



• 11 APRIL 2025 •

# Financial Literacy Forum

Building a Solid Base for Sound  
Personal Finance Management



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# Dean's Address



**Dr. Eng. Siphila Mumenya,  
Dean,  
Faculty of Engineering,  
University of Nairobi, The**

On behalf of the Faculty of Engineering, I warmly welcome you to the Financial Literacy Forum 2025 by our very own Engineering Students Association (ESA) at the University of Nairobi. The conference, organised by our engineering students' professional body, is among the many activities that have been initiated by our students to create engagement forums between academia and industry to promote the mutual interests of both communities.

The Faculty of Engineering at the University of Nairobi is a premier engineering faculty in the region and a founding faculty of the University - dating back to 1956. Over time, it has undergone various modifications

to keep it in tandem with changing trends worldwide, while remaining faithful to its professional calling – that of application of professional knowledge in problem solving areas of civil, electrical, mechanical, environmental and bio-systems engineering, geospatial and nuclear science, and other related areas. Our scholarship and training in these areas is from the undergraduate to doctorate levels. The length of time and diversity of our training has generated a strong alumni network globally that has claimed its place in development. These conferences are thus meant to leverage on our strengths in training various professionals for industry to benefit the university through mentorship, knowledge exchange, internships, attachments, employment and joint research activities.

At the Faculty of Engineering, we acknowledge the need to build a robust and sustainable research & development ecosystem and recognize the critical need for collaboration between industry and academia. Such partnerships not only fast-track data collection and solutions for industry but also provide invaluable learning opportunities for our students.

By engaging in real-world projects, our students gain practical experience and graduate better prepared for the demands of the industry. Further, we actively nurture our students to become responsible professionals by facilitating their student professional body, ESA, and also encourage them to join the Engineers' Board of Kenya (EBK) as student engineers. ESA has been particularly instrumental in bridging the gap between students and industry by organising such engagement forums and open days.

The Faculty is vibrant in networking with industry players at the local and international level. For instance, it is a beneficiary of grant projects from leading international organisations such as the World Bank, which has recently played a key role in re-equipping the Department of Civil & Construction Engineering with modern laboratory equipment worth Kshs 500 Million. Also, the Faculty is actively involved in AFRETEC initiatives in building grant writing capacity among our academic staff, postgraduate and undergraduate students. This capacity building is the foundation that will propel our staff to compete internationally for grants, deepen research in the Faculty and offer a myriad of opportunities to our students and staff. We are also active in collaborating with donors – as evidenced by the ongoing ESC project – a collaborative venture between the governments of France and Kenya, with spinoffs in the form of PhD scholarships and student-exchange programmes.

Through initiatives like this forum, opportunities spring up for professionals and students to interact, have candid discussions, share knowledge and plant the seeds for profitable partnerships that can drive innovation and sustainable development. We warmly welcome you to the Financial Literacy Forum 2025 to engage with our students, academia, various industry professionals – both internally and internationally – and aid chart the way forward for impactful collaborations that will emerge from this initiative.



# Statement by ESA Chair

On behalf of the Engineering Students Association (ESA), I am honoured to invite you to the Financial Literacy Forum 2025. This initiative represents a forward-thinking collaboration between the fields of engineering and finance – a strategic effort designed to empower our future professionals with robust financial practices and insightful strategies.

In today's dynamic economic landscape, a solid foundation in financial management is critical. Many emerging professionals face challenges in areas of their finances including in debt management, budget optimization and effective investment strategies. This forum is structured to address these challenges by offering a platform where industry experts and thought leaders share actionable strategies and real-world experiences. Our agenda encompasses expert presentations, interactive sessions and case studies focused on topics such as budgeting, strategic investment, debt management and long-term wealth creation.

We have partnered with leading financial institutions and respected industry experts to ensure that the discussions are both insightful and directly applicable to the evolving needs of the professional community. This forum is an opportunity for corporate partners to connect with emerging talent, influence the financial acumen of future leaders and contribute to building a generation that is both technically proficient and financially astute.

Your support and participation are invaluable in this endeavor. Together, we can foster a robust dialogue that not only addresses current financial challenges but also sets the stage for sustainable financial success in the future.

Thank you for your commitment to advancing financial empowerment within our community. I look forward to welcoming you to a day of delightful engagement and impactful collaboration.

**Rahma Anuro,**  
**Chairperson,**  
**Engineering Students Association**  
**'24 - '25**



# About ESA

The Engineering Students Association (ESA) is a professional body in the Faculty of Engineering, University of Nairobi, that forms a community of students from across five departments: Civil & Construction, Electrical & Electronics, Geospatial & Space, Mechanical & Manufacturing and Environmental & Biosystems Engineering, with the following aims:

- enhancing academic, social and professional growth of ESA members by sharing knowledge and career opportunities,
- bridging the gap between industry players and students,
- acting as a link between ESA members and professional organizations through promoting cooperation with different professional organizations and
- growing all-rounded people by exposing students to extracurricular activities such as talent shows, community outreach programmes and tournaments.





# About FLF

As more youth transition into independence – whether still in university, about to graduate, or newly in the workforce – they face critical financial decisions that can impact their long-term stability. The Financial Literacy Forum 2025 is designed to bridge this knowledge gap in university students and staff, and recent graduates, by offering actionable insights on personal finance including on smart budgeting, responsible borrowing and wealth-building strategies.

## Key Focus Areas

- For Current Students:**
- Debt Management & Responsible Borrowing – Understanding student loans, credit cards, and strategies for reducing debt efficiently
  - Saving & Budgeting Strategies – How to prioritize expenses, build an emergency fund, and develop smart financial habits
  - Managing Limited Income & Cash Flow – Making the most of student allowances, part-time jobs, and freelance income
  - Small-Scale Investment Opportunities – Beginner-friendly investments such as Money Market Funds (MMFs), micro-investing apps, stocks, peer-to-peer lending, and digital assets
  - Entrepreneurial Financial Skills – A brief look at managing finances for student-led small businesses

- For Graduating & Recent Graduates:**
- Transitioning from Campus to Financial Independence – How to set up financial stability after university
  - Understanding Employment Benefits & Taxes – Breaking down salary structures, insurance, and retirement plans
  - Building a Solid Credit Profile – The importance of credit scores and responsible credit use
  - Smart Investment & Wealth-Building Strategies – How to start investing with a low budget, planning for major financial goals, and securing financial freedom early

## Why FLF 2025?

In today's complex financial landscape, many young adults struggle with debt, poor money management, and a lack of investment knowledge. FLF 2025 provides real-world financial solutions to help students and young professionals navigate financial challenges, make informed decisions, and create sustainable wealth.

By bringing together financial experts and thought-leaders, educators and students, this forum offers a practical and engaging learning experience that goes beyond theory – helping attendees take immediate steps toward financial security and success.

# Statement by FLF Chair

It is with great honor and enthusiasm that I welcome you to the Financial Literacy Forum 2025, an initiative driven by a vision of empowering young minds with essential financial knowledge. In today's complex and fast-paced financial landscape, the ability to make informed financial decisions is more than just a skill – it is a necessity. The Engineering Students Association (ESA) recognizes the pressing need to bridge the financial literacy gap among the youth.

Many young people face challenges in managing their finances and, mainly through poor financial decisions, have high levels of debt and incurred missed opportunities for wealth creation. This forum is designed to equip them with practical financial skills that they can apply to their daily lives, ensuring a foundation for long-term financial success. Through engaging discussions, expert-led workshops, product demonstrations and sensitisation, and networking opportunities, we aim to foster a culture of financial responsibility and independence among university students, particularly those in technical fields such as engineering.

I invite you all to actively participate, share insights and take full advantage of the opportunities this forum presents. Let us work together to build a financially informed generation capable of making confident and sound financial decisions.



**Emelda Maina,**  
**Chair,**  
**Financial Literacy Forum**



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**5 Bruce Pius Kenya****FLF 1.0 Media & Publicity Den Head**

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# Budget

| Category                        | Unit Price | Units | Sum     |
|---------------------------------|------------|-------|---------|
| Photography & Videography       | 15,000     | 2     | 30,000  |
| Sound & DJ                      | 40,000     | 1     | 40,000  |
| Stage Banners                   | 3,000      | 3     | 9,000   |
| Roll up banners                 | 12,500     | 2     | 25,000  |
| Panellist / Speaker Gifts       | 3,500      | 10    | 35,000  |
| Utensils                        | 80         | 50    | 4,000   |
| Catering - Breakfast (Guests)   | 800        | 40    | 32,000  |
| Catering - Breakfast (Students) | 150        | 600   | 90,000  |
| Catering - Lunch (Guests)       | 2,000      | 40    | 80,000  |
| Catering - Lunch (Students)     | 500        | 600   | 300,000 |
| Water                           | 500        | 70    | 35,000  |

# Budget (cont.)

| Category                          | Unit Price | Units | Sum            |
|-----------------------------------|------------|-------|----------------|
| Meal Cards                        | 100        | 75    | 7,500          |
| Polo Shirts                       | 1,500      | 45    | 67,500         |
| T-Shirts                          | 750        | 65    | 48,750         |
| Hoodies                           | 2,250      | 20    | 45,000         |
| Name Tags                         | 200        | 100   | 20,000         |
| Wrist bands                       | 100        | 750   | 75,000         |
| Transport                         | 7,500      | 1     | 7,500          |
| Contingency / Miscellaneous (~5%) | 47,500     | 1     | 47,500         |
| <b>TOTAL</b>                      |            |       | <b>998,750</b> |



# Sponsorship Packages

| Tier   | Amount in Ksh            |
|--------|--------------------------|
| GOLD   | <b>350,000 +</b>         |
| SILVER | <b>175,000 - 349,999</b> |
| BRONZE | <b>50,000 - 174,999</b>  |

# Event Sponsorship Benefits

| PRE - CONFERENCE BENEFITS  | BRONZE | SILVER | GOLD |
|--|--------|--------|------|
| Event Branding / Naming Rights   |        |        | ✓    |
| Feature in marketing campaigns on marketing media pages, fora and material | ✓      | ✓      | ✓    |
| DURING - CONFERENCE BENEFITS   | BRONZE | SILVER | GOLD |
| Brand activation: Account opening  | ✓      | ✓      | ✓    |
| Opportunity to exhibit   | ✓      | ✓      | ✓    |
| Appearance of representative in panel (at organisers' discretion)          | ✓      | ✓      | ✓    |

| DURING - CONFERENCE BENEFITS  | BRONZE | SILVER | GOLD |
|---|--------|--------|------|
| Verbal, Video acknowledgement of brand partnership  | ✓      | ✓      | ✓    |
| Feature in marketing campaigns on marketing media pages, fora and material  | ✓      | ✓      | ✓    |
| Event Merchandise Branding with Company Logo (Water, Posters...)  | ✓      | ✓      | ✓    |
| Exclusive Event Merchandise Branding with Company Logo (T-Shirts, Hoodies...)   | ✓      | ✓      | ✓    |
| Exclusive Event Gift Merchandise Branding with Company Logo (An assortment of Notebooks, Mugs, Hoodies and/or Water Bottles...) | ✓      | ✓      | ✓    |
| Customized engagement opportunity: interactive financial workshop/challenge/competition   | ✓      | ✓      |      |
| VIP address at Opening Ceremony (at organisers' discretion)   | ✓      | ✓      |      |
| On-stage product demonstration  | ✓      | ✓      |      |
| Branded company banners   | 1      | 5      | 10   |

| POST - CONFERENCE BENEFITS   | BRONZE    | SILVER     | GOLD |
|--|-----------|------------|------|
|  | I<br>PAGE | 2<br>PAGES |      |
| Complimentary opportunity to feature and advertise in THE STUDENT ENGINEER JOURNAL   |           |            |      |
| Obtain list of attendees with name, organisation and email (subject to permission of attendees and in line with the ODPC)                  |           |            |      |
| Opportunity to facilitate talks, workshops, seminars, industrial visits... with the aim of interacting with University of Nairobi students |           |            |      |
| Brand prominence in post event marketing and appreciation  |           |            |      |

# Sponsorship Benefits

## WHY PARTNER WITH ESA?

- 1. Marketing/Advertising:** Massive audience of students, academics and industry professionals to draw towards your brand and products.
- 2. Industry Formation:** Participate in forming and engaging the next generation of industry professionals and leaders.
- 3. Networking Opportunities:** With a wide array of guests and industry contacts, ESA provides you a big opportunity to liaise with other potential industry partners.
- 4. Value Addition:** Grab the opportunity to meet a large pool of highly motivated, talented and ready prospective employees from the student body and other companies.
- 5. Corporate Social Responsibility:** An enticing chance to demonstrate your dedication to the student community and the youth.

## THIS PARTNERSHIP WILL:

- Showcase your organisation's commitment towards the following UN SDGs:
  - **SDG # 1** -- **No Poverty**
  - **SDG # 4** -- **Quality Education**
  - **SDG # 8** -- **Decent Work & Economic Growth**
  - **SDG # 10** -- **Reduced Inequalities**
  - **SDG # 12** -- **Responsible Consumption & Production**
  - **SDG # 17** -- **Partnership for the Goals**
- Provide skills, ideas and change mindsets of Kenyan youth for their empowerment and development
- Build a strong foundation for sustainable collaboration between your organization the Engineering Students' Association
- Fulfill your CSR by supporting innovation and education
- Provide a vital present and future market for your products and services

## SPONSOR OR PARTNER:

- Directly, through financial support/partnership
- In kind, by offering items such as merchandise, notebooks, water, food or particulars detailed in the budget
- By awarding/offering attachment or internship opportunities in your institution or organisation

## Past & Present ESA Partners



# ESA Gallery



# ESA Gallery (cont.)



# CONTACT US

esa\_uon



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## GET IN TOUCH WITH OFFICIALS

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02

### Emelda Maina

FLF Chair

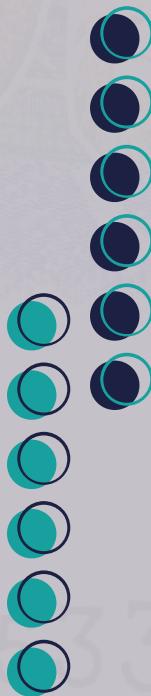
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04

### Ryan Chironga

FLF Secretariat

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## ACCOUNT INFORMATION

**BRANCH:** ABSA BANK, UNIVERSITY OF NAIROBI

**ACC. NAME:** ENGINEERING STUDENTS ASS.

**ACC. NO.:** 0831042133



11 APRIL 2025

# FLF 1.0

“BUILDING A SOLID BASE FOR SOUND PERSONAL FINANCE MANAGEMENT”



Manu Chandaria Auditorium, University of Nairobi Towers

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