



## CORPORATE WHITE PAPER ON THE TRUE COST OF CHILD EDUCATION IN KAMPALA

Whitepaper on the true cost of child education in Kampala.

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### EXECUTIVE SUMMARY

As parents, we are always concerned about School Fees for our children, often times applying for advances for those that are formally employed or school fees loans for those that are qualified to receive these facilities, we often ignore the more expensive part of education which is Transportation to School, its little wonder that many parents with the means insist on dropping and picking their children to school, but you can always see the anxiety in their faces and impatience with which this activity is done to quickly realize that there might be a problem underneath.

The education budget in most households doesn't get as much attention as the Leisure and Entertainment budget that's fair enough due to all the work related pressure and social challenges, it's little wonder we hardly review this item on our budgets, for the few that have had an opportunity to review their budgets, many have concluded that they really need to find alternatives to managing this cost better.

Some parents have even gone ahead to pay up to UGX 1,800,000 per term to have their children dropped off and picked up from school so as to focus on their career and improving their income potential through further studies and over time assignments.

This White paper serves as an introduction to the true cost of education in Kampala, its targeted towards parents that still drop their children to school and is designed to bring to the reader's attention real facts related to education costs and hopefully the reader will consider the school shuttle transportation as the most efficient and affordable alternative to their children attending school.

## INTRODUCTION TO THE PROBLEM

It has been assumed for years that the most expensive part of education is School Fees, but from experience and statistical findings I disagree; actually the most expensive part of education in Kampala is the logistics of getting the child to school on time this as opposed to the fixed cost of School Fees.

## COMPARISON OF THE COST OF EDUCATION IN FACTS AND FIGURES.

We have taken some time to research the cost of School Fees and some extra curriculum activities as provided by School Administrators and information from school websites and brochures, the purpose of the table below is to align the cost of all the elements that make up the education eco system.

Let's delve into facts and figures to enable our argument gain some flesh.

ITEM	CATEGORY	KAMPALA PARENTS SCHOOL	LOHANA SCHOOLS	KAMPALA JUNIOR SCHOOL
School Fees	Fixed	UGX 1,500,000	UGX 990,000	UGX 970,000
Clubs	Fixed	UGX 60,000 (Estimated average)	UGX 60,000 (Estimated average)	UGX 60,000 (Estimated average)
Transport	Variable	UGX 3,000,000*	UGX 3,000,000*	UGX 3,000,000*
<b>TOTAL</b>		UGX 4,560,000	UGX 4,050,000	UGX 4,030,000

- This is assuming expenditure of UGX 50,000 per day in Petrol at (1 Ltr = UGX 3,400).

You will immediately notice that School Fees and Clubs are fixed costs while transport remains a variable due to the fact that Fuel prices can change or the car can breakdown along the way, this cost can only be fixed if the parent used a school shuttle as they quote either daily or termly rates.

Let's look at the alternative scenario below:

PROVIDER	COST PER TERM (60 Days)
Personal Vehicle	UGX 3,000,000
Neighborhood Group	UGX 3,000,000
School Shuttle	UGX 850,000*
Boba Boda	UGX 300,000*
Taxi	UGX 300,000*
Special Hire	UGX 1,200,000*

- These estimates are made based on the location of the parents home, BODA BODA may not do Najeera etc , a Special Hire may charge up to 3 times the quoted figure above.
- Some personal vehicles may have mechanical issues and consume more than the estimated UGX 50,000 per day or the quantity available may change based on the increment of fuel pump price.

Some parents have argued that they drop their children personally because they are so busy and they need to bond with the children so that is the only time they have to bond – Check mate – I have had the occasion to witness the environment in a vehicle in the morning and its far from bonding (*the husband has tuned into a radio station and is engrossed in the DJs comments often laughing along, the child while trying to get his attention is shoved back to their seat, saying they are disturbing daddy who is driving, honestly when do you bond in this environment you are focused on the road and listening to radio*) let's review this proposal and become more objective on the subject.

## BACKGROUND TO THE PROBLEM AND RECENT DEVELOPMENTS IN THE INDUSTRY

The problem of parents choosing to dropping their children off at school stems from the fact that many are not confident in the alternatives especially the school shuttle transportation, Boba Boda, Taxi or Special Hire, the school shuttle industry is still in its infancy, and as usual teething problems occur for any growing industry.

Attempts by some parents at NEIGHBOURHOOD WATCH alternatives which are sharing rides within the neighborhood has not lasted a whole term as this arrangement is so loose as to create standards and accountability, some complaining that the neighbors child delays in the house, the neighbor hasn't made their payments yet, the neighbors child has soiled the car seats, it was the neighbors turn and they didn't take the children because their child was sick and so they didn't want to "waste the fuel", and countless tales of breakdown of friendships and loss of good neighbors has resulted from attempts to address this problem. All these incidents have only served to entrench parents resolve to Do it themselves, but let's give a chance to proven alternatives.

The school shuttle transportation industry has advanced over the years especially related to technology one is able to get notifications of arrivals and departures, track shuttles in real time using your mobile phone, get e-statements of accounts, pay via Mobile Money, IN-Shuttle VISA Point of Sale machines for a customer to Swipe to make a payments and Online payments, these advances are geared towards supporting the customer experience.

## THE PROPOSED SOLUTION

I have taken time to elaborate on the true cost of education in Kampala articulating the alternatives and their cost, I would like to recommend the School Shuttle transportation as the most viable alternative for school transport logistics, its however important to choose a service provider with experience in the business and one that is able to support the total usage cycle or eco-system not just resolving one aspect of the problem. I would encourage parents to take stock of their current education budget with a view to tweak it and make an informed decision about managing their education budgets better in future.

## CONCLUSION

In conclusion, the true cost of education in Kampala is eschewed towards the transport logistics as the most expensive part of education, followed by school fees in second place. We have provided evidence to prove our conclusions and have proposed that the school shuttle transportation be adopted as the best way to manage the household education budgets, we hope that through this information school shuttle transportation can gain its rightful place as the cheapest and most convenient alternative to a school day. Looking at the table above it would be in order to conclude that if a school shuttle transportation provider quoted UGX 1,500,000 for a term they are actually saving the parent UGX 1,500,000 if the parent was to drop their child to school in a personal vehicle.