THE HiH EA YOUTH AWARDS 2016

The second Hand in Hand Eastern Africa youth business contest was held on 14/12/2016 at the Kenya Institute of Curriculum Development in Nairobi, Kenya.

The annual contest under the Peace and Prosperity Through Job Creation project – An innovative path for Kenya’s youth funded by Post Code Lottery and Hand in Hand Sweden, attracted 23 participants who were selected in November after pitching their innovative businesses/ideas at the regional level. Present at the function were Hand in Hand staff drawn from the Head Office, the advisory council and the Branch Managers.

The participants who attended the event

The event provided a platform for the youth to showcase their creative businesses which are helping them an income as well as prevent them from engaging in drug and alcohol abuse, crime and idleness. The businesses ranged from; eco solutions enterprises which solve environmental disasters, businesses that afford the community better and affordable food and nutrition and applications that solve societal needs using technology.
A contestant explains her business which involves planting and selling of grafted and non-grafted tree seedlings and nuts to encourage agro forestry and proper nutrition among communities within her neighbourhood.
A youth contestant (left) pitches his innovative business. His business involves collecting used water bottles to make window curtains. He says this will help in reducing the amount of litter and garbage thrown away around our homes and thus contribute to a clean environment.

The advisory council was the judges of the event.
The advisory council/Judges panel

The contest had the below criteria for the participants:

- The youth participant must have been a HiH EA club member as at end of August 2016
- The idea presented must be Innovative/creative
- The business should be Scalable
- Key advantage was given to enterprises embedded on ICT & Mobile technology and climate change
- The participant must be over 18 years.
- Originality of businesses was encouraged
- Participants were expected to be good communicators and marketers who can confidently present their ideas

The winners were selected following a very competitive and engaging process. Key scrutiny of the business was done and prominence was given to those ideas that leveled on ICT-mobile technology and climate change. The four presented the below creative and innovative businesses.
A PROFILE FOR EACH OF THE WINNERS OF THE 2016 HAND IN HAND YOUTH AWARDS

1. Catherine Wangari Maina – SAVER PAL MOBILE APPLICATION

Catherine is aged 22 and is a graduate from Jomo Kenyatta University of Science and Technology in Kenya. She recently graduated with a Bachelor of Science in entrepreneurship. She comes from a family of 4 and lives with her mother. “I am passionate about entrepreneurship and I would like to change the world for the better through it,” she says.

Catherine joined HiH EA through the Peace and Prosperity through job creation project in March 2016 and was trained on business and financial management, importance of entrepreneurship and digital marketing. She has developed a mobile application known as Saver Pal that is meant to help young people who have families and earn less than $2 a day to save a portion of their profit and still remain with some to use for the daily needs of their families. She came up with this idea after interacting with many small scale traders mostly young women who could not support their families at the same time stay in business. Some ended up closing their businesses since they would use all their earnings in meeting their families’ needs. She developed the app with the help of a former school mate at the University and is hoping to register the application as legal business by February 2017.

Catherine explains how her mobile app works
2. Jonah Gichuhi Kung’u – LEATHER TANNING BUSINESS

Jonah just turned 26 years. The young man is a graduate from Kenyatta University with a Bachelor in Economics and Sociology. Jonah loves reading inspirational books during his free time. He joined HiH EA in April 2016 and received training on entrepreneurship, discipline in business, savings as well as record keeping.

Jonah’s business is registered as a limited company and is known as Alpha Shannie Leather Industries. He formally registered it after the HiH EA teacher took him through the process of registering a company in Kenya. “Kenya does not have any leather industry yet this country is endowed with the raw materials. There is also a growing demand for leather products in our country but people cannot afford because the imported products are very expensive,” says Jonah. Jonah engages at least 10 people who are casuals to help him in making leather porches and handbags for ladies. In a month he rakes in between KES 40,000-60,000 and then reinvests some of the cash in his business and the rest he pays off the casuals. He is internet savvy and thus does part of his marketing on internet through Alibaba.com and Go for the world business internet sites. Though he says his customer base has not expanded as he wishes, he hopes that in the near future he will be able to get an export market.

Jonah displays some of the leather products he makes
3. Edwin Muriuki Wanjiru – BATCH CODING FRESH PRODUCE

Edwin is 24 years old and comes from a family of 4 children. He joined HiH EA in February 2016 and belongs to the Arise youth group.

His idea of batch coding fresh produce involves coming up with specific numbers that a consumer can use to trace the farmer of a particular produce. It is drawn from the need for farmers (producers) and consumers to connect incase the latter wants to know more about the former’s products or if the produce (tomatoes, potatoes, pepper, yams, onions, fruits) that was bought by the consumer has any defect and the consumer would like to trace the producer and raise the concern. The consumers can the use the batch code on the produce to reach the producer and engage further.

His target market includes the large scale farmers and the owners of medium sized plantations/farms. His company Globe Fair International is registered and has so far had no clients because it is in the pilot phase.

Edwin presents his batch coding business concept during the awards
4. Patrick Mutinda Charles – MAKING ARCHITECTURAL DESIGNS USING OLD CARTONS

Patrick aged 25 completed his O levels but could not continue with his education due to lack of fees. He comes from a poor family and has been brought up by a single parent. According to him, life has not been easy. However, Patrick has always dreamt big since his childhood.

He joined HiH EA in December 2015 and says that digital marketing was his favorite topic during training.

“I saw that a lot of litter lying around our homes and this was such an eye sore. Used cartons, papers and bottles thrown all over made me sick. So I thought I would do something with these used materials to eke out a living as well as make the environment around me clean. That’s when I decided to collect and buy used cartons to make architectural designs, success cards, wall hangings, flowers and slippers. Patrick buys one carton at KES 5 and uses it to make architectural prototypes that his clients use to develop architectural designs for their homes and churches.

He does with so much ease and expertise though he has never stepped in an architectural class. His is an inborn talent. For clients who want an architectural prototype he charges KES 5,000; whilst for the success cards he charges one at KES 100. For the wall hangings he sells one at KES 200. In a month, he rakes in KES 10,000. He uses this money to expand his poultry business by buying more hens and feeds.

Patrick now plans to save more money and build a museum where people can come view and learn more on how to make traditional artifacts (traditional cultural houses of different communities in Kenya).

He uses his facebook page (Patty arts) as well as the marketing platform OLX to market his products.
Participants admire Patrick’s architectural prototypes