

myNetwork

Work it!

FREE WITH THE DAILY NATION. Friday March 31, 2017

My HUSTLE

One of these students pays her school fees from her side gig, several pay their rent, and all are saving towards their future. Long live their entrepreneurial spirit! **PG 8-9**

PEOPLE

Jeremy Wahome, 18, plans to become Kenya's first Formula One driver **PAGE 4**



TRENDS:
Casual tux: Pair it with jeans and trainers **P.9**

My hustle: We have the future mapped out



PHOTO: KEVIN NGONGO



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PHOTO: DIANA NGILA



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Makenna Nthamba, (Kesh) 22, is a fourth year Environmental Health student at the University of Nairobi.

Side hustle: Photography
When did you start running this business and what motivated you?
I began doing photography as a side hustle in 2014 during my second year in college. I had done photography before for fun, using a Fujifilm camera gifted to me by an uncle. My friends would marvel at my photos, which inspired me to turn the skill into a money-making venture. Besides, I would get embroiled asking my mother for money. I wanted independence, which I sought through doing what I knew and enjoyed, landscape and travel photography. I also capture images of people in their daily activities, photos I sell to friends and other individuals who have seen my works.

How are you able to balance the bulk of your academic assignments and the demands of this job?
Class work takes precedence. I ensure that I complete school assignments and projects on time, which allows me to pursue my photography without distraction.

How much do you make in a month and how do you spend it?
I make between \$320,000 and \$340,000 a month. Since I receive monthly upkeep from my mother, I reinvest some of my income into the business by buying equipment. Saving is a top priority for me, so every month I save \$10,000. I am very conscious of my looks, so I use part of the remaining money to buy clothes and other personal items. The rest goes to bus fare, medicine and lunch. Since I am able to cater for some of my expenses, my mother agreed to rent a place for me outside the school premises, which is more spacious and offers me privacy. I can say that I am an independent woman.

Is there any connection between your course and photography?
Health documentaries are a powerful tool of creating awareness in the population on ways to prevent diseases. My course dwells majorly on the preventive aspect of illnesses, and through photography, I believe I will be able to pass on educative information to the people.

You must have a role model you seek to emulate...
The works of Sam Vox, a freelance photographer from Tanzania, Benjamin Hardman, an Australian photographer, and Jebel Nyaya, who practices portrait photography, inspire and challenge me. I wish to attain the same level of freedom as they have.

What else do you enjoy doing besides photography and your studies?
I have been playing football in the university soccer team since my first year. I also love playing the guitar and maintaining, which allows me to exercise my photography skill even more.

What shortcoming have you observed amongst your peers?
Millennials target instant returns on invested capital, which occasionally does not happen. Others imagine that they must have huge amounts of money to start off a business. Also, few are unwilling to sacrifice time and resources in a venture that is not generating money quickly.

Do you foresee yourself working fulltime in photography?
I wish to shoot documentary photography on nature and environmental health. I also want to own my own studio in future.

James Ogolla, 25, is in her fourth year at Kenyatta University studying English and Literature.

Side Hustle: Plays Football in the national team and is a commissioned photographer at Lines Photography, located in Kahawa Wendani.
What is football?
It is a type of floor hockey with five field players and a goalkeeper in each team. I played rugby in high school, but when I joined university, I could not find my version of it, so I joined football instead because it was the closest thing to what I wanted. During an East African championship in Tanzania, I was introduced to football. I have been training, learning and playing this game ever since.

How do you train in football in a country where the sport is just under two years old?
I train largely through YouTube and other learning sources online. I am the current coach of football at KU - we are targeting the Olympics come 2022.

Would you say yours is a worthwhile side hustle?
It is, on average. I am paid \$45,000 a month to play the game and train my team. I buy books, pay rent and support my love for skating through this money, as well as what I make from photography.

Apart from the money, why do you think football (and sports in general) is important?
The game is transporting. I think that if Kenyans embraced the teamwork mentality of sport in their day-to-day life, there would be no room for tribalism or nepotism because we will realise how much more we can achieve as a team.

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How do you spend your free time away from school and books?
Well, these are ambitious college men and women who run various income generating projects whenever they are not in class. While their earnings augment the financial support they get from their parents, some of them are even able to save for the future, and one actually pays her school fees exclusively from her side hustle. They say that the money they make on the side has given them independence and enabled them to enjoy the lifestyle of their choice. Furthermore, these engagements have taught them valuable lessons such as financial discipline, time management and planning ahead. And yes, they feel they are ready to take on life after school.

Nicole Winnie Kerubo, 22, is in her third year at Kenyatta University studying English and Literature.

Side hustle: Selling undergarments
How did you raise capital for your business?
When I came up with this business idea, my mother was so pleased, she loaned me a \$50,000. Together with \$15,000 which I had saved from my pocket money, I bought my first stock of men's and women's underwear.

What is the scope of your market?
I mostly sell to fellow students in their hostel rooms. I market my business mostly through word of mouth. I receive orders from across Nairobi, and charge a small fee for delivery, usually the equivalent of the cost of transport to the client's location.

What motivated you to go into business while still in school?
The main influence came from a couple of university friends. One was importing handbags and another one shoes, which they sold to students and other clients. They started small, but soon, were making a lot of money without any hassle. I made a gamble with underwear, a decision I am glad I made. I also wanted to fill my free time. Sometimes not all lectures take place, so you are left with nothing to do. I wanted to keep myself busy.

Running this business must have taught you some valuable lessons.
Foremost is financial discipline.

If you withdraw money from the business carelessly, the business will eventually collapse. Sometimes I run into nice things in town, but since I had not budgeted for them, I don't buy them. I spend money only when there is a compelling reason to do so.

What have you managed to accomplish with your sidehustle?
Today, with the profit of between \$18,000 and \$19,000 I make in a month, I am able to buy clothes and shoes, stay in my own spacious rented place and visit the tourism sites that my country has to offer once in a while. This would not have been possible when I depended on my parents for everything. I am very proud of myself.

What aspirations do you have for your business?
I want to own the largest store in Kenya that deals exclusively with undergarments. I draw inspiration from Michelle Obama, founder of Mimi's Naturals, Kenya's first haircare line for women of natural and afro-textured hair. Honestly, I do not see myself becoming a teacher.

What else do you enjoy doing?
I am a member of a choir group called Nairobi Girls Choral - we practice every Saturday and Sunday. Being in this group enable me to meet potential clients.

Stephen Ongweno, 21, is a second year student at Kenyatta University studying population health.

Side hustle: He runs a company called Stowelc inc.
Tell us about your side-hustle.
Stowelc inc. is a public health service that sensitises college students about subjects such as HIV and Aids, safe sex, condom use and Methylene diseases, diseases that can be prevented by making healthy and informed choices about what we eat and how we live.

What are some of the projects you have engaged in?
One of them is a condom distribution project. We liaised with the AIDS control unit and the sexual reproductive health committee at Kenyatta University and got to distribute condoms to 3,000 students at the university and its environs. This took place in February this year.

What has the reception been like so far?
It is encouraging, though some students are shy and others hostile to our message. Having supportive parents was a plus for me because they even offered me financial support when I was starting out. Now I am on a firmer footing.

How do you make money from this?
We do a lot of photoshoots through which we generate money. Students also pay a small fee, \$10,00, to attend some of our events. On a good week, we are involved in two events, each paying between \$15,000 and \$14,000. In a month, I make at least \$24,000. I use part of it to pay the students that I work with. I am also able to buy items that I need, which my parents would not necessarily buy for me because I can do without them.

Who do you work with?
I work with fellow students in the school of Public Health at Kenyatta University. I also work with up and coming photographers and fashion models during our functions to help drive home the message.

During our sensitisation forums.
How do you reach out to other young people?
Through modelling and photoshoots that are thematically constructed social media and through conferences that we hold periodically. For example on April 6 and 7, this year, we will partner with Same-Reva Group to hold a cancer training workshop.

How does one get on board?
Voluntary participation, mostly. We also share this information through our faculty and school. For specialised skills such as photography and modelling, we do open calls.

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Joshua Mutunga, 21, is in his second year at St. Paul's University. He is studying Information Technology.

Side hustle: Model, model agent, as well as a model dresser

What drew you to modelling?
I won a modelling competition while in high school, and when I joined St. Paul's University, I signed up for the Mr. SPU Machakos 2016-2017 competition, which I won. I am the current Mr. St. Paul's University Machakos campus. Winning this title opened my mind to the many other things that I could do in fashion.

It also gave me a lot of exposure and connections. Today, I work with a couple of designers, including Teshi Mwema, who has taught me a lot of what there is to know about this industry.

How often do you have modelling gigs?
I have at least two modelling jobs a week, which pay about \$10,000. In a month, I can therefore make about \$30,000. The good thing with this is that I mostly work in the evening after classes, so I do not really struggle to balance my time. I plan to open my own modelling agency in future. I therefore save a percentage of what I earn towards this. The rest of the money I use towards my rent, my hostel room and personal needs.

I make about \$30,000 every month. I plan to open a modelling agency in future, therefore a chunk of this goes to savings."

- Joshua

Mary Nyawira, 21, is studying procurement and contract management at Jomo Kenyatta University of Science and Technology. She is in her Fourth Year.

Side hustle: Cashier at a boutique in town.

What motivated you to seek a job while still in school?

I have a younger sister who is also in university. I wanted to ease my parents' burden of raising money for our school fees. Needs multiply as you grow, and it bothered me to ask for money from my parents, money I would not always get. Working also distracts me from the monotony of studies and college life. Besides, I wanted to prepare myself for life after school.

How did you get this job?
It was through networking. I am a member of a dancing group called Salsa Lovest. One of the members posted several job opportunities in his friend's businesses on our WhatsApp group. I decided to try my luck and applied. I was offered two jobs - the first was at a cosmetics shop outside the city centre, but the working hours were inconsistent with my school schedule, so I chose this one.

How did you spend your income besides paying your school fees?
I have rented a place outside the university premises, because I could not tolerate the poor hygiene in hostels or sharing accommodation. Besides paying my school fees, my money goes to bus fare and also paying my rent of \$18,000. I earn a monthly pay of \$27,000. Every month, I save at least \$5,000, which I plan to start investing.

Have you worked elsewhere?
Just before I joined university in 2014, I briefly worked in product promotion in a cosmetics company. I have also had a stint as a waitress in my home town, Embu.

What would you say are your main achievements so far?

My interaction with my employer and clients has taught me the values of careful scrutiny of situations, patience and courtesy. These are at the heart of a successful career and business. Since my career is anchored on entrepreneurship, I do not take these lessons for granted.