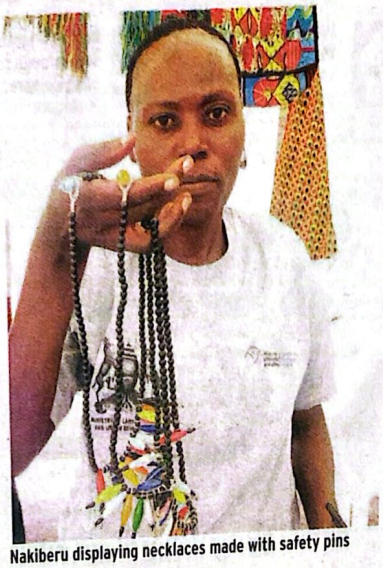
INNOVA

MADE IN UGANDA



Nakiberu displaying necklaces made with safety pins

FROM SAFETY PINS TO JEWELERY

BY STELLA NAIGINO

Betty Nakiberu learnt how to turn safety pins and beads into jewellery and now it helps provide for her family.

At first she was worried about the way clients would react to the idea of accessories made using cheap safety pins. But now she believes that there is nothing like a bad job, as she has seen people fall in love with the jewellery she makes.

"Many have actually approached me to teach them," she notes.

Nakiberu says she did not want to go job hunting like other people do, so she wrote down a list of ideas of things she could do to earn an income. She settled for jewellery making, because women love it.

"I knew that the beginning would be tough but with time, I would start earning. I also decided to be creative, so that I could stand out from other people making jewellery," Nakiberu notes.

She observed the beauty of the simple safety pin and decide to build her idea around it.



Bead necklaces

HOW SHE MAKES THEM

Nakiberu says a box of safety pins cost sh10,000 in town, while a kilogramme of beads is sh10,000.

She threads different types of beads together, before adding safety pins to make a complete necklace. It takes her one hour to make one necklace and when she is done, she displays it for sale at her shop. Each necklace is sold at sh5,000, but she can customise them for special customers.

Nakiberu's marketing strategy is going for exhibitions where she meets new clients. She has so far been amazed by the way people react to her products.

"Their reaction is positive and that encourages me to keep making more," she says.

Nakiberu adds that schools have greatly supported her. They buy the accessories for students to wear with their costumes, especially when they are to perform in a music, dance and drama competition or in a fashion show competition.

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