



THE KENYA CAREERS INFORMATION GUIDE

3RD EDITION



MAIN FEATURES IN THIS GUIDE

- **LISTS** all career courses available in Kenya from Certificate to Doctorate level.
- **PROVIDES** contacts of all Colleges and Universities where the above career courses are offered.
- **IDENTIFIES** the skills currently required by the Labour Market and what Employers look for when seeking to hire workers.

Our students in secondary schools and many other young people in Kenya require adequate information and exposure to available Career options as they choose their career paths.

Faced with rampant unemployment and other socio-economic challenges, these young people need to be assisted to understand how available career options relate to their own interests and talents.

This Guide has been designed to play this role, not only to assist students but also teachers, parents and anyone else in need of **Career Guidance**.

This Guide has also been created to assist tertiary institutions promote their programmes and facilities to students and young people seeking study opportunities that match their talents and interests. The institutions are invited to use this platform to promote their centres of excellence to these young people as they plan their future Careers.



WHY ADVERTISE IN THE GUIDE?

Because the Guide and its digital platform will deliver your college/University programmes to the students and Career teachers in their respective schools. This is made possible through our partnership and collaboration with the Kenya Private Schools Association (KPSA), the Kenya Secondary Schools Heads Association (KESSHA), the Kenya National Union of Teachers (KNUT), the Kenya Union of Post Primary Education Teachers (KUPPET) and Kenya Association of Technical Training Institutes (KATTI) .

WHY THIS GUIDE?

First, this is the only medium dedicated to the promotion and marketing of Careers and Training programmes in Kenya and is professionally produced. It is part of a comprehensive Education network – **Kenya Education Directory, the Nairobi International Education Fair and the Regional Education and Careers Fairs** - which are helping students and all other Education Stakeholders to make informed Career choices and introducing them to work skills and the world of work.

Second, it is reference-friendly, will be available to students and career teachers 24/7, all the year round through www.kenyacareersguide.com. It therefore beats many of the conventional media -Newspapers, Radio and TV for its long shelf life.

And Third, this medium is reasonably priced.

ENDORSED

This Guide has been endorsed by the Ministry of Education; State Department of Technical Vocational Training (TVET) and the Education Board of the Kenya Private Sector Alliance (KEPSA), the umbrella body of the private sector in Kenya.

School leavers, parents and the general public will access this Guide through bookshops, supermarkets, other Education and Career related events as well as through the online platform of this Guide, www.kenyacareersguide.com as internet connectivity gains traction in secondary schools.

Sammy Masara,
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