

# Students challenged to pursue entrepreneurship.



Experts from various sectors gathered at the University of Nairobi, Main Campus and challenged the students to pursue entrepreneurship despite the various challenges that the business owners face in their journey towards success.

The event which was a partnership between University of Nairobi, YALDA (Youth Alliance for Leadership and Development in Africa), Vision Changers Kenya and The World Youth Alliance challenged the youth to dive deep into the business world. Olivia Otieno, the former Kiss 100 Fm radio host encouraged the Youth to have Google as their friend, have a mentor and seek for just one idea that will change their life completely. For her, she started “*Love in 60 Seconds*” which gave rise to the popular television program ‘*Tujuane*’

Other panelists included; Chris Muthuri from SOTU Africa, Oscar Muriuki from Danish Refugee Council and Professor Rosemary Otieno, an associate professor at the Institute for Development Studies, University of Nairobi.

As young people who are graduating and venturing into entrepreneurship, the youth were told to expand their networks, avoid procrastinating on their ideas but rather implement them immediately.

While addressing the subject of leadership, Dr. Gershon K. Mwiti advised the young people that it was better to be a conscious leader because a conscious leader walks, talks and thinks like a leader. The students were challenged on ethical issues and integrity. “A leader should be incorruptible,” he said. In deed leaders like the Priests, Chief Executive Officers, and Politicians should discharge their duty without fear or favour and should be incorruptible.

Also present during the event was YALDA Patron Prof. Okoth Okombo who commended the YALDA Officials for organizing the forum.