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For members of the student-run organisation AIESEC in Oman, being part of the socially responsible entrepreneurial training programme opens up a whole new world of possibilities and helps them decide their futures



*Irene Nalubega and Aisha Al-Māhrami, Director for Exchange and National Director of External Relations, AIESEC Oman are two of the key members of the organisation*

# Shaping The Future

**T**he youth are the future of any country, and what they do to sustain their growth today and shape their tomorrow is crucial to their development, and that of the nation's. Organisations like AIESEC help and promote exactly that. While AIESEC worldwide has been around for over 60 years, it was established in Oman in 2007, and has already seen over 150 members

and sent 33 students on exchange programmes abroad. The entirely student-run organisation gives local students an opportunity to develop professional skills like entrepreneurial leadership, by associating with like-minded peers, working in companies and participating in their international internship exchange programme.

"In Oman, AIESEC's three local chapters include Modern College of Business and Science, Sultan Qaboos University, College of Banking and Financial Studies (CBFS), Majan

University College, Waljat College, Middle East College of Information Technology and Caledonian College of Engineering," says Aisha Al Mahrami, the smart young National Director of External Relations, AIESEC Oman.

"Our members are interested in management activities, volunteering their skills and organisational development and change, or are interested in going on the exchange programme," says Aisha. Mind you, entry into the elite AIESEC rolls is not merely possible by virtue of being a college student. A



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### Student Force

- In Oman, AIESEC's three local chapters include seven different colleges
- The USP of AIESEC is entrepreneurial-based training and international student exchange programmes
- Not every student gets into AIESEC - it takes a rigorous selection process
- AIESEC recruits are assessed and trained in five competencies - social responsibility, entrepreneurial outlook, global mindset, emotional intelligence and proactive learning
- AIESEC works closely with corporates in Oman to train students
- Contact AIESEC on 96188473



*AIESEC launched the first youth-run Corporate Social Responsibility project, under the name of SustainOman, late last year*

rigorous selection process of applications, interviews, assessment, orientation and induction ensures only the best and deserving students get in. "We want people who are self motivated and driven," points out Irene Nabulega, Director of Exchange and who is on an exchange programme herself, from Uganda.

"AIESEC recruits are assessed on and trained in five competencies – social responsibility, entrepreneurial outlook, global mindset, emotional intelligence and proactive learning," say Aisha and Irene, "which we believe are needed in leaders to bring about change."

Once the students are inducted, they get to select their training programmes and what project to work on, and work in different chapters. AIESEC also conducts national and networking conferences and workshops, at which members from the corporate sector train and coach these youngsters. Such partners include PriceWaterhouseCoopers, Omantel, MB Holding, Tawasul, National Bank of Oman and Aramex. Last year, AIESEC also launched its first Corporate Social Responsibility (CSR) project under the name SustainOman. It involves sending out 20 Omani students to work in CSR related issues abroad as well as receive interns to work in Oman and provide insight on

global best case practices in CSR.

Aisha, an ex-student of Linguistics at Majan College, joined in 2008 and quickly became part of the business development team and vice-president for the local chapter at Majan College. Then, as part of their media and external relations team, she raised over RO 1000 motivating her to apply for the national team, for which she works even after graduating.

In Oman since August last year, Irene says Oman and its corporates really invest in and take care of the youth. "The companies here have been very receptive and welcoming," she says. AIESEC student exchange programmes last anywhere between six weeks to 18 months, and their work abroad includes altruistic missions. For example, four foreign students in Oman teach underprivileged students in Muscat, Sohar, Nizwa and Salalah, and are paid only a minimum salary to cover their expenses. For these students, AIESEC also means a whole new world of personal growth and opportunities. "With the lack of jobs back home, my friends are doing nothing. Thanks to AIESEC, I knew what I wanted to do well before graduating," says Irene. For Aisha, "it definitely opened my eyes to voluntary work and balance work with academics, and not just be any ordinary student." F