Conservation. Why we should exhort the young to care for Mother Nature

Make tree-planting cool pastime for children

Hezron Mogambi

Three weeks ago, I accompanied a friend to a burial in Bomaichog, Kisii County, to bury mzee Bama mas Nyamamba and could not help won dering the changes in environment. The rivers had dried up and Kisii town residents were facing an acute water short age. Thanks for the rain in the last two weeks; things are looking up, once again. In Kisii, with the ever increasing popula tion and pressure on land, there is too much pressure on water sources. Partly, this can be blamed on planting of eucalyptus trees all over water catchment areas, grazing and farming activities in almost all parts of Gusiiiland. But Kisii is not alone in this.

We, however, can change the tide. As we celebrate the World Forest Day in Kenya this week, we can make education the centre of the change we need from the real threat we face to a very green Kenya this week, we can make education the centre of change we need from the real threat we face to a very green Kenya. The current environmental situation provides an excellent opportunity for the young ones to relate with their environments and learn practically.

Leaders of tomorrow

It can also be an important tool for the enhancement of community organisation, especially among young people.

The upturn of this kind of initiative can be that such activities in our school systems consist of putting, at the forefront, youths who are the leaders of tomorrow to take part in sustainable protective measures and creations of superb ambassadors who will participate fully into conserving the country's nature and the world in general.

The current environmental situation provides an opportunity for Kenya, as a country, to use her school system to plant trees and help her youth to be true leaders of their environment and the country's future. The time is now.

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Why most Kenyan companies love to give and for what cause

Phyllis Ombonyo

From Kenyans-for-Kenyans to #MillionTrees4Kenya
to Bring Back Zach Home and even to We Are One campaign for Westgate attack victims... the list goes on.

These are just few recent fundraising drives that have record unprecedented success where Kenyans sought to support fellow Kenyans. Although popular, they remain a drop in the ocean, considering the numerous harambee drives that we engage in on a day-to-day basis, synonymous with Kenya's culture and spirit of giving.

Technology platforms such as WhatsApp and mobile money payments seem to have further propelled these norms. It is, therefore, no surprise that Kenya earned her way to being the most generous African Country in 2017. The ranking was according to World Giving Index, the leading comparative study of global generosity.

But does this generosity cut across the corporate sector?

Through their joint #YetaInitiative, the Aga Khan Foundation and Usaid conducted a study between April to July last year to understand the landscape of corporate giving in Kenya. The study sought to map out players; establish drivers and deterrents of giving; and understand the processes and criteria used by corporates to select benefitting organisations.

Economic sectors

Sixty companies drawn from nine economic sectors participated in this cross-sectional survey. It was established that 77 per cent of them were in the practice of corporate philanthropy manufacturing, ICT/Technology, Banking and Finance sectors emerged as the most notable players having consistently given Sh1 million ($10,000) and above between 2014-2016. Unlike smaller companies, larger ones chose to employ a more strategic approach characterised by clarity on their thematic focus.

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