Pupils’ Learning: The Views of Teachers in Ghana’, *PRACTICE* 4, no. 1 (2 January 2022): 12–32, <https://doi.org/10.1080/25783858.2022.2065923>. a Tool for Managing Teachers to Improve Pupils’ Learning: The Views of Teachers in Ghana’ *PRACTICE* 4, no. 1 (2 January 2022)



contribute to the government's overall revenue, which can be used for various purposes such as infrastructure development, education, and healthcare. Furthermore, the high tax rate on book imports is also influenced by trade policies and agreements. Ghana, like many other countries in this study, has its own trade regulations and agreements that determine the taxes and tariffs on imported goods, including books.

2.3.1.4. Digital distribution channels and tools

Digital channels, such as eBooks and online platforms, are still emerging and face barriers such as unequal internet penetration, high data costs and limited payment options. According to the World Bank, only 48% of Ghana's population had access to the internet in 2019, and the average cost of 1GB of mobile data was 4.5% of the monthly income. There were 16.99 million internet users in Ghana in January 2022. Ghana's internet penetration rate stood at 53.0 percent of the total population at the start of 2022. Kepios analysis [indicates](#) that internet users in Ghana increased by 350 thousand (+2.1 percent) between 2021 and 2022.

Aside the distribution challenges with the library, bookstores and digital solution, it is also important to mention that socioeconomic disparities and income levels impact the affordability and accessibility of children's books, with purchasing decisions influenced by household budgets and priorities.

2.3.2. Opportunities for Librarians, Bookstores, and Digital Channels

There are also opportunities for improving the distribution of children books in Ghana. Some of the strategies include:

2.3.2.1. Collaborating with schools, NGOs and community organizations to increase access and awareness of children books among the target audience.

Collaborating with NGOs and government initiatives focused on education and literacy can create opportunities for distribution, marketing, and selling of children's books. For example, some initiatives such as Worldreader, Book Aid International and Street Library Ghana have donated books and e-readers to schools and libraries across Ghana, and have organized reading clubs and campaigns to promote literacy among children. Muna Kalati is also partnering with schools and authors (writers, illustrators) to increase students' access to professional writers and illustrators. Hence, increasing their understanding and love of not only the book but also of the person behind it and its profession.

2.3.2.2. Leveraging digital technology and innovation to create and distribute children's books that are affordable, accessible and engaging.

Leveraging digital channels and e-commerce platforms can broaden the reach of children's books, particularly in areas with limited physical bookstore presence. For example, some platforms such as *StreetLib Ghana*, *Booknook.store*³ and *AkooBooks Audio* have enabled authors and publishers to

³ BookNook Ghana is a social enterprise that focuses on increasing literacy rates among children in underserved communities by providing access to books and creating reading spaces.

distribute their books digitally to local and global markets, and have offered various formats such as eBooks, audiobooks and interactive books. Let's also mention the [collaboration](#) between the Ghana Library Authority and Overdrive to introduce writers and publishers to innovative approach to increase access to digital content. Several workshops were organized to facilitate their access to an extensive range of digital content for libraries, schools, and corporations globally. Participants at the July 2023 workshop were provided with invaluable insights into innovative ways of engaging readers and effectively utilizing the power of digital content distribution. With the unwavering support of Overdrive, the partnership between GhLA and the renowned platform is set to forge new opportunities and provide content creators with an additional stream of income.

2.3.2.3. Advocating for more support and investment from the government and other stakeholders to improve the infrastructure and policies for children book distribution

For example, some associations such as the *Ghana Library Association*, the *Ghana Book Publishers Association* and the *Ghana Booksellers Association* have lobbied for more funding, tax exemptions and incentives for libraries, publishers and booksellers. The Ghana Book Publishers Association has been advocating for a reduction in the high taxes on book imports in Ghana. They have been engaging with the government and other stakeholders to find a solution to this issue. One of their proposed solutions is to categorize books as essential items and exempt them from taxes. They believe that this will not only reduce the prices of books but also

increase the demand for them, which will ultimately benefit the publishing industry and education sector in Ghana.

Additionally, they are also encouraging local production of books to reduce the reliance on imports. Indeed, **local publishers are not affected** by the high tax rates on book imports. These publishers are referred to as *indigenous publishers* as they publish books that are written by Ghanaian authors and printed in Ghana. Some of them include **Sub-Saharan Publishers, Afram Publications, Woeli Publishing Services, and Digibooks Ghana Ltd.** These publishers are committed to promoting local authors and producing high-quality books that are affordable for Ghanaians. By supporting these indigenous publishers, Ghanaians can help to reduce the dependence on imported books and also contribute to the growth of the local publishing industry.

2.3.2.4. Library Expansion and Outreach

Collaborations between libraries and educational institutions, as well as the **establishment of mobile libraries**, can enhance access to children's books, especially in underserved areas.

2.3.2.5. Local publishing initiatives

Encouraging local publishers and authors to produce culturally relevant children's books can address the scarcity of materials that reflect Ghanaian culture and increase availability. This section provided an overview of the state of distribution, marketing and selling of children books in Ghana. It has highlighted some of the challenges and opportunities for librarians, bookstores and other digital channels in reaching the young readers.

3. STATE OF CONSUMPTION, TEACHING AND READING PRACTICES IN GHANA

This section provides an analysis of the state of consumption, promotion and teaching of children books in Ghana. It examines the challenges and opportunities for the government, teachers, parents and reading programs in the country.

3.1. Consumption of children books in Ghana

The consumption of children books in Ghana is low compared to other countries in Africa and the world. According to a 2019 survey by **UNESCO**, [only 38% of Ghanaian](#) children aged 6-14 read books for pleasure at least once a week, compared to 58% in Kenya and 72% in South Africa⁴. The main reasons for this low consumption are the **lack of access to quality and affordable books**, the **low literacy** rate among parents and caregivers, and the **limited exposure to reading culture** and habits. For example, a [2017 study](#) by **Worldreader** (a global NGO that promotes digital reading) found that only 16% of Ghanaian households owned at least one book, compared to 69% in Kenya and 85% in India. Another example is a 2018 report by **Book Aid International** (a UK-based charity that supports libraries in developing countries) that revealed that only 4% of Ghanaian primary schools had functional libraries, compared to 22% in Kenya and 44% in Malawi.

Only 38% of Ghanaian children aged 6-14 read books for pleasure at least once a week.

UNESCO, 2019

Only 16% of Ghanaian households owned at least one book.

Study by Worldreader, 2017

Only 4% of Ghanaian primary schools had functional libraries.

Book Aid International, 2018

The **affordability of children books** is another major challenge for many families in Ghana, especially those living in rural areas or low-income households. According to a report by UNESCO, Ghana has one of the lowest literacy rates in sub-Saharan Africa, with only 79% of adults and 89% of youth being able to read and write. The report also states that poverty is one of the main barriers to literacy, as many families cannot afford to buy books or pay school fees for their children. Therefore, many children do not have access to books at home or at school, and miss out on the opportunities to develop their reading skills and enjoy reading for pleasure.

The **preferences of parents and children** also affect the consumption of children books in Ghana. Some parents prefer to buy books that are educational or religious, rather than fictional or

⁴ Debora Kore Appiah, Christiana Oduraa Kwaah, and Franklina Adjoa Yebowaah, 'Reading Habits and Library Use among Students in Colleges of Education in Ghana: A Case of Two Colleges of Education, Ghana', *International Journal of Knowledge Content Development & Technology* 13, no. 1 (2023).

entertaining. Some parents, as we discovered through the interviews, also have negative attitudes towards reading or books, and do not encourage their children to read or buy books for them. On the other hand, some children may have different tastes or interests than their parents, and may prefer to read books that are more engaging or relevant to their lives. For example, some children like to read books that feature diverse characters or cultures, such as **Maya Angelou's** biography, or books that teach them new skills or hobbies, such as **Magic Copybook**.

The **exposure to books** is another factor that influences the consumption of children books in Ghana. Many children do not have access to community libraries and there are very few children bookstores where they can browse or borrow books. Some schools do not have adequate resources or facilities to provide books for their students. Most media outlets do not promote or review children's books regularly or widely. Therefore, many children are not aware of the variety or quality of books available for them, or do not have enough opportunities to discover new books or authors that they might like.

3.2. Promotion and teaching of children books in Ghana

3.2.1. Existing challenges

The promotion and teaching of children books in Ghana face several challenges. The government has not invested enough in the development and distribution of local and relevant books for children, especially in local languages.

The curriculum and assessment system do not sufficiently encourage reading for pleasure and critical thinking among students. Some teachers lack adequate training and resources to teach reading effectively and creatively. Most parents have limited awareness and involvement in their children's reading development. Most reading programs have insufficient funding and coordination to reach more children and communities.

For example, a [2016 study](#) by EGRA (Early Grade Reading Assessment) showed that only 2% of Ghanaian grade 2 students could read with comprehension in English, while only 19% could do so in their local language. Another example is a 2020 evaluation by USAID (United States Agency for International Development) that found that only 36% of Ghanaian primary teachers had received any training on reading instruction in the past two years, while only 18% had access to any teaching materials on reading.



3.2.2. Emerging opportunities

KEY HIGHLIGHTS

1

The government can play a pivotal role in promoting children's reading by implementing policies that prioritize literacy, funding initiatives to improve library infrastructure, and supporting local publishers and authors to produce culturally relevant children's books.

2

Providing teachers with training and professional development opportunities focused on promoting reading skills and cultivating a love for books can enhance their ability to effectively teach and engage students.

3

Educating parents about the importance of reading and equipping them with strategies to support their children's reading habits at home can significantly contribute to promoting a reading culture.

4

Collaborating with NGOs and supporting reading programs focused on children's literacy can expand access to books, provide reading materials, and promote reading activities in communities.

However, there are also opportunities for improving the situation. The government has recently launched a national reading campaign called "[Read Ghana](#)" to promote reading among children and adults. **The campaign aims to distribute 10 million books to schools and communities, train 100,000 teachers on reading pedagogy, and establish 1,000 community libraries by 2025.** The teachers have shown interest and enthusiasm in learning new methods and strategies to teach reading. The parents have expressed willingness to support their children's reading at home if they have access to books and guidance. The reading programs have demonstrated positive impact on children's reading skills and attitudes through innovative approaches such as mobile libraries, book clubs, storytelling festivals, and digital platforms.

For example, a [2019 study](#) by Pratham (an Indian NGO that works on education) showed that Ghanaian children who participated in its

"Story Time" program improved their reading fluency by 28%, while those who participated in its "Read Aloud" program improved their reading comprehension by 32%. Another example is a 2020 report by Worldreader that indicated that Ghanaian children who used its digital library app increased their reading frequency by 47%, while those who used its interactive voice response system increased their reading engagement by 55%.

The consumption, promotion, and teaching of children's books in Ghana face several challenges related to access, distribution, affordability, and cultural relevance. However, opportunities exist through government initiatives, teacher training, parental involvement, and collaboration with nonprofit organizations and reading programs. By addressing these challenges and leveraging the available opportunities, Ghana can foster a culture of reading and enhance literacy levels among children, contributing to their educational development and overall well-being.



4. CONSECRATION OF GHANAIAN CHILDREN LITERATURE

The consecration of literature refers to the process of elevating literature or individual literary works to an esteemed status through critical acclaim, historical influence, or cultural impact. Some ways it is generally being done are through:

- Critical recognition where literary works become consecrated as they gather widespread praise and endorsement from influential critics, literary reviews, and scholars over time.
- Canonization where certain works become incorporated into the literary canon – the authoritative selection of notable texts that are considered pillars of their genre or tradition.
- Influence on other writers, when consecrated works inspire and affect the stylistic or thematic development of future generations of authors.
- Cultural citations, when Popular films, TV shows, memes reference or pay homage to consecrated books, showing their impact on the broader culture.
- Academic study when a children book becomes extensively studied, analyzed and discussed in scholarly literary criticism and theory.
- Retrospective prizes like the Nobel Prize in Literature sometimes which consecrate works long after their original publication.
- Translation and adaptations: Literature achieves almost universal renown when adapted widely into other languages and media like film, cementing its status.

So, in essence, the consecration of literature is the process by which critical judgment, historical influence, and cultural impact jointly elevate certain texts to classic or canonical standing over decades or centuries. It is the highest form of recognition for artistic merit.





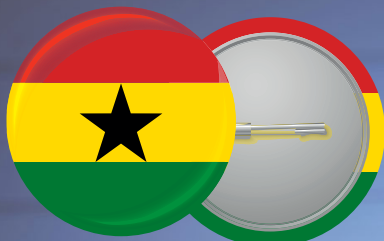
4.1. Major international awards and prizes

Some of the major international awards and prizes that recognize and promote African publishers and authors of children's books are:

- **Astra awards (South Africa):** Given by the International Board on Books for Young People. Promotes excellence in illustration from across Africa.
- **KUA awards (Kenya):** Supports innovation in publishing for children and youth in Africa through recognition and funding.
- **Golden Baobab Prize (UK):** Prestigious annual prize awarded to published African authors and illustrators for books promoting African culture.
- **Mombasa Literary Festival Prizes (Kenya):** Includes awards for outstanding African children's stories published in the past year.
- **Kitabu Children's Literature Prize (Tanzania):** Supports East and Central African authors through workshops and a \$1000 award.
- **Noma Award for Publishing in Africa (USA):** Honors achievement in African publishing across genres, with children's books category.
- **Montreux Golden Rose (Switzerland):** Occasionally recognizes African titles in the children's literature section.
- **Etisalat Prize for Literature (Nigeria):** Nigeria's largest literary award open to African writers including for children's books.
- **Women of the World (South Africa):** Features an award for African picture book creators and tells untold stories.

These global awards raise the profile of African storytelling talent, encourage more local publishing, and facilitate reach into international markets for African children's content.





4.2. Children literary works that have been recognized

At the local level, some notable Ghanaian children's book authors and publishers who have received awards and international recognition are:

- **Elsie Kyeremeh Atukwei** : she authored over 30 books highlighting Ghanaian culture. Received Golden Baobab Prize in 2018.
- **Awusi** - Founded by writer **Awusi Adadevoh**. Publishes diverse STEAM, African mythology titles. Won Astra Illustration Award.
- **Kwame Dawes** - Ghanaian-American poet whose storybooks fuse gymnastics/reading. Published globally by Lantana Publishing.
- **Efua Traoré** - Pioneering actress/writer known for "Sekina Goes to School." Helped establish Sub-Saharan Publishers.
- **Molara Wood** - Early advocate for African books for youth. Authored "More." Published widely including Novice Class winner in Nigeria.
- **Nancy J. Akori** - Creator of children's series promoting science. Her books distributed all over Africa and Middle East.
- **Felicity Naa Amegatcher** - Writer focused on arts/crafts education. Titles like "Kwame talks with his hands" published by Tano Tsifanyo.
- **Afua Kuma-Adi** - Founder of Sing Ya Children's books promoting culture, diversity. Won Solihull Children's Book Award in UK.
- **Awukeni-Adefa** Arts - Non-profit publisher preserves village wisdom. Collaborates with UNICEF, stimulated local library funding.
- **Clotilde Amoah** - Works translated internationally through Book Aid Intl. including "Behind the Cloth" anthology series.

Their impactful stories and business models continue to shape children's literature growth across Ghana and beyond. By incorporating rich African cultural themes, traditions and indigenous languages, they help preserve Ghanaian intangible heritage for future generations. Their works promote pride in Ghanaian/African identities among youth. Some of the children books are published in multiple Ghanaian tongues like Twi, Ga, Ewe which aid literacy in mother tongues per education sector goals. It also fosters national cohesion and self-confidence.

Pioneers like Kwame Dawes and Felix Akori introduced novel genres like rhyming gymnastics stories and science books before others. Their success inspires more Ghanaians to take up writing and illustration as viable creative careers. This fuels growth of the sector. Collectively they have helped establish children's literature as significant for literacy, learning and book sales/donations domestically.





5. RECOMMENDATIONS FOR ACTORS IN THE CHILDREN'S BOOK INDUSTRY IN GHANA

1. **Writers** can focus on creating more books targeted towards young adults, which can fill the gap in the market.
2. **Illustrators** can continue to produce high-quality illustrations as they are an important part of children's books.
3. **Publishers** can consider cross-border publishing within Africa to promote African literature and also consider increasing the number of books for young adults.
4. **Children's books associations** can encourage the production of books for young adults and organize literary events that promote reading culture among young adults.
5. **Distributors** can explore new distribution channels and markets to reach more readers.
6. **Audiobook creators** can tap into the potential market of audiobooks for children and young adults.



CONCLUSION

In conclusion, this report has analyzed the state of writing and illustration of children books in Ghana. It has highlighted the challenges and opportunities for writers, illustrators and creators of content for children, as well as the sociocultural, economic and political dynamics at play in the writing and illustration of books. It has also suggested some recommendations for improving the quality and quantity of children books in Ghana, such as increasing investment and support, enhancing capacity building and training, strengthening collaboration and networking, and raising awareness and appreciation.

We also shared opportunities for growth and improvement in the Ghanaian publishing industry, such as cross-border publishing within Africa and exploring new distribution channels and markets. We also encourage all actors in the children's book industry to continue producing high-quality literature that reflects the diverse experiences of children and young adults in Ghana.



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