



KARATINA UNIVERSITY

**DIRECTORATE OF CAREER SERVICES AND UNIVERSITY-
INDUSTRY LINKAGE**

THIRD QUARTERLY PROGRESS REPORT

JANUARY - MARCH, 2023

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INTRODUCTION

The Directorate of Career Services and University-Industry Linkage recognizes that partnerships and collaborations are important in the achievement of the University's Strategic Plan 2021/2025 goals. The Directorate coordinated and spearheaded the following activities in the 3rd Quarter of the 2022/2023 Academic Year.

1.0 ACTIVITIES

1.1 INTERNATIONAL DAY OF WOMEN AND GIRLS IN SCIENCE (IDWGIS)

On 11th February, 2023 Karatina University celebrated the **International Day for Women and Girls in Science (IDWGIS)** at **St. Faustina Kerugoya Girls High School**. The IDWGIS is recognized by the United Nations and is celebrated each year on 11th February, 2023. This year's focus was on Sustainable Development Goals (SDGs) as it relates to the role of Women and Girls and Science. The celebration brought together women experts, youth and professionals in dialogues and discussions to put Science, Technology and Innovation at the heart of sustainable development programs.

1.2 INTERNATIONAL WOMEN'S DAY

Karatina University celebrated the International Women's Day virtually on 8th March, 2023 with the theme '*DigitALL: Innovation and Technology for Gender Equality*'.

The Deputy Vice Chancellor, Academic, Research and Student Affairs (AR & SA), who represented the Vice Chancellor, in her welcoming remarks stated that, empowering women with digital technology skills would give them equal opportunities to pursue and thrive in STEM careers hence narrowing the gender gap. This would also enhance their economic security, ensure a diverse and talented STEM workforce and prevent biases in these fields.

The Chief Guest was, Amb. Dr. Monicah Juma. Her topic of discussion was "*Leveraging Innovation & Technology for the Protection and Empowerment of Women*".

Other guest speakers included;

1. **Dr. Abena Yeboah-Banin, Senior Lecturer, HoD, Communication Studies, University of Ghana.** Her topic of discussion was "DigitALL or Dig it All: Is Technology Shrinking or Widening the Gender Gap?"
2. **Dr. Teresa Kyalo, Senior Lecturer of Entrepreneurship, School of Business, Karatina University.** Her topic of discussion was "Technology is not Gender Neutral: Exploring the Factors for the ICT Gender Gap in Developing Countries".

3. **Dr. Anne Lara Ogunsola; Chief Training and Research Fellow National Institute for Educational Planning and Administration. (NIEPA), Ondo, Nigeria.** Her topic of discussion was “Ensuring Gender Equality through Innovation & Technology”.
4. **Dr. Teresah Mutahi; Associate Instructional Prof, Associate Director and Coordinator, Undergraduate Programmes, University of Florida, USA.** Her topic of discussion was “Leaders in Action: Disrupting the Status Quo”.

There was a panel discussion moderated by Ms. Cylia Kathambi, CEO, Media and Development Communication Specialist, Ekar Communications. The panellists discussed issues around “Equity and Equality and Access of Technology in Rural Areas”. The members of the panel were Fr. Dr. Aloysius Lwanga Bukonya, Office of the Dean, School of Graduate Studies, Research and Innovations, University of Kisubi, Uganda, Dr. Opeyemi Aderonke Oyekan, Senior Training and Research Fellow, National Institute for Educational Planning and Administration, Nigeria and Dr. Margaret Kinyua, Lecturer in Mathematics, School of Pure and Applied Sciences, Karatina University.

The two events were organized by the University’s International Women’s Day Committee. This Committee comprises of;

1. Prof. Juliet Macharia - Chairperson
2. Dr. Kellen Kiambati - Member
3. Ms. Lydia Asiko - Member
4. Dr. Margaret Kinyua - Member
5. Dr. Emily Kilel - Member
6. Dr. Eunice Kagure - Member
7. Ms. Hellen W. Warugu - Member
8. Ms. Doris Karimi - Secretariat

1.3 DIGITAL MARKETING SERVICES WEBINAR

On 1st March, 2023 the Directorate hosted Mr. Jeremiah Wanga Otieno from the Kenya Institute of Management to sensitize the Start-Up Expo team members on business innovations and practices that would help them develop their start-ups to be market leaders. In the discussion, he addressed the key concepts of digital marketing in order to promote brands, products and services to consumers over a range of online channels. Some of the digital marketing strategies cited were; Infographics, Meme, videos, Guides, Product reviews, Testimonials, Lists and Whitepapers.

Mr. Wanga informed the participants that while selecting social media content, one has to choose the platform and also do analysis to get the best returns from their product. Mr. Otieno offered to do digital marketing for one of the students who had a business running.

1.4 GUEST LECTURERS

The Department of Tourism and Hospitality Management, which is one of the Departments in the School of Business and the Directorate of Career Services and University- Industry Linkages invited Mr Fidel Elisha Odongo, an Advocate of the High Court of Kenya as a Guest Lecturer. Mr. Odongo is also an Industrial Relations Officer with the Kenya Union of Clinical Officers and specializes in Employment Law. He gave a talk on *“Employment Laws and the Importance of Employment Contracts.”* This topic was part of the BHM 406: Seminars and Contemporary Issues in Hospitality course outline. The session was held on 24th February 2023, from 10am to 1pm.

On 13th March 2023, Ms. Abby Christine Murage, a Hospitality Lecturer from Zetech University was invited as a Guest Lecturer during the BHM 406 class (1pm-4pm). Ms. Murage gave a talk on *“Disruptive Technologies in Hospitality and How the Sharing Economy has Disrupted Traditional Business Models”*. The Course was taught by Dr. Nyabisi Mengo.

On 28th March 2023, Ms. Dorcas Nderitu, Human Resource Manager, H & Young Co was invited as a Guest Lecturer during the Total Quality Management class (BBM 465/BHR 422) (10am-1pm). She gave a talk on *“Relevance of Quality Management System to a HR Practitioner”*. The course was taught by Prof. Kenneth Wanjau.

1.5 CAREER WEEK, 2023

The 11th Karatina University Career Week was held on 16th, 17th and 23rd March 2023. The annual event aimed at offering students, especially those in their last year of undergraduate studies, an opportunity to interact with industry players and to be guided on market expectations. The Theme of Career Week, 2023 was *“Reshaping the Way we Meet the Future”*.

In his opening remarks on 16th March, 2023, the Vice Chancellor, Prof. Mucai Muchiri, stated that the University has embedded in its calendar annual career weeks to constantly expose students to opportunities and requirements of the market. The Theme *‘Reshaping the way we meet the future’* was very fitting because it provided an opportunity to share future ready skills that are critical for growth in the dynamic world.

“One of the must-have career skills in today’s digital economy is knowledge of basic technology” he said.

The Vice Chancellor further stated that, Karatina University recently launched the Ajira Digital Club with the sole purpose of giving students an opportunity to engage in online work such as article writing, virtual assistantship and transcription. He encouraged the students to keep taking advantage of the digital spaces to equip themselves with market-ready business and ICT related skills. He stated that the University was not only equipping students with digital skills but also with entrepreneurial skills and one such programme was the annual Start-up Expo which introduced students to a platform that allowed them to actualize the concept of entrepreneurship.

The Vice Chancellor emphasized on the need to continue actualizing the University's slogan "The Green Entrepreneurial University" citing that the entrepreneurial mindset inculcated in the students was crucial in ensuring that they have a positive mental attitude, creative mindset and intrinsic motivation to impact society.

The keynote address was presented by Dr Julius Muia, former Permanent Secretary in charge of Finance in the National Treasury currently with Maselle Consulting LLP Finance and Policy Experts. Dr. Muia passionately shared his perspective on the "*Future World of Work*". While emphasizing on the place of entrepreneurship in the future of work, he pointed out that, certain supporting conditions needed to be in place before this was possible. Some of them were technological advances, growth of the service sector, high financial access, improved infrastructure, internet access/ICT among others.

He concluded his remarks by stating that, the rapid pace of technological advancement was exerting profound changes on the way people lived and worked. Technology was impacting all disciplines, economies and industrial production. In the future world of work, therefore, there would be less interaction with people due to rapid advances in technology and artificial intelligence. This would increase productivity and improve lives, but there would be a trade-off of, which is, loss of jobs. Additionally, automation, artificial intelligence and robotics would have negative impact on work, thus, affecting future work. He also stated that all actors would have to be proactive to anticipate the changes and harness them.

Other key guests during the Career Week, 2023 included;

1. **Ms. Jecinta Kabucho**, Senior Student Counsellor, Karatina University – In her address on "*Enhancing your Resilience at the Workplace*", she stated that personality, adversity, life experience, positive adoption, social support and genetics were the key strategies to stand out at the work place.
2. **Mr. Elijah Omwenga**, TSC Director Nyeri County- His topic of discussion was titled "*Practical Overview of the Teaching Profession after University*".

The topic was well suited for School of Education and Social Sciences students and academic staff. He emphasized on resisting drug abuse, not to overcommit the salary, avoiding peer pressure and immoral behaviour and avoiding relationships with secondary school students.

In career progression, he stated that good conduct, quality learning aspects and respect of the rule of law was key. He reminded the participants that learning was continuous and had no limitation whatsoever.

3. **Dr Stanley Githinji, Lead Consultant, Applied Information Technology Research Center Ltd (AITREC)** made a presentation about “*Emerging Trends in Computing & Cyber security Landscape*”. He informed the participants that the 21st century has been defined by application of and advancement in information technology. Information technology has become an integral part of our daily life. Dr. Githinji highlighted the top trends transforming the information technology industry in 2023. These are:

- ▶ Cloud Computing
- ▶ Cyber security
- ▶ Artificial intelligence and machine learning
- ▶ Edge computing and quantum computing
- ▶ Blockchain Technology, and
- ▶ Virtual reality and augmented reality

Dr. Githinji encouraged the students to pursue **Skill Based Courses** such as;

1. Applied Computing for Cyber security
2. Cyber security Essentials for IT professionals

4. **Mr. Kevin M. Kithinji, System Engineer, from Safaricom Limited** had a presentation on “*The Missing Semester*”. He emphasized on the importance of understanding data structures and algorithms and that having a solid foundation in these areas was critical. Preparation of technical interviews, was a common part of the hiring process in the tech industry and some of the tips were practising coding problems and familiarizing themselves with common interview questions. In conclusion, he informed the students that the technical skills and technologies that were currently in high demand in a contemporary firm. Such skills and technical know-how would help them have an edge in the job market and stand out to potential employers.

5. **Ms. Priscah Simon, Regional Human Resource Manager, Central Region, Kenya Revenue Authority** had a presentation on *“What is Wrong with My CV”*. Ms. Simon highlighted how graduates are losing out on obvious job opportunities by; not using personal emails while sending out applications, use of graphics, outdated list of referees and graduates not ready to work. She stated that first impression was important to a potential employer and, when given an opportunity, it was wise to utilize it well. Being intentional/aggressive on the job you wanted is also key. She also encouraged the students to network with the right people and have mentors in their lives (personal and career).
6. **Ms. Faith Utuku, Human Resource Manager, Bimas Micro Finance Kenya** shared her thoughts on a topical issue titled *“Reshape their Perspectives”*. She encouraged the students to package themselves as a brand by, being good communicators, use of deliberate body language, taking care of first impressions and pursuing an acceptable dress code. She went on to include discipline, consistency, continuous improvement, regular check on personal performance, having priorities (**“don’t be too comfortable”**), believing in oneself, teamwork and having some time to step back for somebody else to shine were important features for personal growth. In conclusion, she challenged everyone to have a slogan since ones perspective is their passport or prison.
7. **Ms. Dorcas Nderitu, Human Resource Manager, H & Young CO** had an elaborate presentation on *“Future Proofing your Career through Learning”*. She encouraged students to strategize by continuous reskilling, networking, using mobile phones as planners and learning to say ‘NO’ to other people’s tasks. She used the storytelling approach emphasizing on the importance of the mentioned strategies.
8. **Ms. Lucy Mbugua, System Engineer, CISCO** had a presentation titled *“Invest in Yourself and Your Future”*. In her topic, she encouraged students to grow themselves through the Emerging Industry trends, Network Programmability and user case, Cyber Security and Certifications.
9. **Mr. James Ndiga, Senior Technical Recruiter, Google Kenya**, demonstrated how graduates should prepare for post-university life through a presentation on *“Engineering Your Stor, & CV and Interview Workshop”*. He stated that success was measurable in numbers and encouraged students to learn new skills by use of social media platforms like YouTube. He demonstrated how to come up with a winning CV. He also introduced the participants to some of

the job sites they should use when searching for work-related opportunities and internship. These sites are Mandela, Career.google.com, careermicrosoft.com, duckduck.go.com, (Freelance) upwork.com, codewars.com, fuzu.com, shortlist.com, jobs.cisco.com among others.

On 23rd March, 2023, students from fifteen secondary schools were challenged to discover their true worth, a challenge posed by Mr. Johnson Gichinga, Senior Assistant Placement and Careers Development Officer at Kenya Universities and Colleges Central Placement Service (KUCCPS). He was representing the KUCCPS Chief Executive Officer, Dr. Agnes Mercy Wahome.

In her opening remarks, the Acting Vice Chancellor, Prof. Peninnah Aloo- Obudho stated that, Karatina University had held Career Weeks for the last ten years and KUCCPS has always been invited so that they could share their thoughts and experiences on career development with secondary school students. The corporate leaders are also invited to speak to students on their experiences and highlight to them tips on how to succeed. In doing this, Karatina University would produce quality graduates. The Ag. Vice Chancellor also stated that, career choices affected national development- *“What you choose now as a high school student will determine what you want to be”*. She advised the high school students to choose Karatina University for their career growth because the graduates from the University were highly qualified and sought-after judging from the feedback received from corporate coaches.

Mr. Johnson Gichinga, the KUCCPS representative reminded the participants that, as students, they have responsibility to work closely with their teachers. Their teachers will always inspire and push them to learn more while their parents will make sure that they stay on track and get their homework done. He stated that, at the end of the day, however, despite having the most supportive teachers and the best schools in the world, none of it will matter unless they all fulfilled their responsibilities. He emphasized that, what students learnt in school today determined whether, as a nation, could meet the greatest challenges in the future. Knowledge and problem-solving skills were important to learn in science and mathematics in order to find cure for terminal diseases like advanced cancer and dementia and to develop new energy technologies and protect the environment. Insights and critical thinking skills gained in history and social studies would be used to fight poverty and homelessness. Development of talents, skills and intellect would help solve the nation’s most difficult problems. His concluding remark was;

“If you quit school, you are not just quitting on yourself but the country as well. Know what you want to discover in life and go after it. Be authentic by discovering your true worth.”

Prof. Joseph Maitaria from the Department of Humanities and Languages, Karatina University was the other key speaker on that day. He handled the topic **“Uchanganuzi wa Masuala ya Lugha na Fasihi ya Kiswahili”**. The topic was relevant to secondary school students and the teachers who participated in this event. The participants were taken through the current Fasihi text books and issues pertaining to Kiswahili grammar among others.

The secondary schools that participated in the Career Week, 2023 were Gitunduti Secondary School, Mathaithi Girls High School, Kibirigwi Girls Secondary School, Githunguri Girls High School, Bishop Ngoru High School, Pan African High School, Ngurweini Secondary School, Bishop Gatimu Ngandu Girls High School, Githumu Boys High School, St. Albert the Great Giakaipei, Kaheti Boys High School, Kerugoya Boys High School, Gititu Secondary School, Icuga Girls and Kabiruini Girls Secondary School.

Professional associations’ representatives were given a chance to talk to Karatina University students during the Career Week. The event had ten (10) exhibitors and sponsors who included:

1. Pioneer Assurance
2. Association of Chartered Certified Accountants (ACCA)
3. Kenya Institute of Supplies Examination Board (KISEB)
4. Kenya Revenue Authority (KRA), Central Region
5. Automobile Association of Kenya (AA)
6. ABSA Bank, Karatina Town Branch
7. Diamond Trust Bank, Nyeri Branch
8. Equity Bank, Karatina Branch
9. Traction School of Governance and Business, and
10. Kenya Accountants and Secretaries National Examinations Board (KASNEB).

The Career Week, 2023 Committee was made up of;

1. Prof. Kenneth Wanjau - Chairman
2. Dr. Charles Wahogo - Member
3. Dr. Mengo Nyabisi - Member
4. Dr. Josphat Kagema - Member
5. Dr. Leen Kavulavu - Member
6. Mr. Peter Ngugi - Member
7. Mr. Sylvester Onyango - Member
8. Ms. Doris Karimi - Secretariat.

1.6 DENTEX INDUSTRY LIMITED PROJECT UPDATE

PROJECT DESCRIPTION

An automated software solution to aid in efficient and effective monitoring of accounting, manufacturing, stock management, and finance processes at Dentex Industry Limited.

(a). Key Project Accomplishments

In regards to fundamental project achievements, Table 1- Table 8 provide details of what has been addressed as far as installing a manufacturing ERP system at Dentex Industry Limited is concerned.

Table 1: Inventory Configurations

MODULE ITEM	DESCRIPTION	VENDOR STATUS	CLIENT STATUS
Inventory categories	Able to create new inventory categories	Done	
Inventory items	Able to add inventory items	Done	
Inventory types	Able to create inventory types	Done	

Table 2: Inventory Processes

MODULE ITEM	DESCRIPTION	VENDOR STATUS	CLIENT STATUS
Inventory Adjustment	Adjust stock values to match actual values in stores.	Done	
Selling & Buying prices	Assigning inventory items buying and selling prices.	Done	

Table 3: Inventory Reports

MODULE ITEM	DESCRIPTION	VENDOR STATUS	CLIENT STATUS
Inventory List	Generate a list of all inventory items.	Done	
Stock movement Report	A report showing stock movements / usage by date.	Done	
Item Sales Report	A report showing daily item sales summary.	Done	

Inventory Ledger	A report showing item ledger entries by date range	Done	
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Designation:

STOREKEEPER

Table 4: Production and Manufacturing Process

MODULE ITEM	DESCRIPTION	VENDOR STATUS	CLIENT STATUS
Inventory BOMs	Able to assemble finished item BOMs	Done	
Unit of Measurement (UOM)	Assigning inventory item, a unit of measure.	Done	
Item Production (Finished Items)	Ability to simulate Machine production as per associated items.	Done	
Shift Management	Capture shifts at production	Done	
Account for production defects/Rejects	User able to account for defects/rejects during production	Done	
Defect types setup	Setup to maintain defects	Done	
Manufacturing Dashboard	Manufacturing statistics dashboard	Done	

Table 5: Production Reports

MODULE ITEM	DESCRIPTION	VENDOR STATUS	CLIENT STATUS
Production report (Per Entry)	Production sheet after every production entry	Done	
Daily Production Verification Report	View Manufactured Products daily	Done	
Returned Goods/Customer Complaints Report	View Returned Goods/Customer Complaints Report	Done	
Total Monthly Products Manufactured	View Manufactured Products Over a Month	Done	

Designation:

Q/C

Table 6: Finance

MODULE ITEM	DESCRIPTION	VENDOR STATUS	CLIENT STATUS
Add/View partners	Able to add/view/edit partners	Done	
View Accounts	Able to view all existing accounts in the system.	Done	
COA View only mode	Can view a standardized chart listing all accounts in order of liquidity.	Done	
Accounts ledger	Can view a report of Transactions per account.	Done	
Trial Balance	Can view/generate trial balance report	Done	
Income Statement	Can view/generate Income Statement report	Done	
Balance Sheet	Can view/generate Balance Sheet report	Done	
PAYABLES			
Create bills	Can do billing for creditors of the institution.	Done	
View bills	Can view bills created.		
Make payment to Creditors	Able to do payment of creditors.	Done	
Payment vouchers	Can produce Payment vouchers.	Done	
View payments	Able to view payments made to creditors.	Done	
RECEIVABLES			
Receive payments	Able to receive payments from debtors.	Done	
Receivable Receipt	Can produce customer receipt	Done	
View payments	Can view a list of payments made by debtors.	Done	
BANK MANAGEMENT			
Bank transfers	Can do bank transfers.	Done	
Bank transfer Voucher	Able to generate bank transfer voucher	Done	
MODULE ITEM	DESCRIPTION	VENDOR STATUS	CLIENT STATUS

Create HR Banks/Branches	Able to add HR Bank	Done	
Create/edit HR Employees	Able to create/edit /view HR employees	Done	
Sync HR employees to Payroll	Able to Sync HR employees to payroll employees	Done	
Activate HR employees	Able to activate/deactivate HR employees to payroll employees	Done	

Designation: ACCOUNTANT

Table 7: Payroll Module

MODULE ITEM	DESCRIPTION	VENDOR STATUS	CLIENT STATUS
Payroll periods	Able to view/close payroll periods	Done	
NHIF rates	Able to edit/ update payroll NHIF rates	Done	
NSSF rates	Able to edit/ update payroll NSSF rates	Done	
PAYE rates	Able to edit/ update payroll PAYE rates	Done	
View payroll Employees	Able to view payroll employees	Done	
Process payroll	User able to process payroll	Done	
Generate payroll Reports	Can Generate payroll reports	Done	
Generate Pay slip	Able to Generate Pay slip	Done	
Payroll Summary	Can produce Payroll Summary	Done	
Post payroll entries to journals	User able to Post payroll entries to journals	Done	

USER ACCOUNTS

Designation: Accountant

Table 8: Biometrics and Attendance

MODULE ITEM	DESCRIPTION	VENDOR STATUS	CLIENT STATUS
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Add users to biometric device	Creation of employees to biometric device	Done	
Attendance report	User able to view attendance report as per specified date range	Done	
Casuals' attendance summary	Can access casuals payment (Weekly) Summary	Done	
Attendance master register	A report showing attendance entries per month.	Done	

Designation: IT ADMIN/ACCOUNTANT

(b). Lessons Learnt

- (i). Developing a working schedule with the process owners has enabled the project team to complete most of the tasks on time.
- (ii). Patience by the team has enabled them to handle change of personnel in various departments at Dentex Industry Limited.
- (iii). Continuous customization of the process to user needs has ensured service quality.

2.0 Conclusion

The Directorate is inclined to promote and support only those new-growth ideas that will pay off within the Strategic Plan period of 2021- 2025. The Directorate will continue pursuing cross-boundary mixing. This will enable it support academia-industry activities in various faculties. The analytical style of thinking that exists within the Directorate is helping it focus on evolutionary academia-industry linkages that are enabling the University to position itself as a Green Entrepreneurial University.

APPENDICES

Appendix 1: International Day of Women and Girls in Science E-Poster



KARATINA UNIVERSITY

THE INTERNATIONAL WOMEN'S DAY COMMITTEE & SF. KERUGOYA GIRLS HS



INTERNATIONAL DAY OF WOMEN & GIRLS IN SCIENCE CELEBRATION

THEME: Innovate. Demonstrate. Elevate. Advance.
Bringing Communities Forward For Sustainable & Equitable Development

DATE: SATURDAY 11TH FEBRUARY, 2023 | TIME: 8:00 AM - 4:00 PM | VENUE: ST. FAUSTINA KERUGOYA GIRLS HIGH SCHOOL



Keynote Speaker

Engineer Maureen Mwaniki
Vice Director, Programs Management Organizations & Director for Women in Technology Huawei Initiative

Topic: Harnessing Opportunities for Career Growth & Sustainability in the Digital Era.



Speaker

Dr. Grace Muriithi
Section Head of Chemistry, Department of Biological and Physical Sciences, School of Pure and Applied Sciences, Karatina University.

Topic: The sky is not the limit but the beginning.



Speaker

Dr. Hilda Nabiswa
Consultant, Kenyatta Hospital, Physician & Diabetologist, Social Media Health Educator.

Topic: Innovation in Medicine



Speaker

Dr. Susan Mambo
Public Health Specialist & Chair, Department of Environmental Health & Disease Control, JKUAT. (Alumni, Kerugoya Girls).

Topic: My Life Journey in Health Science.



Speaker

Dr. Rose Nyambura
Science Teacher Educator & Patron of Young Women in Science in Developing Countries- Laikipia University (OWSD-LU). (Alumni, Kerugoya Girls).

Topic: Lived Experience-My Journey in Science



Speaker

Dr. Margaret Kinyua
Lecturer in Mathematics, Department of Mathematics, Statistics and Actuarial Science, Karatina University. (Alumni, Kerugoya Girls).

Topic: Mathematics as a Language



Speaker

Lucy Wanjiku Mbugua
Systems Engineer - Cisco Developer Network across Sub-Saharan Africa, (Alumni, Kerugoya Girls).

Topic: The Next Generation Systems Engineer





Inspiring Innovation and Leadership

KARATINA UNIVERSITY

INTERNATIONAL WOMEN'S DAY

Theme: DigitALL Innovation & Technology for Gender Equality

 **Wednesday 8th March, 2023**  **8:00 AM - 2:00 PM**



Chief Guest



Ambassador (Dr.) Monica Juma
National Security Advisor to the President of the Republic of Kenya
Topic: Leveraging Innovation & Technology for the Protection and Empowerment of Women



Dr. Abena A. Yeboah-Banin
Senior Lecturer, HoD, Communication Studies, University of Ghana
Topic: DigitALL or 'dig it tall': Is technology shrinking to widen the gender gap?



Dr. Teresa Mutahi
Associate Instructional Prof, Associate Dir. and Coordinator, Undergraduate programmes, University of Florida, USA.
Topic: Leaders In Action- Disrupting the Status Quo



Dr. Tereslah Kyalo
Senior Lecturer of Entrepreneurship & School of Business Post Graduate Coordinator, Karatina University
Topic: Technology is not Gender Neutral: Exploring the Factors for the ICT Gender Gap in Developing Countries



Dr. Anne Lara Ogunsola
Chief Training and Research Fellow, National Institute for Educational Planning and Administration (NIEPA), Ondo, Nigeria.
Topic: Ensuring Gender Equality through Innovation and Technology



Dr. Lynete Mukhongo
Associate Professor, School of Communication, Western Michigan University, USA.



Dr. Opeyemi Aderonke Oyekan
Senior Training and Research Fellow National Institute for Educational Planning and Administration (NIEPA), Ondo, Nigeria.



Fr. Dr. Aloysius Lwanga Bukonya
Office of Dean, School of Graduate Studies, Research and Innovations, University of Kisubi, Uganda



Ms. Cylia Kathambi
CEO, Media & Development Communication Specialist, Ekar Communications, Kenya



Dr. Margaret Kinyua
Lecturer in Mathematics, School of Pure and Applied Sciences Karatina University

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Organised By International Women's Day Committee
Karatina University
P.O. BOX 1957-10101, Karatina, Kenya.
<https://www.karu.ac.ke>
Tel: 254 729 721 200

Appendix 3: Digital Marketing Skills Webinar E-Poster



Directorate of Career Services & University Industry Linkages

Start - Up Expo Teams
Webinar

Topic: Digital Marketing Practicals & Customer Service Best Practices.

Day 1: Wednesday 1st March, 2023
Time: 4:00pm - 5:00pm

Day 2: Wednesday 8th March, 2023
Time: 4:00pm - 5:00pm



Mr. Jeremiah Wanga Othieno,
Marketing & Business Development Officer,
Kenya Institute of Management



Appendix 4: Career Week, 2023 E-Poster



Inspiring Innovation and Leadership

CAREER WEEK 2023

Theme: "Reshaping the way we meet the future"

Venue: Karatina University, Main Campus

Day 1: Thursday 16th March, 2023.

Chief Guest



Dr. Julius Mula, CBS
Masele Consulting LLP
Finance & Policy Experts

Chief Guest



Ms. Jecinta Kabucho
Senior Student Counselor,
Karatina University

Chief Guest



Mr. Elijah Omwega,
TSC Director,
Nyeri County



Dr. Stanley Githinji,
Lead Consultant,
AITREC



Mr. Kelvin M. Kithinji,
System Engineer,
Safaricom Limited

Day 2: Friday 17th March, 2023.



Ms. Priscah Simon
Regional HRM
Central Region, KRA



Ms. Faith Uthuku
Human Resource Manager,
Bimas Micro Finance Kenya



Ms. Dorcas Nderitu
Human Resource Manager
H Young & Co. (EA) Limited



Mr. James Ndaga
Senior Technical Recruiter,
Google Kenya



Ms. Lucy Mbugua
System Engineer,
CISCO

Day 3: Thursday 23rd March, 2023.

Chief Guest



Dr. Agnes Mercy Wahome
Chief Executive Officer, Kenya Universities and
Colleges Central Placement Services



Prof. Joseph Maitira
Associate Prof., Kiswahili Literary Studies
Karatina University

















The Green Entrepreneurial University

8
The Standard, Wednesday, April 5, 2023

SPONSORED CONTENT

Higher Education

CORPORATE SCENE

Embrace digital jobs, Karatina varsity students urged

► University is using career week to expose students to opportunities in the job market.

► Karatina University recently launched the Ajira Digital Club with the purpose of giving students an opportunity to engage in online work such as article writing.

GERALD NYELE, NYCS

The eleventh Karatina University Career Week was a high success with students being urged to embrace skills that will prepare them for future jobs in the digital space.

Organized by the Directorate of Career Services and University-Industry Linkages, the annual event is aimed at offering students, especially those in their last year of undergraduate studies, an opportunity to interact with industry players and to be guided on market expectations.

In his opening remarks, the Vice Chancellor, Prof. Mucal Muchiri, stated that the University has embedded in its calendar annual career weeks aimed at constantly exposing students to opportunities and requirements of the market.

“The Theme ‘Reshaping the way we meet the future’ is very fitting because it provides an opportunity to share future-ready skills that are critical for growth in the dynamic world. One of the must have career skills in today’s digital economy is knowledge of basic technology.”

He applauded the Government of Kenya for providing several platforms and a robust internet connectivity across the country to help the youth acquire ICT skills and earn a living. Another ICT-related platform, he mentioned, is the Ajira Digital Programme aimed at addressing youth unemployment.

“I am glad to report that Karatina University recently launched the Ajira Digital Club with the sole purpose of giving our

students an opportunity to engage in online work such as article writing, virtual assistantship and transcription. I encourage you to keep taking advantage of these digital spaces to equip yourselves with market ready business and ICT related skills.”

The Vice Chancellor further stated that the University is not only equipping its students with digital skills but also with entrepreneurial skills.

“The University runs entrepreneurship programmes that assist students to identify business ideas, implement them

and monitor their growth. One such programme is the annual Start-Up Expo which introduces students to a platform that allows them to actualize the concept of entrepreneurship.”

He emphasized on the need to continue actualizing the University’s slogan ‘The Green Entrepreneurial University’ citing that the entrepreneurial mindset inculcated in the students is crucial in ensuring that they have a positive mental attitude, creative mindset and intrinsic motivation to impact society.

The keynote address was delivered by Dr Julius Muia, former Permanent Secretary in charge of Finance in the National Treasury currently with Maselle Consulting LLP Finance and Policy Experts. Dr. Muia passionately shared his perspective on the future world of work. While emphasizing on the place of entrepreneurship in the future of work, he pointed out that certain supporting conditions need to be in place before this is possible. Some of these are technological advances, growth of the service sector, high financial access, improved infrastructure, internet access/ICT among others.

Karatina Vice Chancellor, Prof. Mucal Muchiri.