



# CAREER FOCUS

*The Kenyatta University Career Week Souvenir Magazine* **2011**



**The Path to  
Financial Security**

**One on One with  
P.L.O Lumumba**

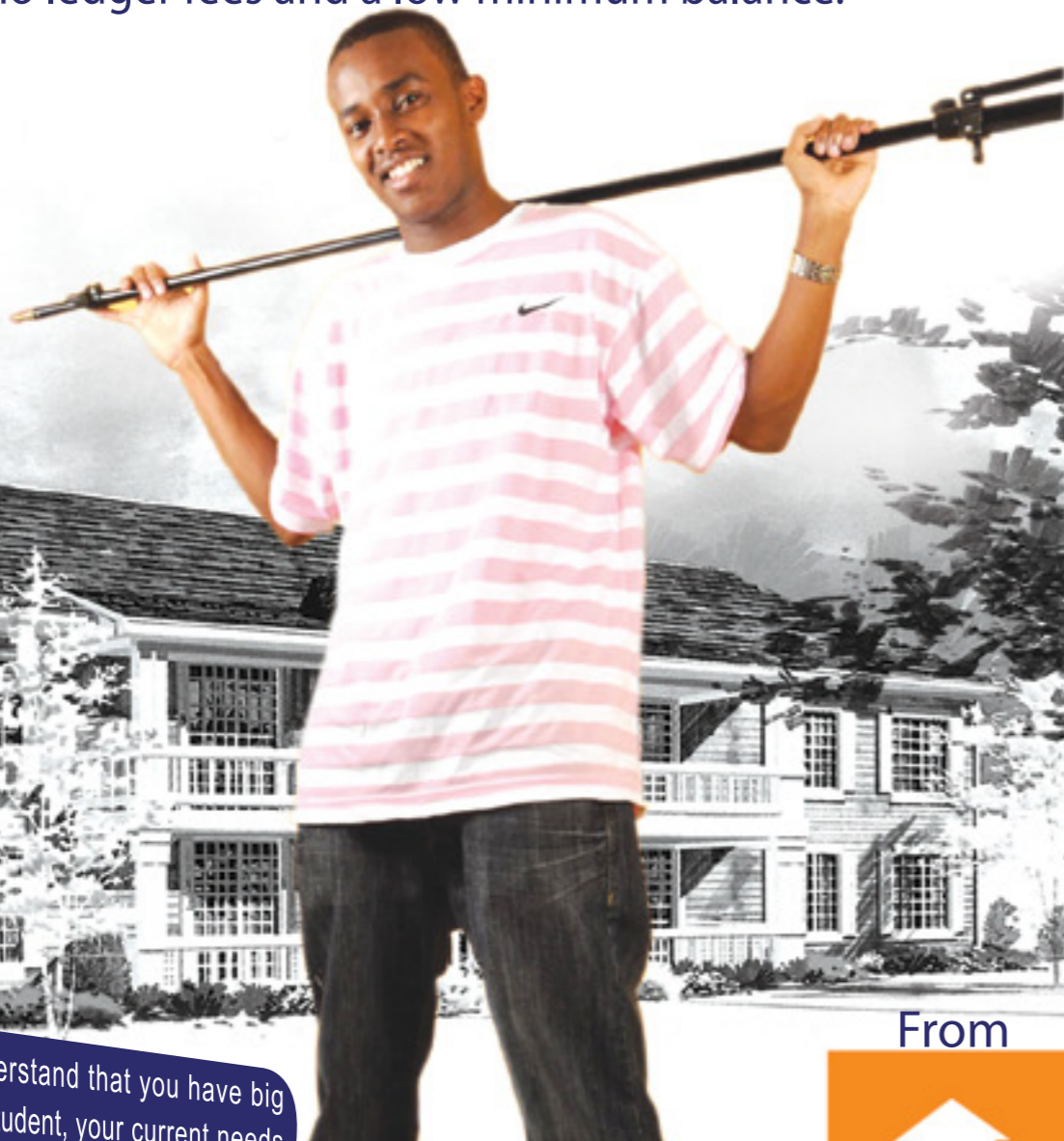
**How Career Week  
Changed My Life**

**Cashing on  
Entertainment**



# DIGGZ, DIGGOLOZ OR JUST HOME?

Open a Daraja Account and get an early start to owning one.  
With no ledger fees and a low minimum balance.



At Housing Finance, we understand that you have big dreams for your future. As a student, your current needs can also be endless. The Daraja Account gives you timely access to your savings. It also provides you with a door to home ownership! Be a step ahead of the crowd. Open the Daraja Account and let us build the future together.

Visit us at any of our branches countrywide. We are in Nairobi (Rehani House, Gill House, Kenyatta Market and Epren Centre - Buruburu), Mombasa, Nakuru, Thika, Nyeri, Eldoret and Kisumu.



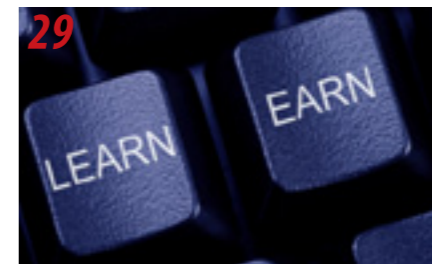
24-27



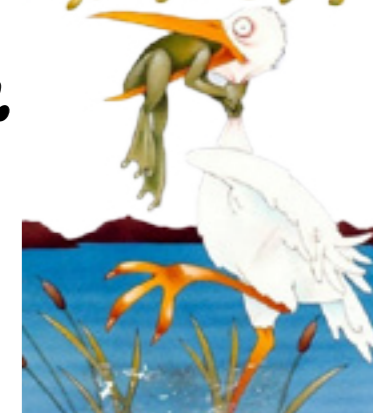
CAREER FOCUS  
Is published by  
**Kenyatta University Centre for  
Career Development and Placement  
(CCDP)**

P.O Box 43844-00100  
Nairobi, Kenya  
Tel: +254-20-8710 901  
Email: [careermag@ku.ac.ke](mailto:careermag@ku.ac.ke)  
[www.ku.ac.ke](http://www.ku.ac.ke)

The opinions expressed in this publication are not necessarily those of the University, the editor, or any other organisation associated with this publication. No liability can be accepted for any inaccuracies or omissions



NEVER<sup>34</sup>  
GIVE UP!



## 5. **Career Week 2011**

The Event, The Innovations and the Glamour

## 6. **Job Searching or Job Creation**

Which Way To Go?

## 7. **Enterprenuership**

Making The Right Call in Enterprenuership

## 8. **Personal Branding For Success**

## 10. **On The Spot**

Quality Of Graduates: Who is to Blame?!!

## 12. **Bio-Chem Journal**

Changing Job Seekers into Job Creators

## 14. **Getting Ahead**

What Can You Do With 3,000 Shillings?

## 18. **A Law Career Still Counts**

Doctors of Jurisprudence

## 28. **Interview 101**

Tips to help you succeed

## 30. **She who dares wins**

A KU Alumnus Story

## 31. **Careers**

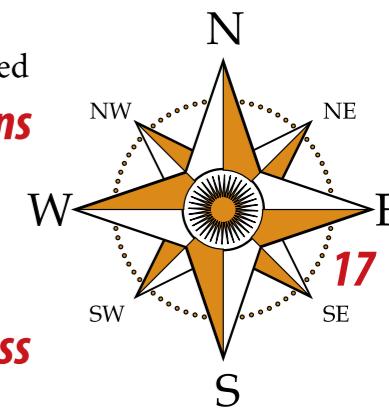
Fashion Design

## 32. **The Road to Success**

## 33. **Campus Living**

The Perfect 'Campus Life'

## 37. **From The Director CCDP**



# Careers Speak with Ease



one can make a living purely through entertainment? Your questions can all be answered here as Muchiri Ng'ang'a an experienced entertainment writer with the Nation Newspapers takes on this topic. Speaking of entertainment, Sunday Nation humour columnist, Mwalimu Andrew also has a piece that I feel should make for a more than interesting read.

With change comes rest. As you enjoy this souvenir issue Take 5 with brilliant short and to the point interviews with former students who have the secret on how to make it! Also this time round we go One on One with Prof. PLO Lumumba. He shares never before heard experiences as well as things not imaginable even in your wildest dreams. Imagine that.

Time travel is also possible! Mogaka Wesley proves this by bringing us an excerpt of his diary from way back in 2030. Trust me, there is a lot more inside this issue but you can only find out if you dare to read on.

Whenever there is a shift, change is inevitable. There are those who will cease the opportunity to change, spread their wings and take off with the wind. Then there are the other guys, those who will just enjoy the breeze and fail to recognize the wind of change for what it truly is. These get left by the way side only to look up in amazement as those they once knew to be just like they soar like eagles owning the sky.

*"Find out what you like doing best and get someone to pay you for doing it."*

This year welcomed two new babies to the career week. A fashion show that rocked and some mind blowing student innovations. Both showed that indeed this 'paradigm

shift' is not just but sweet words for the idle and blissful mind to enjoy. It is real, and it is here with us.

So let's be the change, let us be the eagles that soar and not the flightless chicken that have the wings- the potential, but are to afraid to use them. Own the sky and make it rain jobs for the rest.

James Chege  
leo.j.mo@gmail.com

**'Paradigm Shift**  
*From Job Seeking to Job Creation'* was this year's theme in Kenyatta University's Annual Career Week. Is it the way to go? Meritaton Kirigha explores this with live examples that that give you a vivid image of both sides of the unflipped coin.

Learn what it takes to be a successful entrepreneur and at the same time get valuable advice from the experts on personal branding. If that's not enough, Lillian Kitololo, a human resource manager in a global marketing firm, has some great tips on how not to just survive interviews but also how to succeed.

Have you ever wondered how

EDITORIAL TEAM

**Editor**  
James Chege  
leo.j.mo@gmail.com

**Associate Editor**  
Nyambega Gisesa  
engisesa@yahoo.com

**Members**  
Jackline Murugi  
Jamal Dakane  
Maria Omare  
Mogaka Wesley  
Romeo Castro  
Ruth Kagiri

**Design and Layout**  
Martin Githinji  
mcgeemartin13@gmail.com

**Contributors**  
Wangari Kibanya  
Connie Ngondi  
Alex Macharia  
Esther Muchiri  
Mwalimu Andrew  
Lillian Kitololo  
John Muchiri

Jane Nduta Wambura  
Muthoni Geita  
Jackie Murithi  
Victor Kiplagat  
Festus Kimani  
Alex Muthomi  
Merittaton Kirigha

**Special Thanks:**  
*To The Vice Chancellor Kenyatta University, Prof Olive Mugenda (Ph.D, EBS) for her generous and unwavering support towards CCDP and the Career week, the University Management and Staff, To our Guests during the Career Week, Dr. Sharon Kisire, Dr. Eddah Gachukia, Ms. Betty Macharia, Mr. Derek Bbanga, Dr. Evans Kidero and Mr. Chris Kirubi. And to all the Students of Kenyatta University to whom the success of the week is attributed.*

# Career Week 2011

## "PARADIGM SHIFT FROM JOB SEEKING TO JOB CREATION"

### Students' Innovative Concepts Rewarded

BY MOGAKA WESLAY

In tandem with this year's theme, for the first time in its history, the Career Week Organizing Committee fronted the idea of having projects from students. The projects were used to showcase Kenyatta University Students'

year student of software engineering. Another was a KUSA online voting system and an artists' document upload by Martin and Samwel Wafula respectively, both forth year students in computer science.

The exhibition wasn't all ICT based. Zipporah Raza exhibited beautiful mats made from recycled papers. Daniel Njuguna, from the department of Biotechnology presented a project entitled: Use of tip tap hand washing facility and proper hand sterilization in campaign against contamination in our communities. Lastly, Alex Muthomi came with a presentation: Creating employment in Embu through mango crisps production.

After thorough judging, the burglar detection system emerged the best and was rewarded by the Career Office.



preparation for job creation.

Massive response from the student community meant a tough job in deciding who made the cut.

One project was a burglar detection system. The system calls the owner of the house once anybody enters through the door. It consists of a small gadget fixed on the door. It is a first of its kind, to be exhibited by Israel David, a fourth year Telecommunication Student.

David teamed up with Nahashon Kibet, his course mate, to develop an SMS (short messaging service) based suggestion box. To complain or suggest a user sends an SMS with the name of the department and the message.

Samson Karanja and Dancan Mwangi, fourth year students in software engineering, came up with a mobile based timetable request system. With an SMS, you can know where and when your lessons are. Class representatives can also edit the timetable through an SMS.

There were three web-based systems. One is a lost and found system, developed by Jacob Kipkoech, a fourth



### Glamorous Beauty Queens on Career Walk

BY JANE NDUTA WAMBURA

Also for the first time this year the CCDP decided to team up with students who have an interest in trends of fashion to help sensitize on the issue on fashion design and modeling as a career.

It is with this in mind that top designers in the country were approached to help mentor and propelle the intended show to international levels. With the likes of Monica Kanari of Occasion and Days, Lucy Rao of Rialto fashions and Agatha of Agatha designs all chipping in there was left no room for failure.

With this the concept of "fashion. your image, your career" was born. Here designs with a theme of a certain career were made by students from Kenyatta University, Unity college of design, Uzuri college of design, Buruburu Institute of fine arts and Vera Beauty college. These were showcased in a special event held on the last night of the Career Week. The Event was graced by various icons in the fashion industry with the chief guest being Mr. Chris Kirubi.

Kenyatta University provides a wide base on which the glamour of fashion can be practiced and experienced. With the fashion show that that stormed in this year we all cannot help but recognise this career that unlike all others belongs to everyone!





# The Hard Choices We Face...

BY MERITATON KIRIGHA

Is my CV competent enough? Should I upgrade it by doing extra courses? Mmh...What about applying for that job I saw being advertised in one of the daily newspapers...but wait a minute!

They need someone with four years experience! Where do I get all that experience? Now, what kind of job would I be interested in? Can I really get employed when fresh from campus? So, what steps do I need to take right now as I prepare for employment?

Well, we all face such dilemmas, and at some point, come face to face with such questions.

Well, it's possible to get that job you've been dreaming about or start that business, firm or company you've always thought of...but just how do you get there?



However, getting the job was no easy task. She had to first submit an online application for the recruitment, which PwC does every year. Her advice to students is, "Market yourself effectively, do a

lot of research on the opportunities available, do necessary short courses in order to have a competitive edge and get involved in extracurricular activities while in campus as most employers prefer all-rounded people."

She further adds that it is equally important to get good grades and have a thorough preparation prior to the interviews. She concludes by saying, "Commit your plans to the Lord, trust in Him and He will bring them to completion."

## The Job Search...

Fredrick Muindi, who majored in Economics and minored in Sociology, advises students in campus to start looking for jobs as early as first year instead of waiting to graduate.

He is currently working at the United States International University (USIU) as an assistant accountant in the finance department.

"I had worked at the same institution in the year 2009 as an intern. After that I notified them of my availability for employment should a position arise.

A year later, early February (2010), USIU informed me of a vacancy to which I applied and secured employment."

For extra experience while still on campus, Muindi worked as a sales person at Golden Marketing in 2005 and as an office aide at TAMKA Arts in 2008. He is however keen on self-employment. He insists that employing yourself should not be a last resort after an unsuccessful job search.

Ritah (not her real name) who did a Bachelor of Science in Software engineering, secured a job at the prestigious audit firm PriceWater House Coopers (PwC), in September 2010, just a few months before she graduated.

**"Market yourself effectively... get involved in extracurricular activities... most employers prefer all-rounded people."**

## What about self-employment?

Faith Mureithi, who pursued a degree in Bachelor of Science Community Resource Management, opted to travel the much less traveled road, taking on self-employment.

She believes that self-employment is more fulfilling, provides more opportunities for growth than employment. She has therefore started her own business. She is nutrition and diet, beauty and skin care management, weight management, stress management and health and fitness consultant.

As her business is service-based her clients form the core of her business. It is no wonder

why she has to advertise her services and competencies aggressively. This takes a lot of time, effort and courage.

"The world is your playground, and you do not need to be focused only on getting a job. You can broaden your mind, think of the things you enjoy doing, things you are talented in and that come easily to you. For instance: photography, travel, graphic design, cooking, beadwork, fashion or even counseling," She concludes.

wawasimeraton@yahoo.com

# Making the Right Call in Entrepreneurship

BY JACKIE MURITHI

You've always had this big dream, that one day, you will run your own business empire, one as great as Donald Trump's or even Hugh Hefner's- whoever that is? The young and not so successful entrepreneur in you, dreams of conquering business deals that will put you on the map of the business world. You've even given it your all. What started as a small business has began yielding some fruits after endless toiling. There is only one thing left and that is to have your business grow. However, somewhere at the back of your mind the big question lies. "What makes one a successful entrepreneur?"

According to Mr. Michael Igwuu a Nigerian businessman in Kenya, the quickest way to gain mileage in business is by aggressively marketing and advertising. Consumers will only go for products that they are familiar with. Look at the already established brand names like-say Coca-Cola, or our very own Safaricom. What makes you identify with them so much? Could be the fact that they are constantly appearing on billboards everywhere around you? Or their ability to keep popping up every time you are watching your favourite soap on T.V? Well dear reader, every successful businessman will have this to tell you- marketing is what can be called the cornerstone of business.

What about those entrepreneurs who don't have enough money for commercial advertising? Promotions, is the way to go.

This means going out to find your target audience and telling them about your product by word of mouth. You could also take advantage of technology and acquire an internet presence. Technology today is visibly not what it was in the 80s. There are many social networking sites like facebook, twitter amongst others that you can use to market your goods or services. You might even consider getting a website for your business. This way, one can advertise to millions of internet users on a daily basis.

Your attitude, Michael emphasizes, contributes greatly to what you will end up with at the end of the day. Contrary to what many people think, you do not have to be a business person to start a business. What you need is patience to study and learn the trade. Do not venture into something that you know totally nothing about. Research about your business. Who are your customers? What is it that they want and is it possible to give it to them? All the while, you should purpose to stand out from your competitors by offering outstanding products and services

On another note, Mr Igwuu cautions young entrepreneurs against 'double-mindedness' when it comes to business. Many people who are new in business, says Michael, have the wrong notion that, as so long as you are in the market, your products have to sell. They

want to make big money there and then- no apologies. A few months down the lane, they start complaining that there is no profit flowing in and even start contemplating on trying something else or quitting all together. This is what brings many young enterprises to their knees and in worse scenario's, to their death.

Another delicate issue and one which should be handled carefully, is Money. That is what you are toiling so hard for. "What you do with your money from day one of business will either build you or leave you with a crisis," Michael states rather seriously. It is important to monitor your expenses and reduce your costs by prioritizing your needs. With the few pennies you save you can consider transferring the costs to your customers by offering incentives. This could be by lowering prices. Giving promotion offers like - buy one get two free or giving discounts and so forth, of course without incurring losses. This way you retain your customer base and attract other new buyers.

Another way of expanding is through networking. Invest people in your business. Just like money, it is not how much you have, but how you make it work for you. Talk about your business to your friend's and let them know what you are doing and where you want to go. Be proud and confident about your business venture. Aspire to grow and remember to look out for new business opportunities.

Lastly, Self-discipline is a hallmark. This simply put, is the ability to do what you should do, when you should do it, whether you like it or not. Being your own boss does not mean the freedom to indulge rather, it means sacrifice.

**"Do not venture into something that you know totally nothing about."**



*"To live is to choose. But to choose well, you must know who you are and what you stand for; where you want to go and why you want to get there,"*  
**Former UN Secretary General Koffi Annan.**



## Personal Branding For Success

BY WANGARI KIBANYA

In our daily lives, we all use services and products that we trust and prefer over others. Think about what you did after you woke up, you switched on the radio to your favorite station maybe Kiss FM, you probably used a soap made by Unilever to shower, brushed your teeth using Colgate, ate bread made by Mini Bakeries and called your friends on Safaricom.

Every day we are surrounded by things and services whose trade names have become part of our vocabulary. Think about what makes all these things stand out and what they all have in common. They are brands and what makes strong brands? Every year Super brand conducts a survey to find the super brands across the world. These names we trust have several things in common, they inspire loyalty and trust. Think about what you associate with the trade names mentioned above and list these qualities.

In this competitive world the differences between us seem to be shrinking, you need to stand out from the crowd and how do you achieve that. We go back to branding – personal branding. In a value like education, there are probably 400 other people who may have the same qualifications that you have. How do you make a distinct mark and leave a memorable impression? In the old movies a notorious character is always introduced with the remark "your reputation precedes you". So, what image do you want to portray?

Think on this one: What are the qualities you want people to think when your name is mentioned? What are your most outstanding values that reflect what you do and how you do it? In this piece I will try to expand your thinking

and give you a few tips on the basics of becoming a personal brand. We all know time and tide waits for no man. How do you treat time? We have 24 hours and how we use it determines our success.

Keep Time Just like Nelson Mandela said, He who does not keep time does not respect himself and others.

Be passionate about what you do. Martin Luther King said "If a man is called to be a street sweeper, he should sweep streets even as Michelangelo painted, or Beethoven composed music or Shakespeare wrote poetry. He should sweep streets so well that all the hosts of heaven and earth will pause to say, here lived a great street sweeper who did his job well."

Having a love affair with what you do you can always differentiate between those who do things for the sake and those who could always make work seem like child's play. They have learnt to do their job well and have made their work part of their play. All brands are known for services and products that perform extremely well.

Deliver extra ordinary service. Do you go the extra mile to do what you said you would do without complaining and whining? We are all called to service in whatever occupation or vocation we choose and your customers will be both internal and external. Pay close attention to the minute details of what you do and you are well on the way to branding yourself for exceptional customer service.

See yourself as an independent contractor. You are the CEO of what you do with your life. A CEO takes charge of the direction of the company, and is an expert on the things that affect the brand. As an entrepreneur or employee you

(cont pg 9)

(contd pg 8)

will need to be the CEO of everything that is entrusted to you.

Have a high level of moral authority and be credible. Being human, you will face many temptations to compromise on the values you stand for. Will you stand for what you believe in and will your word be credible? Can people trust your message? Remember we all use these products and services because we trust their brand message. So what will you stand for? Learn and upgrade your skills to improve your brand. Over the years the world's favorite beverage, Coca Cola has undergone

many changes in packaging and advertising slogans. You can sit in a Beijing restaurant and order one, go to Siberia and get one.

One thing that has remained the same is they constantly reinvent their marketing message, learn their consumers and adapt to suit your needs. How do they do this? They are constantly learning about their consumers. As a brand you will need to learn new ways of doing things in order not to be a dinosaur and face extinction or become irrelevant. You will need to be able to respond to the changes in the market. Network, brush up on your reading or

go for that course. This is an insight at looking at yourself differently and a template for branding yourself, look around and see what uniqueness you have and how you wish to use it for the good of your country and community. After all John F Kennedy in his inaugural speech said "Ask not what your country can do for you, ask what you can do for your country" "So what is your brand promise?"

Wangari Kibanya is an HR Consultant – Recruitment and Training at Xantia Consulting Group and a KU Alumni Class of 2001

## DIARY FROM MY FUTURE FLASHFORWARD

BY WESLEY MOGAKA

I wake up at eight. Another night with only three hours of sleep. "It is time to change my career", I say, "This computer thing is killing me!" But then, which job can fill my account like the one I have. Which job can allow me to work from my comfortable couch? None. My last born keeps wondering why his father plays computer games all day. The boy will get the damn answer when he grows up.

Talking of my last born, he refused to join the online academy. According to him, the computer is too small to accommodate the many teachers the academy claims to have. A brilliant chap or brat? You to judge. My other two children are getting on well with their online school. Mary got her primary school certificate online and is now pursuing her high school studies, online too.

The delivery truck arrives. My wife has issues with the online shop. So I call her from her room to come over and check whether what we ordered is what is brought. Of late, the shop has been engaging fake suppliers. She comes back. Her face is written: "They did it again!"

To get her to talk, I lie to her that the online doctor responded. She has been complaining of a burning sensation in her stomach. I told her she had ulcers, and couldn't hear a word of it. Instead, she insisted on using the online doctor portal for diagnosis. But the response was slow, so I played the doctor and told her the answer was affirmative, "You have ulcers!"

She bends over to check what I am keenly watching on the online television. The headline: "Online Doctor Portal Hacked by University Students". She looks at me and sarcastically says, "Good morning Mr. Online Doctor."

It's true, students had hacked the system and began sending messages to users like: 'You have two days to live, your cancer is fatal, and you have the deadly HIV virus.' "What? Not again. This caused uproar and the system had to be shut down.

This year alone, we have had fifty deadly hackings. From the police, the state house and even to bank sites. One bank recently lost twenty million

FEBRUARY 28, 2030

shillings in a second. God bless hackers. Computer Security professionals have surpassed medical doctors as the most highly paid individuals in the country. The hackers earn more than them all. My second born shocked us when he declared, "When I grow up, I wanna be a hacker!"

I can also hack. Hacking is not something you learn in school, or plan to be, like my son, it is something you do when circumstances force you to. I did my degree in the Kenya Online University. One time, our lecturer sent us a 200 page pamphlet to read a day to our exam. I used the link to get to his account. I got the paper and its marking scheme. Crazy benefits of the online system. Only four pages of reading and an A plain.

I have hacked many others. So I keep saying to myself, 'Why not apply for a job as a hacker and make millions in a second?' Online recruitment is the in-thing these days. So I decide to pursue it. But wait, the other day a job portal was put up seeking hackers. Many of them applied and were promptly appointed. They were to meet at Anniversary Towers for the job. Guess who they met, the police! Dead!!



# QUALITY OF GRADUATES:

## WHO IS TO BLAME?

BY ROMEO CASTRO

There is a pertinent and disturbing discussion that should have policy makers concerned. What motivates this discussion is the fact that graduates are considered half baked and find it hard fitting in the corporate world.

It has been said our graduates become unproductive at the workplace few months after employment, forcing employers to relieve them of their jobs. The question that comes to mind then is, "Are our varsities 'worker' producing factories?" What is the role of the corporate world in turning graduates into quality professionals once at the work place?

Dr. Edward Kisiangani, a political science Lecturer at Kenyatta University and Standard Newspaper opinion writer argues that universities are merely academic spheres of influence and learning, and if a corporate firm recruits a graduate into their fold, then it is upon the firm to offer management training and other proper programs that orient the graduate with the functioning of the firm.

Dr. Kisiangani further says that a university basically churns out graduates whose orientation, whether rounded or not, is founded on an academic basis. For him, the purpose of a university is not to 'manufacture workers' for companies and



industries but rather to nurture thinking.

The society has its own expectations of a graduate and when these are not met, questions arise. Little as it may seem, a poorly done letter or inability to express oneself in English properly even after all those years of schooling leaves a lot to be desired in a graduate. However, the blame does not rest here. Dr David Kariuki from the Counseling and Psychology Department of KU believes it has to do with attitudes. According to Dr Kariuki, some undergraduate students cultivate poor attitudes towards learning and mostly go through the system like spectators. In other words, the problem might be individual and not entirely a problem with system.

Dr. Kariuki considers critical aspects of higher learning such as research, a fact he says that most student do not take seriously. "Subsequently, what we have are students unwilling to undertake any serious academic work, a habit that unfortunately moves on to the workplace," Dr Kariuki says. With inadequate funding, Dr Kariuki argues that research is greatly hindered and very little of the same goes on.

Regardless, the university cannot limit itself to being an indifferent reflection, but must set the guidelines and standards for its own development. The adaptation of higher teaching to social needs is the concern of institutions and individuals. Establishing the multiple challenges that confront our varsities is the first step towards tackling the challenges, and perhaps churning out quality and competent graduates.

*Mr Castro is the Vice-Chairman of Kenyatta University Students' Journalism Club (KUSJC). He is also a prominent freelance writer and online blogger.*

**"...what we have are students unwilling to undertake any serious academic work..."**

**"We are living in a country where talent, if discovered early enough and well marketed, pays really well."**

# CASHING ON ENTERTAINMENT

BY JOHN MUCHIRI

Entertainment is a rapidly growing industry filled with several success stories. When it began to take shape in the early 90's no one would have predicted that an artiste could make a full-time lucrative career out of it.

**Nameless**, a Kenyan musician who joined the industry just over ten years ago, is one of the artistes who are smiling all the way to the bank, for choosing careers in the



entertainment industry. An architect by profession, He charges an average of Sh100,000 per performance for local performances. Besides recently signing a deal with Safaricom worth close to Sh5 million, for a period of one year, the dreadlocked performing artiste has a recording studio, where upcoming musicians record and pay per session. With a show almost every weekend, he has very little time for architecture.

A legend in Kenyan comedy, **Dan 'Churchill' Ndambuki** makes a lot of money as well. Other than being the host of Churchill Live TV show, Churchill aka Mwalimu Kingangi is also an MC charging Sh70,000 per hour for corporate events. In most cases, he does three-hour sessions, making a cool Sh210,000 per event. In Churchill Live, being the brains behind the show, it is reported that he earns Sh300,000 per week. Season two is supposed to last for 32 weeks. Do the Math! He also works with Classic 105, earning a six-figure salary per month.

Nameless and Churchill are just but examples of many self made entertainment mogul. These

artistes do not know any other office, other than their art and talents. We are living in a country where talent, if discovered early enough and well marketed, pays really well. Using your voice or creative mind in music or comedy, is no longer looked at as a cheap hobby, but a worthy investment that can sometimes even pay much better than most white-collar jobs.

Service providers in the entertainment industry like music producers, events promoters, marketers and artistes managers, among others, are also big

beneficiaries. Without producers, there's no music or musicians, and vice versa. With a set up of music production equipment worth between Sh700,000 and Sh1 million, an aggressive producer in Kenya can easily make his money back in about two years. The average amount made in production houses to record a musician is anywhere between Sh10,000 and Sh30,000 per track.

Event organisers make lots of money too, with corporate events being the order of the day in modern Kenya. Regular, but good events with



enough corporate sponsorships go with budgets of between Sh2 million and Sh5 million. Sound, stage, lighting and general event management can bring one a good amount of income. Managers also play a big role, especially in pushing for airplay and also negotiate fees for performances.

Some musicians like **Jimmy Gait** or **Redsan** even have personal assistants. Other

entertainment careers include theater, which has also tremendously grown. Actors and actresses, who have also ventured into various TV shows, are making a kill out of their own talents. Movies are becoming a major venture too. Costing millions of shillings to produce they too have very high returns.

The fact is that talent pays in modern Kenya. However, one needs to know way early which area they would want to venture in. Taking time to learn the industry trends also helps a lot in career growth in the entertainment industry.

*John Muchiri is an Entertainment writer, Daily Nation /Sunday Nation*



# CHANGING JOB SEEKERS INTO JOB CREATORS

BY JAMAL DAKANE

A famous scientist once said, "The men of experiment are like the ant, they only collect and use; the reasoners resemble spiders, who make cobwebs out of their own substance. But the bee takes the middle course: it gathers its material from the flowers of the garden and field, but transforms and digests it by a power of its own"

Not unlike this is the true business of science; for science neither relies solely on the powers of the mind, nor does it take the matter which it gathers from natural history and mechanical experiments and lay up in the memory whole, as it finds it, but lays it up in the understanding of nature. Therefore, from a closer and purer league between the experimental and the rational, much is hoped from scientists.

For this reason came along the department of Biochemistry and Biotechnology at Kenyatta University. The department was first set up in 1992 with the main objective in mind being to provide an avenue for students with a passion for practical and applied sciences to learn their trade. The current Chairman, Dr. Ngeranwa adds that the department was also set up to act as a link between the students and potential employers such as industries, research institutes, government and pharmaceuticals.

Apart from linking up students with potential employers, a tough task in itself, the department encourages students to be self reliant, creating jobs instead of seeking them. Dr. Ngeranwa sites an example of students who

came up with the idea of making soap and selling it to the University.

The students were given support in what he calls financial or cost sharing. In this process the student is required to write a proposal. If it is deemed viable by the department it is then forwarded to the University management for approval.

According to him this has happened several times.

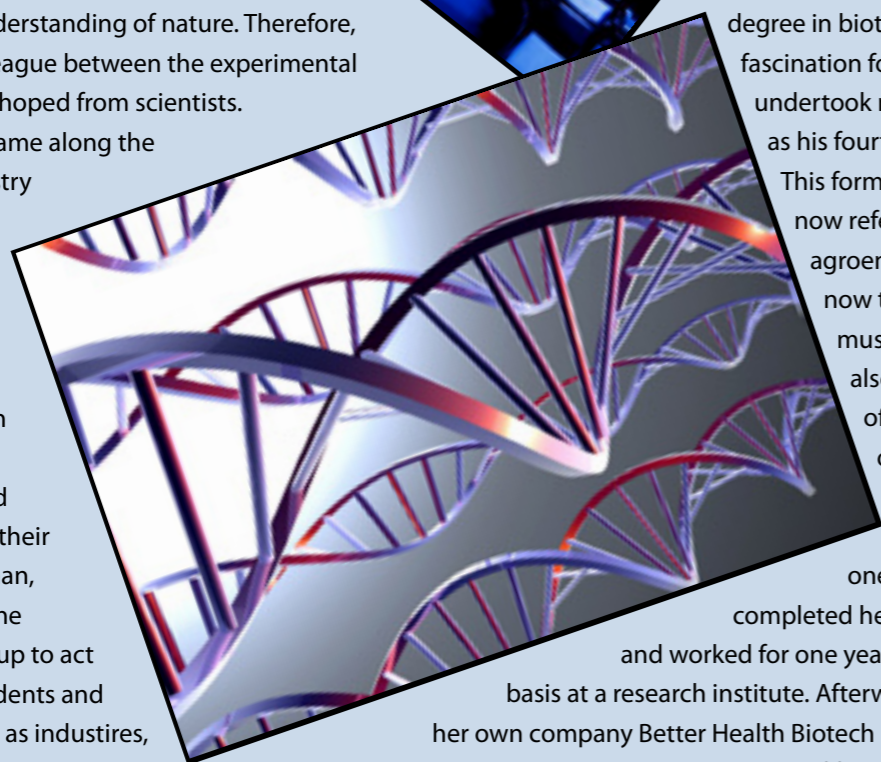
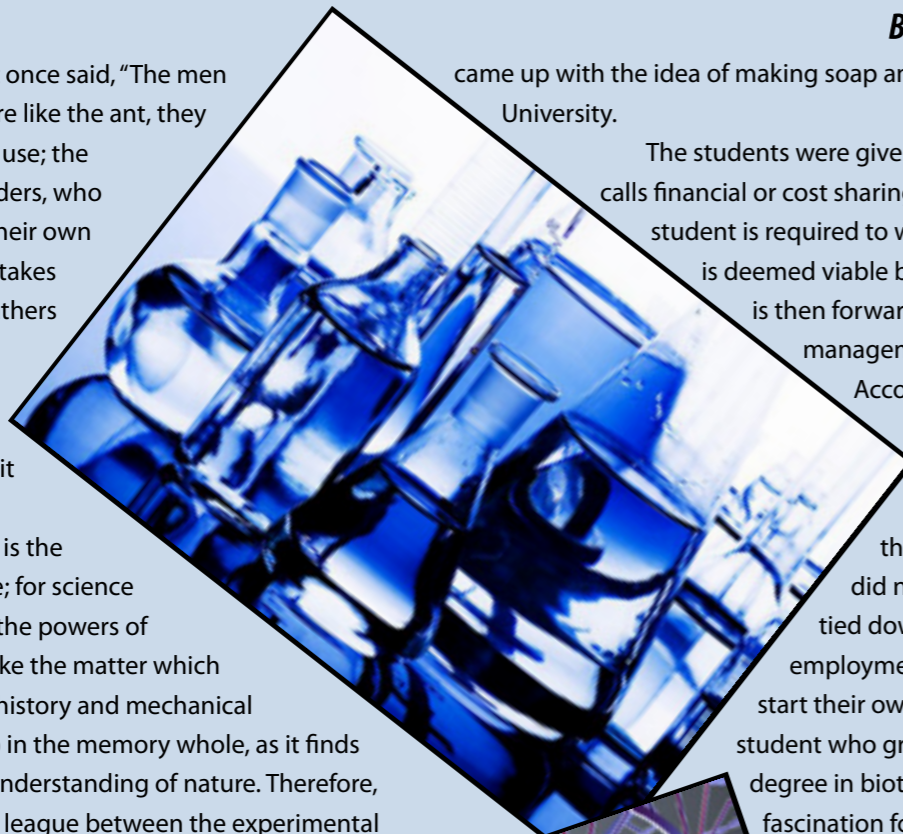
Then there are the students who did not want to be tied down with formal employment and decided to start their own businesses. One student who graduated with a degree in biotechnology had a fascination for mushrooms and undertook mushroom growing as his fourth year project.

This former student who now refers to himself an agroentrepreneur is now training farmers on mushroom growing. He also supplies a number of restaurants with his own mushrooms.

Another inspiring success story is of one Betty Kajuju. She completed her studies in 2008

and worked for one year on a contractual basis at a research institute. Afterwards she started her own company Better Health Biotech International. She deals mainly with the production of food supplements. Some of the benefits according to miss Betty are control of the direction of your business as well as cashflow control. "It is not an easy task starting your own business," she is quick to add.

(cont page 13)



(contd pg 12)

The chairman says that they are proud of such businesses by former students and claims that there are many more who are doing well by themselves. He adds that it is always advisable for students who attain first class and second upper class honours to pursue their masters degree because the job market is flooded with undergraduates seeking jobs. This will help them be a cut above the rest.

On the question of employers claiming that graduates are not prepared enough, the Chairman agrees that it is true. "But this not the case in most instances, we try our best to mould the complete graduate but we can not do this all by ourselves" he states. The industries and other firms are partly to blame according to him. "They need to have mechanisms in place to help the graduates familiarise with the job market"

The department of Biochemistry and Biotechnology has grown so much since its inception. It offers various disciplines including forensic science, medical laboratory, molecular biology and several other related courses. They have put in place stringent measures to admit hardworking students that is possibly why they have quite high cut-off marks.

With a vision of turning this into one of the best departments in the University Dr. Ngeranwa and his team surely have their work cut out for them.



## DEBORAH MASARA

She was the first female student to graduate with a first class in Software Engineering. Before that she had outshone all Kenyan applicants for an internship at Google. Wesley Mogaka went out to find more about this girl, Deborah Masara.



### 1) Who is Deborah?

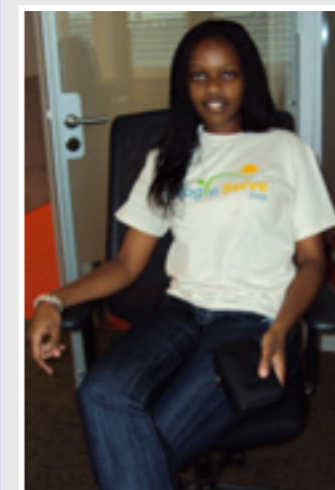
Deborah is a Second born of five children. She is a self driven motivated and hardworking girl who believes giving the best in every situation.

### 2) What is your secret for academic excellence?

(smiles) My secret to academic excellence is God first, then a lot of hard-work and giving the best in everything i do. I pray a lot for thing to go my way in terms of my studies and life in general and i also have faith that everything will work out my way.

### 3) How did you get the Google internship?

The Computer Science club, the club patron, Mr. Andrew Muigai, the then University ICT director, informed us about the opening at Google headquarters in Zurich Switzerland. We applied and did phone interviews. The interviews were very tough!, but i managed to outshine the rest. I was the only Kenyan to be selected for the internship.



### 4) Was it beneficial?

Certainly! it was very beneficial in terms of my technical skills, interpersonal skills and management skills. I also learned a lot culturally from my colleagues who came from all over the world!

### 6) What is your message to ladies who think that sciences are a man's thing?

Who said so? i believe that ladies can do better than men in sciences all they need to do is to believe in themselves and work hard too.

### 7) Your parting shot?

Self belief is a positive tonic that helps people grow beyond their dreams.





# What Can You Do With 3,000 Shillings?

BY ALEX MUTHOMI

Talking of innovativeness and hard work? I didn't know it can take you this far, till I met the C.E.O Interconsumer products limited. Interconsumer products limited is a company that deals with a variety of products but the major ones are cosmetics not to mention that it is the manufacturer of 'Nice & Lovely' a common name in the cosmetic world. At present it is selling its products in over eight countries.

After his studies he did not make it in the job market so he decided to utilize his skills as a salesman in selling perfumes on the streets.

One day in his usual business of convincing people to buy his products he met this lady who requested to be given the perfumes on credit. He had not done that before so he could not agree with her but she told him to see her the following day at her office. After visiting the lady at her office and selling a lot of them even to her colleagues he decided to advance from selling on the streets to offices. He would trick the security officers at the entrance by telling them that he had an appointment. This did not happen for long until he met this security officer on a Saturday and told him that he had an appointment with his boss and then came an unexpected reply "You fool don't you know that offices are not opened during the weekends?" Feeling very discourage he decided to pass by a salon where he found ladies seated. After they agreed to buy his products he changed his tactics by selling in offices on weekdays and in salons on weekends.

One weekend in his usual business a hairdresser asked him whether he sold shampoo. He was not familiar with the term but he demanded a brief description of what it was. This made him to start researching about the commodity. After gathering enough information he used three thousand shillings to buy ingredients to prepare it in a small room in Nairobi's Kirinyaga road which was offered for free by his friend. He was using a plastic drum and mixing stick (mwiko). After preparing he tested it and found that it was exact as the hairdresser described. He the packed it in

the containers and transported it to the salons. He could not meet the demand so he rushed back to make more.

Delivery of products to customers was by hand cart (mkokoteni). The business had to persevere the indignity of its products being rejected by the mainstream outlets and banks and suppliers reluctance to extend any credit facility. With time great demand for the products was realized and he moved to bigger premises along Ngariama road at Ngariama house in downtown Nairobi.

The business was later incorporated into a limited company in December 1996 and moved from Ngariama house to slightly bigger premises in Gikomba. During this period, the company began to expand and increase its

**When you see a person trying something new, don't think it's another mad man in town, he might be the next Bill Gates.**

product range by introducing hair gels and pomades into its product portfolio. Although the company did not have adequate resources, the products proved to be very popular with the local hairdressers as they were readily available and the prices were affordable compared to what was in the market then.

The Directors ploughed back all the proceeds in to the business to finance growth and extension of the product range. This saw the company's production capacity grow tremendously and this called for change of selling and operational strategies. In the year 1998 the demand for the products forced the company to move to even larger premises in Nairobi's industrial area. With bigger space and production capacity, the company added body lotions and hair treatment into its existing product line.

Between 1998 and 2001, the company laid emphasis on quality and professionalism gaining an upper hand over other local competitors and also enabling it to compete with international brands. This saw the company experience rapid growth and great demand for the products which were at this time available in the mainstream retail and wholesale chains and commanding a sizable market share.

In 2002, there was great influx of unregulated imported cosmetics into the market from Southern Asia which brought unfair competition. This forced Interconsumer Products to look for other markets in the region thus starting

(cont pg 16)



always

Diverse career opportunities available at P&G:

- Marketing
- Engineering
- Customer Business Development (Sales)
- Finance & Accounting
- Supply Network Operations (Supply Chain Management/Logistics)
- Consumer and Market Knowledge (Market Research)
- Human Resources
- External Resources
- Purchasing
- Information, Decision, Solutions (IT)

With nearly 300 worldwide, you can

**WORK ON BRANDS YOU USE EVERY DAY.**

From day one at P&G, you'll help develop or support exciting brands you know, while working on projects that have a direct impact on a global, \$80 billion business.

VISIT US ONLINE:  
[www.experiencepg.com](http://www.experiencepg.com)



(contd pg 14)

to export its products directly to Uganda, Tanzania and Rwanda. The products were well received in the region and they attracted traders who were interested in distributing them. The company considered this option and appointed distributors as the main channels of taking the products to these countries. This model of distribution saw the market share of the products increase tremendously. Interconsumer Products Ltd has continued to be innovative and has taken the lead in manufacturing and distribution of Hair Care, Skin Care, Personal Care and Baby Care products which are well researched and formulated to suit the needs of our target market.

In 2006, the company engaged in expansion programs in response to increased market demand for quality products thus embarking on construction of a new factory in 2007 to host all its operations. The company moved to its new premises along Mombasa Road in 2008 where it has continued to invest in modern technology to produce high quality products.

Interconsumer Products Limited commands a substantial market share both in the local and the COMESA markets. Its share of the mass market is unrivalled both in Kenya and regionally where Nice & Lovely brand comes second to none and is the most popular product in hair and skin care. When you see a person trying something new don't think it's another mad man in town, he might be the next Bill Gates. Remember a journey of a thousand miles begins with a single step.

Alex Muthomi is a B.Ed Science student at Kenyatta University  
alexmuthomi.m@gmail.com



INTEGRITY CLUB RECRUITMENT

**Do you have a vision for a corruption-free Kenya?**  
**Are you the change you want to see in Kenya's leadership?**  
**Do you think that the youth are the key to generational transformation in Kenya?**

**If your answer is yes, then become a member of the Integrity Club initiated by the Kenya Anti-Corruption Commission (KACC). Write to [indiewo@tikenya.org](mailto:indiewo@tikenya.org) for further details and registration.**

**Registration is FREE.**  
**JOIN US IN THE FIGHT AGAINST CORRUPTION.**



# INSPIRATION BITE DR. EDDIE

Edward Omondi also known as Dr Eddie is a 2010 Groove award winner in the category of producer of the year. He has produced hits such as *Mass G's 'Sifa mbaya kwa injili'*, 'Chant a prayer' by *Roughtone* as well as the famous 'collabo' by *Jimmie Gait and Roughtone 'Manyuny'u'*. He has also produced artists such as *Ba'mdogo, Eunice Njeri* and MTV Mama award winning song 'Tobina' (Anglophone Song of the year) and other famous *Daddy Owen* songs such as 'System ya kapungala'.



Ruth Kagiri Got a few seconds of his time and got us a sneak peak

**Q. Did you always want to be a producer?**

Not really, I once aspired to be a medical doctor, but as life would have it I still became a doctor, one who heals in a very different way by appealing to the emotional and spiritual aspects of life.

**Q. With all your achievements you seem to be doing well. Was it always this way for you?**

I was raised by my mother single handedly, and she could not afford fees to take me to medical school considering I wasn't an only child and the whole family's needs had to be put first.

**Q. Future prospects?**

I'd love to further my studies in music abroad as well as study video production.

**Q. What is your inspiration, what keeps you going?**

Optimism about life and listening to Gods will are the two things. You have to remember that when one door closes it's not the end of life. There are much greater things you will find in other open doors.

Ruth Kagiri is a 1st year Theatre Arts & Film Technology Student



# USING THE CAREER ORIENTATION TEST TO DETERMINE CAREER DIRECTION

BY VICKY WAINAINA

Have you ever battled with the question of making a career choice and completely found yourself lost, unsure or all-together confused? We have good news for you. We have just the solution for you.

If it's any consolation, research shows that 1 out of every 3 university students will change their academic discipline before they graduate. This research led Psychologist John Holland to investigate why some people are so motivated and passionate about what they do, while others appear to be deflated and very de-motivated. His research led him to the development of a Psychometric tool known as the Career Assessment Test.

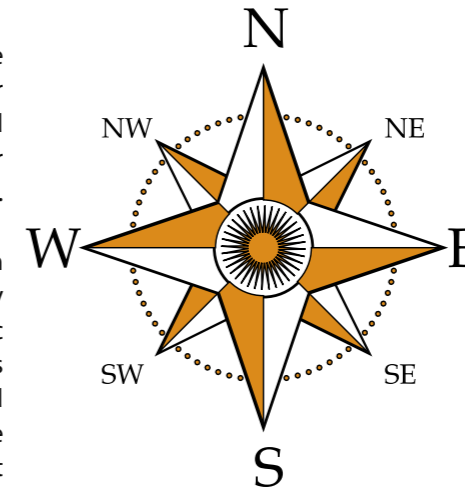
**Scientific tools**

Psychometric tests are scientific tools used to carry out one's psychological assessment, which include aptitude and personality assessments. Psychometric tests are also referred to as questionnaires or assessment instruments. Unlike the usual tests, one cannot fail psychometric tests.

Aptitude assessment, also known as cognitive test, measures intelligence in verbal and numerical reasoning. Verbal reasoning tests comprehension of written material and consist of brief narratives followed by a series of statements which require you to appraise based on the content of the narrative. Numerical reasoning on the other hand tests numerical data presented in tables, graphs and charts.

Personality assessment measures your personality in relation to your preferred work style, how you view yourself and others, your temperament, your ability to deal with emotions, determination, ability to deal with stressful situations and general outlook.

Psychometric tests are very popular in the first world countries and are avidly taken by students, employees and job seekers for the purposes of finding the right footing in the world of work. The need for these tests is slowly gaining acceptance here in Kenya as people get to understand and appreciate the central role they can play in defining their careers. Because it is a recent phenomenon, most psychometric tests used in Kenya have their origin in the West.



**Test benefits**

The Career Assessment Test is designed to help students determine their interests, values, strengths and weaknesses. Doing this assessment will be beneficial to one's career as it helps you know your motivation, strengths and weaknesses and hence identify a career that best suit you. It matches your natural behavior and motivation to a career that suits you, and is therefore very instrumental in helping you make career choices that bring lasting fulfillment. It

is an established fact that people are more fulfilled and most productive when they do work that taps into their strengths and inborn talents.

Those who wish to do a psychometric test must be vigilant against counterfeit outfits, (which are there in plenty in the Internet), that claim to administer such tests. It is important for test-takers to use tests that comply with standards laid down by such renowned governing body as American Psychological Association (APA). The Career Assessment Test has been verified for its validity and reliability by APA.

Students in high school, those set to join college and those who have taken careers based on influence and not passion could gain a lot from doing the test in their endeavor to discover what kind of career best suits them. The test will reveal to them what subjects and courses on which to focus their attention and resources in order to realize their ambitions. Given the high number of people changing careers midstream, the importance of such a test in charting one's future professional field cannot be overemphasized.

Some employers also use psychometric tests to screen applicants on the suitability for various job opportunities. Where suitable applicants are in thousands, a psychometric test becomes very handy in helping to select few from this vast reservoir whose skills, motivation and personality orientation perfectly fit with the job vacancy to be filled.

Vicky Wainaina is a psychologist trained in the US with years of experience working with students to provide career guidance services particularly in the areas of Psychometric Testing and Career counselling



# A LAW CAREER STILL COUNTS

BY CONNIE NGONDI

Legal education is one of the most versatile career bases. It has increasingly become a springboard to a wide range of careers both within its profession and outside. This is mainly a function of the law's central role on society and the way in which it relates to and permeates almost any thinkable activity.

Within the profession itself legal practice offers a variety of options. The most common of this is private practice which entails a lawyer working alone or with others providing specialized or general legal services to clients. Private practice is regulated by the Law Society of Kenya (LSK).

Legal expertise is also required within government where lawyers work as state counsel offering representation and advisory services to government ministries, departments and agencies. In Kenya this is organised from the Attorney General's Chambers.

Lawyers are also required by corporations where they work as company secretaries and in-house counsel

offering advisory and representation services.

The non-profit sector across the world has grown in leaps and bounds in the last 20 years, and offers many opportunities for lawyers to develop careers in areas such as human rights, governance, legal aid, and democratic advocacy among others.

The thrust of the non-profit sector is public interest, so lawyers getting into this area need to have a passion for helping the poor, for justice, and for the ideals of the rule of law, human rights and democracy.

There are many other areas of public interest and development work that require the thinking methodology, and the developed advocacy and client protection approach of lawyers. This sector is broad covering local non-profit organizations to international bilateral agencies such as donors, and multi-lateral agencies such as the East African Community, African Union, United Nations, and the World Bank among others.

Within all these classifications of legal practice areas are many other career lines in which lawyers could specialize including: civil and commercial litigation, real estate, intellectual property, environmental law, criminal law, administrative law, family law, tax, banking, immigration, labor and employment, regional and international law, and securities among others.

Furthermore, the nature of legal education is such that it can be utilized in other disciplinary fields and profession, creating opportunities for lawyers to develop careers outside the legal profession. Areas that lawyers have excelled include banking, business, politics, education, policy work, and insurance among others.

So yes, the legal career field is one of the few professions that are broad and rich with opportunity. But this does not mean that young legal graduates will automatically link into and excel in any one of the above. There is no such guarantee anywhere. Student lawyers are ultimately the designers of their careers and the success or failure therein. Some useful things that law students may need to bear in mind include the fact that legal education is only one part of a student's career development, they need to buttress this basic endowment with certain other critical skills in preparation for the market out there irrespective of the line they will choose to pursue.

These skills include public speaking, people skills, team work, discipline, networking flexibility, balancing personal and work life, planning and self management among others. This is a task that must be undertaken by the student beginning with laying down a plan with a vision of where they visualize themselves being in the next five years or so, after their graduation, and with specific goals to achieve on the path towards that vision.

Such a plan and goals create focus, and gives a greater purpose and perspective for the entire legal education endeavor of the student. With such a plan it is also easier for the student to generate smaller milestones made of activities and also a list of persons that may be of help in the implementation of those particular activities.

One thing students often do not realise is that there are many resources out there in the form of professionals

**...the nature of legal education is such that it can be utilized in other disciplinary fields and profession, creating opportunities for lawyers to develop careers outside the legal profession...**

who would be happy and willing to assist ingenuous, focused and hardworking students in career development.

These may be people who could mentor the student, and often would be persons the student admires as a professional. They could also be people that students have easy access and proximity to, but who may be resourceful such as academic staff.

Most times however students have to get up and go and approach persons who may be of assistance to them, or institutions or initiatives that give or might give the kind of skills the student seeks, or provide the student with the opportunity to meet with persons who may become mentors, or who might give them opportunity to develop the skills they require.

The forums for such interaction may be events involving legal professionals, and relevant institutions where the students may volunteer, and therefore get to meet those rare great and busy professionals who otherwise they may not meet. These may be such as LSK forums for members such as AGMs, conferences, CLE workshops, and other professionals associations meetings such as

bankers, business, manufacturers, health, parliamentarians meetings among others.

A keen student will also seek to get involved with social and public benefit work by volunteering with non-profit organizations, writing articles for internal magazines for these organizations, presenting papers at their forums among other things. When

students do these things, they begin to create a network of contacts, they learn many things as they interact with these professionals, they get noticed, and often times, those doors will open when they come knocking with their LLB diplomas in their hands.

It is therefore instructive, that students, in the midst of the bustle that is their daily university life, they stop and be still a while, and ask themselves, 'So, what did I want to be again? Where do I want to be in the next five years? And 10? Then sit quietly, develop a plan and move it!

*Connie Ngondi is a Lecturer of Law, Kenyatta University. She has a Bachelor of Laws from the University of Nairobi and a Masters in Law from Yale University.*



Gandhi was a man like you and me. But he was a man of truth, a man of force, a man of character. It has been said of him that there was never a greater Christian non-Christian like Gandhi. I believe there was something God was doing through him because if you look at it nobody has ever captured the human mind, the human heart like Gandhi did in a secular sense.

**You went to St. Patrick's Primary School,**

**what was that like?**

(Nostalgically) Aah! Yes St. Patrick's but before that I was in a rural school, Usenge Primary in Bondo, Siaya from class 1-4. I remember going to fish and spending the night in the lake. We made mats and brooms from reeds which we later sold. We even sold firewood to fishmongers.

**So you must have been quite the entrepreneur?**

Ooh. No. No at all. I am a very bad business person. I was just going with the crowd and it also gave me the occasional 20 cents to buy 'mandazi' during sports day.

**How was life in your high school days?**

I lived with my parents up to standard 7 then I went to live with my uncle. We lived in Eastleigh section 7 never taking a bus to school for 4 years. I cooked for myself and there is a sense in which all this strengthens you. As a young man the temptation to drink alcohol and smoke marijuana always existed. I joined the church, St. John's Pumwani early and it kept me away from all these. I remember the first time I went to be confirmed in 1972 and the late Bishop Agola pulled me off the line saying I was too young. It was only until 1975 that I was allowed to take the sacrament.

**At what point did you choose Law as a career?**

In 1975 my uncle was studying medicine at the University of Nairobi and I accompanied him to see his friend the late Samuel Ogango, who was his contemporary studying law. Listening to him and feeling his passion for law I decided then that that was the profession I wanted to follow. By that time I was reading Gandhi who was a lawyer and he too influenced me.

**How did you get to know about people like Gandhi at such an early age?**

The encyclopedia! As a student in standard 6 I had access to an encyclopedia A-Z. I then made a book of 'nonsense'. In that book I wrote everything from the capitals of the world, the presidents, the longest rivers to the greatest African musicians. Here I 'met' many people, including Gandhi a man who was very selfless and whose greatest claim to fame and agenda in life was to serve humanity.

**You are an eloquent speaker. Where did you get it from? Is it from the many books you read?**

(Laughs) I don't know... I don't think there is a school that teaches eloquence but reading in a sense helps. I never read any notes no matter the audience I am addressing. I will have written a speech or will write it after. Reading the speech removes the connection between the audience and you.

**Maybe you acquired it while you interned in London at Express Newspaper...**

...But those were not speaking engagements. I remember in form 2 an Indian teacher named Ashraf used to ask us to read passages in turn. After reading Elechi Amadi's the Concubine she said that there after only two people would be allowed to read, a student named Gichinga Kariuki and I. I think that helped me to get my pronunciation and diction right. Perhaps those were the embryonic stages.

**Law is quite wide in which fields do you specialize?**

I am an authority in various areas of law including humanitarian law, constitutional law and the Law of the Sea and National Security Law.

**As a Christian would you defend the guilty?**

Everybody deserves a lawyer. It is the job of the prosecution to prove their case beyond reasonable doubt that the defendant is guilty.

**Your wife is also a lawyer, did you meet on campus?**

We met in the library while in the second year. At the time I was the class representative and the editor of the law journal and we were collecting funds to aid a fellow student whose father had died. I asked her out for a cup of tea... no actually uji at an eatery at the ICEA building.

**Should people get into serious relationships while still on campus or should they wait?**

There was never a great mind that was not romantic. However it has to be within reasonable boundaries. My uncle used to say that it was alright to have a girlfriend as long as you brought them home, and I did just that.

**What would you advice campus students on relationships?**

Do not engage in premarital sex. Stick to one partner and be faithful. For a relationship to succeed you must grow together, it's not magic, there is no perfect recipe. One must also define the relationship early. I remember the first gift



from my wife was a Bible on 13th May, 1984.

**You engaged in many activities while on campus. How did you manage all these?**

Well, I always say that if you want any work to be done give it the busiest person.

**On fashion, why do you like bishop suits?**

(Laughs) So you call them bishop suits! They are official and still give me a sense of freedom... they also blend various cultures since they have an African, English and Asian touch. I started wearing them back in my first year on campus and today they are specifically tailored for me in Hong Kong where they call them Lumumba suits. In fact if you go to Hong Kong and ask for a Lumumba suit they will give you one of those.

**Let's talk about 2007. Your attempt at winning a parliamentary seat flopped, any feeling about it?**

I did it to test whether Kenyans were ready for an independent free-minded person. I remember telling a friend of mine 'just wait and see they will not elect me because Kenyans are in the business of electing wrong persons and complaining later on.' However, it is important to record that the High Court declared the elections a nullity. So I did not flop.

**Would you do it again?**

I believe that one does what the people allow them to do. Right now I am happy here as the director, Kenya Anti-Corruption Commission. For the moment my aim is to do my best here.

**According to you, what is your greatest achievement?**

Well, that I have been a passionate and truthful warrior of justice; however, there is so much to be done and so little done.

**You probably saw this coming, greatest disappointment?**

The sacrifice of merit in this country. Merit has not been allowed to take its pride of place. Another greatly disappointing thing is duplicity where individuals say one thing in public and then go on to do the contrary.

**Has anybody ever dared to bribe you?**

Yes indeed. In my years of practice an individual tried to give me a large sum of money to take to a judge. I chased him away immediately ordering him to take all his files and thus foregoing Ksh. 5 million in Advocate's fees.

**Now that you are going after the so called 'big fish', do you fear for your security?**

No I do not fear at all. The only thing I fear is fear itself. If you genuinely believe in God He will protect you. In fact, I have received two credible death threats since I came into office.

**If you were given a second chance in life would you change?**

If I could go back I would undergo formal training in comparative religion. In fact I think I would have been a priest had I not been a lawyer.

**What do you do for recreation?**

I like walking and jogging. I do it daily in the morning and use it as my thinking time before I engage in the day's activities. I have always had a passion for martial arts and Karate is my forte. Since 1975, shotokan karate has been one of my greatest hobbies. I am still a very able "Karateka".

**...black belt?**

Oh. Yes. In fact in my early days I devoted time to train children in martial arts.

**Any other interests?**

I have a room in my house that nobody enters no one knows what I do there. That is my reflection and prayerroom I sit down on the floor and relate to God. I never leave my house without entering that room. It is my chapel; it is my inner sanctum where I talk to God. It has no furniture, only a mat that I kneel on when I pray, and a Bible, a Koran and the Hindu Geeta.

**Why read all these religious books?**

I am a Christian but I believe that one had to understand how God relates with other people. I don't condemn other religions and I think that is why Christ says donot condemn. Who knows the ways of God?

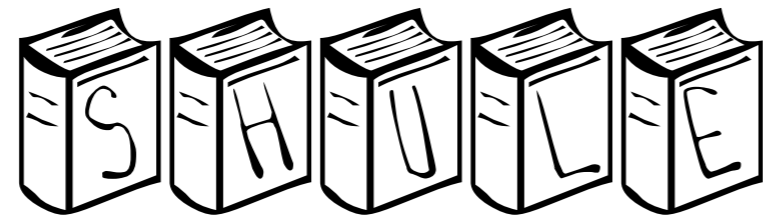
**And this has never influenced you to switch religion?**

It influences me positively and makes me believe that we all worship one God. The more you read all these books the more it reinforces that God is one and as a Christian that Christ is real. Those who condemn other holy such books do not understand how God operates. Even as a Christian, the three wise men from the east who were waiting for this star, they were not Judaists, why were they waiting for the star? Why? Not even the Jews knew!

**In your lectures you draw a lot of influence from Gandhi, why?**



# TWENDE



# KAZI ZIPO!



BY MWALIMU ANDREW

Growing up in Mwisho wa Lami village and attending Mwisho wa Lami Primary school decades ago, there were only three career choices that we knew about: doctor, policeman and teacher.

While my friends always wanted to be one of the three, I at first wanted to always be a chairman when I grew up. But my father discouraged me from this – the only chairman we knew was the school PTA chairman, a man who had not gone beyond class six.

So I decided that I would be a doctor – but when I went to secondary school, I was neither friends with biology nor neighbours with chemistry – which spelt doom to my dreams of being a doctor.

After high school, I tried severally to be enrolled in the uniformed forces, but every time they came for recruitment at our district headquarters, I always arrived at the venue long after they had selected the candidates.

With nothing else to do, I soon joined Kilimambogo TTC, after which I was tethered to teach in my village till God-knows when. But those were our days, things are so different

today – and you have dozens of professions and careers to choose from. The opportunities' are much more if you are a degree holder.

Although many people think that I am pursuing a degree so that I could be promoted to secondary school. That is not the case. Once I graduate, I plan to find another job in either the private sector or even the government. As my brother Pius told me, "A degree is your ticket to any job on earth."

Although he has a Bachelor's Degree in Education, he only taught for a week. He quit and went to Nairobi to tarmac. He started off with selling account and loans for one of the bank on contract, was then employed as a teller in the bank. He moved to another bank, as a team leader and is now a senior manager with a telecommunication company.

"You see, no one is offering a degree in banking or customer service in this country," he told me. "So if you have any degree, you can easily do these jobs with minimal training." Pius told me.

(cont pg 23)

***As my brother Pius told me, "A degree is your ticket to any job on earth."***

(contd pg 22)

"The advantage I had was that I had done CPA's, and this made it easy for the bank to hire me. His best friend in KU, who studied music, works in a parastatal in Nairobi.

"I refused to give up on tarmacking, and kept dropping my CV everywhere – even as I taught in a school in Kariobangi."

I was then called for an interview one day at the Parastatal, the friend told me.

There were many graduates at the interview but I must have had an upper hand since I was computer-literate, he added. There are also many government ministries jobs advertise by the public service. The starting salaries for the jobs may not be so high, but those working there whom I know say that they are so good; the growth prospects are great, and working environment is improving.

There are still so many other fields that one can work in. You see, although many companies prefer employing university graduates, our universities do not offers such courses for air hostess and flight attendants. The airlines will therefore take graduates with any degree.

If you enjoy doing research, endless opportunities await you in the NGO world. Little sacrifice is required though: Many of them will first take you as an intern, and may only pay you as small stipend. Grab such an opportunity and use your time as an intern to learn the ropes, build your CV, and create important contacts and networks.

"The biggest problem is that most B. Ed graduates think they can only work in schools/colleges, environmental graduates all want to work for NEMA and so on and so on," lamented my brother Pius. "We need to open up our minds and plan to apply what we learnt from the universities," he advises.

Or you can do what my cousin's friend did. He started his masters immediately after university. Since getting jobs can be difficult, if you have money, the best time to begin your masters is when you have just finished university. Your body is still used to the classroom routine and you do not have many commitments. By the time you complete your masters' degree, you will already have decided whether you are interested to work in the academia, public service or private sector.

Talking about public service, the uniformed forces are increasingly employing graduates. This is because they need people specialized in different skills. You can consider giving it a try, whenever they advertise.

"So what is the one thing a student is needed to do while still in university?" I asked Pius. "Simple, Upgrade your skill by studying Computer, CPA/S, be active in professional clubs and actively involve yourself in volunteering opportunities while still in college!"

Mwalimu Andrew is a columnist with Sunday Nation and teacher at Mwisho wa Lami Primary School. He is a Masters student in Kenyatta University



# GEORGE MWAURA

BY MARIA OMARE

**1. How do you describe yourself?**

I am a go-getter who has a strong belief that I can achieve anything given an opportunity to do so.

**2. How did you get recruited into Housing Finance?**

Two months after graduation I secured a job position at the East Africa Packaging Industry as the assistant accountant where I successfully managed to automate all the paper work into a more efficient online system. Two years later, Housing Finance hired me as a management trainee and after displaying my ability to work very fast and impart knowledge to other members of finance, I took as the Credit Manager.

**3. How did studying at KU influence your career today?**

It gave me a nice learning opportunity. I was an active member of AISEC and Rotaract Club as well as the Kenyatta University Banking Students Association (KUBSA). All of these gave me exposure to the job market through seminars as well as other networking opportunities. Living in different hostels such as Menengai, Nyayo 3 and Kilimambogo enabled me to interact with different students from who I learnt a lot of life lessons.

**4. What is your source of inspiration?**

My family is definitely what drives me and supports me immensely. I have a wonderful wife and two beautiful children, a boy and a girl.

**5. What is your advice to students who are about to enter the job market?**

They should identify their strengths before choosing a career. They will have an upper hand if they take other professional courses related to their careers



Mr Mwaura is a Credit Manager at Housing Finance and a KU alumni





1. High School Students Get Career Advice from KU Students during the High Schools' fair,  
 2. Models Showcasing the Designs at the Career Week Opening Ceremony  
 3. Exhibition Tents at KU Bishop's Square  
 4. (L-R) KUSA Academic Secretary Victor Kiplagat, Registrar Academic DR Daniel Muindi, KWS Director HR Dr. Sharon Kisire and Dir. CCDP Prof. Obudho during the high school fair.  
 5. Ms. Betty Macharia from Seven seas Technology with Mr. Njoroge, the Career Advisor CCDP  
 6. (L-R) The Chief Guest MD Mumias Sugar Dr. Evans Kidero ,The V.C Kenyatta University Prof. Mugenda, Director CCDP Prof. Obudho, and Dean of Students Dr. Gimode during the Opening Ceremony  
 7. Gospel Artiste Rufftone performing in his ever elated nature to the crowd which responds in joining him.  
 8. Dr Eddah Gachukia of Riera Group of Schools in a career talk on Education.





**PG 26:** Some of the Designs that were the center of focus during the Fashion Show Nite.

**1.** The Chief Guest Mr. Chris Kirubi, Chairman HACO Industries, arrives at the University and is received by (R-L) Administrator CCDP Ken Monari, KUSA Academic Sec. Victor Kiplagat, Mercy Muchiri (V.C's Office), and Dir. CCDP Prof. Obudho.

**2.** Mr Kirubi in DVC Academic's Office Prof. Okumu

**3.** Judges for the Fashion Show (L-R) Jeremy Nyanga (Modelling Agent), Debbie Oyugi (Model) and Monica Kanari (Fashion Designer).

**4.** Mr. Kirubi arrives at Bishop's Square and is awed at its sophistication in organization.

**5.** Mr. Kirubi with the Fashion Show eMCees, Githinji Martin and Kagiri Ruth, in elegant designs specifically for the Night.

**6.** Mr. Kirubi Congratulates the Career Officers for the Event as he takes his leave.

**7.** Kenzo and **8.** Jaguar revel fans as the guest artistes for the night



# Tips to help you Succeed!

BY LILLIAN KITOLOLO I

Being interviewed is a critical aspect of the hiring process. You have already made it past the resume overview and now it is time for you to have what might be the only face-to-face interaction with your potential employer before they decide to hire you or not. It is essential that you put your best foot forward and allow the interviewer to get to know the person they'd be working with. They know about your accomplishments from your resume; now show them your personality and how you handle yourself in a professional environment.

Here are a few interview tips that will help you become confident and give you the job that you are looking for.

**Confidence...confidence...confidence...**

It is very important for you to have self-confidence, because this is the only opportunity you have to sell yourself to the interviewer because you deserve this job and you know it. Let your achievements speak for you. Be yourself and maintain eye contact.

Start with conversation topics that you are comfortable with. This will allow you to direct the interview to a certain degree and present yourself in a positive light.

**Think outside the box and focus on your strengths/skills**

Interviewers are going to ask you off the wall questions that may catch you off guard. Thinking beyond your background is very important.

Most interviewers are not as interested in what you already know, they are looking for the direction your learning is going in and how you can apply what you already know to the work environment.

For every strength or skill, you should have an example about how you successfully used it. You will make a far better impression if you can back up your dry list of previous employment with interesting stories that show what you gained from each experience.

**Effective Communication**

Use of concise and clear English grammar is very important, this is make or break of an interview. A candidate who cannot communicate coherently, clearly during the



interview will give a negative impression of themselves.

Avoid the use of "Slang" as much as possible, remember your interviewer may not have similar background as you i.e could be of a different nationality/race etc.

You would rather take your time responding to questions and ensure you use the correct English language and of course be audible. You do not have to use big words to impress just make sure that you can be understood.

Take a second before answering a question to show you are putting some thought into your answer.

Ask questions, including asking for a full description of the type of work that you will be doing.

**Be on time & Relax**

Many times when people are in interviews they start to tense up. Before you get there, let some energy out, do something that will help you relax.

You have no excuse for being late. Always aim to show up to an interview 15 minutes early. You can wait in the parking lot/reception for those 15 minutes, but if you are late you have already shown the interviewer that you are not that interested in the position.

Good interview tips are mostly common sense. You have to take a moment and put yourself in the shoes of the person that is interviewing you. Employers want someone that can stand out and that they believe will directly contribute to the well being of their company. You need to do everything you can to make sure you are what they are looking for.

Lillian Kitololo is the Human Resources Manager at Proctor and Gamble, Kenya



# IS IT WORTH IT?

Most students go to school so that they get education and after that get employed. Others do exactly the opposite.

BY ROMEO CASTRO

Is it possible to crunch up the numbers at the workplace and still attend college as a regular full time student? Most students would love to engage in part time money generating activities that bolster their incomes, but for those that are already in full time employment, it is certainly not an easy task to pull off, as some have testified.

However, for some regular students, dependent on HELB funding and very minimal other source of income, a job, part time or full time is most welcome as a relief. Juggling between full time study and a daily job can be daunting, not the least because our Universities largely lack work study programs. Unlike our case, most Universities in the western world have embraced the fact that some students need to work to support their lives in college and their education, and have subsequently developed efficient work study programs that facilitate such an arrangement.

This can vary, as there occasionally may be busier periods when the workload is very demanding and other times when the load is somewhat reduced. But on average, being a full-time student is roughly equivalent to the hours required in a full-time job. No one knows this better than Mr Quinto Wamukoya, a fourth year Bachelor Education student and full time employee at

Sakura Corporation. Having been lucky enough to secure the job while in third year, the ride has certainly not been a rosy one. Most are the CATs he has missed, units he has had to re-do and exams he has gone into having not read enough. With a demanding full time job with an international corporate, and an equally demanding college life, Wamukoya reckons he has had to strut the fine line between failing in either.

But for him, both represent the fulfillment of a life's dream and have to be dealt with somewhat equally. It is a balancing act that the faint of heart cannot manage, being as it is hectic and with lots of duress in tow. How do you keep your boss happy and your result slips spectacular? For Wamukoya, it is about re-focusing and re-working your time and schedules to the very least of details, ensuring you attend to school work as much as you keep your boss happy.

Easy as that may seem, or as tough as it appears, every other working student notes it is worth it. With limited employment opportunities after graduation, finding a career path, via employment, to pursue when still in college is a major boost, considering that some graduates go for up to two years with no employment.

However, if the other demands in your life do not allow for that much study, you can choose to study part-time doing fewer units per semester. To achieve the results you want, you will need to dedicate a fair bit of time to your study.

Job seeking is a job in itself in this country and those lucky enough to land them before graduation try whatever it takes to keep them. Working part time perhaps present the better way to juggle the two, as most students would testify, more so those in such an arrangement. Regardless, opportunities abound and it's only those with the will to grab them that make it.



# She who dares wins

BY JAMAL DAKANE



Walking into her office feels like a long walk to what a successful career feels like. Meet Emma Mareri, a research analyst with African Alliance Kenya

Securities Limited. Although she thinks herself a shy person, it's not easy to notice it beneath her

hardworking, funny and inquisitive individual" says her friend and colleague. She is easy to work with judging from how she relates with her workmates in the office.

Hard work is also one of the qualities that make her uniquely qualified for her job. Emma believes that her ability to adapt to any situation and environment was a bonus in the interview process., an interview which she never saw coming. Having worked at an audit firm, it was a challenge to switch to an investment firm but this did not deter her from taking the risk. Her background in finance and ACCA came in handy though.

The soft spoken lady says she has grown so much since the first time she set foot in her new office. The highlight of her relatively young career is her trip to South Africa for a month long training. Asked if she would rather stay in S.A, she replies, albeit hesitantly," that depends on a lot"

Her ten year plan is to get married, have kids but not before she does her Masters in Finance and Economics or Strategic Managements. Saying she loves studying will be an understatement especially considering she already is a candidate for the CFA program.

Life is always covered with layers of irony pervade. Emma was a student for almost 20 years of her life and the biggest motivation was to make her parents proud. They say life is lived forward but can only be understood backwards. Two weeks after her graduation her dad passed on.

"This has to be the lowest point of my life" she says almost in tears. But like the proverbial man who rose through difficulties to the stars, she yielded not to misfortunes but advanced all the more against. She advises new graduates to carry themselves like a brand because that is what they are. "Life outside school has a lot of challenges but one need not give up." I guess it's true what they say about success in life- it's as simple as a smile!

**"Carry yourself like a Brand, because that is what you are"**

confidence and exuberance.

A typical day for her involves being in the office by seven in the morning. "Traffic is crazy at times so am a bit late a few times", she adds smiling. The first order of the day is to keep abreast with the dailies including international news. According to her their line of work is affected by every bit of news. After which she goes about with the business of valuations and prepares for management meetings.

A Kenyatta University graduate, she emerged with top honors in Bachelor of Commerce, Finance option. Hers was the only first class honors degree in B.com during her graduation in 2010.

"Consistency is the key to success and one has to be focused each and every semester" she is quick to point out. As much as she was serious with her academic work she was always social and loved making friends. She is quite a



# Fashion Design

BY MARIA OMARE

When looking at a piece of fabric, a khanga perhaps, most of us would think of using it as a wrap around when executing our daily house chores or at most as head gear. This is not so for one Kate Wachira, a fashion design student at the Kenyatta University's main campus. The stylish soft spoken student visualizes the pattern forming into a magnificent A-line dress, complete with subtle shoulder detail and large beaded accessories that will make all heads turn. This passion together with her creative talent and keen eye for detail put her in a competitive position with high profile designers after the 2010 Kenyatta University Culture week fashion show where she emerged winner.

The idea of financial independence through self employment is very appealing to millions of people worldwide. Those who pursue a career in the fashion and design are no different. When Kate was declared the best overall, it was just what she needed to get one step closer to her dream. She hopes to one day own her very own consultancy firm dealing in all aspects of design. A fashion designer is a powerful craftsman able to turn thoughts and patterns into a great masterpiece and create the extraordinary items out of the simplest materials. Today, she and many other student designers make an extra shilling through marketing their work by word of mouth to friends and relatives and

modeling their own pieces.

Apart from self employment, fashion design professionals are in demand in a variety of industries such as marketing, merchandising, modeling and fashion photography. One can choose to specialize in a particular field such as interior designing, clothing/ apparel, merchandise displays, fabric design just to mention a few. To be a successful fashion designer, you have to equip yourself with fresh and new ideas since market and fashion trends are constantly changing. Some work with popular fashion designers such as locally renowned Rialto Fashion and Kikoromeo while others manage their own fashion labels.

Interior design is a rapidly upcoming field in Kenya. One that many are embracing. An Interior designer perfectly combines form with function. They introduce interior concepts that increase beauty, safety and functionality of a particular space or area. They work in various setting such as residential homes, offices, hospitals, hotels, night clubs and many more.

A career in fashion and design may not be every parents dream for their child or the first thing that pops into most minds during university applications, yet it is here that many are fulfilled as they find happiness in creating art and living it every day. It all depends on one's ability to think outside the box.

**Apart from self employment, fashion design professionals are in demand in a variety of industries such as marketing, merchandising, modeling and fashion photography**



# THE ROAD TO SUCCESS

BY VICTOR KIPLAGAT



According to Napoleon Hill "The most powerful tool we have in our hands is the power of our minds". There are times our in our minds when we have captured great ideas. The greatest people we have in the world today are people who believed in their abilities and nature their ideas to greatness.

All great things we see today began from small "awkward" backgrounds where people could not believe that they would be what they are today. Giant technological companies like Microsoft and Google were started by university students like us who gave all their best to develop their ideas.

Bill Gates began Microsoft at the age of 20 in 1975 while an undergraduate student at Harvard University and worked his way to greatness though with numerous initial challenges. Sergey Brin and Larry Page developed Google as they worked in a project at Stanford University. Currently, Google gets over 300 million hits per day.

Each of us is gifted beyond measure. Our success in our own different fields will be highly dependent on our level of aggression. There is no such thing as "a man was born great." All these great people worked their way to greatness.

Don't be trapped by dogma; living with the results of other people's thinking. Don't let the noise of others' opinions drown out your own inner voice, and most important, have the courage to follow your heart and intuition. Everything else is secondary.

We all go through life bristling at our external limitations, but the most difficult chains to break are inside us. We have a choice. One can either be a passive victim of circumstance or be the active hero of his or her own life. Action is the antidote to apathy, cynicism and despair. You will inevitably make mistakes. Learn what you can and move on. At the end of your days, you will be judged by your gallop, not by your stumble.

Be encouraged to have this spirit of ever wanting greater things. Let's make the best out of every opportunity we have to catapult ourselves to greatness since we deserve it.

Mr Kiplagat is the Immediate Former Academic Secretary, Kenyatta University Students Association(KUSA).



# THE PERFECT 'CAMPUS LIFE'

BY FESTUS KIMANI

Majority of university students enter campus with big dreams of a bright future, one of excellence and success, and rightfully so. Nevertheless somewhere along the way if one isn't careful one can lose sight of their initial goals. To me, even though academics are the primary goal of entering into campus, a university isn't absolutely all about academia. There exists a set of issues that one ought to address in order to get it right.

First of all one ought to be all rounded in order to maximize on the great facilities that are availed by the university as well as those that are student driven such as clubs and organizations. Clubs and organizations provide a powerful platform for students to grow their talents in different fields and eventually grow in their careers. The fundamental importance of these organizations is that they provide the student with capital; that is social capital.

What is social capital? The idea behind social capital is that social networks have value. Just as a wrench (physical capital) or a university education (human capital) can increase ones productivity, so too social contacts affect the productivity of individuals. Social capital refers to connections among individuals and the norms of reciprocity that arise from them.

Individuals form connections that benefit their own interests in a strategy known as 'networking'. Remember most of us get jobs because of whom we know, not what we know, that is our social capital not human capital. Networks form strong norms of reciprocity. I'll do this for you; in the

expectation that you will return the favor. Social capital is simply a 'favor bank'.

There are two types of social capital, bonding social capital and bridging social capital. Examples of bonding social capital include ethnic organizations and church based organizations. Organizations such as The Journey-KU, Campus Life-KU, Red Cross Club, and KUCU can provide bonding social capital. Bridging networks by contrast provide linkages to the outside world. They can help one grow a career or to find a job easily. Platforms like clubs such as Engineering Students Association ESA-KU, Journalism Club, Computer Science club, Environmental club, Entrepreneurship club, Computer Engineering Club can provide much needed bridging Social capital.

**The idea behind social capital is that social networks have value.**

Clubs, Societies and Organizations such as KUSA, KUTT, Triple E Group, Career week, Culture Week, KUCU and KUFM can help a student find a job through external linkages. So in order to make sure that we keep track of our initial campus goals it's important to join the right organizations in line with ones talents in order to ensure growth in all dimension and also to take steps towards securing your career of choice.

Finally we must not forget the primary reason why we are here! Excellence in academics isn't negotiable, its important since it equips one with the skills necessary to excel in one's career, either as an employee or as an entrepreneur.



# TRANSFORMING MINDS, RESCUING A GENERATION

Are there nights when you find yourself awake in the wee hours of the morning and your mind starts wondering away?

Well, it happened to me the other day. I lay there awake, a poem I learnt when I was in Form one kept replaying in my mind. It is titled "The Spider and King" by Eliza Cook. I was amazed at how fresh my memory was as I recited the poem (well, at least I remembered most of the important verses) with a smile on my face.

The poem is about King Bruce of Scotland who was in a depressed state of mind. For a long time, his people were sad and miserable and he had tried to do great deeds to make them happy. But each time he tried, he failed! He too got infected by the gloomy sad aura of his countrymen. One afternoon, as he strolled in his garden, he flung himself down in great despair on the beautiful lawn! He cursed and called himself all kinds of names that described a failure and a good-for-nothing person.

As he lay there with tears rolling down his cheeks, he saw a spider fall down with a thud from its silken cobweb. The poor spider remained on the spot for a while before starting to climb the web. Just a few inches up, the spider fell again with a bang! The King, now curious, looked on to see what the spider would do. To his amazement, the spider started another climb. Half way, the spider fell with what seemed like a louder bang than before.

"Oh my goodness", the King thought, "I hope you won't try going up again. You will just fall!"

The spider paid no attention to the King as it picked

## NEVER GIVE UP!



BY ESTHER MUCHIRI

itself up and started to climb again, this time slowly and with care. By this time, the King had sat up and was keenly watching the spider and silently cheering on. He indeed smiled when the spider passed the half mark and moved steadily towards its home. But ouch! Just when it was a few inches to its home, it came tumbling

down again.

"I can't believe this! I told you. You should never have tried again. It is a delicate climb and you will never make it!" the King said aloud.

As he sat there, pitying the little spider and wondering why the spider was making all this fruitless efforts, he saw the spider start another slow climb – this time very slowly and carefully. The King crossed his fingers and watched. One inch

at a time, the spider climbed up. The speed was so slow that a snail would have been awarded a gold-medal! The King, now totally captivated by the spider's relentless effort, said a silent prayer, and cheered the spider to keep going. When the spider was

just two inches to its cobweb home, it made one last leap and landed safely home!

"Bravo! Bravo", the King cried out. "All honor to those who try".

The happy ending of the poem is that King Bruce got the boost he needed from the spider. He went out, started making all efforts to make his people happy – and this time, he did not fail.

ESTHER MUCHIRI is the Executive Director of eMentoring Africa



# The Path To Financial Security

BY MUTHONI GEITA

There is a lot of panic after completion of studies and everyone often wonders where to go next. No one wants to be financially insecure.

Panic sets in as everyone is frantically looking for a job. But have you ever stopped to think what it is that most people want?

I once heard the line "Are you living, or do you exist?" In this context I would ask "Do you want a career or do you want a job?"

Just like I would want to live rather than merely exist, so would I prefer having a career to simply having a job. It sounds good, doesn't it? Unfortunately, we often take so many things for granted and at times it's too late to realise we could have made a career before even getting a job.

It is much easier to make a career than to get a job since a job depends on the approval of other people-the employers-but a career is purely our individual discretion.

**"Are you living, or do you exist?"**

Looking back

at my own life, I'm convinced that there are way too many things I would have done to make a career. In my opinion, career is something I am happy doing every day that gives me a life, a job, on the other hand, is something I could do to earn a living whether or not I like it. Now that makes the difference.

At the university you learn about so many things, some which you approve and others which you disapprove.

In my close to three years at the university I feel that I could have done more. Of course I got to do things that I was interested in, most prominently modelling, out of which I made a career albeit a temporary one. At times I can't help but think that I cannot boast of a million achievements in my modelling career and I know there are other things I could have done simultaneously with my studies that would give me a career and a life.

Sometimes in life we become too comfortable to see the opportunities right under our nose that we can exploit until after a considerable lapse of time.

I listened to a friend sing so well and asked her why she never thought of singing as a career. She simply told me she has never given it a thought and I was quick to point out that were I not terrible at singing I would pursue a career in music: talk about the biblical speck in your neighbour's eye!

We all have unique talents within us that we can make careers out of and a life out of, but how often do we exploit these chances?

Whether or not we exploited our opportunities is pretty much a question of conscience that we can only answer to ourselves. For those who are aggressive enough to discover their potential, life might be much easier career-wise since they were able to build on their careers while still pursuing their education.

These are the people who create jobs for the job seekers as well as for themselves.

Muthoni Geita is a third year law student in KU





**Poetry**

*Brand New Job*

I need a new job,  
A job that pays me better  
And make me greater today  
Than yesterday.

I need to work with somebody  
else  
Not this selfish figure of a  
boss,  
Always making me carry the  
loss  
And him the gloss.

I need a new job,  
A job where I don't have to  
strain  
All I need is train  
To command the machine  
And the work roles on.

If only my job could pay me  
well,  
If only my boss could treat me  
well,  
And if only I could use a  
machine well,  
I won't need the brand new job.

I. Etyang'



**HOW  
CAREER  
WEEK  
CHANGED  
MY LIFE**

BY ALEX MACHARIA, Q FM

As a performing artist, the last thing I ever thought would open doors for me was the Centre for Career Development and Placement (CCDP). I was wrong. I joined Kenyatta University Travelling Theatre (KUTT) in 2005 after being admitted to pursue a bachelor's degree in Education Arts majoring in English and Literature. As others struggled to score straight A's in class, I took some time to learn other things along the way. Through interactions I learnt about marketing and how to sell ideas, advocacy, public relations, all of which have been important in getting me to where I am today.

After some years at KUTT I was elected their Executive Director. It was during this time that we introduced a concept that greatly changed the way people view comedy. We began performing stand-up comedies on rotational basis during University functions. Many of my friends could not understand why I would miss a lecture to perform for free and the odd chance of a free meal at KUCC. We dressed smartly and after a show we would chat with the Vice Chancellor, members' of staff and invited guests in a bid to market ourselves and look for the elusive door to success.

I graduated in December 2009 without a job. I still frequented KU functions since apart from posting CVs to anyone who cared; I didn't have much else to do. KUTT requested some of the alumni around to help out by coming up with fresh material and choreographing dances. Art being a passion rather than a punishment, I deemed it fit to give a hand.

Then came the opening ceremony for Career Week 2010. Our performance impressed the guest of Honor, Nation Media Group CEO Linus Gitahi who was flanked on the day by Royal Media Services Head of Corporate Affair, Ms. Catherine

Kasavuli. After the show, the free meal we often looked forward to was more fruitful than had been expected. Casually chatting and joking with Mr. Linus Gitahi, he asked what we could do if he chose to sponsor a show



*NMG CEO Linus Gitahi with Alex 'Mathenge' Macharia and Eric 'Alibaba' Kilingo after the NMG AGM*

for us. Comedy being our strong hold, we proposed a Comedy Night at the Kenya National theatre. He gladly accepted.

The show at KNT received a standing ovation with some casualties of broken ribs reported. Our crooked police comedy act, performed by my colleague Eric 'Alibaba' Kilingo and I stood out and NMG invited us alongside KU band to perform at their annual General meeting at KICC weeks later. Soon after, we continued to get 'gigs' among them the launch of Pesa-pap at Norfolk Hotel. It was while performing here that we coincidentally met up with Mr. Linus Gitahi who invited us for a cup of coffee at his Nation Centre office.



My colleague and I were employed at Q FM, the fastest growing Swahili station in Kenya. We were tasked with creating witty and captivating ideas that capture listeners and advertisers at large, the backbone of any media company.

We also work in the creative, marketing and branding team at Nation Media Group where we create concepts for radio advertising and activation of ideas.

Most importantly, we have a popular comedy segment running every weekday at 7 a.m. dubbed 'SERIKALY', a storyline about two 'crooked cops' who regard themselves as the government and explore their escapades in a witty and weird way. We have also appeared in shows such as Siri, Churchill Live, and The XYZ show among others.

As a beneficiary of Career Week, I urge the students to utilize such opportunities that open doors to getting jobs of interest. Remember that talent is one thing, pushing it through to earn a living from it is a completely different thing. If someone gives you five minutes to sell yourself, do something that will make him yearn for another five minutes.

amacharia@ke.nationmedia.com



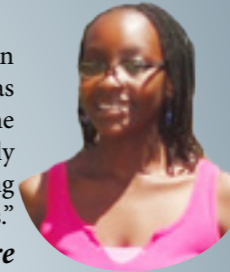
# Editorial Team



"The 2011 Career Week was my best since the inaugural event. A rich well edited and interesting souvenir magazine is therefore the surest way of preserving the memories."

**Mogaka Wesley**

"It has not been easy yet it has been a great experience to be part of the editorial team. This edition will definitely help readers get a step closer to finding their dream careers."



**Maria Omare**



"Finding the right career path is all about positioning oneself, preparation and planning. The Career Week offers an opportunity for this through networking with the various firms that grace the occasion. I personally have learnt a lot from this event and pray that it keeps getting bigger and better."

**Romeo Castro**

"I loved the experience, interacting with people in different careers is a real eye opener. I can't wait for next year!"

**Jackline Murugi**

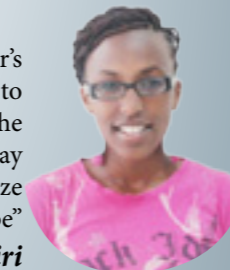


"Three ways through which the magazine experience made me wiser. First, by reflection- which is the noblest. Second, by imitation- which is the easiest. Third, by experience- which I believe is most important"

**Jamal Dakane**

"This year's Career Week was a time for students to experience a transition of mind from the conventional job seeking to present day entrepreneurs. A time for them to realize the difference they can be"

**Ruth Kagiri**



"Everything needs determination and focus. Let me not be one to mention how working on this magazine needed that in a truck load. But after all has been said and done, we've made it coz we loved doing it!!"

**Martin Githinji**

"The struggle week in week out has paid off. Guess it's true what they say, that the fruits of hard work are sweeter than the forbidden ones!"

**James Chege**



# Chill out...

Now you can get  
your cash anytime  
with a Barclays  
Student Account!



- *No monthly maintenance fee*
- *Free deposits*
- *Free Bankers Cheque for school fees*

For more information, visit your nearest Barclays branch today or call our Contact Centre on +254 (0) 20 390 00 00, +254 (0) 722 130 120 or +254 (0) 732 130 120