THE POWER OF MENTORSHIP

Impact of Mentorship on Career Development

Mentorship is a relationship in which a more experienced or more knowledgeable person helps to guide a less experienced or less knowledgeable person. The mentor may be older or younger than the person being mentored, but he or she must have a certain area of expertise. It is a learning and development partnership between someone with vast experience and someone who wants to learn. Mentoring, at its core, guarantees young people that there is someone who cares about them, assures them they are not alone in dealing with day-to-day challenges, and makes them feel like they matter. Research confirms that quality mentoring relationships have powerful positive effects on young people in a variety of personal, academic, and professional situations. Ultimately, mentoring connects a young person to personal growth and development, and social and economic opportunity. Yet one in three young people will grow up without this critical asset. This is why at Embu College free mentorship programs to our students is our priority.
On 13th October, 2017 in a Global Career Mentorship program, whose Agenda was ‘Education, Career choice and Job/Internship opportunities,’ Embu College students had an ample opportunity to interact with Cyrus Ondemo Onyiego; Country Manager of Jumia Travel Kenya, Africa’s leading online booking company. Cyrus has been a core player in steering the company to the top and was part of the team that expanded the company across East and Southern Africa. The website was founded in 2013 by the E-commerce platform Africa Internet Group. Its operations started in Nigeria and expanded to other African countries in 2014, starting with Kenya, then Senegal and Algeria. In June 2016, the company was rebranded from Jovago.com to Jumia Travel, to join other companies in the Jumia ecosystem.

Cyrus had previously worked as the Key Accounts Manager and Head of Revenue Management at Jumia Travel East Africa. He has demonstrated vast knowledge of the E-Commerce industry and represented the company at various platforms across the country and beyond, including appearing on countless media platforms both local and international.

In 2016 Jumia Travel signed a global partnership with Accor Hotels to widen the range of luxury hotels offered on the website, and to work with the French hotel chain to develop their business interests in Africa. Thereafter, Jumia Group became Africa’s first unicorn valued at over 1 billion USD. Today, the Jumia Travel website operates from 10 local offices across Africa and 3 regional headquarters in its main African markets (Lagos, Nairobi and Dakar). The website is available in English and French as well as in other African languages (Yoruba, Ibo, Hausa and Swahili), making Jumia Travel the first global travel agency to use local African dialects on its website. Their customer service provides support 24/7 out of its African offices.

In 2015, the company won “Best Hotel Booking Portal”, “Leading Online Hotel Booking Company” and the “Best Use of Technology” in Nigeria (Lagos 2015).

Cyrus also spends his time locally mentoring youth not only on how to embrace E-Commerce as a platform for business transaction but also as a career of choice. “I spend a lot of time linking technology to real business and specifically on E-Commerce platform Jumia,” he said. While still in college, Cyrus had an interest in technology because according to him “internet was changing the world”, and working at Jumia became one of his objectives in life, he was also driven by the need to have positive impact on people’s lives and particularly by lowering the high cost of living, hence Cyrus decided to venture into E-Commerce. The soft-spoken E-Commerce guru identifies Jack Ma; founder of Chinese based giant E-Commerce platform Alibaba.com and former US president Barrack Obama as his mentor and role model respectively.

Global Careers Mentorship (GCM) Ltd—with Charles Wahinya.

Mentorship can be turned to a professional life changing career as manifested in 33 year old Charles Wahinya, C.E.O Global Careers and Mentorship (GCM) Ltd. while working with Emirates group in Dubai 8 years ago, Wahinya decided to come back home and start a mentorship initiative by running a research on the gap and need of more practical career mentorship initiatives. He founded Global Careers and Mentorship Ltd which Connects students with mentors enables them to discover new people, make new friends and socialize. GCM also aims to help thousands of curious, passionate young people all over the world explore ideas through e-mentorship.

In addition, GCM ltd runs an offline program that facilitates career mentorship for students with the aim of running a web-based career pathway and mentoring platform making mentorship mainstream and affordable to ALL students. On October 13th 2017, Embu College students from various departments had the opportunity to interact with Wahinya and two other mentors drawn from various areas of professionalism. Born and raised in Eastlands Nairobi, Wahinya has studied at Ofafa Jericho High School, Air travels & related studies Centre and the Emirates College. He is also a sales and marketing manager at Deepa Dosaja.
W\nomen perform 60% of the world's work, produce 50 percent of the food but earn a paltry 10 percent of the income not to mention that they own a mere 1 percent of the world's assets. Yet girls and women reinvest 90 percent of their wealth in their family and community. Studies indicate that barriers in use and access to technology by women around the world include cultural beliefs prohibiting women from ICT, lack of awareness to the internet's potential benefits, lack of relevant content, availability and accessibility of ICT infrastructure and lack of familiarity and comfort in ICT. Therefore, there is need to enhance digital skill among women.

Embu College has adopted mentorship programs that are aimed at bolstering the girl-child in the region. The programs are geared towards creating awareness in ICT, removing stigma associated with women and ICT. It involves inviting guest speakers such as Pamela Rita Kiarie and others so that they may share their experiences. Subsequently, the program seeks to mentor Embu College female students become pioneers in engaging local secondary schools students in a bid to establish a network of girls in ICT.

As CEO of Sheaves mentoring and coaching Ltd, for the last two years, Pamela has been mentoring and coaching young ladies in leadership and other programs including ICT in society. She believes that women should be in the forefront in embracing Information Communication Technology (ICT). Speaking recently in Embu College during a mentorship program dubbed ‘Women in ICT', outgoing Embu County CEC Public Service and administration Pamela Rita Kiarie addressed dozens of female ICT students on the opportunities young women have in ICT in the contemporary society. Pamela singled out lack of exposure, poverty and fear as key challenges facing women in ICT as most women have assumed a passive role when it comes to IT. “Many young women have taken ICT as a course and not really something that they can benefit from or even enjoy to do”, She said. Pamela also attributed poverty as a challenge facing many women in ICT; both the inability to afford ICT equipment.
The Embu Youth AIDS Advocate (EYAA) is a youth community-based organization dedicated on advocacy on issues of sexual reproductive health. According to EYAA President and Administrator Emily Kariuki, the group’s vision is “to achieve an empowered community free of the scourge of HIV/AIDS by being informed, educated and make responsible decision makers among the youth in matters pertaining adolescent sexual reproductive issues with a focus on positive behavioral change and supporting reduced HIV/AIDS incidences”. EYAA hopes to achieve this through:

- Giving lectures and motivational talk shows in schools and in the community.
- Supporting orphans and vulnerable children.
- Conducting outreach programs through the establishment of functional community groups and HIV/AIDS clubs in learning institutions.
- Creating awareness on the HIV/AIDS scourge through magnet theater.
- Giving psychosocial support to those who are affected and infected.
- Recruiting young volunteers to support the campaign against HIV/AIDS.
- Networking with like-minded organizations, e.g. AMREF, GRACE Africa, Hope World Wide, Imagine Switzerland, KANCO, and NACC

Youth to youth details with youth in school, out of school and those in colleges and other higher institutions of learning. On November 6th-11th, Embu County EYAA targeted students in Embu College and other neighboring institutions including the University of Embu. The youth friendly services offered by EYAA during the six day event included

- Breast Cancer screening
- Cervical cancer screening
- Family planning
- Peer education
- HIV testing

According to Emily these services also targeted youth that have cleared high school and have considerably transformed youth into being better citizens who are responsible in the society. The program was sponsored by Embu County government and the Ministry of Health. During the 6 day period between 6th and 11th November, EYAA was able to distribute 9,336 condoms to the institutions.
hey say all work without play makes Jack a dull boy. It was a busy day Friday 5th October 2017 as Embu College students participated in the annual inter-departmental Sports day held at the University of Embu grounds. The School of ICT emerged winners in men Basketball while the School of Business scooped the women's basketball and handball category. In football, the Education department and the School of Business were the champions in the male and female categories respectively while the school of Humanities and Social Sciences (HSS) lifted both the gents and ladies Volleyball trophies. In netball, the School of Education emerged victorious in both male and female competition. Again, the School of Education was ranked the tournaments champions after closely beating the School of Business and HSS while the School of ICT came in fourth.
On 14th October Embu College staff members went for a staff welfare party held at Camp Ndunda falls. Led by the College Principal Margaret Wachira, the colleagues took place in various team-building activities at the establishment which is located 10km away from Embu town along the banks of River Rupingazi. The Embu College welfare initiative was formed to promote unity, teamwork and also to enhance cooperation among college employees and therefore enhancing performance towards provision of better services to Embu College students in both academic and non academic realms.

It was a night full of music and comedy on the night of 13th October 2017 at the freshaz party special. Appearances by Dan Rankaddah, David Wonder, Consumator from Churchill, Djcloud Kenya, MC Bogkichwa Bogkichwa among others. If you missed out, check the pictures below on our FB page. #embucollege #ndogondogochallenge.
As we usher in 2018, we would like to recognize the following students for their outstanding performance in which they obtained *Distinction in their respective fields:

Diploma in Supply Chain management - Kyalo T Kathiri (Module III).
Gichobi Diploma in ICT - Susan Nyambura (Module II).
Certificate in Food and Beverage - Kangai Doreen (Module II).
Diploma in Social work and Community Development - Munywoki Faith Kalivi (Module III).
Certificate in Information Studies - Nthiwia Musyoka, Best overall student.
CPA Sec 4 - Jacob Mukundi, Best overall student.
Diploma in Credit Management, Level 1 - Emmah Gitonga, Best Overall student.