

# Cavendish wins gold for the second time in Consumers Choice Awards

Full story in page P.2



# The

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# Cavendish

Success begins at Cavendish

# Cavendish recognizes hardworking staff

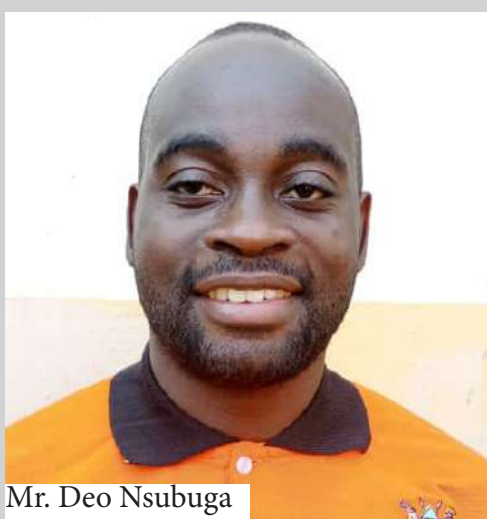
**Fruit of hard work.** On March 3, the Cavendish University Human Resource Director during a virtual staff meeting, recognized 10 most hardworking employees of 2020. These included both teaching and administrative staff. **P.4, 6**



Ms. Evelyn Nanyonjo



Mr. Michael Okopa



Mr. Deo Nsubuga

## Ssendi's journey from the studio to City Hall

Mosh Ssendi is a popular radio and television presenter who has been on air for more than a decade now. He was among the elected Lord Councilors in the January elections. Commonly known as Mr. Mosh, Ssendi is a student at Cavendish University doing a bachelor of Journalism and Communication Studies. **P. 4**



Mr. Evans Maganda



Ms. Elizabeth Mary Namakula



Mr. Arafat Mubiru

## Cavendish conducts Journalism internship for the first time

The Department of Journalism and Communication Studies started internship training for journalism students with the aim of equipping the students with more practical skills. **P.2**

## Much love for doing exercises turned Lumbu into a fitness trainer

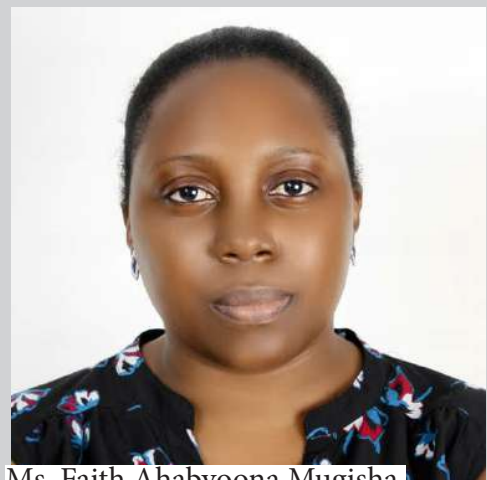
Lumbu usually trains on how to lose weight, body toning, body building, diet support and dealing with nutrition. **P.8**



Mr. Richard Watenyera



Mr. Bosco Mpozembizi



Ms. Faith Ahabyoona Mugisha



BY HELLEN KABAUKYA & FAIMA IBRAHIM

# Cavendish wins gold for the second time in Consumers Choice Awards

On March 31, Cavendish University Uganda (CUU) joined a few other companies at Golf Course Hotel in Kampala to receive their awards for best performance in 2020/2021. That evening, Cavendish University received a Gold Award for the Best Private University in Uganda.

In 2019, CUU bagged the same award, making her the dominant private university to have received two awards in the event that has been running for three years now. Consumers Choice Awards was started with the sole purpose of recognizing business excellence for businesses.

Consumers Choice Awards is the only event in Uganda to recognize business excellence by conducting statistically a comprehensive and objective accurate independent market research survey, to determine brand reputation, customer satisfaction and business excellence for the quality of their service, value, professionalism and integrity.

It is a true reflection of the marketplace as it represents the opinion of consumers and buyers across Uganda. This award recognizes the brand that consistently delivers a high level of service to its customers, day in day out.

The exciting selection process and the announcement of finalists culminates in the Consumers Choice Awards Dinner, a gala evening that convenes hundreds of the industry's brightest luminaries to network, toast the winners and celebrate the best companies voted by consumers. The event was presided over by Hon. Amelia Kyambadde the Minister of Trade and Industry.

Speaking at the event, Mr. Bari Salim the Editor-in-Chief of the Consumer Guide Magazine said that the awards aimed at honoring companies and individuals who go an extra distance for their customers and also make sure they get the recognition they richly deserve.

The university award was received by Mr. David Mutabanura the CUU Executive Director, Ms. Alice Aakiteng, the University Librarian, and Mr. Medard Nabaasa the Deputy Dean of Students, who were all present at the event.

Prof. John Francis Mugisha, Vice Chancellor Cavendish University said: "The golden award means we are voted the best private university by the most important stake holders, the consumers. This is important to us especially coming for the second time in a row. We also won the same in 2019. It is good feedback for us to strengthen our cherished academic model with its student-centric approach to teaching and learning."



Mr. David Mutabanura (Left), Ms. Alice Aakiteng and Mr. Medard Nabaasa pose for a photo after receiving the award at Golf Course Hotel in Kampala. PHOTO by Hellen Kabahukya

Mr. Fredrick Mufta, CUU Director of Sales and Marketing said that Cavendish University deserved the award because the university has been on the top in many things. "The award is an affirmation and recognition that Cavendish University is the best private university. The consumers (students) appreciated what we offer."

Mr. Mufta also added that: "Our programmes meet the market needs and the consumers are satisfied with the services we offer. So, that is one of the ways through which the consumer talks back to us or gives us feedback on our performance."

Cavendish University was the second university to be cleared by the National Council of Higher Education (NCHE) to transition from face-to-face learning to online teaching and learning.

As a university, Cavendish follows a student-centric academic model that emphasizes technology-enabled learning with an ultra-modern learning platform and flipped classroom model.

We were among the first universities to be cleared to teach online; we are also among those that were allowed to examine online; CUU was the first university to have a press conference and education conference during Covid online, and we were the first university in Uganda to have a virtual graduation," Mr. Mufta said.

Baraka Djedidja, a third-year student of Bachelor of Journalism and Communication Studies said that she was proud to hear that Cavendish University is the best private university in Uganda.



Hon. Amelia Kyambadde addresses the award winners. Second right is Mr. David Mutabanura. PHOTO by Hellen Kabahukya



Mr. David Mutabanura (Left), Mr. Medard Nabaasa and Ms. Alice Aakiteng listen to the speeches after receiving the Cavendish University Award.



## EDITORIAL

### Cavendish should continue to motivate more workers

Motivation determines how hard employees are willing to work for a business and how productive a business is. A business can motivate its employees through financial and non-financial methods.

Motivation is very important for attracting employees, retaining employees and general levels of productivity in a business.

Having a motivated workforce has a range of advantages, such as lower levels of absenteeism, retention of workers and low levels of staff turnover, improved relations between management and workers, improved worker performance, improved quality and improved customer service.

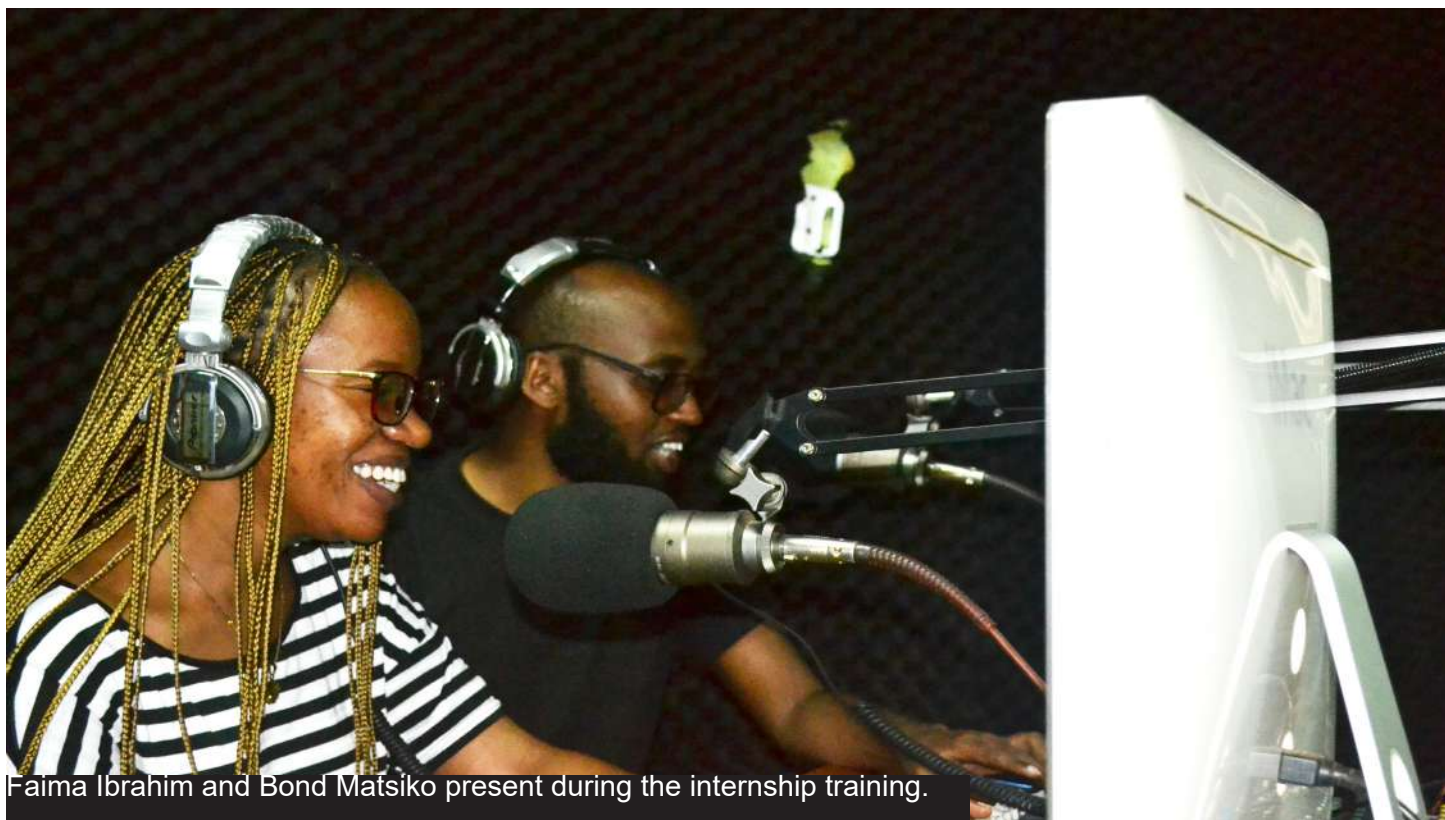
There are companies that sadly fail to understand the importance of employee motivation. Research shows that many companies have disengaged employees with low motivation; only 13 percent of employees are engaged at work.

Management does not have to reward their employees with gifts every single time they did a good job at a task. At times, a simple "Thank You" or "Great job" will suffice. These meaningful words acknowledge effort, build loyalty and encourage people to work even harder.

The easiest way to increase employee motivation is by having positive communication at the workplace. Not relying only on emails but by making sure that managers talk to their employees in person and even on a personal level, if possible.

A positive workplace is the basic element that will get Cavendish university to the top. We understand that it may be time consuming and difficult to encourage employee motivation at the workplace. However, in order to achieve a high level of employee productivity, management needs to encourage a positive workplace environment.

The university should ensure that employees feel that their work and efforts is an important contribution to the company's success. Also, the university should always keep an 'open-door' policy and have an approachable management team.



Faima Ibrahim and Bond Matsiko present during the internship training.

## Cavendish hosts Journalism internship for the first time

BY WINNIE KIRABO

The Department of Journalism and Communication Studies started internship training for journalism students with the aim of equipping the students with more practical skills.

The training that started on February 11 will run for two months. Over 20 students are currently being trained in the practical field of Public Relation and Journalism.

Due to the outbreak of Covid-19 in 2019, many media organisations did not offer internship placements for to students because of fear of congestions and because many media organisations were already downsizing.

However, this did not affect Cavendish University journalism students since the department runs a monthly newspaper and has a fully equipped radio studio, cameras for television production, photojournalism, and functional computer labs with necessary software.

An internship is a task-specific exchange of service for experience between a student and a business. Within internships, classroom concepts suddenly become real tools of the trade as the internee interacts and learns in a professional setting. Internship experiences are formal, formative, and foundational to a student's career.

Thus, developing a student's knowledge of workplace collaboration, business etiquette,

and strong communication tactics are among the vital "soft skills" that can only be learned on the job. In this way, internships build a student's resume and teach instrumental, career-developing qualities.

Internships are foundational in preparing students for the workforce and providing opportunities after graduation. Meaning that most employers seek career-ready college graduates who have been equipped with prior experiences and skills in a given field.

According to Mr. Herbert Mudoola, the Head of Department Journalism and Communication Studies, this internship will help students to practice what they have learned in class; it will help them acquire new skills; sample potential careers, as well as earn academic credit.

"At the end of the internship training, the interns will be able to write stories for the different media forms-newspaper, radio, and television. The students will also be able to use the different radio and television equipment to produce media contents, and also able to

produce public relations communication tools and plans among other", Mr. Mudoola explained.

Ms. Hadijah Namuyomba one of the interns thanked the university for the internship opportunity. "I am very much humbled to work with Cavendish University as they help me with my internship and I believe I am going to acquire the skills I always longed for, she said during an interview.

Ms. Gladys Nalubega another intern said: "Our studio is well equipped with instruments for journalism and I appreciate university for this opportunity doing my internship within."

According to the 2015 survey by the American National Association of Colleges and Employers, 72.2 percent of college graduates with internship experience received a job offer in contrast to only 36.5 percent for those who did not complete one.

Therefore, internships are the perfect place to learn, test skills, and grow personally, so one can step out and apply what they know to the real world.





# Cavendish recognizes best employees

BY GLADYS NALUBEGA

On March 3, the Cavendish University Human Resource Director during a virtual staff meeting, recognized 10 most hardworking employees of 2020. These included both teaching and administrative staff. This exercise has been done by the university for many years now.

Employee recognition is the acknowledgment of a company's staff for exemplary performance. Essentially, the goal of employee recognition in the workplace is to reinforce particular behaviors, practices, or activities that result in better performance and positive business results. Whether they have performed outstandingly or helped to achieve one of the organization's goals, they will have clearly gone above and beyond normal expectations.

According to a 2016 survey by Globoforce and Society for Human Resource Management (SHRM) on employee recognition, it states that 90 percent of workers noted that their recognition programme impacts positively on their engagement and motivation levels.

These recognitions lead to more work satisfactions. This means that the 21st century organisations need to implement recognition into their workplace on a regular basis.

According to Ms. Lydia Nyakahuma the Human Resource Director, an online survey targeting students was conducted between December 15 and December 30, 2020 in which all employees were evaluated.

Asked how the university plans to identify more outstanding staff, Ms. Nyakahuma said: "Management plans to roll out a peer-to-peer nominations and recommendation by Supervisors. This shall be done on a quarterly basis."

The recognized staff will receive a modest cash reward. "Apart from recognizing the staff at the Staff meeting, staff will also receive a letter of recognition from the Vice Chancellor and Executive Director and a modest cash reward," Ms. Nyakahuma promised.

In response to how employee motivation impacts on the university labor force, Ms. Nyakahuma said: "The past months have been so demanding requiring personal initiative, commitment and self-drive. Acknowledging staff for a job well done helps to keep them focused, increases morale and drives a culture of high performance."

Employee rewards can be as candid as a pat-on-the-back and a genuine compliment. It can also be as simple as a 'thank you' email or a friendly greeting at work.



Ms. Faith Ahabyoona Mugisha is a lecturer in the faculty of Business and Management (FBM).

The survey shows that Ms. Ahabyoona is always on time for classes and that she is hardworking. The students said that she responds to queries with quick solutions and she always attends to students on the platform.

Ms. Ahabyoona said it is a great honor for her to be recognized by the university for her service. "It is a great honor to be chosen among the best academic staff at Cavendish University Uganda. CUU is a place of mind change for the whole of Africa given our diverse students. Am greatly humbled," Ms. Ahabyoona said.



Mr. Richard Watenyera is a lecturer in the faculty of Socio-Economic Sciences (FSES)

The survey shows that Mr. Watenyera is supportive, very punctual, dedicated, and meets targets. The students said that he has always dedicated his time to the classes he teaches and that he is always available for lectures.

Mr. Watenyera is also found of calling his students before his lectures to ensure full attendance. The students also said that Mr. Watenyera is one lecturer who shows passion for what he does and he makes sure that his students get to understand what he teaches. He is also very approachable and willing to help whenever called

upon.

"It is somehow motivating as a lecturer and it means that students really appreciate the services we offer to them as part of Cavendish university," Mr. Watenyera said, adding that: "Cavendish model is student centric and we try to do what we can to fulfill this model."

He thanked the university management for conducting the survey. "And in this regard, I give a vote of thanks to management and also appreciate them for creating an environment that makes us who we are in order to respond to students' needs," Mr. Watenyera said.



Ms. Elizabeth Mary Namakula is a lecturer in the faculty of Socio-Economic Sciences (FSES).

Students said that she has perfect teaching skills, always available, and supportive. The survey also shows that Ms. Namakula gives feedback to the students and passes her communications on time.

She is also consistent with her lectures and she usually brings experts in the field of communication skills. "It is one of the most uplifting things I have ever heard since the year begun and am so proud of this as a woman to see that my work is appreciated. On top of that, I thank both the management and students," Ms. Namakula said.



Mr. Deo Nsubuga is a lecturer in the Faculty of Science and Technology (FST).

Mr. Nsubuga was hailed for always attending online classes. He was also found to be easy and free to approach by the students. According to the students, Mr. Nsubuga continuously engaged them in the core subjects of Epidemiology and Biostatistics which, according to the students were very difficult course units had they not been helped.

"I feel very happy and delighted having been identified as one of the best performers in the University," Mr. Nsubuga told this newspaper. "On that note, I would like to thank the University leadership especially my Dean and Head of Department as well as the entire staff especially those I work with," Mr. Nsubuga added.

Mr. Nsubuga also said: "This recognition has shown me that even part-time lecturers are valued and recognized by the University management." "Above all, I give God the honor and the glory because on my own, am nothing and I cannot do anything. Finally, I would like to thank this newspaper for hearing from me, Mr. Nsubuga appreciated.



Ms. Evelyn Nanyonjo is a lecturer in the Faculty of Science and Technology (FST).

The students said that Ms. Nanyonjo keeps time, always responds to students' issues in a timely way, and she is proactive. The survey also shows that she quickly responds to emails when contacted and that she is passionate about teaching.

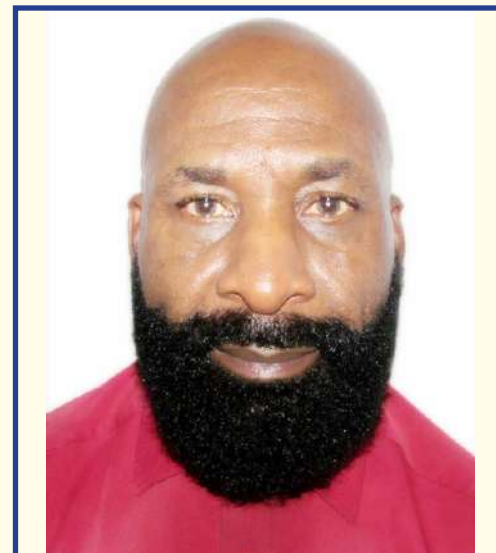
When contacted by this newspaper for a comment, Ms. Nanyonjo said: "I really feel good about that and I have got to know that students really appreciate. I also thank the university management and my other fellow staff for the support they have granted to me. It feels good."

Continued on page 6



# Democracy takes a back seat as repression transcends borders

Dr. Russell Thomas, lecturer Cavendish University



Some of the world's democracies are having a rough year. In Myanmar where the legacy of half a century of military rule began to wane in 2010, a military coup on Monday, February 1, 2021 saw the arrest of democratically elected leader Aung San Suu Kyi, putting an abrupt end to civilian rule.

On February 3, Russian opposition leader Alexei Navalny was sentenced to two years and eight months (32 months) in prison for alleged probation violation after he left the country to seek medical treatment following an assassination attempt that almost took away his life.

In India, the world's most populous democracy, a recent protest by farmers have led to Internet shut downs, social media restrictions and an intimidation of journalists. A repetition of the same occurrences was witnessed in Uganda, which resulted in multiple deaths, serious injuries, arbitrary arrests and disappearances.

The United States, which has long been considered the champion of democratic norms is still sorting through the aftermath of former President Donald Trump's attempt to overturn the last elections held in November 2020, and the subsequent violent attack on the Capitol.

Across the world, analyst and researchers are pointing to evidence

that global democracy is backsliding and the big picture is not very encouraging.

The London-based research and analysis group – The Economist Intelligence Unit (EIU), quantified the decline with a report released on Wednesday, January 27, 2021. The annual survey which rates the state of democracy across 167 countries based on measures including electoral processes and civil liberties, found that just 8.4% of the world lived in a full democracy (nations where civil liberties and fundamental political freedoms are not only respected, but also reinforced by a political culture conducive to the thriving of democratic principles), while more than 1/3 live under authoritarian rule.

The global average score fell to 5.37 out of 10 on the democracy index — the lowest rating since the EIU began the index in 2006. Others have come to similar conclusions. Freedom House, a nongovernmental, nonpartisan advocacy organization established in 1941, released a report in October that found that the state of democracy and human rights had worsened in at least 80 countries since the start of the coronavirus pandemic.

The question is, why is democracy declining? One reason is the raging pandemic, a public health crisis that saw many nations impose unprec-

edented restrictions. However, the threat to democracy did not emerge with the coronavirus. Data from Freedom House shows that more than 100 countries have seen their levels of freedom decline since 2016, while only a handful have seen gains.

The Economist Intelligence Unit's global democracy index, meanwhile, has been dipping each year since 2015. What is happening to democracies right now looks like less of an unexpected and temporary deviation, and more of a trend.

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The idea challenges the notion, once popular in the West, that globalization would lead to an increasingly democratized world. Even rare success sto-

ries can be reversed, as the world witnessed last week in Myanmar, while countries with entrenched democratic traditions can see those norms shattered as we saw in the United States and to a lesser degree in India.

Often, it is not democratization and human rights that transcend borders, but repression. For those who favor democracies and human rights, reversing the trend will not be easy.

President Biden has touted the idea of hosting a global democracy summit during the first year of his term in office. Hopefully, that will rally like-minded countries to address some of the problems seen in places like Myanmar, Russia and China to name a few.

The question still remains, how can the US and its allies expect to lecture anyone on democracy when their own systems are under such strain? Autocratic leaders, meanwhile, suggest that there are simply different systems in the world. Two weeks ago, speaking remotely at the World Economic Forum, Chinese leader Xi Jinping decried a rise of "ideological prejudice" and "hatred."

No nation can exist in a bubble, spared from the broader shifts in geopolitics. However, in the battle between democracy and autocracy, it looks like the latter is gaining ground.

**Cavendish University Uganda  
will hold its 10th Graduation  
Virtually to send off the class  
of 2021 into the world.**

**Date: Thursday, 27th May 2021**  
**Theme: Technology-enabled Learning,  
Innovation and Growth.**

*Tune in @ 8 AM on*



Live

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Cavendish University Uganda





# Cavendish recognizes best employees

From page 4



Mr. Evans Maganda was the former Distance Learning Coordinator.

He is being recognized for taking education and classes into students' bedrooms because he was very responsive to Distance Learning issues. Mr. Maganda has displayed an outstanding engagement in the outreach programmes to the public to promote online studies at Cavendish University. Students also said that he has always made sure that they (students) have learning materials on time.

Making it to the list of the best employees is an uphill task and Mr. Maganda thanked the university management and students for organising and participating in the survey respectively. "First of all I want to thank the students for being able to appreciate the work and input that I have given to Cavendish in terms of service delivery for Distance Learning."

Mr. Maganda also added that: "As an individual, I must say that was one of the best things that would happen

to me as an individual but also knowing that I was able to make a contribution to this institution in the era of Covid-19 is another thing to me."

He further said that: "I also want to thank the management for being strategic in that direction to have thought of running such a survey and of course money cannot pay for this."



Mr. Michael Okopa is the Director of Quality Assurance

The students found him easy to work with because he interacts with all students to identify where they have challenges and suggests possible solution.

The survey also shows that Mr. Okopa helped many students during the pandemic because some students would have lost the morale of getting in touch with the University during this time of Covid-19, but he played the role of availing information to the students about studies.

On knowing that his name is on the list of the best performing staff, Mr. Okopa said that: "I feel excited if the

students or clients appreciate the efforts I put in to help them."



Mr. Bosco Mpozembizi is Distance Learning Officer.

The results of the survey shows that Mr. Mpozembizi is always available for inquiries. He was also found to attend to all registered students on claned platform. He also managed to upload study materials on time in addition to always being available for consultations on any matter.

Mr. Mpozembizi told this newspaper that he expected this recognition because he is a hard worker. "Well, it is not a surprise that I have been named the best administrative staff because this is something that I feel I have worked for and it is worth rewarding."

He also added that: "This has not come as a surprise although being chosen from the hundreds of employees is something to celebrate. But it is worth the effort I put in."



Mr. Arafat Mubiru is an Enrolment Councilor

The survey shows that he is always available, reliable, and has outstanding customer care, pays attention to detail and has after sales services. Students also noted that Mr. Mubiru's first impressions are lasting for new persons. "He puts up a good impression for first year entrants giving all necessary guidance, from calls to emails," the survey reveals. "I feel happy. You know when you perform and you are appreciated, it is a motivational tool," Said Mr. Mubiru.

Mr. Livingstone Kabyogamu is an Enrolment Councilor.

The results of the survey shows that Mr. Kabyogamu communicates well to students who are stuck especially when the IT personnel delay to reply students' emails. He is was found to have helped enroll and register many students especially Distance Learning students.

The students also said that Mr. Kabyogamu has good customer care. When asked for a comment, Mr. Kabyogamu declined to talk to our reporter. Our efforts to get his picture was also fruitless as he did not provide any picture to this reporter.

## Cavendish student wins the famous Agha Khan Grant

BY BOND MATSIKO

Caleb Okereke a third-year student doing a bachelor of Journalism and Communication Studies at Cavendish University Uganda took part in the Aga Khan Innovators-In-Residence, a 12-month incubation and accelerator program which ended with the selection of the brightest media innovators in East Africa.

Of the hundreds of people who applied in East Africa, Okereke managed to win a grant funding of USD32000 through his organisation, Minority Africa. This grant will be used for hiring an office space for mentorship and training. He applied for the grant in October and won the grant in November, 2020.

The program was made possible by Aga Khan University Graduate School of Media and Communications-Media Innovation Centre, together with

its partners; DW Akademie, Media Challenge Initiative and Tanzania's Media Foundation in search for the brightest media minds from Kenya, Uganda and Tanzania.

AKU GSMC Media Innovations Centre and its partners are interested in supporting pre-formed teams of journalists, storytellers, visual artists, data analytics specialists, photographers, videographers, graphic designers, cartoonists, illustrators, coders, programmers and/or animators who will work as a team to create viable solutions to the pressing challenges of the East African media landscape.

Asked what he targets to achieve with the grant, Okereke, the Managing Editor for Minority Africa, said he wants to launch an electronic learning platform on which courses that educate on minority issues will be offered.

Albeit he gave 'sexism in the work

place' as an example of the kind of on-line courses they plan to launch. However, his organisation is still deciding on which ones to offer. "We also want to launch a small news agency where we supply news organizations with content," Okereke said.

With his, colleagues, Okereke says that his team wants to be able to foster and catalyze change and create an aware African generation. They believe that they cannot achieve awareness by doing the work alone; so, they think it is very important for them to go into other newsrooms and offer services to make coverage more inclusive and diverse.

"So far we have published about fifty stories, if I'm not mistaken," Okereke said when asked what they have achieved so far. The stories have been published on the Minority Africa website. However, even with this grant Okereke says that money is not enough to run the organisation because he has to pay the writers. "The problem with money is the more

money you get, the more money you need to get," said Okereke. The grant will run out in early 2022 at which point paying the writers will be hard if he does not get another grant. With his organisation called Minority Africa, Okereke has a challenge of making people understand what his organisation does. He says that everyone thinks that his organisation only promotes sexual minority. "When you say minority, nobody even thinks about other minorities. They just think about sexual minorities. Nobody thinks about persons with disability or women..." Okereke said complained.



Caleb Okereke



BY GLADYS NALUBEGA

Mr. Mosh Ssendi is a popular radio and television presenter who has been on air for more than a decade now. He was among the elected Lord Councilors in the January elections. Commonly known as Mr. Mosh, Ssendi is a student at Cavendish University doing a bachelor of Journalism and Communication Studies.

As the LC 5 Councilor, Mr. Ssendi will be representing Ggaba, Bunga, Kawuku, Kansanga and Kiwafu parishes. Our reporter Gladys Nalubega had a one-on-one question and answer time with Mr. Ssendi and here are the excerpts.

### What is your education background?

I had my kindergarten and Primary education in Jinja in Victoria Nile Primary School, Naranbhai Primary School, Mwiiri Primary School and Army boarding Primary School where I did my PLE.

I later joined St. Francis Secondary School Kampala for 'O'level, Progressive Secondary Schools and I later did my A' level at Old Kampala High School. I then went straight into Showbiz as Master of Ceremony (MC), part time singer and events organizer.

I later enrolled at Cavendish University for a Bachelors of Journalism and Communication Studies majoring in PR. And I will soon go for a Masters in communications and may be a diploma in Law.

### What is your work Experience?

My first pro-gig came at Heritage Park, Entebbe where I was made the Events manager and resident MC while still in 'O'Level.

From there, I made contact with WBS TV which spotted me and later handed me my first gig in 2007. I quit a year later following in-house drama but later resumed my TV career at Urban TV from 2011- 2013.

I quit Urban as well and a year later joined Spark TV where I have been close to 5 years. For radio it's only been Galaxy FM from 2013 to 2021. I quit both Galaxy FM and Spark TV following reasons I won't disclose now.

Musically, I did feature on different songs with different artists ranging from *Seniorita* by Michael Ross in 2001 (first studio experience), *Nubian queen* with Dorothy, *A better man* with Kefah RIP, *Hitaji* with Blu3, *Ddigi* with Ngoni, *I'll do* with Obsessions among others.

### How has cavendish university Uganda groomed you in your career?

Cavendish University Uganda has mainly helped polish my approach towards work, making me more profes-

# Ssendi's journey from the studio to City Hall



Mosh Ssendi in the studio during his show at Galaxy FM

sional plus of course further building me as a work citizen ready to lay a stone onto the reconstruction of our nation. It has basically awakened my long-held desire to be directly involved in the running of my nation.

### Do you plan to further your political career beyond being a Councilor?

I'm here for a long time as a Lord Councillor. I will showcase my abilities to deliver at city level then of course I shall have to further my service to the nation as a Member of Parliament, Minister, authority leader and later President God willing.

### How long have you been in the media industry?

A combined 15 years in Media and currently I'm more involved in content production and offering PR and media services under my company KIKUTTE VIBE.

I'm also giving back to the next generation through Zenji Talent Academy a center offering practical skills training in presenting, production, photography, videography, social media, online journalism among other skills to be added later. I hope to work with different education institutions to help polish students' skills.

### What advise do you give to the youth generally concerning politics and academics?

Be conscious of what's happening in your society, get involved in the running of your area. You are not in school just to study; you are there to seek solutions to the problems in your society. Leaders don't come from Mars, they come from you.

### What motivated you to join poli-



tics?

I didn't join politics. I put myself up for a leadership position like I had long wanted and the masses trusted me with their votes.

So, the difference this time has been I standing for a post. The biggest push factor though was my longtime music buddy Bobi Wine getting an MP slot and starting his own party so I was like, this is the perfect time to join the fray.

### Can you recommend others to join cavendish university Uganda and why?

I would ably recommend anyone to join Cavendish because I have met great lecturers who take it upon themselves to educate, advise and nurture students, I can mention some including Mr. Mudoola, Mr. Bazarabusa, Mr.

Kiwala, Ms. Sumayah among others. They really made it easy for me. I was juggling with both work and studies and the environment offered plus their flexibility really helped.

### Why are many media personalities joining active politics today?

Media studies and practice hugely exposes one to the hills of society so it's natural for us in this field to directly get into the fray for we got all the information needed at our fingertips. And politics is largely about problem solving with research and communication which is the same case in media.

To my fellow students, finish school and use your knowledge to find solutions to problems in your area, create things don't just seek what's already been created.



# Sports



## Much love for doing exercises turned Lumbu into a fitness trainer

BY FAIMA IBRAHIM

**G**aspard Lumbu Serge started his fitness training in 2019. He usually trains on how to lose weight, body toning, body building, diet support and dealing with nutrition.

Lumbu did a bachelor of Information Technology at Cavendish University and he is now waiting for graduation in May. He says that he gained interest on fitness training the moment he started going for gym exercises. According to Lumbu, choosing fitness training and going for gym makes one's body fit and strong. He trains at Tirupati Mazima Mall Nsambya where he rents.

It was not easy to manage training during the Covid-19 lockdown, but in order not to lose his clients, he resorted to online training, whereby he could record a video with simple routines for his clients such as squats, arm routine and chest building using a twenty-liter jerrycan and post online for his clients.

Lumbu charges each client Shs.200,000 per month for both physical and online training. This means that by the time a client pays the money, he/she directly starts training based on the schedule they agree on. "When a client pays the total amount, I make sure that I train him or her by doing all the routines during the training sessions," Lumbu said.

Since Covid-19 affected many businesses by limiting physical meetings, the lifting of the lockdown for mobile markets, cinemas and gyms in November last year helped Lumbu to resume with physical training and now he has a total of 30 clients. However, he continues to get more clients who come to the gym without prior appointments.

Just like other starters, Lumbu found it hard to run his business. "At the beginning it was hard but I could not give up on

training because of passion and love for what I was doing and that is why am still in the game," Lumbu recounts. Through his passion and love for fitness, he says that so many people were inspired by his physique, and so he decided to open a YouTube channel where he could record videos of his training and upload them. He managed to get many subscribers and the more the subscribers the higher the chances of being paid by YouTube.

To promote his business, Lumbu also uses other social media platforms like, Facebook, Instagram, twitter and WhatsApp to get followers who later become clients. Others become clients when they meet him doing his routines at the gym.

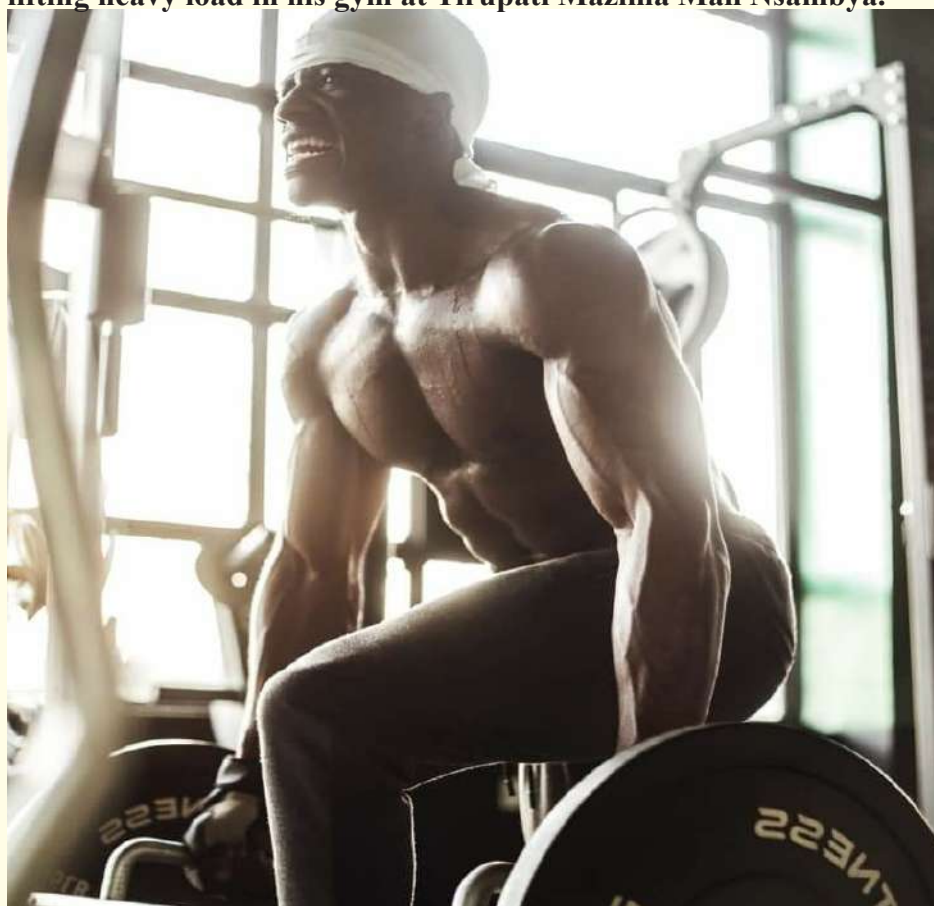
"What I can share with the rest of the world is that if you love anything just go for it. Now like my passion of being a fitness trainer is not unique but surprisingly there are many people who love to take care of their health and body fitness. So, I advise anyone to do whatever you want to do and become whoever you want to become," Lumbu said.

The Centers for Disease Control and Prevention (CDC) in their website state that physical activity can reduce your risk of dying early from leading causes of death, like heart disease and some cancers. This is remarkable in two ways:

1. Only a few lifestyle choices have as large an impact on your health as physical activity. People who are physically active for about 150 minutes a week have a 33% lower risk of all-cause mortality than those who are physically inactive.
2. You don't have to do high amounts of activity or vigorous-intensity activity to reduce your risk of premature death. Benefits start to accumulate with any amount of moderate- or vigorous-intensity physical activity.



Gaspard Lumbu Serge. Below, Lumbu conducts his training by lifting heavy load in his gym at Tirupati Mazima Mall Nsambya.



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