**Columbia students take an active role in improving their community, whether in their residence hall, classes or throughout New York City. Their actions, small or large, work to positively impact the lives of others. Share one contribution that you have made to your family, school, friend group or another community that surrounds you. (200 words or fewer)\***

Visiting my local salon once a month slowly became integrated into my routine. Small but warm, I quickly made good friends with the owner and beauticians.

Suddenly, Covid hits.

Forced to shut down temporarily, the beauticians left with no work, no income.

I couldn’t help but think about what would happen to them. So, I decided to contact the owner of the salon and offer to help them start a home service option.

I crafted the new business unit from building a marketing plan to budgeting. Helping with digital marketing though Instagram. I took the records from previous customers, sending out flyers and adverts to their WhatsApp and emails. As well as cutting costs on supplies by sourcing cheaper suppliers and negotiating better deals with the existing ones. To provide safety assurance to the customers, I ensured all health protocols were followed by making weekly rapid tests compulsory for the beauticians.

Week by week, the number of customers kept increasing, from a mere three customers in June to a steady fifty in October and counting.

Grateful to have emerged from potential bankruptcy and unemployment. Taking whatever resources are available and to keep fighting. Picking up the momentum to what was once hopeless. I am glad to have been able to utilize my knowledge and skills to help a community that has served me well.

So, this is definitely a good story to have. Don’t be scared to say what the local salon is called (don’t include people’s names but the name of the business would be a good additional ethos). The home service option is definitely a good idea, and adding what you did is good. I do like this story because it’s a community that isn’t “too close” but relevant enough. Just focus on checking your essay and see if it makes sense from the eyes of a stranger who’s never been to Indonesia.