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EDITION 776

TAWAA

The Asian Weekly Achievers Awards

Call For Nominations!

We invite you to nominate your favourite events/contestants from the categories below for the upcoming TAWAA 2025:

- ★The Best Community Event of the Year
- ★The Best Fashion Event of the Year
- ★The Best Young Achiever of the Year (Under 14)
- ★The Best Business Icon Female
- ★The Best Business Icon Male
- ★The Best Sports Event of the Year
- ★The Best Sports Personality Female
- ★The Best Sports Personality Male
- ★The Best Emcee of the Year
- ★The Best Entertainment Event – International
- ★The Best Entertainment Event – Local
- ★The Best Stylish Personality Female
- ★The Best Stylish Personality Male
- ★The Best Product or Brand Launch of the Year
- ★The Best Creative Advert
- ★The Best Achievement in the field of performing arts/music
- ★The Best Achievement in a specialised profession
- ★TAW Power Woman Award (Non-Voting Category)
- ★Special Appreciation Awards for the year 2024 (Non-Voting Category)

If you feel strongly about an event or a person who made an impact and was featured in The Asian Weekly in 2024, nominate the person/event through e-mail to nominations@tawaa.co.ke telling us what and why you feel the person/event deserves a nomination. Please include the nominees email address and contact number.

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**Deadline:
27th July**

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The final decision for the nominees for the TAWAA Awards 2025 rests solely with Saffron Media Ltd.

Dear Reader

Brothers Balaj and Kashan Hooda, who jointly operate Hooda Technologies, talked to our Kamal Kaur on their gradual development, especially how they fashioned their journey to success, should inspire any potential entrepreneurs into the services industry. Now they own three thriving shops, dealing in new and used electronics and phone repair services.

Production house VIBGYOR had staged two plays with an entirely Kenyan cast of actors to the delight of packed-house local audiences. Going from strength to strength their third production 'Om Shanti Om' was another resounding hit. Acting out the Bollywood classic, the Hindi play with English subtitles guaranteed it was thoroughly enjoyed by non-Indians too! Our Kamal Kaur delightfully analyses the play's principal characters just for you. Enjoy!

Business management ace Farida Mohammed this week focuses on a persistent

problem facing small business operators. Hidden costs seemingly minor, that nevertheless add up to bite a big chunk into their profits. She helpfully gives them tips on how to counteract the main culprits. From cutting down on one's frequent usage of apps like M-Pesa, to how to avoid late payment penalties, to practical stocking of your shelves, to relying only on required software, to cutting down on electricity and water usage and how to mass pay staff salary taxes. Using Mohammed's logic, they'll themselves figure out how to write off other pesky concealed costs.

Avoiding hidden costs, you might even be able to splurge a bit in the week ahead. By all means, here's wishing you a good one!

The Editorial Team
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The U.S. Advantage: Education, Freedom, and a Global Base for Kenyan Families

As global uncertainty rises, many Kenyan families are turning their sights to the United States—not just as a destination, but as a strategic base for education, career, and long-term security. The EB-5 Immigrant Investor Program is at the heart of this shift, offering a fast, structured route to U.S. Green Cards through investment.

“The U.S. offers unmatched opportunity,” says Dinesh Goel, EB-5 Program Specialist and Global Managing Director at LCR Capital Partners, ahead of his upcoming visit to Nairobi. “It’s the world’s largest economy, home to the best universities, and a country where talent and hard work are genuinely rewarded.”

Under the EB-5 program, families can invest \$800,000 in a qualified U.S. project and receive Green Cards for the primary applicant, spouse, and children under 21. Goel explains that the program is more than a visa—it’s a gateway to global mobility, access to in-state

tuition and scholarships, and the ability to live and work anywhere in the U.S.

“For families with students, it’s a game-changer,” he notes. “And for entrepreneurs or professionals, it offers the freedom to launch a business or expand their global footprint—with a secure legal status.”

The process, Goel says, is both transparent and fast. Applicants invest and file their petition, and if they are already in the U.S. (for example, on a student or H-1B visa), they can receive work and travel permits within 4–6 months. Green Cards typically follow in 1–2 years, and the original investment is returned after a term of 4–5 years.

“The EB-5 program delivers both opportunity and security,” Goel emphasizes. “It’s a life plan that lets families maintain their base in Nairobi while unlocking the world through the U.S.”

