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EXPERT ADVICE

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# CAREERFOCUS

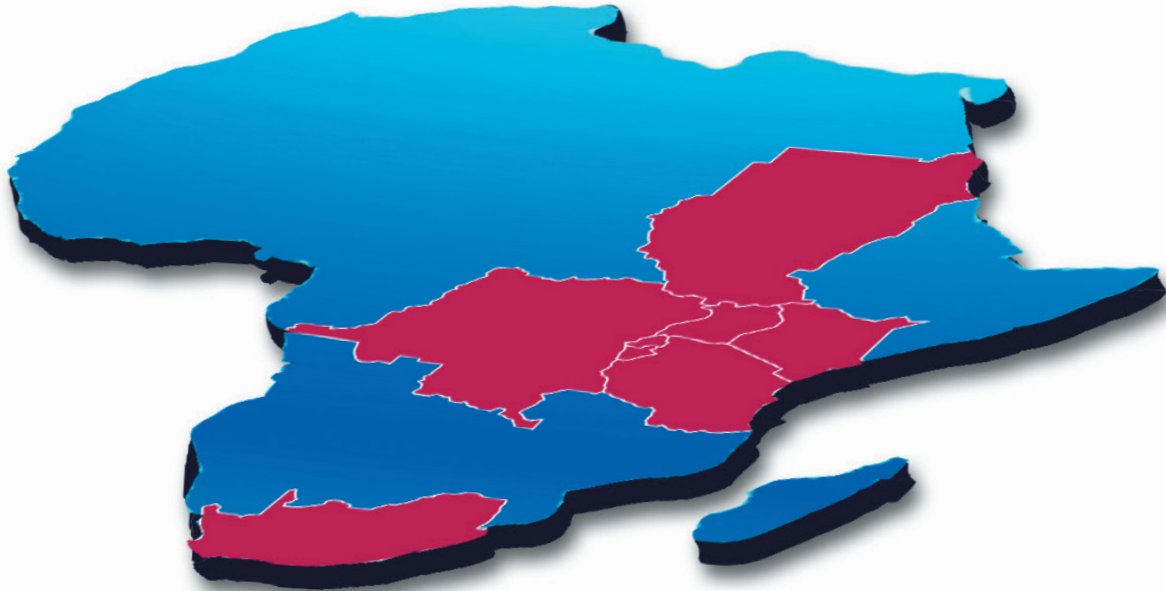
A CAREER WEEK 2014 MEMENTO MAGAZINE

4<sup>TH</sup> EDITION

TAPPING POTENTIAL THROUGH INNOVATION, DISCIPLINE AND PERSONAL BRANDING



# INVESTING IN AFRICA'S INFRASTRUCTURE



At Trans-Century, when we look at the bigger picture, we see endless investment opportunities, not obstacles.

Throughout Africa and across industries, inefficiencies and under-penetration are a key theme:

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Investing in Africa

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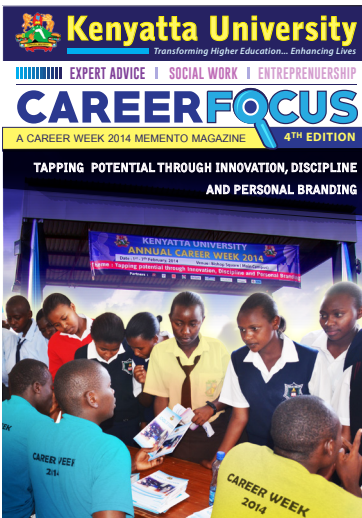
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CAREER FOCUS  
MAGAZINE

## SPECIAL THANKS TO

To the Vice-Chancellor Kenyatta University, Prof. Olive Mugenda, Ph D, EBS, CBS, for her generous and unwavering support towards CCDP and Career Week, the University Management and staff.

To our guests during Career Week. Prof. Shaukat Abdulhazak, Prof. Margaret Kobia, Dr. Wangosi and all the students of Kenyatta University to whom the Career Week, 2014 is attributed



GABRIEL DINDA

## YOUR PASSION MATTERS

Have you ever thought of yourself being that person who will always achieve their targets? You will probably be so thrilled at that right. Now, let's start from here, what do you normally think of yourself?? In your own metrics, are you disciplined? Do you deserve what you have? Those are the few questions some of us answered and today they are both friends and neighbors with the news headlines. In this issue, meet the man who would rather think of society than think of himself. He gives much of his time to the people who need it most, an act we find difficulty in thinking about, let alone attempting. Meet Dr. Abbas Gullet, the Red Cross icon. There is much you are yet to know about him, so much indeed.

Entrepreneurship. Assume you have two lessons a day, in your timetable, what do you do with the rest of the time. No one said watching a movie is bad. Again, no one said, 'raving' is outrageous, but what we must always remember is that when we are doing whatever we do, some people are engaged in entrepreneurial ventures, writing scripts of their lives after campus. On this, we bring you the Campus Entrepreneurs; those who came saw and conquered in an enviable fashion. They will inspire you, their stories will move you.

Career Week 2014 came along with numerous gifts which we all summarize in this issue. The gifts are in all packages, starting from pieces of advice to the admirable stories we have always longed to be associated with.

Throughout the making of this issue, I have learnt some valuable lessons which I would be wrong if I do not share with you;

**Entrepreneurs;** If you have a good product, capital normally brings itself to you and hence the first problem solves itself. All we need is just to come up with the product.

**Campus Students;** Campus provides us with best opportunities to choose from. Both good and bad. Whichever choice we make, we shall be judged from that. May we not be blinded.

**Finalists;** Do not long to step out of Kenyatta University if you do not know where you're headed; first make a place before you step out. You remember the story of Jesus, He went to make us a place, that is why he hasn't come back for us.

**Everyone;** Let us think more of society than ourselves, giving back to the less privileged is more fulfilling than accumulating huge bank accounts. In everything we touch, let us desire to live it at a better state.

Let us be the change we wish to see in the world. Enjoy your reading.



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Since its inception in 2006, Career Week has had a plate full of achievements. Today, a good number of people are testimonials of the potentials which were unlocked as a result of the noble initiative. Career Week has also undergone a lot of transformations hence making it relevant in any meaningful Career and Professional venture.

Career Week 2014 was no different. The only difference probably was because it was visibly bigger and better than the previous ones. You doubt? Firstly, no amount of vocabulary can define the successful High School day which saw more than 183 schools from all corners of our country converge under the same tent to listen to inspirational words from the day's chief Guest, Prof. Olive Mugenda, Kenyatta University Vice Chancellor. The Chief Guest was flanked by other adorable personalities such as Mr. Steven Kigwa and Mr. Paddy Mwangi. The success of the day can not be over emphasized.

Throughout the week, the success of the program was manifested in a number of activities. Imagine a public lecture by the Secretary to the Public Service Commission, Prof. Margaret Kobia! How does it feel to interact with the Country Director of Communications Commissions of Kenya (CCK), Dr. Wangusi and the phenomenal Nigerian theologian and motivational speaker, Mr. Israel Okere. The period would not be any better with the aforementioned individuals. It was indeed a successful Career Week.

No one will forget the moving and challenging speech delivered by the Chief Guest, Prof. Shaukat Abdulrazak, the Chief Executive Officer of National Council for Science and Technology & Innovation. Everyone remembered the speech, not because it was short and precise, but because it left all of us challenged and full of 'the way forward'. That was the best person to grace such an occasion.

The corporates turned up in large numbers to interact with the vibrant student population and all the participants. Having more than 61 corporates in one platform to inform and interact freely with clients is not a mean achievement. No one can wait for Career Week 2015. Indeed, we have a legacy of Enhancing Lives...see you next time.

## IN YOUR OWN WORDS, HOW WAS CAREER WEEK 2014 OPINION

### JOSEPH MONYONCHO

(Student) Bachelor of Economics and Finance

Career Week 2014 was such a success, in the public domain; it is true the students benefited a lot. Each New Year brings with it new version of Career Week. Look at the Human resource and even the increase in the number of High Schools, I loved everything about it. Thank you Kenyatta University.

### PRISCA CHELEGO

(Center for Career Development and Placement Official)

The staff presence and visibility in this year's Career Week was amazing. Most departments took part and received the benefits directly. As the office, we did our best and as usual, we will always aim to give the best.

### COSMAS ONYANGO

(Finalist and Career Week 2014, Ambassador)

2014's Career Week was so beneficial to fourth years who had purpose to accomplish. The interaction with the participating companies was so healthy and most of my colleagues got a place to turn to after the graduation square. Needless to say, Career Week is the best event in the University to shape once destiny. Being a Career Week Ambassador is healthy as it draws you so close to the real benefits of the event.

### VERRAH AKINYI

(Finalist and Career Week Organizing Committee Member)

Notably, this year's Career Week had added value. We diversified in the nature of the corporate which were welcomed. In line with the latest developments in the country [county governments], we involved more Agriculture related firms. As a trend, Career Week will always be bigger and better.

Mwalimu Mugo (Deputy Head Teacher, Kaaga Girls High School)

### ALEX GITHAGI

(Human Resource Department), Text Book Center

As corporate, we got the chance to interact freely with the students. At the end of it, there was mutual benefit from both sides.

This is a great chance provided by Kenyatta University which should not be missed by any company.

## SPECIAL THANKS TO



SO, YOU ARE IN YOUR

# TWENTIES...

## 15 things you must know

**S**o you are in your twenties? There are important decisions to be made. How do I set this career rolling? Where will I live? Is this going to pay my bills? Who I'm I going to marry or get married to? And still, there is life to be enjoyed. Oh yes. And more will be demanded from you. Let's delve into what one Jason Nazar says. 17 things every Millennia must get into their system:

### 1. TIME IS LIMITLESS

*Yes you are young. But there is not enough time to figure everything out and get what you want. Never waste opportunities, you may never get them back.*

### 2. TALENT IS EVERYTHING

*Yes, nobody is undermining your talent. But to get anywhere you must strategically work your way up. As Jason says, "There is no prize for talent, only results."*

### 3. STOP HIDING BEHIND THE COMPUTER

*Technology has made things very easy. This must not replace one-to-one interaction. Go out and meet people, and look for opportunities.*

### 4. WORK HARDER THAN YOUR PEERS

*You want to be ahead of the park. You have more to cover. You must be the first one to wake up and the last to leave.*

### 5. TAKE INITIATIVE

*Don't wait for anyone to tell you what to do. Take the initiative and be at the front.*

### 6. LEAVE ROOM FOR MISTAKES

*You are bound to make mistakes, and many for that matter. When you do, accept responsibility and commit yourself to learning from them. That is the only sure way to growth.*

### 7. GET A BOSS WHO WILL GET YOU OUT OF YOUR COMFORT ZONE

*Working for someone who only wants to hear the word "excellence" will get you out of your comfort zone and only birth career success.*

### 8. DON'T GET A NEW JOB EVERY YEAR

*Jason says that it takes a minimum of 2 years to fully develop a skill. If you are always looking for better opportunities, slow down and let your learning curve grow first. If you keep changing jobs, your resume will actually be the very reason you will not get hired.*

### 9. MANAGERS OVER THE PAYCHECK

*It is very easy to go work where the working hours are comfortable, many tours are available, and the paycheck impressive. On the contrary, work for someone who can mentor you.*

### 10. SPEAK UP

*There will be conflict. Don't talk about how bad the managers are with your co-workers. If you have any problems with them, speak up. It will make your work environment better, and could be your way to promotion.*

### 11. BE TECHNO SAVVY

*Everybody knows how to use Microsoft word. This won't work as a skill on your resume. Learn skills like HTML, WordPress, and MySQL just to name a few, regardless of your specialty. We cannot escape the web.*

### 12. NETWORK

*Know many people, and maintain the relationships. It won't help to superficially know many people or a few very well.*

### 13. GET A MINIMUM OF 3 PROFESSIONAL MENTORS

*Get 3 people whom you admire. They will give you free advice that will prove valuable over time.*

### 14. READ BOOKS

*This is how Jason Nazar puts it: "Your generation consumes information in headlines and 140 characters: all breadth and no depth". Sit down and read a book from cover to cover. This is where knowledge is hidden. A book a month is a great idea, whether fiction or non-fiction.*

### 15. SPEND ONLY A QUARTER OF WHAT YOU MAKE

*It's a smart way to allow you to be flexible enough to achieve your dreams, and stay less stressed.*

# Sunlight

Lipton



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# 8 secrets of becoming a MILLIONAIRE

By Mark Maina

Earlier today, I met Mr. Charles Njiru a.k.a. Mkombozi, a multi-millionaire industrialist based in Mwea, Kenya. Mr. Njiru owns the largest privately owned rice processing factory in Africa, Nice Rice Millers, valued at Ksh. 300 million. He also owns a supermarket in Embu and has vast interests in the hotel, transport and agro-chemicals sectors.

He was awarded state commendation in 2011 by the former president, Mwai Kibaki, for his massive contribution in uplifting the living standards of rice farmers in the expansive Mwea irrigation scheme. When I inquired about the secret behind acquiring such wealth, he gave me a list of the 8 secrets to becoming a multi-millionaire.

## 1) Start now

According to Mr. Njiru, the best time to start working on your business idea is now! Most people remain poor due to procrastination. Letting opportunities pass as you await the perfect time to invest is the surest way of not becoming a multi-millionaire. He asserts, "Lack of capital should never be a barrier!" If you have a viable business idea, write a business plan. Thereafter seek funds from financial institutions, venture capitalists, mentors, family and friends. Any shrewd entrepreneur is bound to see the potential of your idea and give you some seed capital.

In the event that no financial help is forthcoming, start small with your little savings. Work hard to ensure you offer services and products superior to what is on the market, maintain good relations with your customers and suppliers then plough back your profits to increase stock and expand your market. Mr. Njiru began his vast business empire with Ksh. 2500 and loan of Ksh. 500 from an uncle.

## 2) Engage in social enterprise

Social enterprises are firms that apply commercial strategies to maximize improvements in human and environmental well-being rather than maximizing profits for external shareholders. Write down a list of all the problems faced by people around your area and subsequently work on finding solutions to those problems. Let the main objective of your business be making your clients' lives better so that the idea

of not using your products becomes seemingly impossible for them.

In the Mwea Irrigation Scheme, farmers would wait up to 3 months before having their harvest processed by the overwhelmed government-owned factory. Being an astute entrepreneur, he promptly converted the beer factory he owned to a rice processing factory. When operating at full capacity, the factory processes 150 tons a day, greatly cutting the time farmers used to take before waiting to polish their rice. Notwithstanding this, his plant processes a kilo of rice for Ksh 3 only. It also offers free storage for the rice, transports the farmers to their homes in company buses and even advertises the farmers' produce all over the country absolutely free!

## 3) Take calculated risks and perseverance

"Business is not for the faint hearted!" quips Mr. Njiru. Don't let past misfortunes discourage you from investing in future endeavors. Learn from your past mistakes and make better financial decisions. When you have a business idea, seek the advice of gurus in that industry to avoid falling into common pitfalls, learn how things work and how to maximize profits while at the same time remaining competitive.

Drawing from his own personal experience, Mr. Njiru made losses to the tune of millions in a number of businesses even after careful planning, but that never dampened his entrepreneurial spirit. Believe in your abilities and pursue your dreams even when those around you think it's impossible. He attributes his success to taking calculated risks and perseverance.

## 4) Education

Though he never got a chance to be admitted to a university, Mr. Njiru is very passionate about education resonated by his zeal to ensure all his 3 children acquire at least a masters degree. However, he faults the mentality held by many who amass impressive academic papers so that they can seek employment. He is of the opinion people should acquire formal education and afterwards supplement it with street smarts to develop life transforming business ideas. "That's how our country can achieve double digit economy growth and reduce unemployment levels."

He urges young entrepreneurs pursuing technical disciplines like engineering to also do business-related courses in order to effectively manage their start-ups. Students should also complement theory learnt in class with hands-on experience to effectively compete with their counterparts in developed nations.

### 5) Continuously seek motivation and mentorship

He blames the exponential increase of drug abuse, unemployment and disillusionment among the youth to lack of motivation and mentorship. "You need to hang out with multi-millionaires to become one!" he declares. "Make an effort to attend talks and seminars held on campus hosting prolific individuals and get to hear their success stories" he adds. He explains that when you are continuously motivated by those who have faced greater hurdles and managed to surmount them all to achieve greatness, you become encouraged to pursue your dreams and also become successful.

"You should also read motivational books by prosperous business people, especially 'Beyond Expectations: from charcoal to gold', a biography of the late tycoon Njenga Karume." Apart from motivation he advises the youth to identify people they admire and seek to be their protégés.

### 6) Rise above mediocrity and average mentality

In order to grow your ideas into a viable business empire, there is need to engage in high level thinking. View life in 3-Dimensions, exploring every possibility before making a major step. Talk to experts and learn about future trends in the sector of your interest regarding to government legislation, market forces and the ever changing technology. This will help you be adequately prepared for any eventualities.

There is also need to think big. Rise above average mentality by pursuing bigger dreams and not subscribing to limiting ideologies. He also dismissed the fallacy that in order to be a multi-millionaire one has to hold a powerful government position and embezzle taxpayers' money. He advises the youth to desist from engaging in destructive habits and spending money on non-essentials.

### 7) Do not look down upon any job

He observes that most young people hold this misconception that blue collar jobs are for the least educated. He affirms that we the youth fail to break into the multi-millionaires club by letting hype guide us in choosing careers. Being young and with relatively fewer dependants should entice us to move away from the stable 8-5pm jobs and pursue high risk – high returns opportunities like stocks. Blue collar jobs are the new cash cows since there are fewer players in the market. "Go wherever there is a coin to be made even in the trenches and that's how you become a multi-millionaire!"



**Mr. Charles Njiru a.k.a. Mkombozi, a multi-millionaire industrialist based in Mwea, Kenya. Mr. Njiru owns the largest privately owned rice processing factory in Africa, Nice Rice Millers,**

### 8) Grow your network

In the 21st century success of any business depends on 70% network and only 30% competence. Make as many friends as you can, from top government officials to your annoying neighbor and the shoe shiner on the streets. You will need them to get new clients, expedite processes and get a wind of new lucrative deals before your business rivals do. "It's always easier to deal with a friend compared to a stranger"

He also advises upcoming entrepreneurs to cultivate stronger network bonds by genuinely caring about friends welfare, go out of your their way to bail a friend out when in trouble. By doing people favors, you make them feel obligated to help you out whenever you are in need of something within their control.

I must admit, upon realizing Mr. Charles Njiru's list, I was compelled to put in motion the business idea I've been harboring for some time now. Please share the 8 secrets to becoming a multi-millionaire with your friends to help them reach financial nirvana.

## Young Entrepreneuers

Business is not fot the Faint Hearted.

Don't Let misfortunes discourage you from investing in futrue endeavours

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## Do You Remember This Man

# IF YES, What did you learn FROM HIM?



HE SWORE NOT TO LOOK FOR EMPLOYMENT EVER AGAIN **By Gabriel Dinda**

**Dr. Njenga Karume is a household name familiar to everyone and those who wish to learn from him. He was friends with both politics and business, a balance not fancied by many. The shrewd businessman was born to poverty stricken parents in 1929. Upon his death in 2012, he had left an indelible mark in the entrepreneurship and the motivational field. He developed a business empire with specialty in hospitality, real estate and agriculture.**

### Business acumen

His entrepreneurial path was clear all the way from primary school when he used to buy books, pencils and other stationery from wholesalers which he sold to colleagues in school. This was a business person by birth right?

Upon completing his school, he secured an employment as a clerical worker in a colonial farm. This would later turn out to haunt him as he was 'chased' from the employment and therefore he swore not to look for employment ever again. This was the beginning of his successful entrepreneurial journey.

### From Charcoal To Gold...

If you regard charcoal as dirty, then that was not the original thought

of Dr. Njenga Karume, when he started selling charcoal to earn some living. He began saving money, and accumulated substantial capital to enable him venture into the next business; logging and selling timber ( please remember to plant trees instead). During the colonial era, he grew to establish an indigenous owned wholesale shop along Grogan Road, now Kirinyaga Road in Nairobi. This was the very first of such kind in the expansive city. The never relenting entrepreneur then ventured into distributorship setting up Nararashi distributors that was contracted by Kenya Breweries Limited(KBL) as its single distributor. When a South African Company under the Castle Brewing Kenya Limited set foot i Kenya, he acquired a great stake at the business which cost him his

earlier contract with KBL because the two were rivals. This led to the termination of the contract.



### James Njenga Karume

Was a Kenyan politician and business man. He was born in Elementaita, Nakuru District. He was considered a major political player in Kenya.

1929 - 2012



## MEET EX-KU HUSTLER WHO IS MOVING MOUNTAINS,

## Entrepreneurship

leader. He vied for the position of Academic Secretary and failed. However, he won after a second trial.

Business and Politics are based on two things that drive the world- Money and Power. Let's not mince words, or hide behind a veil. We all want money. Isn't that why we go to school? Work?

### Simple Math

At this point, we did some extremely simple math. He wanted to drive a Mercedes. It is worth Kshs. 3m. If you are to earn Kshs.100,000 and save Kshs. 30,000 every month, it would take you 12 years to buy the Mercedes. Well, this didn't make sense, considering the fact that only the high class makes that kind of money in Kenya, according to Kenya Bureau of Statistics findings.

### Where to Start

Kenyan youth are lucky, as the government has already provided funding- Uwezo Fund, Youth Enterprise Fund and opportunities- 30% of public tenders. If you want to go into business, a way has been made for you. Where do you start? Don't rush to register a company. It's very simple, as we shall soon see. Here is what you need to do:

### Get a Mentor

Identify someone or even a company that is doing well in your field of interest. Learn how they run their business. Even if it means volunteering, go ahead and do it. Get mentors at 3 levels- your peers, live mentors you can access occasionally, and mentors you read about.

### Internship

This point is related to the previous one. Emphasis is on the life and business experiences that you will get exposed to. However, do this while you are still in school. Nyoro had to go into formal employment during his long vacation in second year. It was here that he learnt business ethics and gained some hands on experience in running a business. No wonder he asked his family to pray for him not to get a job during his graduation.

### Register

The registration process is easy. You need Kshs.200 to do a name search at Sheria House, and around Kshs.800 to register the company. If a Limited Liability Company, you'll need Kshs. 20,000.

### Get to Work

This is where the real work begins. If you do this, you'll have a strong foundation, unlike Ndindi Nyoro. It's not too late. You can join Nyoro as he aims at growing Investax Capital to an Insurance and Microfinance Company or on his journey to a Private Equity firm.

**Get NDINDI NYORO**  
**nyoro@investax.co.ke**  
**By Agnes Mwaniki &**  
**Gabriel Dinda**

For a keen eye, the figures displayed on the screen will strike you as soon as you get into the reception. If you are a layman, they can only be intelligible to you. However, to the people handling them they are a treasure, a means of livelihood. Maybe their purpose is to really show the seriousness behind the director of Investax Capital, in Nairobi's CBD.

### Shaky Foundations

Nyoro's business ventures began in primary school where he would sell sweets to his schoolmates at a profit. He later opened up a shop in the village. His father however emphasized on education. One day, his father valued the stock and gave him kshs.2000, which was the entire stock value. He had to go back to school and complete his education. That was the only way he would own a big shop in the future, his father assured him.

His business dream did not die. His father passed on when Nyoro was in form 2. He began mending shoes and selling biscuits to raise fees. When he came to K.U, he opened a food shop at K.M. during his second semester, using his Helb disbursement. He had done some research and found a high demand for food. Most students opted to have their meals outside school, as mess wasn't appealing. Less than a month later, Prof. Olive Mugenda, our V.C, subsidized food prices at school kitchens. This only meant one thing for Nyoro's business-closure.

If you have been taking notes, your points this far should be:

1. Start early
2. Do your research
3. Failure or what I would call shaky foundations

Don't get lost, these are just some points that we have learnt from Nyoro's story. His woes didn't end there. Around Valentine's Day, Nyoro and his friend had to buy some huge sufurias from Gikomba Market. On their way back, they had to see his friend's girlfriend. That was the end of the love story. To her, it was inconceivable that the highly esteemed university students could be walking around carrying sufurias. "These guys must be 'hustlers', not university students." She reasoned.

One day, when they went for a trip to the Kenyan coast, Nyoro talked to the driver and requested to be allowed to store two bags of charcoal in the bus' boot.

We can add something to the list:

### A powerful drive

So, where did Nyoro get what he calls the 'drive'? He says that to be successful, you must know what you want and drill it into your brain for it to be actualized. (Notice that he used the word 'drill') His was simple. He knew that he wanted to accomplish two things in life- be a business person and a politician. To actualize this, he had to begin business, and be a student



# THE NEGLECTED MULTI-BILLION INDUSTRY

**E**ven our interviewee didn't think that people can see careers in this field. He was a bit taken aback by our request. All the same, he decided to give what he thought was 'a simple comment' on this multi-billion sector, but which we found invaluable, by all standards. You are by now beginning to wonder where this is heading. Just relax, and read on. His first comment being that people have a very dim view, we waited to tap from the depths of wisdom from this great person in our field of interest. After we had asked the first question, being rather a complaint, this is what he had to say, "It's not important where you read the material, read it. It's not important where you publish it, publish it." Are you beginning to get a glimpse of what we are talking about? Our question was that as young people, we do write, but publishing is virtually impossible. What other alternatives are available?

By Agnes Nduta Mwaniki

The Internet Young people are active internet users. So, have you tried publishing here? Where on the internet do I publish? You may ask.

**Blogs:** It is absolutely free to set up a blog, and put up whatever features you deem appropriate. Upload photos, tag your posts; do your homework, and see tips on how to get traffic to your blog. Wordpress and Blogspot are some of the best sites where you can set up your blog. Remember it's free.

**ebooks:** This option allows you to either share your story with online readers or sell it. For a start, why not share it on <http://www.free-ebooks.net/> and let people get to read it? From their response, you will be able to really gauge your work and see whether you need to improve on it before putting it out for sale on <http://www.ebooks.com/>

**Kindles:** This is a new device which like an iPod, its sole purpose is to allow you to read as many books as possible. It's just like reading on paper. It should be the coolest way to read, undoubtedly. It's very light and can hold up to 1000 books. There are books designed specifically for use with kindles, referred to as "Kindle books". One can borrow and lend to their friends too. Better still, with your

iPhone, you can download the Kindle Book app, and get reading. You got a story to tell. Let your clients walk around reading it!

**Goodreads:** A forum where people share the books they read. Word-of-mouth is the concept that works here. If I read a good book, I'll tell my friends about it. Tell a friend to tell a friend. If one needs suggestions on what books to read, then this is the place. What do you say now? You absolutely have no excuse. The internet is the best avenue to grow your brand, in this case, your story.

**Marketing:** How do you market your books? To whom? You need to tap into the networks that you have created in Kenyatta University, and elsewhere. Are you making use of the internet to market your story? Let all who follow you on Facebook, Twitter, or whatever other social networking platform know that you are selling your story. And before you do, live what you purport. What kind of statuses do you update? Are they ungrammatical, cliché, and make extensive use of expletives (curse words)? If they do, clean up your closet. You will not convince anybody that you are a writer. Go ahead and even have those tweets promoted! Create an ad on Facebook. Have you tried Google

Ads? You mean business. Don't you?

**Relevance:** Don't just sell your story to the wrong people. Get to know who your target audience is, and let them know that you are selling your story. While you may get some rare random sales, most of the times you'll be turned down, which may lead to frustration.

**Events:** Learn from the people who have treaded the way you intend to go. Look out for events on Literature: Kwani Litfest, Open Mic, Story Moja Hay Festival, East Africa @50, name them. Our interviewee expressed disappointment at lack of any delegates from the mighty Kenyatta University despite the glaring notices on the notice boards. In fact, his book "Nairobi's Matatu Men: Portrait of a Subculture" was launched at the East Africa @ 50 event.

**Wrong Attitude:** In the words of our interviewee, who may now be disclosed as Dr. Mbugua wa Mungai, Chairperson, Literature Department, Kenyatta University, "If you have a good story to tell, tell it."

*We asked the experts, and that's what they had to say. What do you say? Can we meet in the highway of Literary Achievement? See you there.*

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# online BUSINESS

## IS ONLINE BUSINESS THE SAVIOUR TO UNEMPLOYMENT?

For many, this may sound like something that Campus students do to make some money to keep them going. However, to some, it is a career. Walter and Ephraim are professionals in the field of online business. This is their job. They are not only proud of it, but also live from it and are doing well.

Meeting him for the first time, our interviewee gave a first impression of a kind, sociable, family man. His family has a special place in his heart as it got the very first mention. Excusing himself from taking the cold juice we had been enjoying, our interview began on a very friendly note.

### Humble Beginnings

His story is one of a man who has had very humble beginnings. After a period of unemployment, he was glad when a friend hired him to work in his car hire firm, at a meager salary, for one who had dependants. It was when he worked here that a colleague came into the office carrying a laptop and claimed to be making money online. How? Walter Akolo grew very curious as the idea was a heaven sent to him. He had always prayed for something that would allow him to spend more time with his wife, since she was ailing. His colleague had been doing academic writing which Walter found unethical as you were in essence doing someone else's coursework for them.

Later on, Akolo met a young lady who had just left high school and was actually making money online. He decided to give it a try too. He was able to make Kshs.7500 despite doing it part time. This got him thinking. If he could actually make such an amount within the few hours that he worked, then he could make more if he concentrated on it. He resigned and took the risk.

### A Huge Loss

He began by bidding at Freelancer.com and got the first client, who defrauded him. That did not mean quitting. His second attempt was successful. He was able to work with the

client who would order many articles daily. Walter had to involve a team. Hiring four leavers, he would write up to 75 articles a day, which was around Kshs. 150,000 to 180,000 per month. Fate came knocking when Google upgraded its algorithm from SEO to Penguin. His clients' websites got very poor rankings which affected the payment of the articles already done, yet Walter had to pay his team. Massive Loss. That was where Walter began. Today, he is a successful internet marketer, freelance writer, trainer and techpreneur. Dear reader, here is how Walter makes his money:

### How to Make Money Online

You have probably been very anxious to get to this part. As aforementioned, Akolo is a kind person who is ready to help Kenyans make it in online business.

### Links

If you visit FreelancerKenya.com, you will come across many links. When you click on them, Walter earns commission, what he calls passive income.

### E-Books

Akolo has authored an e-book, "How to Make REAL Money Online in Kenya" based on his personal experience as he worked on various sites and with various products.

### Affiliate Marketing

It is where one is sort of a partner with a certain website. When people visit the website via your marketing efforts, you get paid.

### Training

Walter offers training for people who need to learn how to work online. It is a profession; you need skills. This is especially for those intending to become writers. He is a prolific writer, and in fact earns 70% of his income via active writing.

### Challenges

In online business, here are challenges that you are likely to face:

**Fraud** There will be clients who will never

pay you for their work. Someone may actually set up a scam in the name of making money.

### How to withdraw money

Most international forums use Paypal.com to make online payments. It is still quite a challenge to get your cash home. However, there are options available today, for instance Equity bank allows you to withdraw money from your online Paypal.com account directly into your Kenyan account.

Payoneer.com also has a debit card for the same purpose. People like Walter who are veterans in the field also have other ways designed specifically for Kenyans.

**Discrimination** You will find websites that require native English speakers, which denies good ESL (English as a Second Language) writers opportunities.

### Lack of Information

Many newbies lack information on how to write, which sites to write for, and what the clients need.

### Basic Skills

Walter says that some basic skills are required to become an online writer:

- Good typing speed
- Creativity
- Ability to do fast research
- Some marketing skills

### Online Ethics

On ethics, there is a thin line per se. If you are going to play a tutor's role in academic writing, then it's acceptable. On product reviews, if you don't purport to have used the product, then it's safe.

### All in all

It is very much possible to make it online. You can join Walter as he aims at becoming a full time internet marketer. If you can't write, get a team and share the profit with them. "There is no limit in online business" as Walter aptly puts it.

## Ephraim Muriuki

He might pass for the normal everyday hustler, but behind his slim, tall self lies a very determined, brilliant, and precise young soul who could very soon make his way to the Forbes top 30 under 30. Scaling the heights of a concept that many would shun as either too complex or too risky, he fights with an excellence that leaves many young people with a live role model.

## Big Names

After trying to put what he does best into layman's language, Ephraim Muriuki showed exemplary mastery and skill. The world of forex is what had gathered the three of us, 2 interviewers and 1 interviewee. It's not just a world, as all the big names like Warren Buffet are here too. In fact Warren one time made a \$4b profit from a single trade! An estimate of 4.5 trillion dollars runs in the forex market everyday.

## How Profit is Made

Online forex trading is a very wide area. It deals with currencies, metals, commodities, energies, stocks, and indices. The Nairobi Stock Exchange is a more familiar example. Before I get you all mixed up, our focus will be currencies. Yes- people are genuinely making money online by trading currencies. How?

Again, a simple example. Let me use the one Ephraim explained to us. If you had \$1000 and converted it to Ksh, at the current rate of 84.2, to get back your dollars, the rate will be \$87.7 which will give you a total of roughly \$960. Where is the \$40? That's how forex works. You take 2 pairs, for instance, USD and JPY and profit from the volatility of one currency against the other. That's enough complication. We are keeping it simple here. To be able to make your profit, which is every entrepreneur's goal, you need to analyze the markets. This is where people like Ephraim come in. Analyzing the market is the hardest part. Information on what to use is available on the web of course. The problem is which one to apply and which one will work for you- from Fibonacci to Moving Average, MACD and Stochastic. Remember, you have invested money, and you could easily lose it.

## Strategy

For the last 7 years, Ephraim has been out to develop a strategy and for him, combining Candlesticks and Volumes is what has been working for him. The concept is able to generate at least 1200 pips a month.

His story begins in his freshman year at the University of Nairobi. He had been teaching High school with a salary of Kshs.3000 a month, after clearing form four. Yes, a meager income. He wanted some pocket money in campus too. His interest in stocks led him down the road of research. He wanted an online option that could fit his school schedule. Kimani, whom he found on Nation classifieds, proved to be the answer to his quest. He was not training forex for free. He needed Ksh.40, 000. For a student, this was virtually impossible.

The second option was someone else who after much coaxing charged 15,000. After training, the strategy didn't work. Quitting

is no option. Passion never allows you to quit. Back to Kimani. After convincing him that he had the basics, he charged 15,000. The story doesn't end here.

After a couple of failed strategies, and losses of up to \$1500, further research was needed. Kimani had used the Elliot Wave. After countless hours of research, Nial Fuller, an Australian Online Forex Trader came about. He taught Ephraim the Candle Stick Strategy.

## Pipcentre

Today, Ephraim can make up to \$5000 per month. He owns [www.pipscentre.com](http://www.pipscentre.com) where you can have your own forex account managed, and you'll only pay a little commission to the traders. All you need to do is set up your account and get people trade for you. The profit is yours.

## How to Succeed

If you would like to join Ephraim, then this is what you need to know:

## It is a High-Risk Business

We all know that a high-risk business tends to have a high return on investment. In Ephraim's words, "Forex can turn you into a millionaire or a pauper in an instant."

## Get a Strategy

This is the heart of Forex, without it; don't go there.

## Mentors

You need someone who has succeeded before to hold your hand.

## Persistence

If you are not persistent, you will not gain from forex.

## Hard work

Ephraim's day begins at midnight, when he enters the market, and he has to keep monitoring trades after every 4 hours.



# The Business Person What personality are you?

By Agnes Mwaniki

You have probably heard, read or even learned in class, about the 4 temperaments that determine how we behave as humans- the sanguine, melancholic, phlegmatic, and choleric. Without getting into the details of each, it may surprise you to know that there are 'entrepreneurial temperaments', persay.

## 1. The Builder

*This is probably the Sanguine equivalent. These people are able to build businesses- not just any, but those of very high scale- within a very short time, usually 2 to 4 years. Their businesses are able to generate revenue of about Kshs. 500 million. They are go-getters and are never satisfied with how much money they make. In no time, they hit the Kshs.100 million plus bar. Their strength is in the structures they put in to place. They can identify talent as soon as they see it and recruit such people into their businesses. They know who to partner with, where to invest, who their target customers are and how to reach them. However, a downside to this type of entrepreneur is that they don't do as well in personal relationships.*

## 2. The Opportunist

*These entrepreneurs, just like their name suggests, know how best to utilize opportunities. They identify opportunities to make money, start off, ride above the wave and get out at the top. How much money they make when they are not working is what attracts them to every opportunity. You will find them in niches that have something to do with using leverage to generate income. They also do extremely well in sales and marketing. Their weakness is in making decisions on impulse, which could be their undoing, if the opportunity bellies-up.*

## 3. The Specialist

*These entrepreneurs build their businesses around the skills they have acquired either in school or during on-the-job training. They tend to be very analytical individuals, and low risk takers. The success of the entrepreneurial venture is*

*determined by how much money they make individually. Their businesses do very well during start up and early growth, but stagnate later on when their personal income hits the set target. Revenue rarely goes beyond Kshs. 500 million. If it does, it may take very long- maybe decades.*

## 4. The Innovator

*A relevant example is Mark Zuckerberg. These individuals prefer being in a sort of lab making discoveries, to running businesses. Money is not their main aim, but how much their product is impacting lives. They tend to have lots of Intellectual Property rights- and life is good in the lab. You will seldom find them "having coffee while discussing business". Interestingly,*

*just like personalities in Psychology, it is possible to have a combination of 2 or even 3 temperaments. For instance, Specialist-Opportunist or nnovator-Builder.*

*Interestingly, just like personalities in Psychology, it is possible to have a combination of 2 or even 3 temperaments. For instance, Specialist-Opportunist or Innovator-Builder.*

*Why do we even go to the trouble of discussing the for entrepreneurial temperaments?*

*1. Know yourself*

*2. Get to know who you can work with*

*Of course, get someone to complement you. For your knowledge, Bill Gates is a Specialist-Builder while Richard Branson an Opportunist-Builder.*

## OFFICE ETIQUETTE

### CORPORATE



By Grace Kadzo

Speak of the corporate world, speak of the tension and uneasy state it brings to individuals whenever the word interview is mentioned. The many perceptions of what goes down in interviews hover around the same area: perfect image, perfect behavior, in short perfect individual from all angles. This makes us forget about being ourselves and remaining composed, instead we focus on self-evolution to that perfect individual. In light of this we tend to overdress when attending interviews, we wear clothes we never have, shoes we never have and all the discomfort it brings increases our anxiety. Our stress levels shoot high up, inviting Mr. Panic. What follows is just the obvious. For a company or organization that is image sensitive and keen on presentability of its employees, those who 'overdress' might just get lucky. That extra effort addressed to how they look might not be in vain. It might in fact sell them. The image we are talking about here covers the whole individual from head to toe. Most job seekers have certain sets of clothing set aside for interviews, clothes that are never worn on any other day.

This helps maintain the newness and freshness of the clothes. So when an interview comes up, suitcases are pulled out from under the bed and the neatly folded interview suit, the power suit, is quickly ironed to remove just a few creases here and there. For some, interview means dressing to make a statement and not a mere statement but one drawn from the price tag on their clothes. Yes, some have an interview budget for costly new clothes, shoes, briefcase or handbag and the haircut/hairdo. Once the job is secured, the attention paid to every little detail of image dies almost immediately. They become more at home with the job and go back to being 'themselves'. A clear indication of a mindset that, the job-hunt is over. What they forget is that, at a snap of a finger the job can be no more and they'll have to start all over again, pull out the suitcases. This cycle will go on and on if not addressed. Well, research has it that proper dressing in the corporate world is part and parcel of what makes a good performer. It is also said to determine how soon and how far one climbs the corporate ladder. Words like decency, cleanliness and neatness, generally being on point, can be used to describe proper dressing in the corporate world. First impression is always based on the image one portrays through dressing. In the dynamic corporate world, one is bound to meet new people every single day and the last thing one would want is to print a picture that puts off the very people who should help them grow in their careers. Without being overly suggestive, one can dress 'properly' to impress, keep their jobs and rise through the ranks in no time at all. Consistency here is key: Consistency in proper dressing, right from the start (the interview) all the way. Your dress talks on your behalf.



## AFTER GRADUATION, DO OFFICE ETHICS REALLY MATTER?

In a world where employers are keen on behavior, fear and panic always engulf many fresh recruits from campus and colleges on the way they should carry themselves in an office setting. They stumble out of the shelters of school life and into an impatient corporate world without much knowledge of how to conduct themselves. Confusion often reigns in the way they should dress, communicate and carry themselves during office hours. According to Elly Wamari, a renowned writer and columnist for the Daily Nation, the 8-4-4 system is partly to blame for this failure to nurture and give mannerism and respect from the early stages of individuals who go through it. This has left thousands of students with no option but to gamble with their virtues with some being shown the door.

Elly Wamari showcases his profound knowledge on rules and dictates that define an organization to aid students in bringing out the best in them in the work environment.

**Communication!** Communication! Communication: Communication is a specialty with a critical role in any organization and it is ranked highly among the top skills that employers look for in job candidates. Elly says that communication is a lifeline of relationships with colleagues and the employer. Work is all about understanding instructions and running them. Know how to map your ideas to your organization, consult colleagues, and share information that will not only build your career, but also aids in company growth.

**Language:** Guard against the use of slang, Sheng and unnecessary abbreviations since they are likely to portray you as a lowlife, uncivilized and uncouth. It also opens avenues for judgement since

not all may be familiar with your encrypted words.

**Competence:** Be the source of your inspiration and the soul engineer of your capabilities backed by your knowledge and skills for quality output.

**Reliability:** Do your colleagues have your back? Stand by your timeline, beat deadlines and submit your work in time with being supervised.

**Honesty:** Telling the truth and standing firm for what is right is the best virtue you can have in an office environment.

**Integrity:** Show consistent principles that do not pave way for bribery and corruption to enable the company trust you with bigger projects.

**Dress-code:** Should suit work environment. Corporate world prefers suits and formal wear. Smart wear that fits your job description makes people take you seriously and earns you respect for that matter. For ladies, it should not be too revealing or too tight as this is likely to send mixed signals to your colleagues and the employer as well.

**Office gossip:** Shun behind door talks and meddling with co-workers affairs. Avoid talking ill of your fellow workmates and your boss- no matter how bad your relationship may be.

**Office policies:** Detailed information that builds and shapes your organization should not be shared outside the office environment as this is likely to give your competitors an upper hand; at the same time, poisoning the very firm to which you pledged loyalty.

**Office romance:** If necessary, it should be practiced outside the office environment and should not interfere with your performance. Both parties need to handle their relationship with maturity, as consenting adults, handling themselves with dignity and courtesy.

[reagannyadimo@yahoo.com](mailto:reagannyadimo@yahoo.com)

## KICKING THE SMART PHONE OUT

If you have been thinking that smart phones and tabs are the coolest innovation that will probably be here with us for quite a while, well, you better get ready for the shock of your life. They are soon becoming obsolete. But why? You may ask. Read on.

You are yet to experience the newest, most trendy, mind-blowing, and breathtaking technology. It is being developed by the world's largest and most popular search engine, Google. It goes by the name Google Glass.

### **What is Google Glass,**

In the simplest terms, it is a 'walking computer' literally. It is here to ensure that Pcs, Tabs and Smartphones are kicked out. It is a device that can be worn, like spectacles or stunners.

It has a camera that enables you to take pictures and film videos, a display that brings the world right in front of your eyes,

a touchpad, and a microphone for voice control.

Its battery can last a whole day after using the device for numerous functions. The beauty of it all is that all these utilities come in one package, which is mounted on spectacle frames! Unbelievable, right?

### **How Google Glass works**

You control it via your voice. It has a little projector located inside the lens, which reflects information to your eye. It amazingly allows you to see the world physically and information that is relevant to it. The start tap is the equivalent of a home page. It is actually the real thing or world you are looking at, reflecting as wallpaper! How cool is that? It has a small box overlay that contains more than enough information.

If you need the device to do something, all you need to say is, "OK Glass" and tap the frame.

You then give it a specific instruction, like "take a picture". There will be a light that will be on if it's taking your picture or video.

Google Glass will be very helpful in a number of ways, for instance, directions. If you are lost, it will literally guide you to where you intend to go! It is also able to translate any text that you see, into any language. If you travel to foreign countries you will therefore be smiling all the way as Google Glass will have helped you overcome language barriers, to a large extent. The most profound feature of this new device is that it is able to identify your needs before you even issue any commands. It is always aware of your surrounding.

### **The Release of Google Glass**

The world will have access to this great device at the end of 2013, or early 2014. The developer version available now is estimated at \$1500, that's roughly Kshs. 127,500.

# HOSPITALITY WITH A CONSCIENCE



The Boma Nairobi is a luxury deluxe hotel and spa that promises to provide unparalleled world-class hospitality and be the preferred hotel for the business and leisure traveler. The Boma is fully owned by the Kenya Red Cross Society whose aim is to raise funds for its humanitarian activities. At The Boma Nairobi guests will Eat Well, Drink Well, Work Well, Sleep Well and Be Well knowing that their stay funds a worthy cause.

Situated off Mombasa Road, The Boma is located 13 Km (15 minutes' drive) from JKIA and 5 Km (10 minutes' drive) from the Wilson Airport, the two major airports serving Nairobi.

The Boma offers 148 luxury deluxe guest rooms, having a modern contemporary design with a traditional African touch; exciting Restaurants that will cater for the various discerning tastes while offering indoor as well as al fresco dining experiences and guests will have complimentary access to the revitalizing Health Club and Spa.

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# “I FIND PLEASURE IN SERVING HUMANITY ...”

*When you get to him, you will be put down by his humility. Perhaps, when you saw him in the television, you thought, he was a unique Boss, because unlike others, he goes to the ground, to help humanity...If you thought that, you were not wrong. He had time for Juliet and Gabriel and his revelations will move you....*

*Tracing your history, you were born in Garissa but grew up in Mombasa, what happened to cause this??*

It's true I was born in Garissa and my parents unfortunately passed away, I was orphaned at a very early age. I was then adopted by my foster father who took me to Mombasa. I grew under his watch. I have known my second parents as parents, and they have known me as their real son. If you see a quality in me, it is owed to them. Every time, I thank God for having introduced them to me.

*Did your background and early life inspire your need to give back to society?*

I would not say, my early life influenced my future, neither will I say it did not. In one way or another, you will find it natural to have a soft spot for an orphan if your one. This, however, is not automatic. I think it's all about the natural desire which some one harbors. I'm certain that I was meant to do the type of service I do today. You know, God has a special way of doing things. That is why it is not right to regret at anything which comes your way. I have always been determined to do the right thing at the right time and I have

a great desire to succeed at every endeavor. I desire to build an efficient and effective world class organization in Kenya that can alleviate human suffering anywhere. I really believe in that.

*How different was your schooling from the other pupils who studied in private schools and recognized secondary schools?*

My schooling was typical of Kenya's situation and education system. I studied in a public school and I embraced all the life undergone by any student out there. I will not comment on the life of the private schooling, but what I believe in is that whichever way one goes, it is what is learnt that matters most. The public schools taught me important lessons which have trickled down to shape my future. Schools are mainly meant to teach people 'basics of life'. It is wrong to go to school expecting to learn more than basics of life. Of course, your definition of 'basics of life' might vary but the bottom line is the effectiveness of the same.

*What inspired you to volunteer for Red Cross for such a long time, 11 years?? How*

*did it shape your future at the organization?*

Simply put, my desire to be integral to the welfare of the humanity in general motivated me to do something. I had this burning desire that I had a duty to do. Everyone, of course, have something they can do to uplift humanity. But the problem is, some people realize this but choose not to act. Others take a long time to realize their purpose, probably longer than they live. Once, I realized mine, I decided not to do it in another universe, I wanted to do it to my people. When you want to do something, you sometimes need to create a path to reach a destination. For me, I needed the skills and so the only option was to volunteer and get the necessary skills to enable me achieve my dreams of being useful to humanity

*Have you achieved your dream of being useful to humanity?*

Yes, in my own metrics, I have achieved what I was meant to do. In one way or another, I have become integral to someone. But the person with the best answer to this question is you. So let me ask you, have I been useful to you??[...little chuckle...in the room]



**Dr. Abbas Gullet**

***Most university and college students are unwilling to volunteer (as you did), to humanitarian duties, perhaps because it does not pay, what would you tell them.***

When you talk about volunteering, it becomes a personal issue. In fact, the word itself comes from 'voluntary' which means, offering services willingly, without force or coercion. As for you're the university fellows, it's all about what each one wants to achieve. If I were them, I would go to school then before doing anything, I would volunteer to do something to help society. Now look at this my friends[...moving forward to us...], which fulfillment will you achieve graduating with First Class Honours but you lack the simplest idea of conducting first aid? If something happens to your friend, can't you be of help to this fellow. Volunteering has a lot to offer. Then, if you came to look for a job here and there is a show of some voluntary genes in you, don't you think that wil talk on your behalf?

***Does it then mean that we can volunteer so as to help us acquire corporate jobs??***

I would not say that it should be the main motive. As I said earlier, my main motive would be to uplift humanity.

***Your tenure at the Red Cross has seen increase in value form bankruptcy to asset value of over 2 billion, how did you do this?***

When I came to Red Cross, the firm had problems ranging from management to financial issues. Notice, its vitality in helping individuals had not changed. So I asked myself, did I have to help the boat sink or was I to save it. The later was more appropriate, so I undertook various projects meant to uplift its status. That ranged from restoring the lost good will of donors, government agencies and well wishers. That took a period of time. We went ahead to even invest in non-related sectors to help us redeem our status. And so today, we are where we are..

***You are passionate about social work. of all humanitarian organizations, why did you settle for Red Cross?***

I would say, it was purely by chance. After making my decision to

volunteer, I had two options to choose from. There was St. John's Ambulance and Red Cross. I found the opportunity here[Red Cross], and I have retained my loyalty since then. So, I would say it was by chance, but again, you remember what I said; God has a way of planning things and organizing destinations

***From the response, I would not be wrong if I say that you have good religious history, is this the case??***

I believe in God, and this is not something I started yesterday. I love God. Every step of my life is watched by The Almighty. That is all I can say on that.

***Apart from Red Cross, are you involved in any other humanitarian organization or any other form of social work?***

Not at all, I'm not involved in any other humanitarian organization. I'm loyal to Red Cross and its activities.

***Don't you think this is restricting your abilities to uplift humanity??***

The work done by other humanitarian organizations are more or less the same. There are few reasons to be extensive. It is good to be intensive; operate in one area and access the results. That is the reason why Red Cross does it for me.

***Would you mind telling us something most people do not know about you??***

[With a chuckle...]..Why would you want to know what others don't about me...[ a light moment again]...Most people do not know that I love football. I normally get time to watch the actions and THE MATCHDAYS...

***Which team do you support in EPL [English Premier League]***

I'm a STRONG ARSENAL fan[ few minutes of silence...]

***Do you see 'yourselves' 'taking' the trophy this time??***

That remains to be seen- time will tell, but it's not all about trophies, you know!

***Away from Professor [referring to Arsenal's Wenger], Have you ever considered quitting Red Cross for a job in the corporate sector? if such a chance came would you accept it or reject it?***

It's true; some offers have come my way –both international and local. When they are presented I normally evaluate the satisfaction I would gain from such offers. If the gains are skewed on me more than the people around me, I would politely turn down the offer. That means that of all the corporate offers I have received, none has been satisfying my quest to uplift humanity. Since I have the platform to achieve my goal at Red Cross, then I have many reasons to turn down offers.

***Do you get time for your family now that humanitarian jobs take much of your time?***

Yes, I do create time for my family, mostly weekends. Most of them are old though. Slowly, the children are starting their own lives so you realize that they also need their own time. The family is the basic making of any person as such, it must be valued.

***Do you see any of your sons or daughters taking after your ambitions for humanity??***

Everyone have their own ambitions, I had my own and so are they. If one of them are inspired by my woks and would wish to take over, then that's fine, if not, again, that is fine.



## “ I FEEL BETTER SERVING HUMANITY”

by Grace Kadzo

“The best way to find yourself is to lose yourself in the service of others. Suleiman Ngodi, a fourth year student at Kenyatta University (KU), admits to only being satisfied by social work, nothing else. As such, he certainly attests to these famous words of Mahatma Gandhi. Behind the soft spoken nature of Suleiman is an unshaken conviction that social work is his calling. His modesty perfectly complements what he believes is his purpose in life.

He has been involved in social activities like voluntary service at USAID, children home visits, organizing career events and mentorship of students both in high school and higher learning institutions and also of prisoners. If you think that is all, you are in for a rude shock! Suleiman is a member of World Youth International and an Ambassador of One Young World (both are leading not-for-profit organizations facilitating volunteer opportunities and opportunities for young adults to join in a global network of socially committed individuals with leadership potential). Just recently, Suleiman represented Kenya in a 5-day One Young World summit in Johannesburg, South Africa where they discussed issues revolving around unemployment, interfaith dialogue, education, media and peace.

In the highly competitive Summit, one had to really convince the vetting panel that they deserved a chance to be part of the Summit. His tremendous work spoke for itself. In a similar fashion students of KU believed in his undying passion for service and accorded him the chance of representing the School of Business(2013/2014).

## MY ADVICE

Suleiman encourages students to be more involved in voluntary service because it speaks highly of one, alongside feeling of help to someone. ‘How do you feel when you save a life of a child who would die of hunger?’He quips. What gives Suleiman the energy to serve??? Simple. Seeing people better than they were, in fact, better than him. This is what drove him to having a long term goal of starting an organization/foundation targeting the youth, helping them become better.

‘Think more of society than yourselves, God is happy with your services to others’... So, indeed, Voltaire was right,“I know of no great men except those who have rendered great services to the human race”. Such as the likes of Suleiman Ngodi and now, YOU...be the change you wish to see in the world,will you??

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*Having done humanitarian job or sometime now, sometime going to the ground to help the affected like the Westgate incident, are you traumatized by some of the scenes you see?*

As a human being, I would have to remember the incidences sometimes. But if I did it to the betterment of humanity and with a motive to help, then it was the best thing to do. The West Gate incidence needed quick action, regardless of the trauma.

*Is it true that Red Cross is more of a curative body than a preventive body? Do you have mechanisms to prevent tragedies before they occur?*

At Red Cross, we deal with numerous humanitarian issues, starting from hunger to tragedies. It is not true that we only respond to tragedies, we try to prevent some. In Turkana for instance, after the famous ‘Kenya for Kenya’ initiative, we decided to partner with other bodies to initiate an Agricultural Project geared towards ensuring sustainable eradication to hunger. That is just one of the many projects we have initiated.

*Which steps do you take to encourage the youths to embrace the fundamental principles of Red Cross of Humanity, Neutrality, Independence, Voluntary service.*

We have Red Cross Chapters in most of the institutions of Higher learning. In addition, we have Volunteer Programs where we admit the youths who are willing to embrace our programs. We have so many platforms but if you remember the first platform for every youth is the willing heart. So, Of course the platforms are there.

*You have were recently appointed as the Vice President of International Federation of Red Cross and Crescent Societies(IFRC), will this take your attention from the duties as the Secretary General?*

Not at all, it will not take my attention. It is all about balancing and organization.

*How will this position help that marginalized person in your home town, Garissa.*

This is a regional position, Kenya being in Africa, the projects and initiatives launched under this office are meant to help that person in Garissa. Of course, you understand how large the area covered by this is.

*What would be your last word for us, the young vibrant Kenyans who will take your place at the humanitarian service?*

I would advice you to think more of society than yourselves. Think more of your neighbors than yourselves. Do not take this statement literally. Find time for society and serve humanity with integrity. Be the change you wish to see in the world.

*What would be your last words for Kenyatta University Students??*

Make good use of the chance you got to study in such adorable University. Remember, someone somewhere, missed it for your sake.

*And finally, which two questions would you ask the Kenya Youth,in general, so that they keep thinking of their answers??*

- (i) Will you be the change you wish to see in the WORLD??
- (ii) Will you think of Society more than YOURSELVES???

*(Interview by Gabriel Dinda and Ndanu Mutiso)*

# LET US PLANT TREES MY FELLOWS OUR COUNTRY NEEDS THEM

**K**enya has a 7.1% but less than 10% forest cover. Agriculture is responsible for 80% of worldwide deforestation. This is also being echoed in the Warsaw Conference. According to national Geographic 70% of the worlds plants and animals live in forests. A visit to the rural areas of Western and Nyanza counties paints a gloomy picture on the management of forests, forest cover and trees. Most residents of Western and Nyanza have age old tradition of burning charcoal. When a young man wants to build a house (simba), he is given the authority to cut trees, burn them and get money to buy what he needs to build his house. Some residents have made burning of charcoal as a business venture. The Kenya water agency has painted a gloomy picture on the forest cover of western and Nyanza counties. But praising Nyeri with 40% forest cover. Most communities have found out that there are no trees in their compounds or in the forest nearby. This has resulted in the trees, being as wood fuel being becoming expensive. A block of wood fuel cost Ksh.200/= in the rural areas which cannot last 2 days in a home.

Trees can sustain livelihoods and provide families with a secure income. The circle of poverty means that people are forced to make decisions based on short term needs rather than longer term prosperity. There is biodiversity loss, local climate change and global warming resulting in 12% of global greenhouse gas emissions. Farmers often have trouble raising crops which typically results in more problems, such as an increase in food prices, soil erosion and cultural displacement can occur. According to (IUCN) the planet has lost thousands of species and might lose thousand more .With less rain, crops typically cannot get enough water to thrive and produce a good yield and food shortages happen. Trees and other plants covert carbon dioxide into breathe able oxygen. Forest product optimizing and sustainability requirements can increase the social, environmental and economic benefits derived from forest resources. Members can increase their long-term profit from forestry like nurseries, wood, fuel and medicine.

Forest resources have the potential to lift people out of poverty.

Forest certification should help people gain more value and benefits from their forest resources-not take it away.

With most communities living in less than a dollar a day, homesteads are forced to use maize cobs which are mostly found after the harvest of maize. If they miss, this may result in homestead not making a meal; this makes children miss lunch or supper. Communities should be educated on alternative fuels like biogas. Nyanza (Kisumu and Siaya) have less than 1% of forest cover. This leads to poor afforestation cover, meaning communities do not plant trees over and reliance of charcoal burning instead of other fuels have made indigenous trees disappear. Residents have also reported theft of trees by unknown people in their compounds. The population is ignorant of the dangers of lack of trees and forest. Trees planting are a serious business. Nyeri County has 40% forest cover and tree planting is a serious business and there are many tree nurseries and many residents are discouraged from cutting of trees. The late Professor Wangari Mathai's Green Belt movement is championing the planting of tree seedlings, discouraging cutting down of trees in Nyeri County and they plan to plant 3 million trees by the next 2 years. Communities should plant more than 10 trees on their pieces of land. Community leaders should set aside, land to be planted trees by the community, so that those who go to forest to cut down trees they have not planted, have to be responsible for these forest.



**By Veronica Onjoro**

Chiefs/County leaders and their assistants should encourage those who seek help from their offices to plant trees and even show evidence of trees planted. During the registration of elections, in some parts of Kenya, members had to show a voters receipt to be served in shops, bars and chief offices. Also community members should show evidence of tree planting, to be given services in government offices. A card from tree nursery sellers and is authenticated. In Kuresoi USAID is assisting the communities to plant trees near rivers. Moving from Mombasa to Nairobi shows a change in weather patterns. Mtito Andei used to be very cold, not anymore because of lack of forest cover and emission of gases resulting in global warming. Trees and other plants convert carbon dioxide into breathable oxygen. Deforestation means there aren't as many plants to carry out this process. Whenever plants burn they release carbon dioxide into air. This natural gas makes it harder for heat to escape from earth back out into space contributing to the green house effect and increasing global warming.

**VERONICA ONJORO**  
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1. High school students go through the tents during Career Fair.
2. The Vice-Chancellor, Prof. Olive Mugenda escorts the Chair, PSC, Prof. Margaret Kobia to a public lecture at BSSC.
3. Students and staff listening attentively during a public lecture by Prof. Margaret Kobia.
4. Students being taken through exhibitions during Career Week.
5. Kenyatta University did not forget our physically challenged students during Career Week.
- 6,7. Mr Stephen Kigwa (left) & Mr. Paddy (right) addressing at the bishop square during Career Week.
8. The Human Resource Managers Forum in action during Career Week.

# CAREER WEEK 2014



9, 10, 11, 12, 13, 14, 15 & 16. Students being taken through exhibitions during Career Week



**HIGH SCHOOL EXHIBITIONS DURING CAREER WEEK**

# CAREER WEEK 2014



## CORPORATE ORGANIZATIONS EXHIBITIONS DURING CAREER WEEK

# EXCHANGE PROGRAM MY PERSONAL EXPERIENCE AT UGANDA MARTYRS UNIVERSITY, NKOZI UGANDA BY PRICILLA NJERI

Motivated by diversity and passion to learn new things in a new environment, I embarked for a four-month journey to Uganda for an exchange program. I do love to travel and I tend to get excited about little things like getting lost in a new environment, making new friends and socializing. Therefore, I was very curious to unfold what the period installed for me.

Travelling to Uganda was a journey of a lifetime but being in Uganda has been an experience for me. A series of unfolding activities each day has kept me growing and accepting new things. Being in Uganda Martyrs University- Nkozi has been fantastic. Learning in a new environment that's quite serene and has hospitable personnel is a blessing. It has provided me with a platform to showcase my talent and capabilities in different aspects of life.

Team Kenya has provided good company for me. Being united and forgetting our backgrounds have enabled us surpass the impossibilities. Together we have undertaken lots of activities that left people yearning to see more of "Kenyan international students on Exchange program". Surely I take pride in that and will forever say "Najivunia kuwa Mkenya".

Activities I undertook in different areas have greatly impacted on me:

### • Academic activities

Being involved in class work discussions and group discussions did broaden my thinking and enabled me see the world in a broadened perspective. It has also diversified my ways of approaching situations in life.

Attending career talks hosted in the university auditorium by Bridgehead24 Association and Coca-Cola Company did strengthen my desire to actualize my dreams. I want to be a lecturer one day and mentor lives.

### • Spiritual-life activities

UMU provided a quiet place to pray and reconnect with the Almighty. The students in Catholic and Christian unions were indeed very welcoming. Activities like fun days, Candle light services, and seven nights of fire and inter-institutional pray day organized by groups indeed provided nourishment to my whole being.

### • Out-door activities

Having a passion for young people makes me yearn to touch a life. Having been engaged in mentorship program in St. Marys' high school –Nkozi was really fun. Accompanying 'Good Samaritan Family' to St. Anthony School of the Deaf was another awakening call to appreciate what I have and give back to the community in a special way.

Celebrating UMU at 20, entertaining guests, cheering the football team, blood donation and tree-planting has helped me be part of this amazing community as they serve humanity and conserve the environment.

Making new friends has really dominated my social life cycle. Ugandan friends have been part of my great experiences in Uganda.

For sure it has been great being on exchange program. Although it's natural to feel a bit of homesick, I have found ways to cope and I would really say it was worth the experience I have had. I can never regret to reconnect with cultural roots and enjoy tasting culinary heritage.

My appreciation to God for his unending mercies, my parents for their continued support, my friends for their encouragements and not forgetting Kenyatta University Linkages Office in collaboration with International Relations



1. The team After church service
2. Tree planting
3. Team Kenya entertaining guests in celebration UMU at 20
4. At st. Anthony school of the deaf

office at UMU for the opportunity to be part of this special package. Encouragement is to students to cease opportunities as they avail themselves.

*-A wise man will make more opportunities than he finds – Francis Bacon*

*-Learn everything you can, anytime you can, from everyone you can, there will always be a time you will always come a tie when you will be grateful you did –Sarah Caldwell*

*My Advice To you..*  
*Make good use of all the facilities and activities provided by the university. Remember, all of the career talks, corporate visits, public lectures, career weeks, culture weeks, exchange programs have noble intention to make you better, if you ignore them, you are in essence making yourself worse off. We can impact on the greater perception of our country by starting from our universities. I believe, you have the best platform, at your disposal, because you have Kenyatta University. Thank you, K.U...*  
*Priscilla Njeri Mbugua is a fourth year, Bachelor of Commerce, Finance.*

# INSTITUTIONS OF HIGHER LEARNING!

## ARE BOOKS A PART TIME AFFAIR???

*Many dons have complained of the dwindling level of readership especially with the advent of the digital era. The situation has been even worse when students get motivated to read just to pass the exam, not to understand the content. To further complicate matters, the problem is spreading so fast and spilling over to high schools and even to primary schools. What is this that causes this unappealing trend? Who is responsible for it? Look, the writings are on the wall.*

### BY Abuta Ogeto

#### Money

The old adage goes; money is the source of all evil. But the newest saying asserts that money is the root of ignorance. You can't be wrong if you learnt that having money cannot allow you to read let alone thinking about reading. Maybe this is the wisdom that inspires the government not to increase teachers pay; they may not go to school. Who knows? For university students, if the pocket is 'friendly and smiling', it is wise to forget studies. All they can think of is where to go and spend the money and with who. They will plan all manner of visits, make calls to every contact in their phones, and develop 'eyes' for the newest beauties and so on. More so, they will go for shopping thrice a week. Since they can't buy land or acquire new businesses, you can only imagine what will rank highest in their shopping priority list.

#### Love and illicit affairs

A parent should consider it a golden blessing if her daughter maintains her virginity beyond campus or if his son doesn't end up gay or chasing sugar mummies. Most vehicles that make inroads to campuses during weekends are definitely those of moneyed men who want to spoil campus girls in the name of giving them opportunities. They end up infected, wasted and pregnant, – those are the opportunities. The 'gold rush' is also another common thing especially when new students, naïve and fresh into campus, jet in. Senior students cannot waste time. They will not hesitate dumping their lovers for the fresh blood. The problem has worsened with the rise in pregnancy and date rape cases in many campuses.

Has someone ever told you about Sexually Transmitted Degrees (STDs)? If not, beware lest you get admitted into the Sex University of Lust and Infidelity (SULI). Seriously speaking, who will care to study when the sugar daddy will provide? Who will study when sex can get you an A? Simple logic!

#### Laziness

Some students are simply so lazy. Waking up can be a problem. Entertaining a thought of visiting the library is akin to blasphemy. It has emerged that most university students cannot do simple chores, a fact that has raised many concerns in comparison with the older generation. A worrying trend is emerging where the young are even paying to be done for the simplest of all things. They are ready to lose money to be cleaned for, their laundry done, to be cooked for or, worse still, have an eating arrangement with the food outlet and pay at the end of the month when mum sends money. What will they do all that time? Nothing! Just lazy around, sleep or have some unworthy chat with equally lazy friends. Birds of the same feather...

#### Hard work never pays – the microwave generation

Believe you me, hard work may not be a virtue among many young men and women. They will love to succeed overnight. Is it possible? They are not process minded and often base success on materialism. Excuse me but that's flimsy... they are not ready to pay the price. Why study when you can cheat? Why must one study so hard yet nothing of such kind is applicable in the job environment? Some students wonder. They will better do all manner of things apart from reading. If you ask a number of them, they will tell you Kalembe didn't go to University but made it to Parliament. Bill Gates can feed Africa but was dumped in class. The Google guys dropped from campus whereas Kazungu Kambi is in school as well as in the cabinet? I am better off! That mentality is not of the kind of a scholar to be, true?

#### Bad company

The discovery of the unlimited freedom from no-nonsense and acutely religious parents coupled with pressure and restriction from high school teachers can be a sweet poison. Students who have been under watch discover that they can do whatever they want and can't be questioned. In any case, they are now adults and above 18. This is the point where former 'saints' transform into die hard drug addicts, sex pests, traffickers and most wanted criminals. Girls will get misdirected to into unhealthy relationship and unworthy escapades. When one gives in to such demands, well, even the most inexperienced prophet can comfortably spell doom. Can a drunk have time to peruse white pages, trying to grasp something? Maybe under a red sky.

#### Parties and clubbing

If there is one thing that campuserians love, then its entertainment, whichever type. They will frequent top joints and therein, decency is thrown out of the window. All types of dances that suggest immorality and loose principle are laid out for display. Many guys will end up fighting over ladies or get hit by the bouncers. Many campus ladies have ended up in the wrong hands, robbed, drugged and forced into orgies and other sexual unprintables. In the morning, they will be stressed up, wondering who slept with her or not, whether she has been infected or not, and as is the norm, go for pills to stop the unacceptable – pregnancy.

You can bear me witness, if you have been following current affairs keenly, that a number of them have been killed, obviously in unclear circumstances. Your mother thinks you are asleep in your blanket only to learn you were on your death bed. Now, with all this happening, where will be the time for studies?

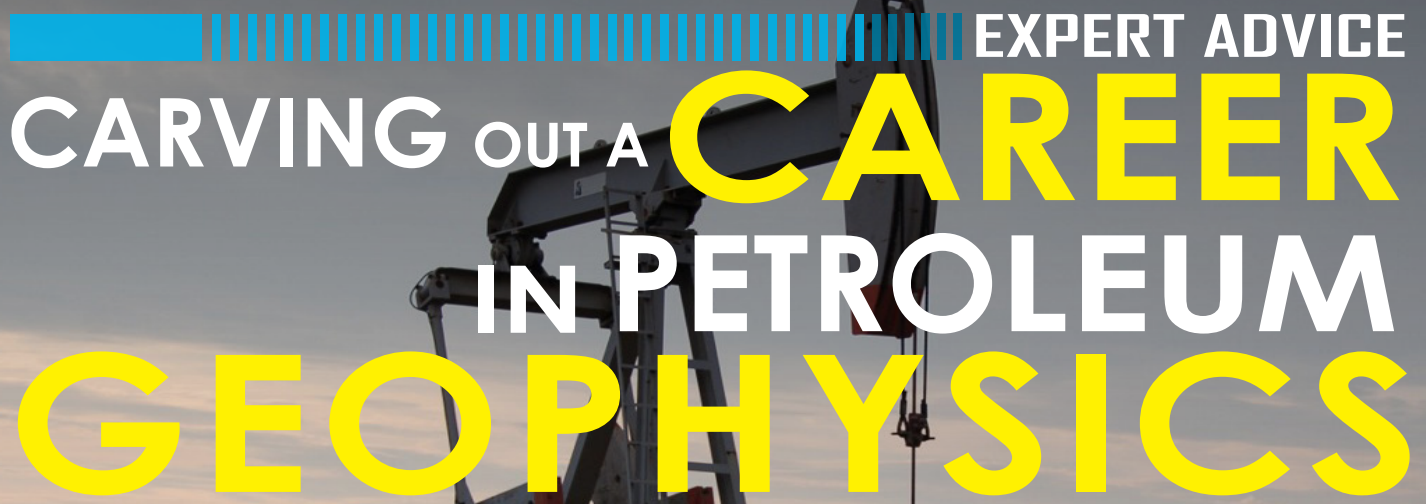
#### Drugs abuse

Alcohol consumption is really high in campuses. And I stand to be corrected: there is no gender discrimination here. Ladies will consume several glasses of Blue moon or Vodka as their male counterparts gulp from numerous bottles of beer and whisky. Some smoke so hard till you confuse the place with a foggy Limuru. Hard drugs are also consumed which lead to increased dropouts and delays in completing studies. Because of the love for the bottle and cigarette, fees money is directed to the countermen in the most popular bars around campuses. Simple science will tell you that when you are high, nothing will get into your brain. You know everything. And when you have the illusion that you know it all, you will only wait for the exam until it dawns on you that you only know everything about nothing.

#### Jobs and part time engagements

Most university students want to get an extra shilling to supplement the meager amounts from HELB. They are willing to do anything for money. Even if it may not be decent. GNLD and other marketing firms have realized that they will rake in enormous profits if they tap into the energies and aggressiveness of the youngsters. That may explain why most lecture theatres are empty. As the Swahili saying puts it, Chovya chovya humaliza buyu la asali, these students are slowly being swallowed into these activities at the expense of their studies.

*The writer is a third year Actuarial Science Student*



# EXPERT ADVICE

# CARVING OUT A CAREER IN PETROLEUM GEOPHYSICS

Every one of us has a dream. A dream of what they want to become when they “grow up” literally. This dream is what is called a career.

As one grows up through the education system, they experience shifts in their aspirations. These shifts are normal and are shaped by a number of experiences including influence from the people we interact with along the academic way.

## MY JOURNEY

Growing up, it never occurred to me that I would one day end up pursuing a career in geophysics. I had many career aspirations but none was close to what I am today. The only thing that stood out though was my ravenous love for mathematics and the physical sciences. It may not have been obvious from the onset that I would end up a geoscientist but my love for physical geography in high school especially the study of the earth's interior had a huge bearing on what I wanted to study for my career.

Just like very many young Kenyans going through the local education system, I had little choice of what I was admitted to study at the university, for my first degree. Having met the grade to join university, I was enrolled to study for a degree in education majoring in mathematics and physics, a course that would have obviously landed me in a classroom somewhere in the republic bringing up the next generation of scientists.

As fate would have it, I did not fancy the idea of being a teacher not because it is not a good career choice but because I felt it would satisfy my desire to become a geoscientist proper.

With some professional counsel and a bit of reading, I enrolled immediately after my graduation for a postgraduate degree in physics and from then on, my career as geophysicist began taking shape.

## WHAT'S GEOPHYSICS?

Geophysics is generically defined as the study of the earth and its environment in space using quantitative physical methods. It is fairly a new

academic discipline having fashioned itself out of the interaction between physical geography, geology, astronomy, meteorology and physics in the 19th century making it an interdisciplinary subject.

Originally, geophysical methods were developed for navigation by ancient greats including Isaac Newton.

In fact, Newton applied geophysical methods including the use of classical mechanics theory and attendant instruments to establish the earth's shape, density and gravity field, as well as components of the water cycle.

In early 20th century, geophysical methods were refined for more uses including remote exploration of the solid Earth and the ocean thus leading to the birth and growth of geophysics as a discipline of academic study and practice within the realms of geosciences.

Over the decades, geophysics has undergone major developments fuelled mostly by research to become a very complex subject. Today, geophysical data is used to analyze potential for petroleum reservoirs and mineral deposits, locate groundwater, find archaeological relics, determine the thickness of glaciers and soils and assess sites for environmental remediation.

Generally, geophysicists study the structure and composition of zones below the earth's surface by taking measurements using seismic, gravity, magnetic and electrical methods.

Petroleum geophysics is geophysics that has a special focus on petroleum exploration, production and processing. It entails aspects such as the collection and processing of seismic data for petroleum exploration, interpret and map prospects on which to drill an oil well. There are other minor disciplines of such as geothermal geophysics, hydrological geophysics et cetera. These names are derived from the different areas of focus.

## TRAINING

Until recently, Kenyan students interested in studying geophysics would have to travel abroad. However, the recent mineral discoveries in the region including oil and gas discoveries

in Kenya, Uganda and Tanzania have spurred local universities to start offering the courses. Currently, the University of Nairobi, Kenyatta University, Kibabii University College and Taita Taveta University College have or are offering training in different aspects of geophysics.

## OPPORTUNITIES

As part of its social and business responsibility of developing local content in the emerging oil and gas sector, the National Oil Corporation of Kenya has partnered with a number of these local institutions of higher learning in areas of knowledge and technology transfer.

Through such collaborations, Kenyan students can now access specialized training in oil and gas related subjects in areas such as geology and geophysics, reservoir engineering, and petroleum geochemistry.

The current focus on mining as a key economic sector in the region has increased the demand for geophysicists to unprecedented levels. Today, the demand for geophysicists in Kenya is higher than the market can supply therefore making it a good career bet for aspiring scientists.

In Kenya, geophysicists find employment with oil and mineral exploration companies, data processing centres, computer software development companies, environmental groups, government geological survey teams, and universities among other areas.

Geophysical work is an interesting combination of white and blue collar experiences involving a blend of field work in mining areas and hours spent in well furnished offices and laboratories.

## PARTING SHOT

Just like in any other career one chooses to pursue, to succeed as a geophysicist or generally as a geoscientist, one has to put in lots of hard work and remain committed. It is not a subject for the faint hearted and is not a walk in the park.

**By Godfred Andrew Osukuku**  
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Life is a series of physical changes and psychological transitions from childhood, the explorational ages in high school through college, into the establishment starting from post graduation to early forties. Almost every six to eight years any individual undergoes a psychological transition upon which they see themselves in a completely new perspective. A few transitions like adolescent and first child birth stages are accompanied by physical changes, but most stages may pass unnoticed except by the bearer.

A critical transition is the emotional environment following a first graduation ceremony either out of high school, mid college or university. For most people born in economically malnourished families, a University degree or diploma is often regarded as a major break-through to understand and accumulate wealth. Seldom does the graduate nor the expectant family understand that education or indeed any educational experience is merely a tool kit; an extremely valuable tool kit, that will help you succeed in whatever career you pursue. A tool kit does not work by itself, if left to idle. It must be applied skillfully in solving problems for which it was created – and for a degree, in solving real societal problems for economic gain of the country and the society in general.

Upon graduation, and as you transit, you have to sell all the skills, attributes and experiences that you have brought with you along the journey. The students admitted in universities with fully developed attributes will probably acquire skills, and if they dare make their hands dirty, they will skillfully escape the unemployment wrath experienced by other academically dependent students. In other words, a student joining any institute of higher learning when they can make a decision to make their hands dirty is better placed to gain from the institutions activities more so if the institution stresses on entrepreneurship like Kenyatta University. They should leave the institution when they are better placed to create their own ventures. It is in the skillful application of the “tool kit” while solving a real societal problem that one gains knowledge of the industry they are playing in, and masters the pillars of economics that redistribute wealth through economic seasons. Eventually they gain the requisite credibility in the market place including the sources of finances for growth and development.

Take the example of Bidco Oil Refineries story that has now become a regional giant and a force to reckon with in the manufacturing industry. Vimal and his brother Tarun were unable to obtain financing for inceptioning their project from the local banking industry when they had not built a reputation. IFC, a global financing partner that takes on the risks of good ideas from known and unknown people came in handy with a little start up capital which enabled them to receive additional funding from few local banks.

Twenty nine years later, potential financiers are literally lining up at Vimal's gate with sweet offers. That is how the world of risk management works. People who by themselves would not take and manage risk profitably will not support your appetite to take on an enormous risk, particularly in an area you have no previous experience on. Your only option is to start small so as to gain experience – build reputation, especially the ability to sell a bitter pill.

The ability to perceive a clear solution for a societal problem in your mind, complete with the mix of other interventions required, and unmatched desire to break every door to get whatever support you require to ignite it, differentiate the poor from the wealthy even among fresh graduates.

Once again dear readers, in the written history of success, those who have chattered landmark roads to success like Henry Ford and Steve Jobs, did not follow any textbooks or templates and had no track records to draw upon. They had the tools they picked from education and experience along their life's journey – experience no one else has had previously. It is good to take my advice, that determination and the zeal to succeed supercedes availability of capital. Be ready to make your hands dirty, they will get clean thereafter.

By Patrick Wameyo  
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## IS IT TIME FOR HIGH-SCHOOL PARAFFIN IN CAMPUS??

*Grace Kadzo Kahindi(cardzogk@yahoo.com)*

**BEHIND COLLEGE DOORS**  
BEHIND COLLEGE DOORS  
**COLLEGE** BEHIND COLLEGE DOORS  
DOORS BEHIND COLLEGE DOORS  
BEHIND COLLEGE DOORS

**M**oral decadence has placed its weight on the society that it is never whispered between sheets. One wonders whether we are living in the biblical era of Sodom and Gomorra. Back in the day when there was little or no education, young adults were groomed for marriage at a very tender age. I guess, because there was nothing better to do and no one thought beyond marriage. In marriage a girl was expected to be ‘pure’, at least that’s how they put it. Purity meant virginity. You were to be married totally unaware of what happens behind closed marital doors. Grooming would mainly include receiving advice from parents and guardians (the experts); the groomed couple would then perfect that ‘art’ while in marriage. Testing the waters was a complete NO! But as I said, that was back in the day, when tradition conquered our minds and consequently our upbringing

Today, the 21st century has a totally different story. So many a times men have been asked to describe the ideal wife, in their own words: “I want a wife who is A..., B..., C..., D...” but this long description always ends the same way, “...my ideal wife should be good in bed.” A preference in most men if not all, so when a lady walks down the aisle, she should exhibit perfection in every dimension. Marriage in the 21st century is thus not viewed as an arena where one learns new skills but rather one where one shows off skills at their perfection.

For this very reason, young adults engage actively in sexual relations (which I will call SRs for now) way before marriage. Another reason could be peer pressure and the dreaded thought of being ‘left behind’. Whatever the reason, SRs are rampant especially in higher learning institutions and in this day and age where virginity is mistaken for naivety, permissivity, barbarism or anything along that line, we can’t really blame them. This behavior has now culminated into character of most students.

In campuses, polytechnics, colleges, name them, SRs both casual and serious ones are a ‘kawaida’ thing. Casual SRs are becoming quite common amongst us. People hook up for just the act, with no strings attached. Those who fall in this

bracket are better known as friends-with-benefits, a rather peculiar title, but one that is self-descriptive of the real act on the ground. Those in relationships that aren’t casual, I mean, serious relationships are definitely not left out in as far as SRs are concerned. This lot comprises the greatest majority.

Students in higher learning institutions in serious SRs have to commute to their spouse’s places’ for reasons known best to all of us. With time several constraints will be tagged on particularly time and financial resources, constraints which must be taken care of. While seeking a solution to this impediment, the party reaches a consensus, that one moves in with the other. This decision sounds somewhat strange to a third party or any other logical minded person but a sure fact is, it makes perfect sense to the given couple.

I might have had my fair share of reasons, actually reason for campus cohabiting. Couple might, however, argue that SRs is not the sole reason for cohabiting. A string of other reasons can be given, for instance, the more common one is cost-sharing. With the current financial crisis and inflation of even the most basic commodities, surviving on a smaller budget is inevitable more so for students. So what better way to do so than to cohabit and share costs for food, rent, electricity, etc. with your loved one? Whether it’s a 50/50 sharing or 60/40 or even 10/90 costs are shared but the ratio is entirely the couple’s business.

A major threat to relationships is insecurity, better defined as the fear of carelessly losing your spouse to an insignificant other. For students this

is a major challenge. One has to be their spouses’ watchdog and any suspected potential threat to the relationship is to be eliminated ASAP. This is how one ensures he/she is the ‘only’ one. A student’s routine usually revolves around classes, discussions, breaks, reading in the library, just to mention a few of the many possible activities. One can easily lie about being engaged in one of such activities even at the oddest hours. The growth of technology and the urge to embrace it go hand in hand. Advent of mobile phones has made life a lot simpler.

Phone conversations, however are proving deceitful in relationships. This is the instance where one calls their spouse hoping to have a fascinating conversation only to be told, “I’m sorry dear please call back later, I am in the library.” even when the music in the background is unmistakably loud and clear. Cohabiting therefore checks for these lie-built relationships. We all know that every home has a good number of set rules that help it run smoothly, but I’m forced to believe that those for student cohabiters are even stricter. If I’m well aware of your class schedule then I can easily say, “I expect you to be home by this time. Not later, but preferably earlier.”

A debate can be launched concerning the reasons for cohabiting amongst students, but one reason remains paramount, cohabiting for easier SRs. It is the 21st century and everyone is preferred to be civilized but with civilization, tradition sinks into new lows, along with morality. Our parents have even accepted this because the grooming we get now when we are ready to get settled in real, recognized, legal marriage, is far much different from that one received in the days. Maybe it’s about time our parents stopped shying away from these very sensitive but crucial topics. Civilization need not mean moral decadence and dating in campus need not mean marriage, so to speak.

# LADIES AND GENTLEMEN

## PLEASE LISTEN TO ME

By Mmera Maxwell

In this world of diversity no one can impress everyone wholesomely in every aspect not unless we are willing to compromise our personalities just to be. When someone doesn't like you or either way doesn't love you don't really need to question your esteem and look down upon yourself (not unless you do make yourself nasty) but appreciate that people got different tastes and preferences and you may not be but be somewhere else valuable. In consideration of practical life I revel in rational judgements by choosers:

### *Dear Gentlemen,*

If you want to marry a primary or secondary virgin well go ahead; you want to marry a lady without a child please go ahead BUT don't tarnish the name of single mums and ladies with kids by calling them disgusting names-well, some of them are our strong mothers, you don't know why and how nor the pain they have swallowed whether by choice or not. If want to marry a lady who wears long skirts, baggy clothes and official clothes yees go ahead BUT then that's no justifiable reason to put a dirty linen on those who stay in trousers, mini-dresses and tighties-remember you have a choice and leave that for those who value, they love it that way. If you want to marry a classy, working and well-educated lady well my friend yes u can, go ahead BUT then it shouldn't irk you to start calling others unclassy, uneducated or housewives- you don't even know someone's fate, the world is so much full of successful uneducated personalities and educated derelicts; It takes one to be someone soon, test of time test of patience.

### *Dear Ladies,*

In your mindset you your priority is love and thus wouldn't mind marrying a hustler, well go on girl BUT stop terming those who get financially stable men as gold diggers because you don't know the start of their flame; likewise ladies who get the luck to get financially stable men stop stepping on those who get a hustler. You never know you might be the object of mockery soon once they make it through hardship. If you want a readily stable man who's ready to take care of all your needs, well go ahead that's great BUT stop demeaning and belittling the hustler man; he might just be on his way to stardom -It take a man 'the man' within him to succeed regardless of age. Let's live in uttermost respect of each other, once you have your share by preference let the remnants be for remnants who like it.

**AND INDIVIDUALS STOP LOOKING DOWN UPON**

**YOURSELVES,REMEMBER YOU ARE THE LOVE OF YOUR LIFETIME,LOVE YOURSELF FOR WHO YOU ARE AND LIVE ON;YOU HAVE NO CHANCE TO BE REBORN IN YOUR OWN PREFERRED MODEL BUT ACCEPT YOURSELF AND ARCHITECT YOUR DESTINY**



### *Make Your Passion Your Profession*

It's the difference between success and oblivion  
Defining your profession from an innate passion  
It is what you require to achieve excellence  
The driving force that makes you enjoy any new experience

Your passion determines your desired career  
It is what defines courage from fear  
It offers you hope, resilience and the spirit to fight  
Fight to keep your dreams alive, so that they will shine bright

Passion is what takes you the extra mile  
It defines success and makes it worthwhile  
It makes you love what you do very much  
It makes you work hard, to get that midas touch

Passion gives you hope in a time of despair  
It gives you strength even when luck isn't near  
It tells you not to give in, when the world is against you  
It keeps you focused, to make your dreams come true

Your profession should be determined by passion  
Because it will inspire you to succeed  
Passion in your profession can fight all oppression  
And give your heart all the hope it can need  
Passion makes a career fun to pursue  
It makes your dream alive and true  
It makes your heart love what you do  
***And it gives you a smile too***

*By Erick Opon*



# You Will Not Graduate

**UNTIL** You meet all the Requirements

**...HERE ARE THE REMAINING CORE UNITS...**

We all know the troubles that can accompany you when you are about to graduate and you suddenly discover that you missed a unit along the way...or somehow a certain monster gulped down your marks...

Well, here is a core unit that could lead you to the tiresome journey of traversing Kenyatta University trying to find a way to graduate. Make sure you do sit in Professor, umh, Doctor, umh, what is the most appropriate title? I lack one. Let's just call him 'that guy from Fine Arts department', or 'anaa lady from fine arts'. He is not new; you probably meet him (or her) everyday.

**IT IS NOT GOOD THAT YOU SHOULD LEAVE CAMPUS ALONE...**



**THERE ARE SEVERAL WAYS TO GO ABOUT GETTING HER...  
A) TEACH HER HOW TO PLAY AN INSTRUMENT... AND ADMIRE HER PLAYING**



**TAKE ADVANTAGE OF CULTURE WEEK...  
-JOIN HER IN TRADITIONAL DANCE...**



**PLAY THE DRUM FOR HER...AS SHE DANCES.....**



**BORROW A LEAF FROM OUR VERY OWN KAZUNGU...**



**IF YOU CAN GET HER TO... THEN YOU CAN...**



**AND IF HER PRAYER IS ANSWERED...**



**YOU COULD...**



**"Well, that's the end of LIFE 420...you are now ready to graduate, having met all the requirements...see you at the graduation square..."**

**By Agnes Nduta**



# LOVE WHAT YOU DO

By Rhoda Kagiri  
kagirirhoda@gmail.com

When I joined college, I did not know what all the fuss about career was. Of course I was aware of the basics, that it would give my life direction and help found my future and that of generations to come. How far my sight was where the term 'future' was mentioned was something like a broad tarmac road with no end. Career talks are very important but for some reason, I was more confused after each one of them than I had sought direction when I began to listen. We could say it is the fact that I was not a serious student or my career instructor was not supportive enough, probably the system where I studied was faulty or the 8-4-4 program is just misplaced. Whatever the reason I believe now that career and motivation are less about the system and those who supports us. Let me make myself clear, I appreciate career guide and the sort of motivation imparted on us by talks and the sort of gatherings we dedicate to our future. Even so, I am for the idea that career paths are mostly about us as individuals. From the outside we only gain motivation when we know exactly who we are and what we want. It is like fuel when we are the actual engines at work. The only difference is, we are not machines, no we do not die off immediately fuel runs out and we can push ourselves up and keep going. Still we cannot work like robots and do all the traditional categories in order to prove our abilities. It is up to us to innately disburse such motivation in the different domains we know. Again I am convinced that such ability is inborn and each one of us has their unique passion. The genius Albert Einstein clearly stated that everybody is a genius, but if you judge a fish but its ability to climb a tree it will live its whole life believing that it is stupid. We cannot thus be the same yet each individual has the capacity to make a difference in whatever they choose to take up.

I believe in geniuses but I also believe in divinity and the one thing I'm convinced is that there is no better creation than us (human beings). And yeah I am a creationist. The baseline is we make things happen and it is not things that make us happen. When you decide to take up something in college, you make that thing good. We do not have to take up the almighty sounding courses to prove that we are bright. If you decide to take up one of these, let it be because that is where your passion drives you. If your heart is betrothed to simple lifestyle kind of matters then let yourself go to love and to cherish till death do you part. Whatever you decide to do, give it your all. I believe life is broader than we see and most times we are just myopic, so much so that we fail in

perception. It entails everything from what you can give to what you can receive, make sure whatever you offer is of good quality. If you are already somewhere and you feel discontent because you are not where you would have wanted to be I strongly advise you to put greater effort and hard work than beat yourself up because you do not appreciate your field. If you love to do something, keep up the passion and keep complimenting what you do with other activities in your line. Career is important because we cannot live without being occupied. We would not survive the boredom of life. It is just human to want to work. The good news is that it loves you faithfully and pays right back. So do not just be in school because it is protocol and life has put you there so far. Do not be in school because you would otherwise be tilling land or staying home idle. Your career is a priority, it is your bride, your car, your own private jet because it could take you places. It is your wealth, your career is an investment, treat it like a treasure. It is about you.

## FOLLOW YOUR DREAM

By Nelsoni Sofina

One day I saw an angel in my dream,  
I was standing next to him,  
Make a wish he said,  
Closing my eyes that is exactly what I made,  
He said again, everything's at your feet,  
yet when I opened my eyes I had none of it,  
So inquisitively I asked, what do you mean,  
For to my naked eye there is nothing I have seen,  
Confused I blankly stared at him and wondered,  
And that is when my question was answered,  
He said I listen to him for his wisdom is wide,  
If wishes were horses then beggars would ride,  
And that is why you saw nothing when you opened your eyes,  
But listen for what I am about to tell you is wise,  
It is you who determines whether you can or can't,  
It is you to strive and achieve what you want,  
Only you alone can make your dream real,  
To succeed know what you want and have the will,  
One time, you will be standing tall,  
A time will come and you may fall,  
But amid this your dream will keep you strong,  
The desire to achieve will make you hold on,  
I interrupted, angel, I don't understand,  
How do I have what I desire at hand,  
You are the pilot of your own plane,  
It is up to you to choose the lane,  
You have a chance to live,  
Strive to fulfil your your destiny,  
And with that the angel was gone,  
Like before I was left standing alone.

# YOUR HEALTH IS IN YOUR HANDS

BY REAGAN NYADIMO

**D**ear reader, we are living in the most dangerous times. We are enshrined in a generation that is cursed with promiscuity and bestiality. According to the Holy Book, we are living in the brinks of end times. Kenya tops in Africa in the number of families that are raised by single parents where men have absconded their traditional defined responsibilities. The Pan Africa study released in August 2013 raises more questions than answers on the role of a man in the institution of marriage. Does Statistics released by the African Population and Health Research Centre in which it claims there were 464,690 abortions carried out in Kenya in 2012 ring a bell in your mind?

Well, you do not have to be a rocket scientist to figure out that so many predators are at large ready to deceive and to pounce on their victims without any apologies on the outcome of their irresponsible and careless lifestyles. They are in car parks, at speed bumps and stop streets, outside your house gate. Waiting to pounce. The statistics on the number of abortion portrays an immoral generation that has no sanctity for life. Not to mention the risks involved.

Your health should be your number one priority. The greatest tool and machine that will steer this country forwards and eradicate our name from the list of failed state is your brain. A healthy body is a healthy generation and a healthy generation is a productive Nation. So stay safe and leave a mark of your existence. There are no absolutely foolproof security system that will guarantee your safety in this immoral generation. Your best chance of avoiding being the victim of the illicit society lies not in being better protected by the gadgets nor by the statistics, but in taking charge of your life, respecting yourself and putting no tolerance to promiscuity. AIDS IS REAL.

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**FOOD FOR  
THOUGHT YOUR  
MENTALITY  
IS THE PROBLEM  
YOU CAN  
MAKE IT**

**E**very four years, the words attention turns to the summer Olympics games. Men and women from around the globe gather to compete against the best.

Only a few decades ago tracks and field experts pompously declared that no runner could break the 4 minute mile barrier. Ostensibly a human being couldn't run that far and that fast for that length of time. "Experts" conducted a profound studies to show if it was impossible to beat the 4 minute barrier. For years they were right because NOBODY ever ran mile in less than 4 minutes, but one day a young man came along who did not believe the experts opinion. He didn't dwell on the impossibilities.

He refused to let all those negative words form a stronghold in his mind. He trained believing he was going to break the record. Sure enough, he went out and broke the 4 minute mile barrier. This man was Roger Bannister. The most fascinating part is, ten years after Roger Bannister broke that record, 336 other runners had broken the four minute mile record as well.

Reagan Nyadimo  
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## SHARPEN YOUR SKILLS TO PREPARE

### FOR YOUR FUTURE

By *Kotondeh Dan Mark,*  
*Academic Sec, KUSA*

**H**ave a look at this situation, two of my classmates attended Career Week. One say, Mr. X was 'lucky' to get a place and improve his networks through the same. The other guy, Mr. Y, is still polishing his CV in readiness to go and ask for 'connection' from Mr. X. So in my house, I ask myself, what might have brought this difference. Is it luck? Is it fate?

It all depends on you.

The tentative answers to this question are confusing. The situation reminds me the words of my late Father [RIP]. He kept saying this to me, 'Dan, do you realize the world is the same? In both Europe and Africa, we have twenty four hours a day, but why is the huge gap in development status?' Again, I remember him at one occasion, he told me that, and rose flower can be so friendly or so cruel depending on how you treat it. And finally, he always repeated these words to me, 'The same sun which melts wax, is the same one which hardens clay. You are probably wondering the size of the brain capacity which my dad had, right? Yes, he was a genius [just like his son]. That aside, we must realize where the difference comes between two situations of the same origin. I tend to believe it is all in the mind, it is true, my friends, what you think of yourself is what you come to be eventually. I would advise, to always look at every situation with magnifying glasses. If you see an opportunity, look at it in a close range to determine what you can derive from it. It is called survival for the fittest. Identical twins, are never identical in everything, they soon, find their niches and fit in so well, why? Because of how they think of themselves. Be positive about yourself and you will see how far negative occurrences will drift from you.

Campus can make you-can also break you.

I hope you have noticed that Campus can shape some of the greatest brains in the land-that is, if the invention of Facebook is anything to go by. Again, you must also be from a place where the first person to book a university position died mysteriously and was buried with comrades writing everywhere that, 'RIP, you were a hero'. A hero!! How do you define a hero? According to me, a hero is anyone who has lived their full life, have impacted others positively and have left the society better than they found it. That is according to me. So this admired place presents opportunities in two packages, the ultimate choice remains with you. If you choose the wrong package, you will die a 'hero', if you chose the right package, you will die a hero. I chose to die a hero. Do you??

Impact Society-In one way or another.

Have you ever gone to your village only to find all your age mates; the ones you sat with in the same class, either pregnant or circling? Have you ever gone to your parents, only for them to tell you that, 'my son/daughter, don't die like so and so, be careful with your life'. Have you ever gone to the estate where your brother lives, then you are welcomed for a party next door, then when you attend, you lose a friend in a controversial circumstance?? Most of these things happen. What then do you do when you see them happen?? In most cases, we do nothing; "kila mtu ajisort". But my brothers and sisters, it is sad to live the world as you found it, be the change you wish to see in the world. Trust me, we can change this world. If you don't believe, that's sad. If you believe, do something, will you?

# GIVE ME A REASON

Give me a Reason

Dear boss,

I have one plea,

One request,

One thing I need to ask of you

Don't call me inefficient,

Ineffective,

Inexperienced,

And lacking initiative.

I love my job,

I love working for you,

But,

Just one thing,

Boss,

My very humble request,

Give me a reason,

A reason to,

Channel all this potential,

All this energy,

Into something profound,

Something that will abound,

That will not only,

Make you applaud me,

But also make me proud of me,

And walk in glee,

Give me a reason,

Won't you?

# STUDENT ENTREPRENEURS BAKING MONEY FROM CAKES

## ANASTASIA NJERI

BY REAGAN NYADIMO



At first sight, you will not resist the thought of her being a first year who was recently admitted from the newly adopted double intake program. That will be the case if looks are anything to go but, but looks can be deceiving and appearance can fail the test to bring out the real worth of someone. Anastacia Njeri, a humble, soft spoken, shy and down to earth lady stands as such and positions herself as one of the bright minds that blocked the mindset of the society to sit on her dreams and passion. At a tender age of 9, she had already defined her life and found her place and role on earth. In other words, she had find her purpose in life. She developed a passion for cakes and begun taking interest in baking cakes. She did not let her passion die, instead she attended a 6 weeks practical training in the neighborhood to enhance her skills at that tender age. After high school, her parents like many parents made her take CPA. Being the humble and obedient girl, she pleaded with her parents to pay her diploma course in Baking besides taking CPA. She diligently took the two courses concurrently and excelled in both to the delight of her parents. During these periods, she sacrificed so much in her life and denied herself pleasures of young people of her age and made savings to a tune of ksh. 3000.

A few months before she joined campus to take BSC-Statistics and Programming, a faculty she describes as unfortunate in her career, she set up place in Umoja to venture in her passion for cakes. Her first cake got her a profit of sh.360, a day she vividly remembers and for the first time exhumed a smile. She describes this moment as a land mark for her success and motivation in life. Her glory to success commenced when a friend added her to SOKOKUU-Group in face book where people buy and sell items at friendly prices. She was then motivated to create her own page "BAKE MY CAKES" in face-book where she asked her friends to like her page and

gained more likes from her connection in SOKOKUU. In SOKOKUU, she got ingredients she needed at friendly prices, an opportunity that immensely cut her production cost. Three years after joining campus, her business has grown to the extent of supplying cakes to banks. She has developed a network of friends who connects her to weddings and major events. One friend that has proven as such is her classmate Everlyne Owiti whom she inspired and so far is earning some income from her small business of jewelry. Annie as she is often referred currently sets up, organizes and design weddings and supply chairs and tents to functions and events whenever she is called upon. She receives orders even while in session but so far managed to convince her customers to make orders over the weekend when she is available and free from pressures and demand from her course.

During the holidays, she hardly takes a snap due to high demand for her delicious and unique brand of cakes. Her business is managed by her sister and family while she is session. She has employed 5 casual workers and at times outsource services since she is running a briefcase office. Anastacia has so far gained respect and favor from her parents who allows her to use the family car to deliver and advertise her cakes. She is planning to venture fully into her business in 2014 after she graduates and she is not looking up to be employed at any cost. In five years' time, she seeing herself owning a baking company with many chairs to supply to her craving customers. She hopes to be the next BIG thing in the wedding industry. Her advice to young tasks is that if they have a passion /hobby/interests for something, they should build it and find someone to pay them for it. After all we need money to keep us moving. According to her, there is nothing like bad or good business, management is the cornerstone of any venture.

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**William "Mr. PopCorn"**

*He sells what you need, where you need it, and when you need...Have you bought some stuff from him...*

You called him Mr. Popcorn-because he sold them to you at the comfort of your group discussion or resting benches and food outlets. He is known even better to the ladies because he brings them the chocolates and some actually remained him,'Mr. Chocolates". All these names revolve around a student; William Kamau; the student who went his way to shape his future from the entrepreneurial ventures most people shy away from.

He started when he was a first year. The idea was first pushed by the parentage history. He was orphaned at an early age which pushed him to live with the grandmother. It is lack of school fees after a successful secondary school course. Today, despite the expected security challenges incurred, he is able to sustain his needs and meet his cost, though the balance between business and school work pushed him to the distance learning [o-Del ] classes. But the fact remains that he is a third year marketing student.

If you have never bought anything from him, then probably you have not been sitting at the public places. Next time, when you see a humble, ever smiling and a student-like person with adorable personality, please just be aware he is William, buy from him and learn some entrepreneurial skills from him. With such minds, I'm no longer worried of the replacements of Mr. Kirubi Chris.

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WHAT YOU ENJOY TODAY, TOOK EFFORTS

## LIFE CHANGING INVENTIONS IN HISTORY

By Gabriel Dinda

Dr. John Stith Pemberton(1830-1888), was an American pharmacist, soldier and most of all an inventor. He invented Coca-Cola on May 8th, 1886 in Atlanta, Gergia, USA. Before that, he had invented a popular drink, the French Wine of Coca, which contained Coca Leaves and caffeine (from the Kola nut)

When the State of Atlanta banned alcohol consumption in 1885, Permberton changed the formula of his French Wine of Coca, by leaving out the French wine. He then Added sugar, citric acid and essential oils of many fruits to the wine less drink. This was the forerunner of what we now call Coca-cola. The 'Coca' part derives the name from the coca plant and the 'Cola' comes from the kola nut which was also an ingredient in the original drink(then banned)

Coca-Cola quickly became a very popular soda fountain drink. Originally, Coca-Cola contained cocaine in its formula but this was stopped in 1903.

Scientific studies ascertain that in their natural form, the coca leaves are completely safe and non-addictive and they require intensive processing and toxic chemical ingredient, to produce cocaine. The final of Coca-Cola is a closely guarded secret. Under the U.S law, Coca-Cola is the only company allowed to import the coca to maintain the original Coca-Cola flavor. Now you know...



# 'Fundamentos'

BY STEVE OBUOGO

Having taken four years in school, I have some experiences which I would like to share with you, as a brother. Success comes in all forms, shapes, and colors. You can be very successful in your daily endeavours and career but you can equally be successful in your love life, at sports or a hobby. I doesn't really matter what type of success you are thinking of at the moment but one thing is quite clear; very successful people have a common trait: Their fierce drive and appetite for success never allows them to give up.

All the success stories that I have read and seen including mine which I am in the process of developing, often paints a picture of constant struggle, progression and rediscovery. Being in campus and young is no longer a valid excuse to do what you want. Life does not get any easier and it is crucial that you use this time to position yourself in order to give yourself a competitive advantage in the future.

Our later years can be very successful, or a complete failure, all depending on what we learn and how much effort we put in during our campus live. Here, I call them Campus Fundamentals.

## **IDENTITY**

When I was a first year, many people used to identify me as that boy who makes a lot of noise in Kijaluo. When I got to second year and third year my peers used to identify me as that guy who walks around in official attires while carrying a big diary. At fourth year, most people could only associate me with ASA-KU the club I served as the chairperson. Why is your campus identity important? You see the same way your friends used to call you and identify you in campus will not change after you leave campus. To them that is who you are; that is your brand. A personal brand is a distinctive quality by which others recognize you. It is what comes to mind when people think about you. Much of that perception you have worked hard to create, consciously or subconsciously.

It is important to understand that your behavior and actions ultimately crystallizes the image of who they are. Cognizant of that you need to set out to deliberately build a brand. Whatever you do, wherever you do it at, it will ultimately determine how powerful or

important your identity becomes.

## **RESILIENCE**

Life is not easy, but it is worth it. If you expect it to be, you will perpetually disappoint yourself. Achieving anything worthwhile in life takes time and effort. You must align your efforts with your goals and then start every day ready to run farther than you did yesterday. Fight harder than you ever have before. Resilience and persistence are two most common characteristic of high achievers. They simply refuse to give up. The longer you hang in there, the greater the chance that something will happen in your favor. Whatever you want to achieve, you must consistently make efforts to get it. It does not matter how long it takes you but just ensure you move from whatever failure to another action point without losing enthusiasm.

## **EXPERIENCE**

Living is a risk. Happiness is a risk. If you are not a little scared sometimes, then you're not doing it right. Do not worry about mistakes and failures, worry about what you are giving up when you do not even try.

Worry about the life you are not living and the happiness you are forgoing, as you merely exist in the safety of your comfort zone. Give yourself permission to be one of the people who survived doing it wrong, who made mistakes, but recovered from them and grew into your truest self. This way you will be sure of what not to do and what you have to do.

## **DISCOVER YOU**

I am sure it is everyone's experience, as it has been mine, that any discovery we make about ourselves or the meaning of life is never, like a scientific discovery; a coming upon something entirely new and unsuspected. For a student who wants to make it big in life, I would suggest that you engage in as many campus activities as possible, it will not only broaden your scope but also help you to eventually re-discover hidden potentials and abilities within you.

## **TAKE ADVANTAGE**

As a campus student; there are many advantages that accrue to you just because you are in the university. Many doors will

open to you just by mentioning the fact that you are a university student. This will not be for long, remember you are an undergraduate student ones not unless you want to do another undergraduate degree. You will get away with many things just by being a University student, my advice is, take advantage of this, and grab all the opportunities around town.

## **FUN**

There is no need of doing anything in life whether in campus or outside campus if you cannot have fun at it. It is only during your campus life that out of the sixty hours you have in school every week, class demands only twenty-one out of it. I cannot keep dwelling much on this; have fun while you are still in campus because you may never find such time again. One fact is for sure though, if you are twenty-one years now, you will never be twenty-one again. Have fun during this time but remember to be responsible while at it.

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# TEAM NEXUS



**K**enyatta University stands tall yet again as Team Nexus from Kenyatta University gets to represent Africa in the Unilever Future Leaders' League in Singapore. Team Nexus won the Unilever Kenya Idea Trophy 2 challenge, taking the title from Maseno University which won Idea Trophy 1 in 2012. Team Nexus comprises of John Githiri, Jacqueline Njuguna and Kelvin Kuria all in their final year of study. Unilever Kenya Idea Trophy is an annual business challenge based on a Unilever brand. It aims to give students an out of class learning experience. The challenge is open to all students in Kenyan Universities regardless of their disciplines. The challenge consists of 3 stages; submission of ideas, semi-final and the final. Students in their numbers submit ideas in form of a business plan, marketing strategy and an activation plan.

**T**hese go through screening and the best 25 ideas are chosen to proceed to the semi-finals. The 25 teams prepare a 7 slide presentation which they present in not more than 5 minutes to a panel of judges consisting of managers from various functions at Unilever. "It is an exercise that requires precision in communication because you need to sell the idea in less than 5 minutes", recalls Jacqueline Njuguna the team leader of Team Nexus. The 25 teams are short listed to 7 teams who then proceed to the finals. Here, the teams are supposed to draw up a 10 page execution plan for their idea, including budgets, timelines, key performance indicators and assumptions. Further, they are required to present their Idea to the Unilever Leadership Team which comprises of company directors. A mentor from Unilever is assigned to each team as they prepare for the finals to help them polish up their idea. For their efforts, the winning team gets an iPad TM for each of the 3 team members and a trip to Unilever South Africa.

**T**he first runners up get a laptop for each team member and the second runners up get a smart phone for each team member. Other than prizes for the top 3 teams, all teams that make it to the finals are assured of an internship opportunity at Unilever so everybody is a winner. "Whether one wins or not, the experience earned from Idea Trophy is invaluable, and it is fun too!" says John Githiri. He further says that since it is an out of class experience, one learns things that would probably never be taught in any class and encourages other students to participate in the coming edition of Idea Trophy to be launched later on in the year. Team Nexus is now facing a bigger challenge of representing Africa in Singapore for the Unilever future leaders' league, where they will compete against 21 other countries from around the world. The competition runs from 10th – 14th March 2014 and the winning team stands a chance to win a cash prize of 5000 USD. Among the 21 teams are representatives from Singapore, which won Unilever Future Leaders' League 2013, Turkey, Ghana and South Africa. The 21 teams will initially be split into 3 groups of 7 teams. This will be followed by the semi-finals stage after which 2 teams from each of the 3 groups will proceed to the finals. While in Singapore the team will get to rub shoulders with the Unilever Global Chief Executive Officer, Paul Polman amongst other business leaders and get real experience on developing business plans for behavior changes as well as first hand exposure on what it takes to work for a multinational company. They will surely remember this experience for years to come. Good luck Team Nexus, Happy Hunting!!

**kelvin.kuria1@gmail.com**

## VIVIAN ODERA BASKETBALL IS MY LIFE



**S**he has been the Captain of the dreaded Kenyatta University Oryx, since first year. As a captain, she has literally lifted the team from grass to grace. Imagine, after 16 years of not participating in any league, today the K.U Oryx are participating in Kenya Basketball Federation (KBF)[add something here].

They are also the Champions of Nairobi Basketball Association (2012) and were also the runners-up in the Kenya Universities Sports Association (2013). We had a little time with this icon.

**When did you realize your passion in Basketball?**

A: I started playing in High School but I never took it serious. However, I used to admire prominent Basketballers like [add something here]... When I joined K.U I found myself in the pitch and so as they say, the rest are history.

**You found yourself, what do you mean?**

A: I knew myself as a generally active and agile lady; I knew I belonged in sports. Of all the sports which are played in K.U I found pleasure in Basket Ball and that is why I found myself where my passion was

**Your achievements are quiet glaring; what drives you?**

A: When I joined Oryx, I wasn't sure whether I would be the captain, but I was sure I would improve the team. Luckily, I got the chance to lead. I'm driven by the need to make my team mates come back to me and give testimonies how Oryx [Basketball] unlocked their potentials. I want results and nothing can deter me on this.

**You sound tough, could that be the reason your team is so disciplined?**

A: I'm not tough, I'm just realistic, all we want are results regardless of the means and ways of getting them

**What would you tell other students who are yet to exploit their talents?**

A: Talent is the only asset you have to help you stand out among your peers. If you sit on, God won't be happy with you. Use it to help others.

**What would you tell the ladies who find it hard to rise above the gents?**

A: It's time, my sisters. The time of, 'I'm not a man to do that...' is long gone. Stand up and do it. Both genders, however, must co-exist and respect must be reciprocal. Ladies, exploit your talent.

**Your last word?**

**REMEMBER GOD IN ALL YOUR PLANS, HELP SOCIETY BE BETTER THAN IT IS.**

## KARIS

THE ENTERTAINER



## COMEDY IS FUN

**H**ABARI GANI... HE GREETS US [IN HIS TRADEMARK CORRUPTED ACCENT] AS HE SETTLES FOR THE INTERVIEW. FROM THE FACE, YOU MIGHT THINK HE IS A PASTOR; THAT IS, IF HIS PERSONALITY IS ANYTHING TO GO BY; BUT HERE HE IS; THE ESTRANGED ECONOMICS STUDENT WHO HAS FOUND PLEASURE IN CRACKING PEOPLE'S RIBS IN CHURCHILL LIVE.... I MEAN ERIC KARIUKI[ KARIS]- ONE OF THE KENYATTA UNIVERSITY COMEDY ICON.

**MY BROTHER, SERIOUSLY, HOW DOES ECONOMICS BLEND WITH COMEDY...**

THAT IS THE ONLY PROBLEM OF PASSION; IT GUIDES YOUR MOVES AND LANDS YOU IN THE RIGHT PLACE. AND OF COURSE, I'M IN THE RIGHT PLACE.

..RIGHT PLACE? THAT MEANS CHURCHILL LIVE..WHY DID MOST OF YOUR COLLEAGUES WALK AWAY RECENTLY TO OTHER SHOWS?

THE REASONS FOR MOST OF THEM WALKING AWAY WERE PERSONAL AND DIFFERENT. UNTIL THAT TIME YOU SEE ME WALK AWAY, THAT IS WHEN I WILL BE BETTER PLACED TO ANSWER YOU.

**WILL THAT TIME COME SOON?**

A: No, not at all, but again you must remember that it is our creator who plans our moves. As a Christian, I believe God has a road map for me, so my duty is just to follow it. But I feel so comfortable working with the indisputable comedy guru, Churchill. So in that case, is it

# TALENT

fair to quit working with the best?? Of course, you know the answer.

**SO HOW DID ALL THESE START, DID YOU JUST WAKE UP AND REALIZE YOU WERE FUNNY?**

A: It all started in High School. I participated in drama though; my talent was raw, then. As a follow up to my would- be breadwinner, I joined an art group and participated in acting set books in 2009. I remember clearly playing the role of Joshua in the novel River Between. I got the exposure and joined Tripple E in Kenyatta University in 2011. Thereafter, we took part in different shows. Subsequently, I got the chance to participate in auditions for Churchill Live. Since then, this has been my home...

**SEEMINGLY, YOU MUST HAVE HUSTLED A LOT TO GET HERE...WHAT IS YOUR ADVICE TO SOME OF US WHO EXPECTS GAINS, 'PAPI'-MORE SO THE YOUTH?**

Identification of your talent is core, but what is more important is nurturing it to bring a bank cheque to your table. This requires patience and commitment. In addition, you must allow yourself to be mentored by those established in that field. Most of the youths do not provide allowance for this time. That is where we go wrong. My advice will be simple, please take it slow and nurture yourself....

**IN CONCLUSION, WHAT IS YOUR PLAN WITH ECONOMICS?**

[with a chuckle]..Must you come back to this, yawa!. Professionalism is wide and you can not rule out the possibilities of merging fields. I believe, the two will blend, trust me. Your parting shot...

Allow me to say this in Swahili,...**MTAKA CHA MVUNGUNI SHARTI AINAME**...please do something to our country Kenya and ensure you contribute to the welfare of the less privileged. Help the poor, will you?

FB; Karis tha Entertainer///

[Interview by Grace Kadzo and Gabriel Dinda]

Find **KARIS** at

Email;kariuki86@gmail.com

## LYNDA NABWIRE

### THE GOAL BALL CHAMP

**"DISABILITY CAN'T 'DISABLE' MY TALENT"**

She is partially visually impaired. To her, that is not enough reason to sit on her talent and lament. If you thought that is all she does, you are wrong. She writes poems and story scripts too. So we got time and asked her, is disability a cause for inability- She had the answers

**Were you born with the visual impairment?**

A: No, I wasn't visually impaired when I was born. I was normal hospital and told that the condition required an operation, one doctor said it was a biological disorder, cataract. I was taken for surgery in Tororo and I regained my sight, but partially.

**[Sorry for that], How did you cope up with the new condition?**

A: Expectedly, it was hard. Imagine I could not do some things which I used to do. But you see, you can't walk against nature. I had to accept the situation the way it was.

Q: So I did, and to prove that, I decided to play a game which was designed for the visually impaired; goal ball.

**Goal ball is a game which is little known to many. Do you find people to play with?**

A: Yes, I do get people of the same interest as me to play with

**Which achievements have you made so far in goal ball?**

A: I have represented Kenyatta University in a number of games in Kenya. The most recent being Kenyan National Goal Ball Championships held Kasarani gymnasium. From the championships, I got the chance into the Kenyan National team to represent Kenya in the African National Goal Ball Team.

**[Congratulations] you seem to be going places, what do you say about Kenyatta University's support for the disabled in terms of enabling them to harness their talents?**

A: The University is very supportive; it provides caring opportunity for those who wish to further their ambitions. It has given me the chance to grow. Generally, those with physical challenges are well treated by the University.

**You have done a lot with your condition; but some people do very little in their perfect condition, what do you have to say about that?**

A: Make good use of what you have. This will even be better if you use them to help those who do not have.

**Thank you Ms. Nabwire. May God bless your efforts.**

WE WISH YOU WELL IN GOAL BALL AS YOU REPRESENT.



**Professor Shaukat Abdulrazak**

**CEO NACOSTI.** In his landmark speech, which was delivered at Kenyatta University's Bishop Square he noted a number of things. He pressed upon the students the need to manage their time well while at the university by balancing between academics and other useful activities which provide other important experiences in life. He stressed on the need to participate in community service, extra curricula activities and clubs and societies which avails opportunities for leadership experiences which the employers are looking for. He implored upon the students the need to nature innovative ideas and minds as this is an important way of creating employment opportunities for themselves and others. This advice was line with Career Week 2014 theme, "Tapping potential through innovation, discipline and personal branding".

Prof Shaukat urged the students not to worry about their humble backgrounds as success comes to those who are focused on their dreams and those who channel all their energies towards achieving their goals. He used his own experience to attest to this fact following the humility of his background which did not deter him from making it to the CEO of NACOSTI.

He stressed on the importance of one packaging himself the way he would want the 'world' to view them. This is important because how people view determines how they interact with you.

He also talked at length about the place of Science and Technology in the shaping of the future of students. Notably, he referred to feedback mechanism as best method of learning. His speech, un-doubtedly, was the highest point of Career Week 2014.

*Thank you our Chief Guest.*



## TAP YOUR TALENTS TO CUSHION YOURSELVES FROM UNEMPLOYMENT

**BY KENNETH NJORGE**

[ Career Advisor, Kenyatta University ]

In the recent past, the most lucrative sectors have drastically moved from professional based to the talent based. When you look at the entertainment industry for instance, you realize that most of the talents are appreciated and most Kenyans are slowly gaining big from their talents. The same case is applicable in other sectors including sports and other activities. The corporate sponsors have also moved with speed to invest a lot of funds in the talent based sectors.

Due to the current rocky employment terrain [mostly for graduates], the only safe haven for your future would be identifying and tapping your talents and potential. Most of the students take a considerably long time to identify their talents. Worse still, others do not bother to fish out their talents. The only sure way to do this is to identify the activities which interest you most. If you realize you can wake up in the middle of the night to watch a La liga football, perhaps you might be talented in football. Upon identification of such interests, the next step is a follow up process. This involves going to the ground to ascertain the interests. It is through interests that most prominent people who have made it in different fields managed to attain the heights. Similarly, it could also apply to comedy, if most of your friends consider you funny and enjoy your company, you could be a comedian. That is how to identify your talents

Identification of passion is one thing, exploitation is another. A good number of people also identify their talents but chose to sit on them. This is the group which crowds the job market and spends much time in pointing accusing fingers to the government for not creating jobs. It is advisable to major on your talent and passion as it is more fulfilling to work in the line you enjoy. Most corporate have also developed a unique taste for the talents. You realize that if someone performs very well in an area, the chances of such a person being approached for a job offer by a renowned company are high. The opposite is true for those who only depend on their academic papers.

Everyone have their unique talents and abilities, it is therefore not a question of others lacking talents. We should therefore make it an affirmative action that at least we perform in our areas of interest, that way; we will cushion ourselves from unemployment. For now, I would say with confidence that it is the only safe way to cushion you from the uncertainties of the corporate world. So make it upon yourself to identify, nurture and exploit your talent. In doing that, you must be humble and disciplined. Arrogance and pride brings most talents down. I wish you well as you purpose to exploit your talents.



THE DIRECTOR CENTRE FOR  
CAREER  
DEVELOPMENT AND  
PLACEMENT [CCDP]  
KENYATTA  
UNIVERSITY

**Dr. EUNICE KAIRU**

## SEE YOU IN CAREER WEEK, 2015

Welcome to Career Focus magazine Volume 4. This is the culmination of the activities of Career Week 2014 that was held from 1st to 7th February, 2014. Career Week 2014 was big in many ways. We had more than 5000 students visiting the two days' corporate exhibition and over 7000 students from 150 secondary schools turned up for the high school day. We owe this large turn up to advertisements by our media partner, The Nation Media Group and our newly launched Face book page [Kenyatta University Career Office] that enabled us publicize the event to a wider audience. The career week ambassadors also did a great job. If you have not visited our face book page please do so.

The original purpose of career week was to link students to corporate organizations. This, however, has metamorphosed with time to keep pace with the changing world and needs of our students. In line with this, we launched the Human Resource Managers' Forum during Career Week 2014 for the first time. The purpose was for us to hear from the consumers of our products-the graduates, on the skills and competences we should instill in our graduates to make them more employable. In addition, it gave us a feedback on the performance of our graduates in the job market. This was a big success and we

are following up on the recommendations from the forum.

Career Focus volume 4 contains very insightful content. You can tap from the experiences of Charles Njiru, Njenga Karume and our own alumnus Ndindi Nyoro who are successful entrepreneurs despite their challenging backgrounds. The Secretary General of Kenya Red Cross Society, Dr Abbas Gullet, brings you tips on how you can utilize your free time in the university by help the less fortunate members of the society while gaining requisite work experience. If you follow Steve Obuogo's "Fundamentos" you will be one step ahead of your colleagues when you graduate. There are many more!

**WE LOOK FORWARD TO  
A BIGGER AND MORE  
EXCITING CAREER  
WEEK 2015. THANK YOU  
EVERYONE FOR YOUR  
CONTRIBUTIONS.**

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