

## Scaling Employment Opportunities Through Entrepreneurship



Students have been challenged to set up entrepreneurial ventures rather than rely on formal employment.

This was stated during a Youth Alliance for Leadership and Development in Africa (YALADA) forum held on September, 25, 2015 at the ED II lecture hall.

The event organized by YALDA, UoN chapter, Vision Changers Kenya and World Youth Alliance brought together hundreds of youth and industry experts to deliberate leadership and entrepreneurship agendas.

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

Olivia Otieno, a former radio host encouraged the youth to get mentors and go for ideas that will change their lives. She gave an example of an idea she implemented, "I came up with "Love in 60 Seconds" a relationships programme that has risen into a popular television show known as "Tujuane." You can actualize your ideas if you want to."

Dr. Gershon Mwiti advised the young people to be conscious leaders. "A conscious leader walks talks and thinks like a leader." He said. Dr. Mwiti also challenged the students on ethical issues and integrity saying that a leader should be incorruptible.

Others who spoke during the event included, YALDA patron, Prof. Okoth Okombo, Prof. Rosemary Otieno Chris Muthuri from SOTU Africa and Oscar Muriuki from the Danish refugee council.