

# THE AFRICAN LANE MAGAZINE

SEPTEMBER 2024

**Mental Health  
Awareness and Support  
Initiatives**

**Political transitions  
and elections in  
Zambia**

**How to write a CV  
that gets you your  
dream job**

**Career and  
scholarship  
opportunities.  
Where to get  
scholarship**

**How to start and  
grow a business**

**Courses Africans  
can study that can  
be relevant in this  
era**

**What it is like to  
live and grow as an  
African**

|||||  
**4<sup>th</sup>**  
Edition



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# THE EDITORS



**LANE DELA-FAVOUR.O.**



**PRECIOUS OLAGOKE (PRECIOUSLOLA)**

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- **Nekeche Daniels**
- **Violet Muwanigwa**
- **Emmanuella Wamba**
- **Mirabelle Morah**
- **Ezekiel Olatunbosun**
- **Manuella Oribim Dagogo-George**
- **Oura Caroline**
- **Azuom Miracle Nzie**
- **Chanda Chikwanka**

**SO MANY DREAM  
BUT  
ONLY THE BRAVE  
TAKE A BOLD STEP**



# The African Lane Magazine

Showcasing Africa  
Promoting Africans

# EDITOR'S NOTE

*“There is no place like Africa. There is something about the spirit of the people, the beauty of the land, and the diversity of the wildlife that touches the soul.” Tony Fitzjohn stated, and we must constantly remind ourselves of this. There is always a noteworthy feat about us Africans.*

*Therefore, as we work to improve our lot in life, we should never lose sight of where we come from and what makes us Africans, resisting the urge to prove a point, and trying to be acceptable or likable. As Chimamanda Adichie said, “Stories can break the dignity of a people, but stories can also repair that dignity.*

*Hence, the 4th edition of **The African Lane Magazine** features mind-blowing informative, educative contents that will enhance your life, business, education, and career, from how to add your Africaness to your daily life to starting and growing your business to professionally crafting a CV, achieving success in your academics to excelling as an undergraduate, and so many others. How about you take a chill pill and navigate the pages of the magazine with an open mind, and when you are done, send a copy to your friend.*

*Reach out to us if you have a story to tell, a product to sell or a lesson to teach. Utilize our social media accounts @The African Lane or send us an email at [theafricanlane@gmail.com](mailto:theafricanlane@gmail.com). Also, Visit our website <http://theafricanlane.com/> for more updates on our works on Africa and Africans.*

*Lane, Dela-Favour .O.  
Editor*

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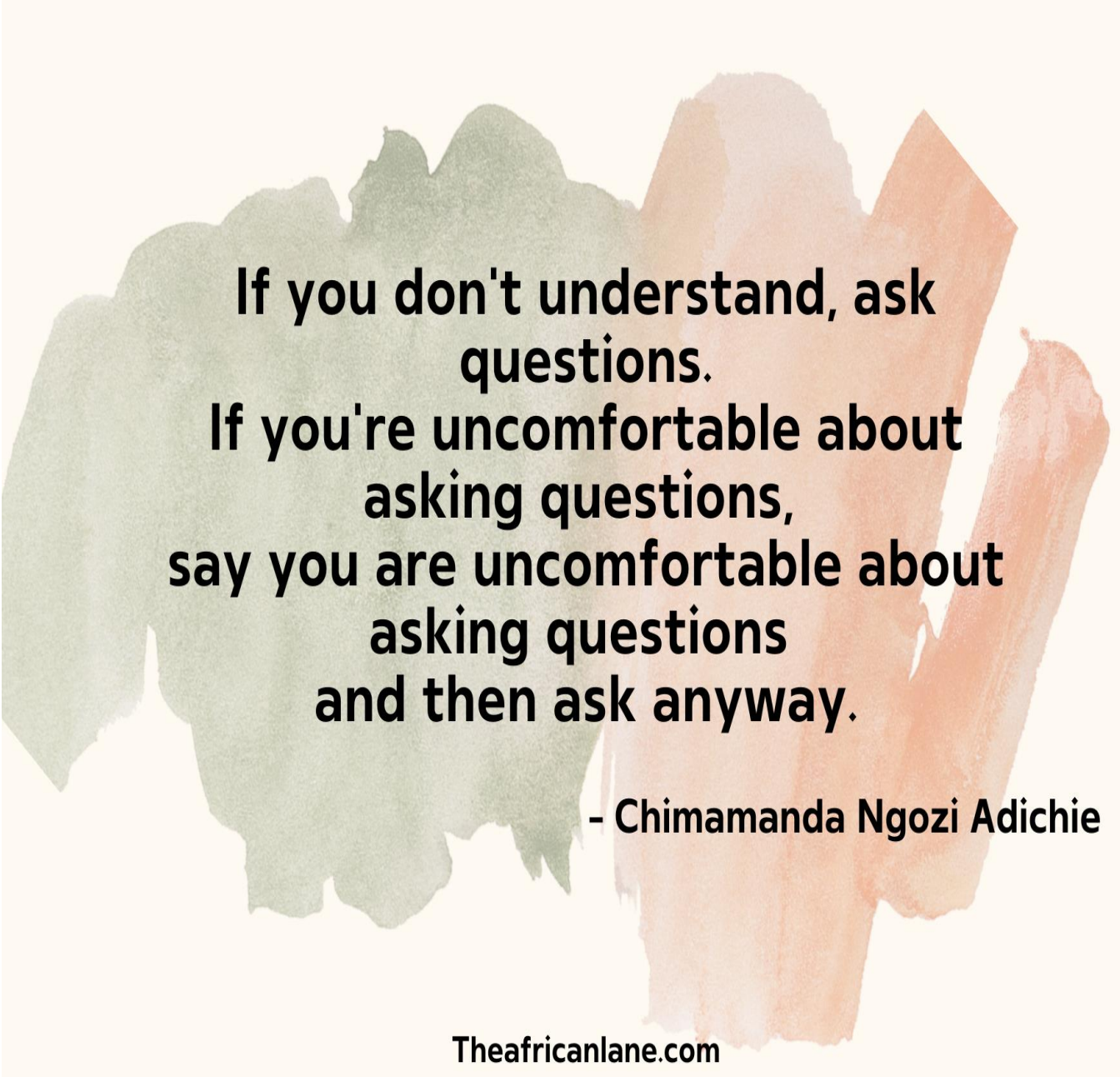
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**If you don't understand, ask  
questions.  
If you're uncomfortable about  
asking questions,  
say you are uncomfortable about  
asking questions  
and then ask anyway.**

**- Chimamanda Ngozi Adichie**

# THE AFRICAN YOUTH IN THE SOCIETY

*“At every African’s heart is an entrepreneurial spirit:  
we are survivors of struggle, malleable  
enough to embrace change and  
celebrate doing things differently” -Tammy Frazer*

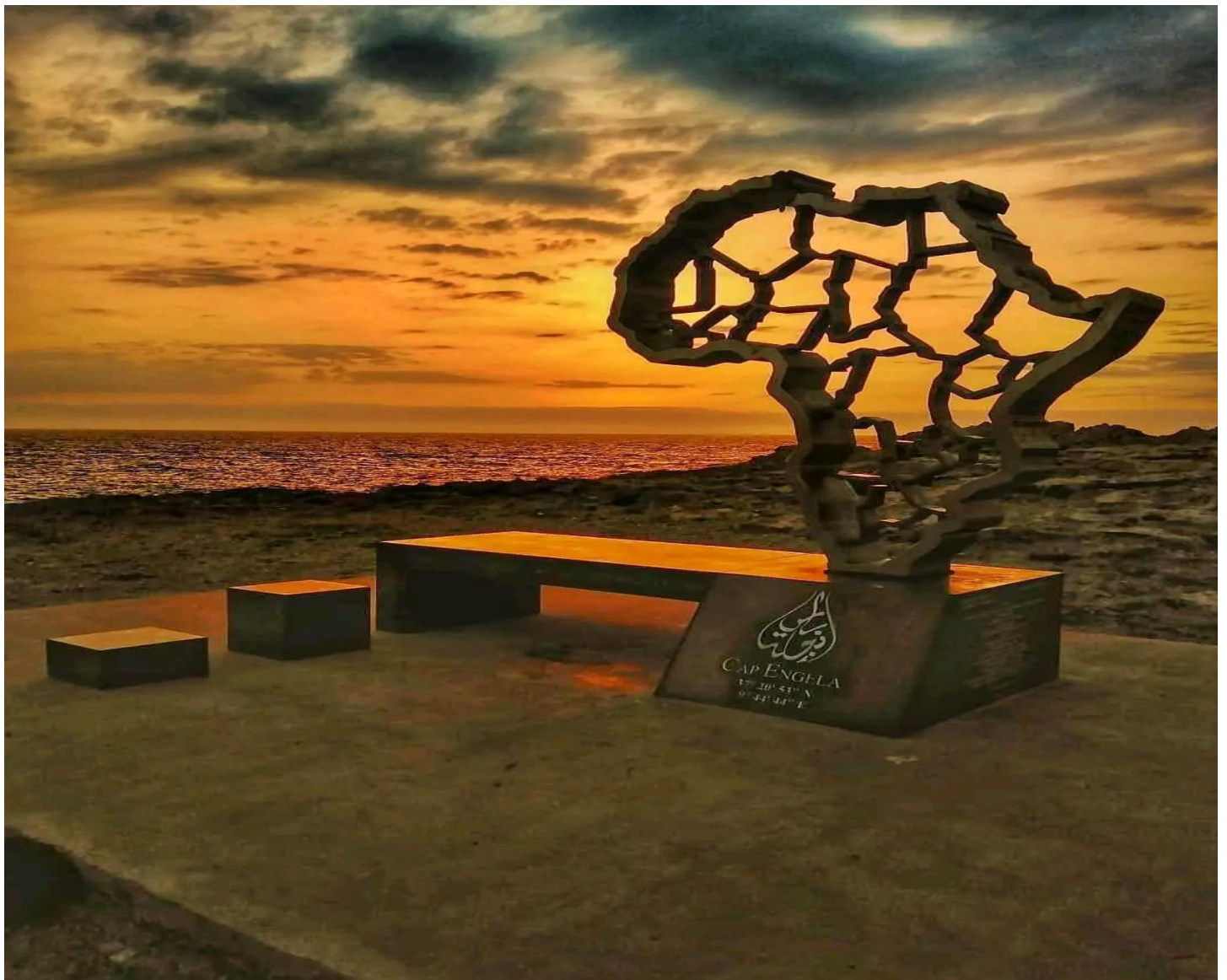
Africans are vibrant, robust, creative, resilient, and talented, contrary to popular belief and stereotypes. As an African youth, society always has a way of making us feel insufficient and inadequate. There is always something that frustrates or undermines our efforts. To fit in, we often change our accent, culture, skin tone, hair texture, clothes, food, and etiquette.

The fact is that no individual, nation, or continent could endure what we do in our countries and still possess the tenacity and will to achieve success that we possess. Sometimes the odds are always stacked against us: corrupt governance, poor educational systems, and a lack of some of life's essentials. But look at us: we're still among the greatest in the world.

As a young African, you should avoid presenting yourself as a helpless victim or a charity case. You should take advantage of the chance to make your existing situation better, despite the numerous barriers and discouragements. In a world full of imitations, your distinct circumstances, upbringing,

culture, fashion, accent, physique, education, experience, and nation provide you the ability to leave your mark on anything you accomplish.

Consider this: Africa is the world's second-largest continent. In a globe of 54 countries, have you ever considered the prospect of being born or nurtured in another continent, country, or community? But it had to be Africa, your country and community; we're Africans for a reason. And there is beauty



**Cape Angela, Africa's Northernmost Tip, Along Tunisia's Shores**  
Image source: Google

and strength in our African roots, so instead of being depressed about your circumstances, relish every moment of your development and never abandon your African identity in your life.

Do you know that lots of Africans perform similar tasks as others, but when they incorporate their Africanness, the results are astounding. We have the likes of Charlize Theron, Trevor Noah, Lupita Nyong'o, Elon Musk, Chimamanda Ngozi Adichie, Mohamed Salah, Thuso Mbedu, Foday Dumbuya and some lot others.

LABRUM's creator and creative director, Foday Dumbuya. Foday Labrum uses fashion to tell the forgotten stories of West Africa.

In an interview with [London.gov.uk](http://London.gov.uk), Foday Dumbuya stated, "The story I'm telling is about my culture—being black in London and African in London... I've always wanted to do it like, just be me. An African, British-Sierra Leonean boy from the city. I wanted to make beautiful garments, to develop fabrics that people can feel and touch and connect back to the story, the history. I've always had this dream of intertwining culture and community with design. That's really my work."

According to Foday, what drives him is to create stories about his African heritage. All he wanted was to go the other

direction: to tell real-life stories and educate people about who he is and where he comes from. “The more I spoke to people of Sierra Leonean heritage, especially younger people, the more I realized what was missing in terms of our own education – about our country, about the history. I’m trying to give this cultural relevance back to those kids. To reinforce their knowledge of a path they might not have explored before.”

He said in an interview.

Foday Dumbuya collaborated with global sportswear giant Adidas to design Arsenal’s striking second kit for the upcoming the 2025/26 season, alongside their culture wear collection.

The collaboration between Labrum London, Adidas, and Arsenal is a testament to Dumbuya’s talent and vision. The design of Arsenal’s second kit is a masterful blend of tradition and innovation, reflecting both Dumbuya’s heritage Sierra

Leon and the club’s storied history. The kit features intricate patterns inspired by Sierra Leonean textiles, seamlessly integrated with the sleek, modern lines typical of Adidas sportswear



**Foday's design of Arsenal's second kit. Image source: Dumbuya Foday**

Foday's advise to upcoming designers can be used by every African Youth he said during an interview with London.gov.uk

“Be authentic. Be yourself. For me, authenticity just means being true to yourself. Doing things that inspire you and others like you to just own your own space and believe in your craft... Keep moving. Keep creating. Keep



Foday's and his design . Image source: Dumbuya Foday

experimenting. You can be your own driver. Try to create your own noise. Try to get in your own lane. Or find a different lane altogether. Create your own community. And then, institutions will come and help you make it bigger. That's how I've navigated my way around. So that's my advice; constantly do your own thing. All day, every day.”

Fortunately, being outstanding and bringing your unique flair to whatever you do doesn't require you to travel to Hollywood or leave your nation do it where you are, always be unique, always be more conscientious, and never forget to include your Africanness in all you do. Kwame Nkrumah said, “I am not African because I was born in Africa but because Africa was born in me.”

# FASHION AND STYLE TRENDS IN AFRICA: TRADITIONAL AND CONTEMPORARY INFLUENCES

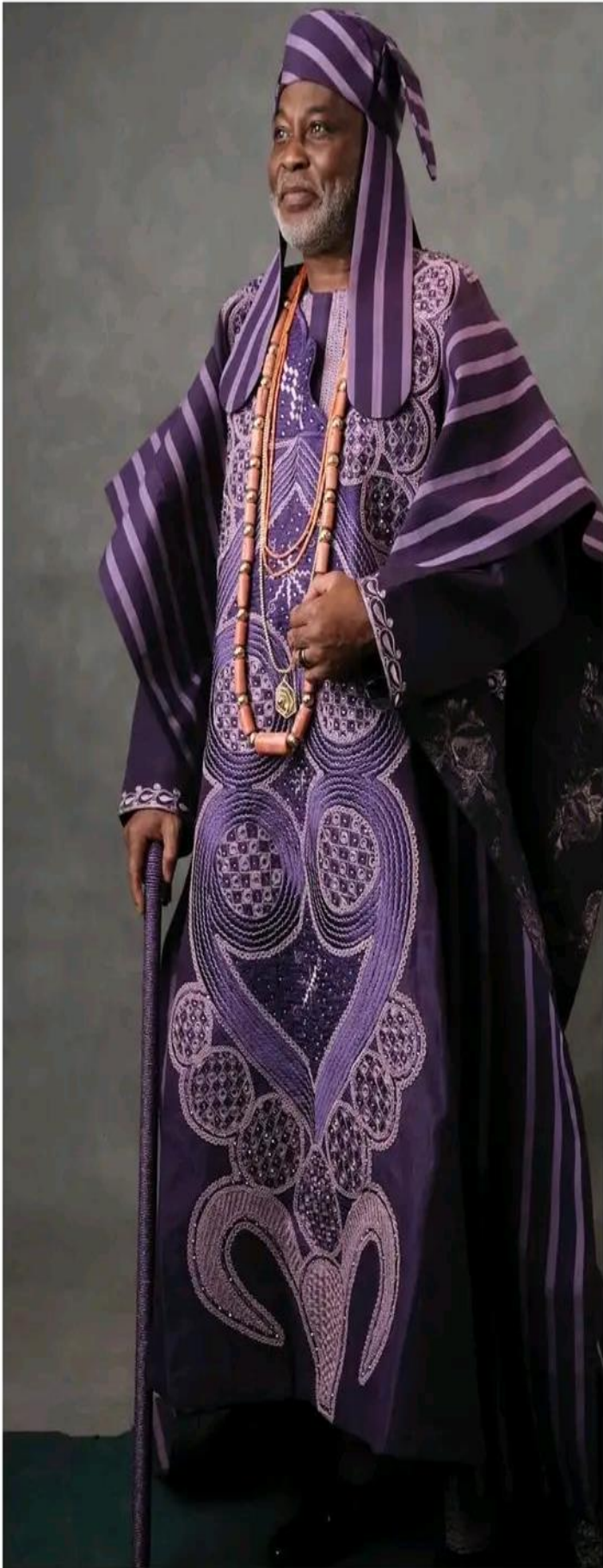
Fashion is a fundamental expression of culture; it is a mirror that reflects a society's values, traditions, and contemporary influences. With eyes on Africa, her fashion is even more vibrant today than ever,

interwoven with tradition and innovation. From the beautiful textiles of West Africa to the sophisticated beadwork of East Africa, the continent's variant cultures inspire a plethora of styles that captivate the global fashion scene. Not to be too forward but confirming from a 2023 report from the UN's cultural body Unesco, Africa "holds all the cards to become one of the next world fashion leaders".

In this article, we will explore the depth of the influence of traditional and contemporary fashion and style in Africa







***Nigerian Actor and Writer Richard Mofe-Damifo {RMD} in Native African Attire(Yoruba tribe in Nigeria).  
Image source: Facebook***

## **Traditional Influences:**

Traditional African attire reflects the rich cultural heritage of the continent's numerous ethnic groups. Each region boasts its unique textiles, patterns, and techniques, passed down through generations.

For example, the Kente cloth of Ghana is renowned for its bold colors and diverse geometric designs, often worn during special occasions such as weddings and festivals.

Similarly, the Maasai people of semi-nomadic East African people found in Kenya and Tanzania, are known for their beautiful red shuka robes (affectionately known as the “African blanket”) and distinctive beadwork, which hold deep cultural significance. These traditional garments not only serve as expressions of identity but also as symbols of community and belonging.

More detailed, traditional influence on fashion stems from the following:

**1. Cultural Heritage:** The traditional garments, textiles, and craftsmanship of each culture are rich sources for African fashion designers to draw inspiration from.

**2. Rituals and Ceremonies:** The costumes worn during ceremonies and celebrations usually impact fashion. For example, wedding gown designs are often based on bridal wear from other cultures.

**3. History:** The influence of history is very commonly part of the creations of fashion designers in Africa. They use elements from past times to create contemporary collections. They draw from their rich historical richness, incorporating traditional motifs and techniques into modern designs, celebrating heritage while pushing the boundaries of global fashion.

## Contemporary Influences:

In recent years, African fashion has experienced a renaissance, with designers blending traditional elements with modern aesthetics to create stunning contemporary pieces. Designers like Nigeria's Lisa Folawiyo and South Africa's Laduma Ngxokolo have gained international acclaim for their innovative approach to African fashion, fusing traditional prints with contemporary silhouettes. Another example is Ayissi, the son of a Cameroonian champion boxer, who had models wearing layers of taffeta and satin on the Paris runway, into which he incorporated kente (a handwoven Ghanaian textile) and traditional fabrics from Burkina Faso. Moreover, the rise of African fashion weeks and platforms like Lagos Fashion Week and South Africa Fashion Week has provided a spotlight for emerging talent, showcasing the diversity and creativity of the continent's fashion industry.

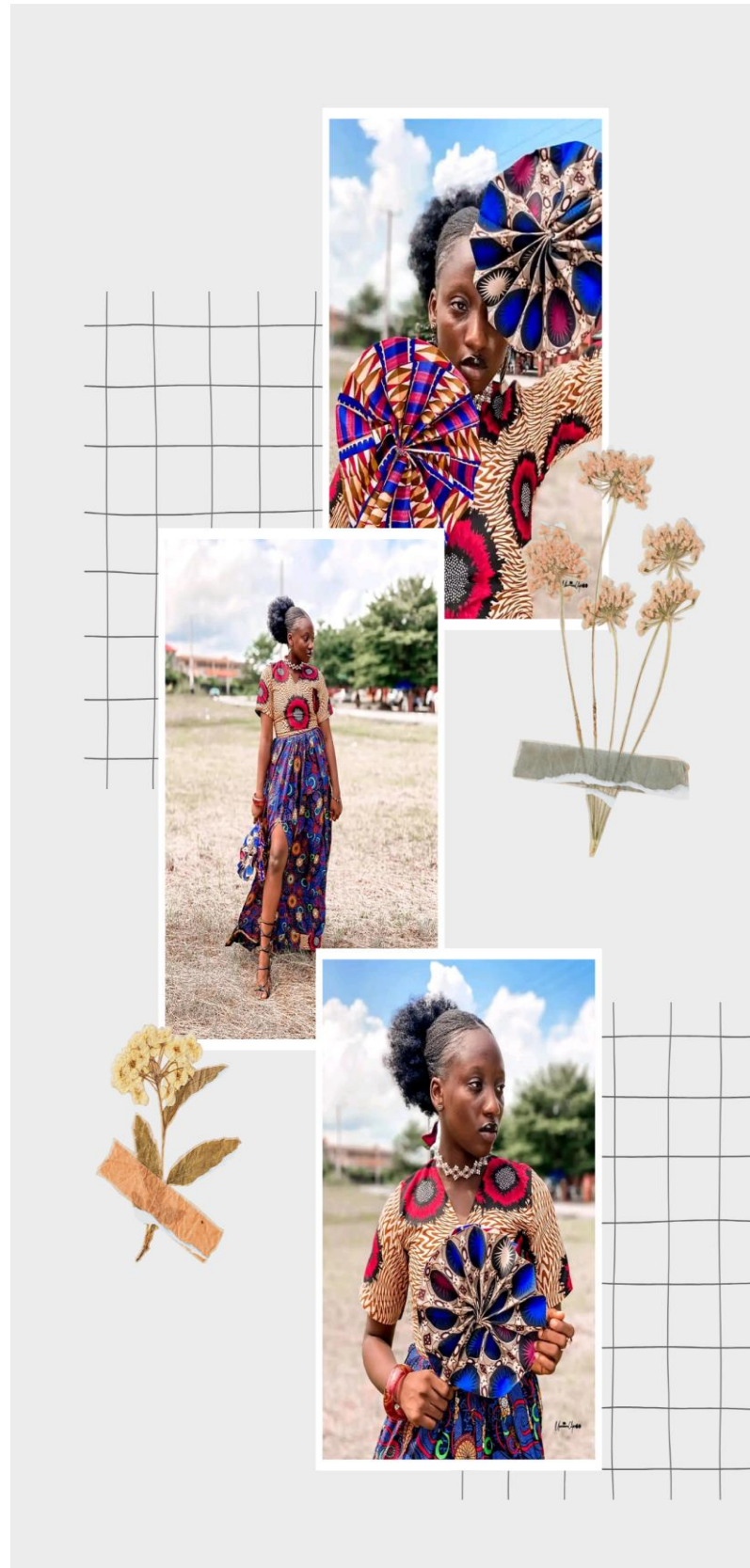


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## **The following adds up to the contemporary influences:**

**1. Technology:** Advancements in textile technology, such as 3D printing and smart fabrics, influence design aesthetics, and functionality, which leads to innovative creations.

**2. Pop Culture:** Celebrities, influencers, and popular media shape African contemporary fashion trends through their style choices, red-carpet appearances, and social media presence.

**3. Globalization:** Increased connectivity and cultural exchange have led to a fusion of styles from different regions, resulting in multiple fashion trends that blend traditional and modern elements.

African fashion's influence extends far beyond the continent, shaping trends on runways and in wardrobes around the world. From the familiar presence of Ankara prints to the rise of African-inspired streetwear brands, the



*Designs by MaXhosa. Image source: MaXhosa Africa*

global fashion community continues to draw inspiration from Africa's rich sartorial heritage.

Furthermore, initiatives like the Ethical Fashion Initiative are empowering African artisans and promoting sustainable fashion practices, creating opportunities for economic empowerment and cultural exchange.

Also, increasing awareness of environmental and social issues in the fashion industry has led to a resurgence of interest in traditional craftsmanship and sustainable materials.

To conclude, I'd like to share the story of Laduma Ngxokolo and how he started MaXhosa, as shared by Chibelushi, Wedaeli in his article "How luxury African fashion has wowed Europe's catwalks" (BBC News, 2024):



*Designs by MaXhosa. Image source: MaXhosa Africa*

“In 2004, he spent a month in the wilderness with a troop of young men from his community - all part of a coming-of-age ritual

traditionally observed by

South Africa's Xhosa ethnic group. As per the tradition, Ngxokolo and his fellow initiates were

supposed to re-enter society with fresh clothes after their month away.

"It was a British-style, gentleman type of look. So your typical look would be a hunter cap or a hat and a jacket,"... But Ngxokolo decided to fashion his own outfits from scratch, ones more reflective of Xhosa culture. An outlier among his fellow "amakrwala", as initiates are called, he emerged from boyhood donning "an accent colour around the calf, around the neck, around the chest... and lots of stripes". Having personally witnessed the lack of



*Designs by MaXhosa. Image source: MaXhosa Africa*

Xhosa-inspired high-end clothing companies, Ngxokolo began to develop MaXhosa Africa - a designer brand dominated by knitwear and colourful Xhosa patterns.”

There is no doubt that African fashion is a dynamic fusion of tradition and innovation, constantly evolving yet deeply rooted in cultural heritage but it is recognizing the need to promote these cultures and actually promoting it that will preserve our heritage.

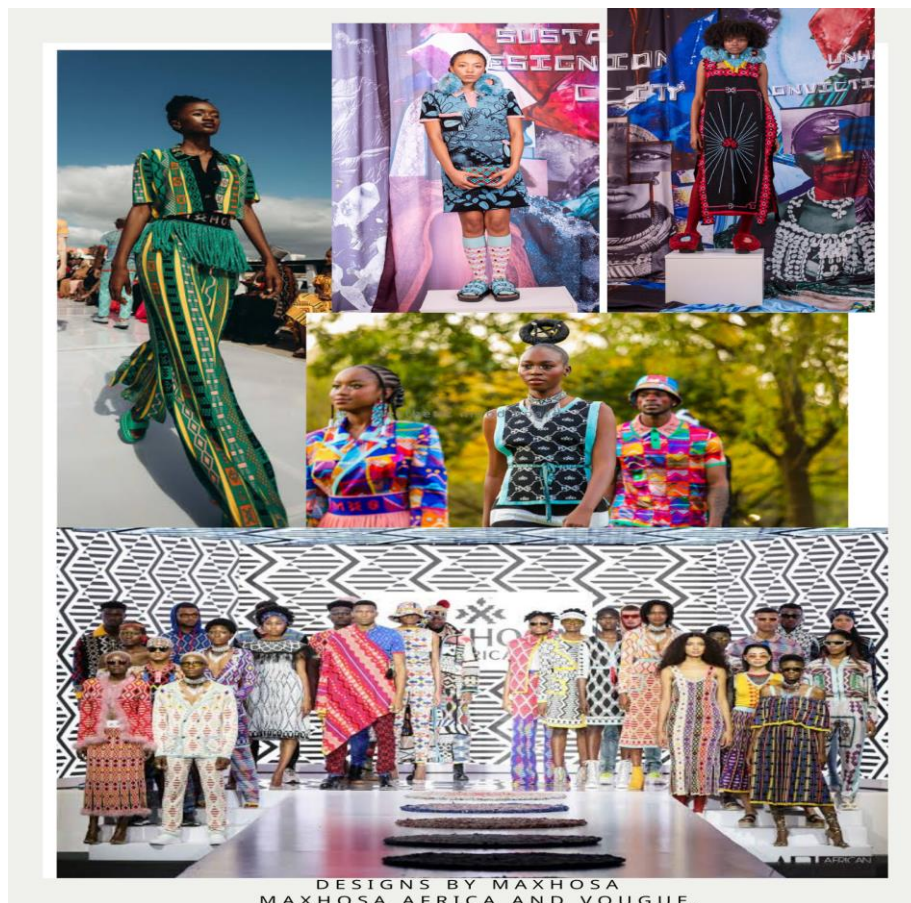
Some fashion houses are rediscovering their roots and incorporating traditional techniques into their modern collections, appealing to consumers seeking authenticity and craftsmanship

From the spotlights in Lagos to the bustling markets of Accra down to the high-fashion runways of Paris, the influence of African style continues to captivate and inspire fashion enthusiasts worldwide; and there is still more to come.



*Designs by MaXhosa. Image source: MaXhosa Africa*





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*\_ PreciousLola  
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# CULTURAL IDENTITY AND PRESERVATION OF TRADITIONAL VALUES.

According to the study of multiculturalism, cultural preservation is done or happens in different cultures and cultural identities within a unified society as a state or nation. Hence preservation of Africa's cultural heritage is capable of promoting collective consciousness in terms of unity among Africans.

Cultural heritage can be categorized into two namely: tangible and intangible cultural heritage.

‘Tangible Cultural Heritage’ refers to physical artifacts produced, maintained, and transmitted intergenerational in a society. It includes artistic creations, built heritage such as buildings and monuments, and other physical or tangible products of human creativity that are invested with cultural significance in a society.

‘Intangible Cultural Heritage’ indicates the practices, representations, expressions, knowledge, skills as well as the instruments, objects, artifacts, and cultural spaces associated therewith that communities, groups, and in some cases, individuals recognize as part of their Cultural Heritage.

Examples of intangible heritage



Effik Traditional Marriage Attire. Model: Maryprose Micheal

are oral traditions, performing arts, local knowledge, and traditional skills.

Tangible and intangible heritage require different approaches for preservation and safeguarding, which has been one of the main motivations driving the conception and ratification of the Convention for the Safeguarding of the Intangible Cultural Heritage. This stipulates the interdependence between intangible cultural heritage, and tangible cultural and natural heritage, and acknowledges the role of intangible cultural heritage as a source of cultural diversity and a driver of sustainable development. Recognizing the value of people for the expression and transmission of intangible cultural heritage.

Preserving cultural identity helps maintain a sense of belonging, heritage, and tradition, which can contribute to community cohesion and individual self-identity. Preserving cultural identity is important for maintaining and enhancing facilities' performance. However, there is a need to jump into the advantage of preserving our cultural identity and traditional values, whereas we have a challenge facing us in our culture called GLOBALIZATION.



*African Celebrities at the CAMIFF award 2024 source: Facebook*



African celebrities from all part of the countinent. Image source :Facebook

Globalization is an inevitable phenomenon characterized by increased connectivity and the exchange of ideas, goods, and people across borders. It is a socio-historical process that initially manifested as a theory and later as a practical necessity, leading to the constitution of a single market that engulfs states, regions, and continents. This complex process is linked to the economic power of large, industrialized states and unfortunately of greatly different development views, religious cultures, and historical relationships such as former colonial countries and their old colonies. Globalization has both positive and negative impacts on society, on one hand, it fosters cross-cultural exchange, understanding, and economic growth. On the other hand, it can lead to cultural assimilation, loss of cultural heritage, and increased reliance on extended resources and trade. Globalization has an impact on the resilience and sustainability of natural resources.

Cultural heritage preservation is crucial in the context of globalization, as it ensures the transmission of cultural knowledge and tradition from one generation to the next. Additionally, globalization can lead to cultural appropriation where elements of one culture are borrowed or imitated by another culture without proper acknowledgment or respect for their origin, which can be particularly detrimental to marginalized communities. Culture is a term that is highly complex and often contested, with academic recordings of about 160 variations in meaning. Understanding the notion of culture; that it is dynamic and changes over time and in different contexts results in many people identifying with one or more cultures. It is a defining feature of a person's identity

contributing to how they see themselves and the groups with which they identify.

Your culture is a huge part of who you are and the way you see the world, so preserving your culture starts with you

Each culture has its own clothing, music, food, beliefs, and other characteristics that make it special. Record anything you've discovered through research or lived experience, no matter how small it seems. You can't write down everything there is to know about a culture—that's far too daunting! Instead, choose a smaller slice of your culture to report on. For example, you might write a



African Celebrities at the CAMIFF award 2024 source: Facebook

personal history of your own lived experience or that of a family member. A detailed look at a specific aspect of your culture, such as cooking, jokes, myths, specific festivals, or clothing can also be an interesting project.

You can also do the following;

Choose a medium to use for your cultural record. Use calligraphy, oral storytelling, or a traditional medium to make the recording a personal cultural experience. Or use a digital format, such as a website or DVD, to share your cultural story with people all over the world.

---

Explore intellectual property protection related to your medium to better protect and preserve your

cultural legacy. For example, traditional fabric or clothing patterns can be copyrighted.

Trace your family tree to discover new cultural perspectives. With the help of family members, you can go back really far into your family's history and discover whole branches of cousins and in-laws you've never met. With each new branch, you'll unlock new connections to your culture that you might never have thought about before.



*African Celebrities at the CAMIFF award 2024 source: Facebook*

Ask family for scrapbooks, journals, and other documents early on. You might discover that someone else has started working on a family tree already.



Government websites and physical record collections can offer additional information about family members going back centuries.

## **PRESERVING CULTURE AND FAMILY VALUES**

We all have family values and traditions that are passed down from generation to generation. But with the changing times, many of these cherished beliefs and customs can be forgotten or lost altogether if they're not actively preserved.

Keeping our culture alive is more important now than ever before – and it starts at home. From holiday celebrations to recipes passed down through the years, there are countless ways families can honor their heritage.

To do this;

### **KEEP TALKING!**

One of the best ways to preserve traditional culture is by talking about it. Stories are a great way to draw in an audience and educate them on their culture. Share tales of your family's journey or historic events in your community. Not only will this be interesting for everyone involved, but it will help paint a vivid picture that can help future generations understand more about who they are and where they come from. Try sharing stories with your kids about your parents' or grandparents' upbringing and ask them to share theirs too. This will help keep those memories alive for future generations. You can also get creative by putting together a tangible memento box. This can include photos, drawings, and other items that represent your family's culture. It's a great way to keep these memories alive for years to come. "Stories are a great way to draw in an audience and educate them on their culture."

## **EXPLORE YOUR HERITAGE**

It's also important to seek out opportunities that allow you to further explore and appreciate your heritage. Immersing yourself in the language, music, and food of your culture is a great way to better understand it and remain connected with it as time passes. You can also preserve traditional customs by participating in practices like cooking recipes passed down through the generations or teaching children how to dance traditional dances. Visit historic sites related to your culture, attend events hosted by cultural centers' or even take trips abroad if possible! Any activity that connects you with the past, whether physical or mental, will help to keep traditions alive and thriving in our current day-to-day lives - keeping the spirit of the past alive!



*Basotho Jacket is a distinctive form of woolen blanket worn by sotho people in Lesotho and South Africa*

*Image: Weiss Cape-Town*

To conclude, it's never been more important to support the preservation of traditional culture and family values. Along with honoring your roots, preserving traditional culture and family values is a great way to keep your family connected across generations – and across continents. Celebrate who you are today while still appreciating where you came from. Keeping traditional culture and family values alive is an important part of leaving a meaningful legacy for the future!

**- Nekeche Daniels,  
Certified Realestate Consultant.  
Public Speaker. Writer And Oap**

"There is no normal life that is free of pain. It's the very wrestling with our problems that can be the impetus for our growth."

Fred Rogers

# SHAPING FUTURE SUCCESS: FORWARD-THINKING EDUCATIONAL PATHS FOR AFRICAN STUDENTS.

In an ever-evolving global environment, African students have a multitude of academic avenues that can pave the path for future accomplishments. From technological advancements to emerging industries, the focus lies in selecting courses that not only hold present relevance but also ensure prosperity in the future.

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The future of Africa depends on its young people. It is critically important for young people to study hard and get a good education in order for them to undertake whatever they want to do and to succeed on their own initiative. Courage and persistence are key characteristics needed for entrepreneurs in Africa today."

Gervais Djondo,

Co-founder and former Chairman of Ecobank; Founder and current President of ASKY Airlines (Togo)

This article explores the top 10 highest-paying courses to pursue in Africa, offering lucrative career paths that are highly sought after across various sectors.

## 1. **Petroleum Engineering:**

Petroleum Engineering

stands as one of the highest-paying courses in Africa, given the continent's abundance of oil resources. This field encompasses the exploration, extraction, and production of oil and gas. Graduates in Petroleum Engineering enjoy attractive salary packages and plentiful job opportunities in both local and international oil companies. With the escalating energy demand, pursuing Petroleum Engineering

promises a fulfilling and financially stable career, making it a premier choice across the board.

## **2. Medicine:**

Medicine has long been revered for its exceptional career prospects worldwide. Becoming a Medical Doctor requires dedication and extensive study, yet the rewards are substantial. Medical professionals are highly sought after and generously compensated for their expertise. Beyond traditional medical practice, graduates can specialize in areas such as surgery, pediatrics, obstetrics, and gynecology, among others. Medicine remains a globally in-demand field, offering both financial success and the chance to serve in a noble profession.

## **3. Information Technology:**

With the rapid evolution of technology and the increasing demand for skilled professionals in the digital realm, Information Technology has emerged as one of the highest-paying courses today. Studying Information Technology equips individuals with the competencies to develop, manage, and safeguard computer systems and networks.

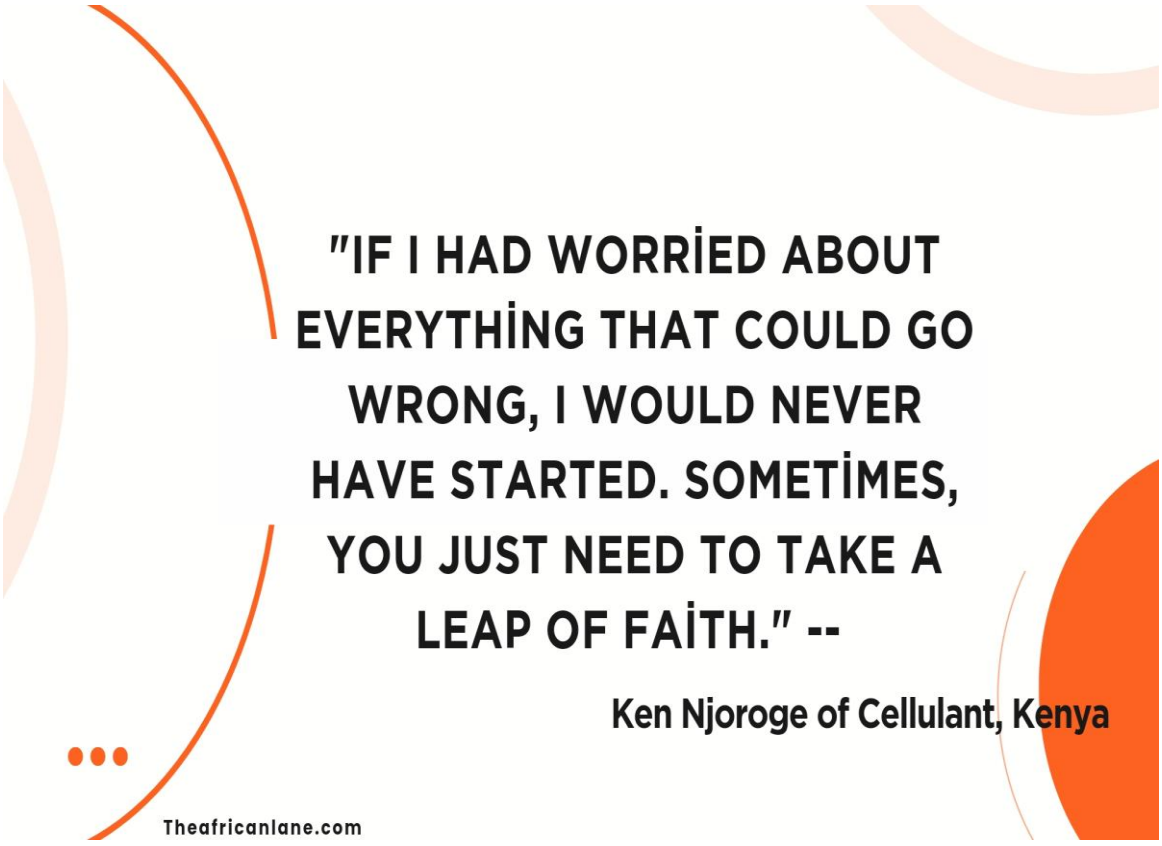
Graduates in this field can secure positions in diverse industries, including software development, cyber security, database administration, and IT consultancy.

## **4. Computer Science:**

In today's digital landscape, Computer Science plays an increasingly vital role across sectors. Pursuing Computer Science equips students with programming, software development, and data analysis skills. Graduates in this field are highly sought after and can secure well-paying positions in technology firms and financial institutions, or even launch their entrepreneurial ventures. Given Africa's escalating demand for computer experts, studying Computer Science offers lucrative career prospects.

## 5. Electrical Engineering:

Electrical Engineering involves the study and application of electricity, electronics, and electromagnetism. This discipline is integral to powering systems, telecommunications networks, and various electrical devices. Electrical engineers are in high demand across industries, including power generation, telecommunications, and manufacturing. Graduates can



**"IF I HAD WORRIED ABOUT  
EVERYTHING THAT COULD GO  
WRONG, I WOULD NEVER  
HAVE STARTED. SOMETIMES,  
YOU JUST NEED TO TAKE A  
LEAP OF FAITH." --**

**Ken Njoroge of Cellulant, Kenya**

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anticipate competitive salaries and ample opportunities for career advancement.

## 6. Data Science and Analytics:

With the exponential growth of data across sectors, proficiency in data science and analytics is highly sought after. African students can benefit from pursuing courses in data science, machine learning, and big data analytics to leverage the data-driven economy of the future.

## **7. Cyber security:**

As cyber threats escalate, there is an urgent need for cyber security experts to safeguard digital infrastructure. Africans can benefit from courses in cyber security, ethical hacking, and digital forensics to combat cybercrime and protect sensitive information.

## **8. Entrepreneurship and Innovation:**

With a growing entrepreneurial spirit across Africa, courses in entrepreneurship and innovation are highly relevant. These courses foster creativity, critical thinking, and business acumen, empowering students to drive economic growth and create sustainable solutions.

## **9. Accounting:**

Accounting offers job security and competitive salaries. Every organization needs accountants to ensure profitability and compliance with statutory regulations. Accounting is a competitive industry that offers many high-paying roles and comprehensive benefit packages, reflecting the value accountants bring to organizations.

## **10. Law:**

Law is a prestigious profession with high earning potential. Lawyers play a crucial role in society by providing legal advice, representation, and upholding the rule of law. In Africa, lawyers are highly respected, and the legal profession offers diverse career paths. Whether working in corporate law, litigation, or specializing in areas such as intellectual property or environmental law, a career in law can be financially rewarding.




In conclusion, success for African students hinges on selecting courses aligned with emerging trends, technological advancements, and societal needs. By investing in these forward-looking fields of study, individuals can position themselves for fulfilling careers and meaningful contributions to Africa's development and the global community.

***— Ezekiel Olatunbosun,  
Writer and Journalist***





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**"IT'S NOT THE LOAD  
THAT BREAKS YOU  
DOWN, IT'S THE WAY  
YOU CARRY IT."**

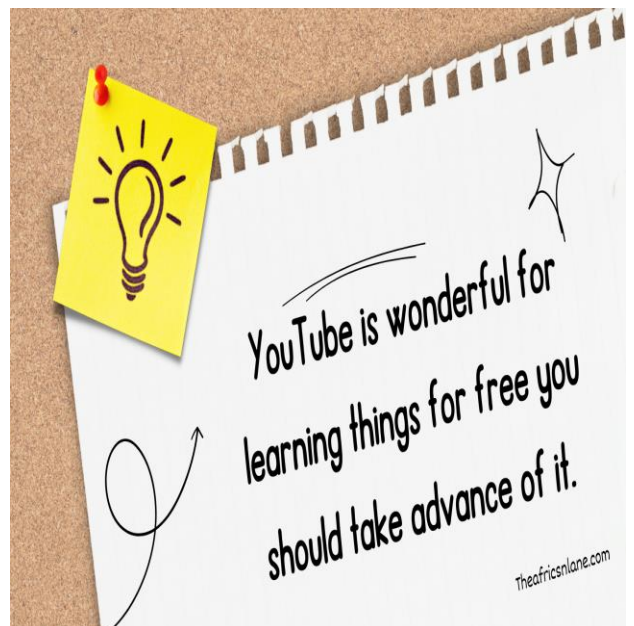
**LENA HORNE**



# PRACTICAL THINGS TO PROACTIVELY DO TO FIND GROWTH OPPORTUNITIES; PEOPLE CAN EASILY DO THESE THINGS.

✚ Make friends with people from different departments in school and people who understand things differently from you. You'll broaden your network and they'll teach you things you never knew that you never knew. Anthony used to tell me many things about coding and tech life; I didn't understand everything but I enjoyed the conversations.

✚ If you want to work with someone or a company that won't hire you because you lack skills, etc., find someone in the organization, message them on LinkedIn, or email them and offer to volunteer or do an internship. Mention the areas in which you wish to work. Use the marketing "7-3-3 rule" to follow up on messages. If you're really serious about it, follow up in 7 days if they don't respond, then send another follow-up in 3 days to remind them (if they don't respond). It's optional



to follow up a final time after 3 more days or move on.

✚ If you're unsure what to do career-wise, volunteer far and wide. If it doesn't help you know what you want, it'll help you know what you don't want to do and the kind of people you don't want to work with.

✚ YouTube is wonderful for learning things for free.

✚ Join Enactus, AIESEC, and other purpose-driven associations in school. I was part of Enactus Nigeria in UNICAL and nowadays it's so sweet and easy for me to connect with any ENACTUS alumni anywhere I see them.



✚ Sometimes, don't always wait for people to walk up to you and say hello first. YOU should say hello first, too.

## **Where to Find Career and Scholarship Opportunities:**

'Opportunity Desk' is a good place to start scouting opportunities. Once you find an opportunity you're interested in, you can use YouTube to perfect your skills.

Visit <https://Opportunitydesk.org> for all your scholarship and career opportunities.

*-Mirabelle Morah  
Community & Communications Manager  
at Social Enterprise World Forum*



# DID YOU KNOW?

Africa is the second-largest continent in the world, and has 54 countries.



# HOW TO CRAFT A CV THAT OPENS DOORS TO YOUR DREAM JOB

When job hunting, many fall into the trap of using a one-size-fits-all approach to their Curriculum Vitae (CV). Through my extensive experience collaborating with seasoned recruiters across various industries, I have discovered key insights into what recruiters typically look for in a CV. This has brought me closer to perfecting a formula that adapts to the diverse demands of the job market.

[TheAfricanLane.com](http://TheAfricanLane.com)



The truth is, if you show your CV to 5 different people, you'll likely be criticized in 5 different ways, since the idea of a "Perfect CV" is highly subjective. A CV is not just a document; it is a personal brochure, a vital marketing tool that introduces you to potential employers. If you're just shooting your CV into the void without customizing it, you're not giving yourself a fair chance to stand out in today's competitive job market.

*A CV is not just a document; it is a personal brochure, a vital marketing tool that introduces you to potential employers. If you're just shooting your CV into the void without customizing it, you're not giving yourself a fair chance to stand out in today's competitive job market.*

*Emmanou Wamba  
CV Specialist*



Why should each CV be customized? You might ask; In a market flooded with qualified candidates, a generic CV is less likely to capture a recruiter's attention because if you're trying to appeal to every potential employer under the sun, you risk appealing to none. It's

essential to convey not only that you can do the job but also that you are the best person for the job.

1. Since there is no universal CV that works for every job application, the following advice will help you choose the right format.

## HOW TO CHOOSE THE RIGHT CV FORMAT

Before you apply for a job, ask yourself this question. “Do I have the necessary experience needed to get the job?” A yes or no to this question will help you to know which format to adopt.

1. Chronological CV: It is most popular with employers because they can see your career progression. If you have worked in the same sector for a while and want to continue to do so, this is the best CV format for you. It's also known as a reverse-chronological format because it lists your most recent role first and then moves back through your previous jobs.

2. Skills-based CV: If you're switching careers, or you're a recent graduate with little or no experience, a skills-based CV is

advisable because it will put your valuable transferable skills at the forefront. This means employers can focus on what makes you a good fit for the role – not what you're lacking.



3. Combined/Hybrid CV: A blend of chronological and skills-based formats, perfect for those who have a mix of direct experience and transferable skills.

Once you've selected the right format for your CV, ensuring it effectively communicates your qualifications is key.

Follow these essential tips to write a CV that not only looks professional but also captures the attention of hiring managers:

## **Essential Tips for Writing an Effective CV**

1. Begin with Your Name: Start your CV with your name, not the label "Curriculum Vitae." Use a bold, larger font to make your name stand out as the title of the document.
2. Job Title at the Top: Place the title of the position you are applying for at the top of your resume, matching the title used in the job description. This customization shows that your CV is crafted specifically for the job.
3. Omit Unnecessary Personal Information: Avoid including details like marital status, sex, picture, age, and references unless the job explicitly requires them. These can introduce bias into the hiring process.
4. Use of Personal Pronouns: It's generally advised to avoid personal pronouns in your CV to maintain a professional tone.
5. Formatting and Layout:
  - For those with 0-2 years of experience, include a "Career Objective." This summary should briefly detail your educational level and the industry you want to join.
  - For individuals with more than 3 years of experience, use a "Professional Summary" limited to five lines. This summary



should briefly state your job title, years of experience, and a key strength or solution you provide that's relevant to the job description.

- Keep your CV layout simple: Black and white, no colors, text boxes, graphs, charts, pictures, borders, or columns. If you are in a creative field, add a link to your portfolio in the contact information section.
  - Make use of white space for readability, with big headings, short and sharp bullet points, and key information in bold.
6. Mirror the job description: Read the job description carefully and tweak your CV to align with it.
    - Use high-value bullet points: Focus your bullet points on achievements rather than duties. Use the STAR (Situation, Task, Action, Result) or TAR (Task, Action, Result) formats to articulate your accomplishments compellingly. Quantify your results to demonstrate your effectiveness.
  7. Education Section: Unless your exam results are specifically requested by the employer/recruiter, you don't have to include them. For those who spent more than the standard number of years needed to obtain their degree, omit the years of admission to avoid unnecessary details. List only your educational institutions, degrees, and graduation years.
  8. Skills and Hobbies: List 4-10 skills that are pertinent to the role to illustrate your technical proficiencies. For the hobbies section, expand beyond mere listing to show how your interests contribute to your professional capabilities. For instance: "I am enthusiastic about digital marketing trends and regularly contribute to 'Marketing Minds,' a popular online blog with over 5,000 subscribers. I create monthly posts on emerging SEO

techniques and social media strategies, which helps me stay at the forefront of industry trends."

9. **File Naming:** Save your document as "First Name Last Name - Target Job Title". This helps hiring managers find your file easily in their system.
10. **Keep Your CV Updated:** Regularly update your CV with new achievements. Keep a personal document or create a "Result" folder to track accolades or positive feedback from colleagues. This habit ensures you are always ready with an updated resume.
11. **Proofreading:** Reread your CV multiple times and use tools like Grammarly to check for any spelling or grammatical errors.
12. **Online Presence:** Complement a well-crafted CV with a strong online presence, such as a detailed LinkedIn profile, to enhance your professional visibility.

Many recruiters value candidates who not only have a great CV but also maintain an active, professional online profile.



**Bonus:** Always save your CV as a PDF to preserve the layout across different viewing platforms, ensuring it remains clean and professional wherever it is opened

# FIRST LAST NAME

Job Title 1 | Job Title 2 | Job Title 3

[abc@gmail.com](mailto:abc@gmail.com) | Phone Number | City/State, Country

[www.linkedin.com/in/name-surname](http://www.linkedin.com/in/name-surname) | Portfolio link

## PROFESSIONAL SUMMARY

A **[Job Title]** possessing **[Number]** years of experience in the **[Job Industry/Environment]**.

Skilled in assisting **[Companies/Departments]** to achieve **[Relevant Objective Listed in Job Description]**.

## PROFESSIONAL EXPERIENCE

Job Title

Month Year - Month Year

Company Name | Location

Rectangular Snip

- List 2 notable **outcomes/results/achievements** and 2 of your most **relevant duties/responsibilities**.

*A picture of a standard CV template*

***Emmanuella Wamba**  
Product Marketer&, Manager, CV Revamping Specialist  
(Visit <https://Linktr.Ee/Emmanuella.Wamba>.  
For More*

APPRECIATORY CALLS



CONGRATULATORY CALLS



APOLOGY CALLS



REACH OUT CALLS



POETRY CALLS



SELF-LOVE CALLS



# OUR SERVICES



# UNCOMMON CLIPS



# INTERVIEW SECTION WITH AZUOM MIRACLE NZIE



**We would love to know you. Can you tell us about your journey so far in your career and everything that concerns you?**

My name is Azuom Miracle Nzie, also known as Uncommon Clips. I'm from Nigeria (Cross River State, Ikom). I am a mobile phone photographer and videographer. I started with taking pictures of people after church services and the passion grew to become something I love to do. I currently shoot videos and take pictures with my camera that look really professional.

**What is the idea behind your work/brand?**

The idea behind my photography is to create beautiful memories.

**What inspires you daily especially when it comes your brand?**

Creativity inspires me a lot. I can't imagine walking past a creative object, person, or creature without taking a picture of it.



**What goals have you set out to achieve, especially with your brand?**

My goal is to make exceptional creative pictures and create images that match my brand name.

**What has your brand been able to achieve in the past year?**

I've achieved a good number of



recommendations and collaborations with modeling agencies.

**What does your brand need to grow?**

My brand needs finances to get gears that will make my work look professional. Gears like a professional camera, a computer, a softbox, a gimbal, etc.







*UncommonClips*

**UNCOMMON  
CLIPS**

## **What is success to you? Do you equate it to the amount of money in your account?**

To me, success is achieving a particular goal and desire without so much stress.

## **What can you say has brought you this far in life?**

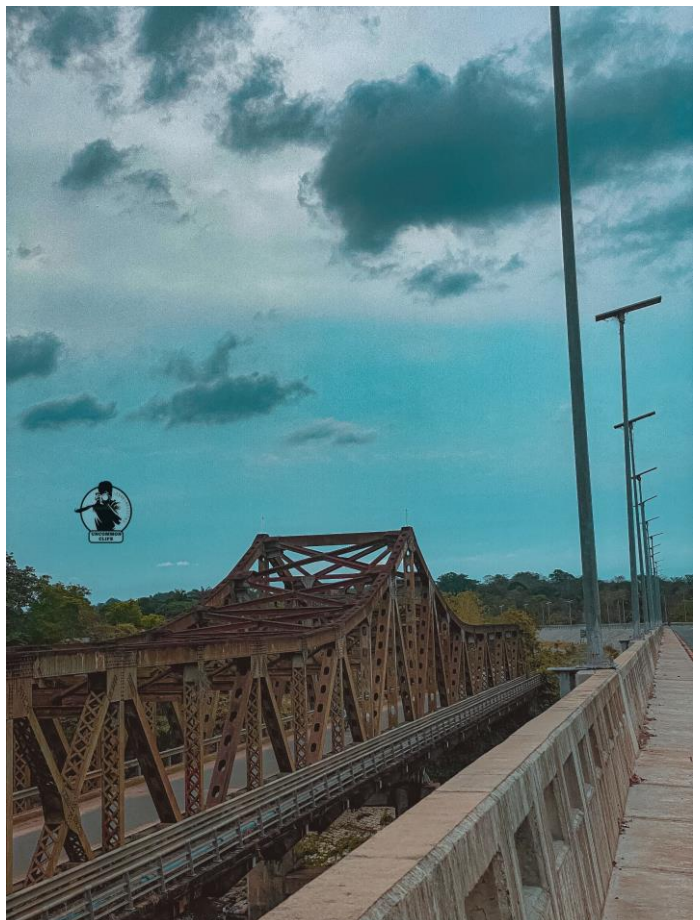
Well, God and the gift of consistency have brought me this far.

## **What in your opinion, should young people do to achieve success in their careers or businesses?**

Young people should come to an understanding of what God wants them to do, as per career or business, in order not to make mistakes that will make them fail.

## **What are the challenges and discouragements you have faced in your life and career first as a Nigerian and an African and how did you overcome them?**

The challenge I face is losing good-paying jobs because the clients get to know I use a smartphone to take pictures instead of a professional camera. I face lots of discouragement



**Ikom Old Bridge, Cross River State Nigeria**

from those clients and it makes me think I can fulfill my dreams of getting a professional camera.

**What is your advice to young Africans out there?**

To the young African youths out there, find something to do and be consistent in whatever you do.


**What is your advice to young Africans in your industry/field?**

To the young Africans in my field, my advice is "Don't give up, keep shooting, and keep creating!"





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IT'S NOT AN EASY ROAD. YOU WILL GET PEOPLE WHO WILL DISAPPOINT YOU, BUT YOU NEED TO STAY FOCUSED ON YOUR DREAM. WE ALL LEARN AND BECOME BETTER THROUGH OUR MISTAKES AND CHALLENGES." —



**Lilly Alfonso, Fashion designer and Founder of Lilly Alfonso (Malawi)**



# HOW TO START AND GROW A BUSINESS

Almost every sector requires consultants to assist in its development and growth. People with decent knowledge of IT, finance, marketing, HR, accounts, law, healthcare, social media, etc. can open their own businesses/companies and tie up with big corporations to make good money. But you see, the reality is that all businesses require some type of investment. If you don't have money at the moment or have minimal financial funds at your disposal, don't worry, you may still pursue your venture, as long as you come up with a solid game plan and plan for hurdles you might come across along the way.

Flexibility, creative freedom, personal satisfaction, and unlimited income potential are several of the many benefits of owning your own business. If you dream of becoming a business owner but are hesitant to take the plunge due to a lack of funding, know that it's possible to start a business with no money. Intrigued?

If you're exploring the idea of entrepreneurship or would like to launch a business with no money, below are tips that can set you up for success:

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**I AM GUIDED EACH DAY BY THESE  
THREE QUESTIONS: 'WHAT ARE  
YOU FIXING?' 'WHAT ARE YOU  
MAKING?' AND 'WHO ARE YOU  
HELPING?'**

---


Juliana Rotich,  
Ushahidi, Kenya

## 1. Choose a Business Idea That Doesn't Require Upfront Capital:

The most difficult yet most important part of entrepreneurship is figuring out a business idea. If your goal is to start a business with no money, consider a service industry business. Here are several small business ideas to inspire you.

- **Freelance Writing:** You can write content for a variety of businesses and publications. This might include website content, blog posts, brochures, and e-books.

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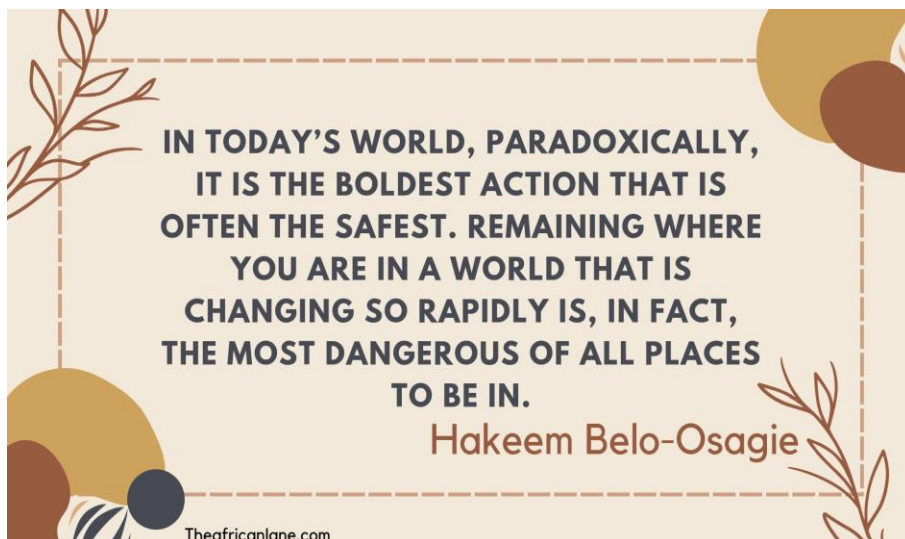
**"To build a successful business, you must start small and dream big. In the journey of entrepreneurship, tenacity of purpose is supreme". --**

**Aliko Dangote, Dangote group, Nigeria**

- **Virtual Assisting:** As a virtual assistant, you offer administrative services to various clients. Your clients may ask you to make phone calls to their customers or vendors, plan events, schedule appointments, manage databases, or book travel.
- **Social Media Management:** Social media management is when you help businesses promote their offerings via Facebook,

Instagram, LinkedIn and other social media platforms. You'll also interact with their fans and followers.

- **Graphic Design:** The goal of graphic design is to create eye-catching designs that can be used for various marketing collateral, such as brochures, posters, packaging, and logos. You can get hired by advertising or marketing agencies or businesses directly to create graphic designs.
- **Tutoring:** If you're patient and specialize in a certain subject or topic, you may want to tutor. You can tutor virtually, in your home, at libraries or coffee shops, or in clients' homes.
- **Bookkeeping:** Bookkeeping is a tedious and time-consuming task that many business owners don't have the time or desire to perform. As a bookkeeper, you'll reconcile bank accounts, generate income statements and balance sheets, and clean up general ledgers.
- **Home Organizing:** Home organizers help clients sort through their clutter and create clean, organized spaces. With this business, you'll visit client homes and assess their organizational

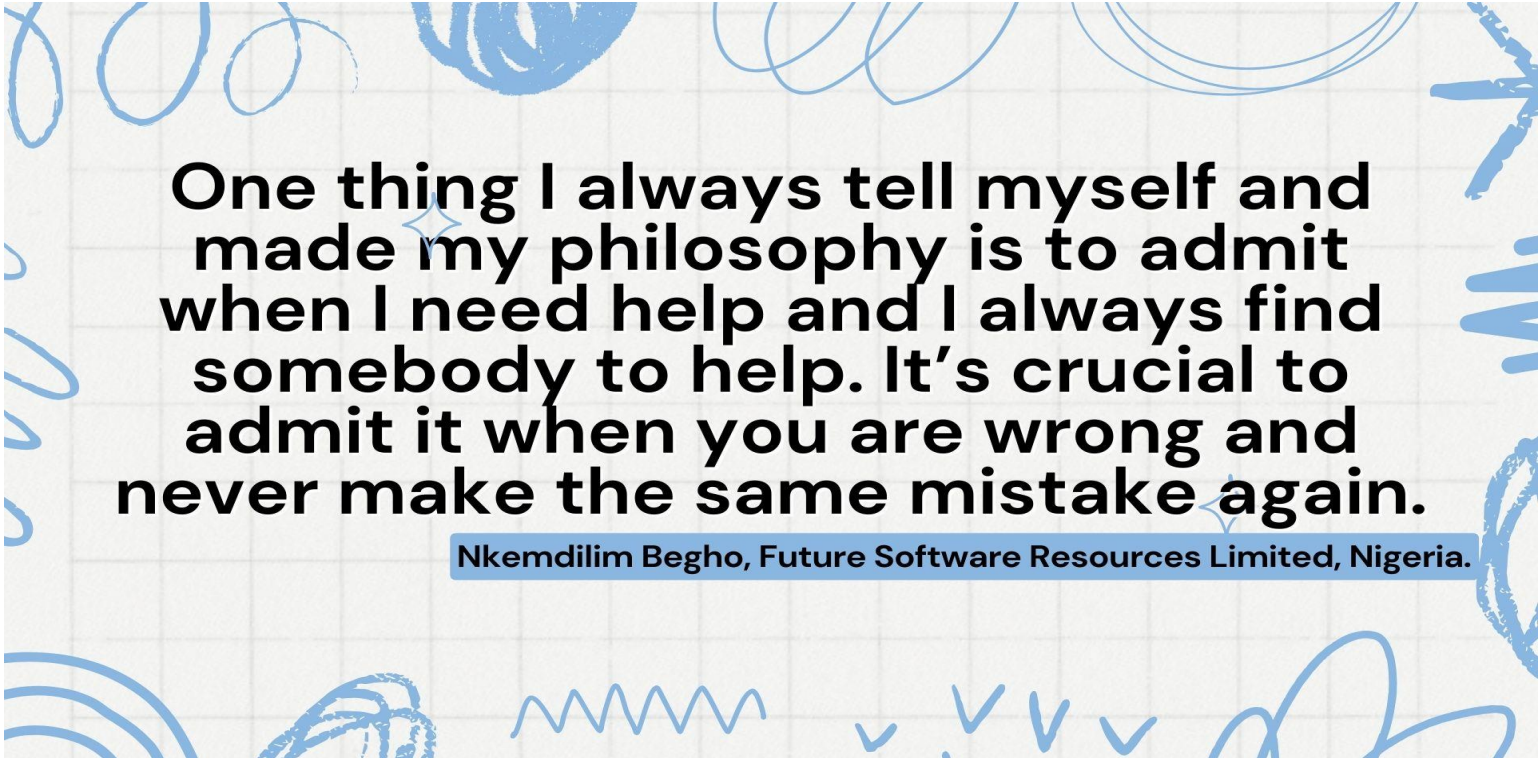


needs. Then, you'll design a strategy to get rid of unnecessary and unwanted items, and a way to store and organize the ones they keep. You



might organize their entire home or just a room or two.

- **Photography:** Photography can give you the chance to express your creative side while providing your clients with photographs they'll cherish for years to come. You can offer a diverse menu of services or niche down and specialize in family photos,



**One thing I always tell myself and made my philosophy is to admit when I need help and I always find somebody to help. It's crucial to admit it when you are wrong and never make the same mistake again.**

**Nkemdilim Begho, Future Software Resources Limited, Nigeria.**

professional photos, or maternity photos, for example.

- **Dropshipping:** Dropshipping is when you sell things without buying inventory. A customer will pay the retail price of an item from your online store. Then, you'll send their order to your supplier and pay them the wholesale price

## **1. Write a Business Plan:**

A business plan is a road map for how you'll grow your business. With a well-written business plan, you can anticipate potential challenges and plan for them accordingly. You may also attract investors and employees as well as secure financing. As you write your business

plan, emphasize why your offerings stand out. Also, avoid industry jargon and use plenty of visuals to break up the text and make your plan more visually appealing. The key parts of a business plan include: a company overview, market research, marketing strategy, and financial plan.

By following these tips, carrying out market surveys, realizing your unique selling point, and continuously adapting to market changes, you can successfully start and grow a business.



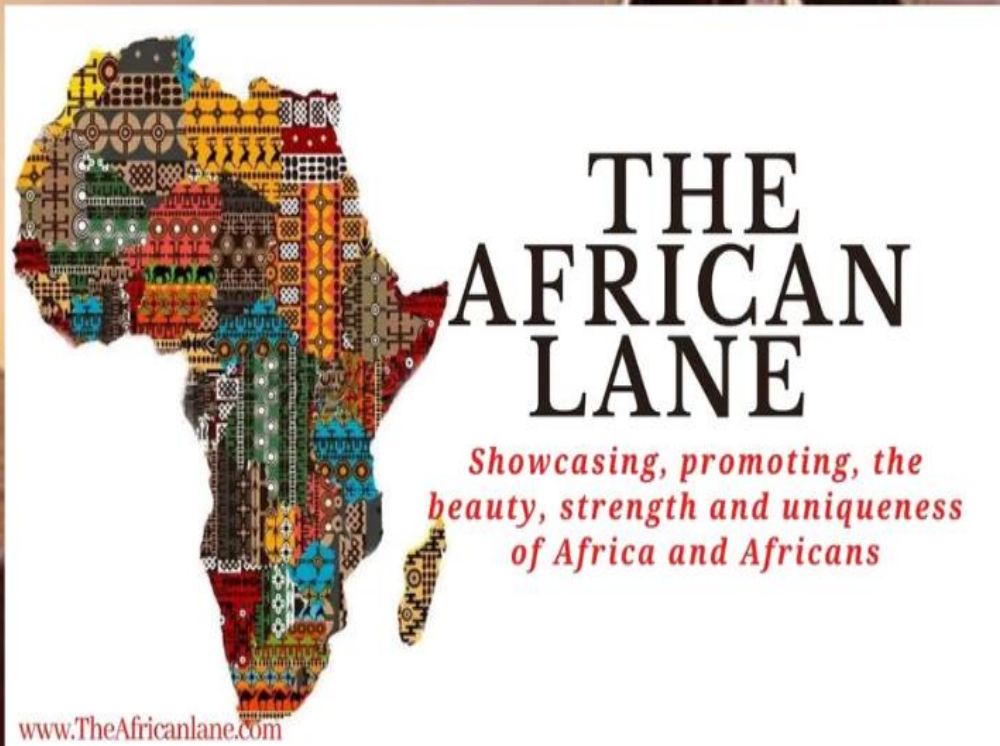
***Nekeche Daniels***



**Uncommon Clips**

The African lane.com

# JOIN OUR TEAM



**TOGETHER WE CAN CAUSE A GOOD CHANGE IN AFRICA.**

***Be a part of our team, send us an email  
@Theafricanlane@gmail.com  
or us send a WhatsApp message via +2348106865852***

# WINDS OF CHANGE: A JOURNEY THROUGH ZAMBIA'S POLITICAL TRANSITIONS

In the annals of history, Zambia stands as a testament to the enduring spirit of peace, resilience, and political evolution. From the echoes of the struggle for independence to the corridors of modern democracy, the nation has traversed a tumultuous yet transformative path, shaped by the visionaries who dared to dream of a better

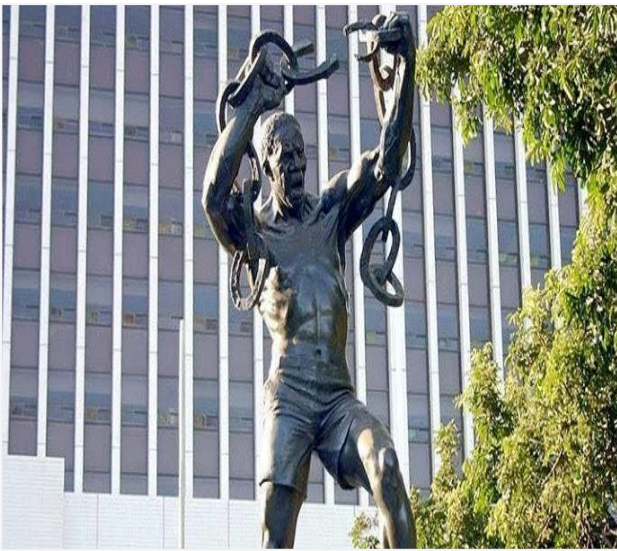
tomorrow.

The genesis of Zambia's political saga can be traced back to the pivotal year of 1964 when the clarion call for liberation reverberated across the land. Rising against the shackles of colonialism, the people of what was then known as Northern Rhodesia embarked on a valiant quest for self-determination. Thus, Zambia emerged from the

crucible of conflict, proudly bearing its newfound identity as a sovereign nation.

Under the stewardship of its inaugural leader, Kenneth Kaunda, Zambia embarked on a journey of ideological exploration, embracing the tenets of socialism and establishing a single-party state. For 27 years, Kaunda's visionary leadership guided the nation through the currents of change, shaping its destiny amidst the winds of revolution.

However, the tides of history are ever-shifting, and with the dawn of the new millennium came the winds of change.

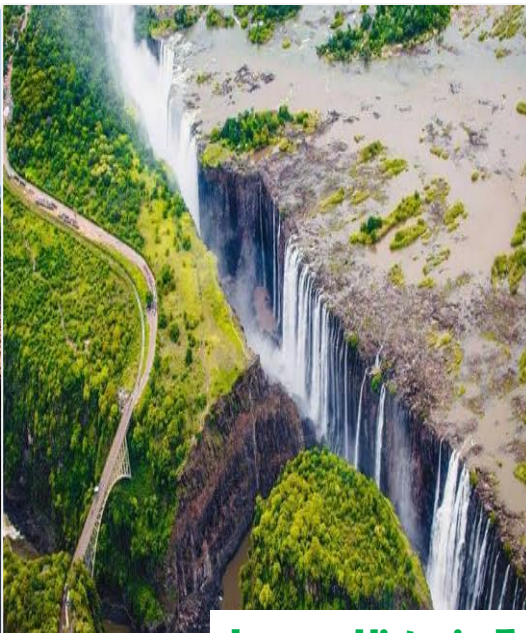




**Image: Zambia Safari Source: Goggle**



**Image: Status of Freedom Zambia. Source Goggle**



**Image: Victoria Falls Zambia. Source Goggle**

Fredrick Chiluba, a beacon of reform, heralded a new era of political pluralism and economic liberalism. As the mantle of leadership passed from Kaunda to Chiluba, Zambia embarked on a voyage of democratic renewal, embracing the ethos of multiparty governance.



Yet, the journey was not without its trials and tribulations. Chiluba's aspirations for a third term met with resounding opposition, underscoring the resilience of Zambia's democratic institutions in the face of authoritarian inclinations. In the wake of Chiluba's departure, Zambia witnessed a succession of leaders, each leaving an indelible mark on the nation's political landscape.

Levy Patrick Mwanawasa, thrust into the limelight amidst the shadows of his predecessor, navigated the complexities of governance with steadfast resolve. His tenure, marked by a fierce commitment to justice and accountability, saw him confront the specter of corruption head-on, even at the expense of former alliances. Yet, fate is often a capricious mistress and Mwanawasa's untimely demise paved the way for a new chapter in Zambia's political narrative. Michael Chilufya Sata, a maverick in his own right, ascended to the presidency,

propelled by a fervent desire to champion the aspirations of the common citizen.

Sata's tenure, though brief, was emblematic of the aspirations and challenges of a nation in transition. His successor, Edgar Lungu, carried forth the torch of continuity, seeking to realize the vision of his predecessor amidst the complexities of governance.

However, the ebb and flow of political fortunes is an ever-present reality, and Zambia once again finds itself at a crossroads. Hakainde Hichilema, at the helm of the United Party for National Development, embodies the hopes and aspirations of a nation yearning for progress and prosperity.

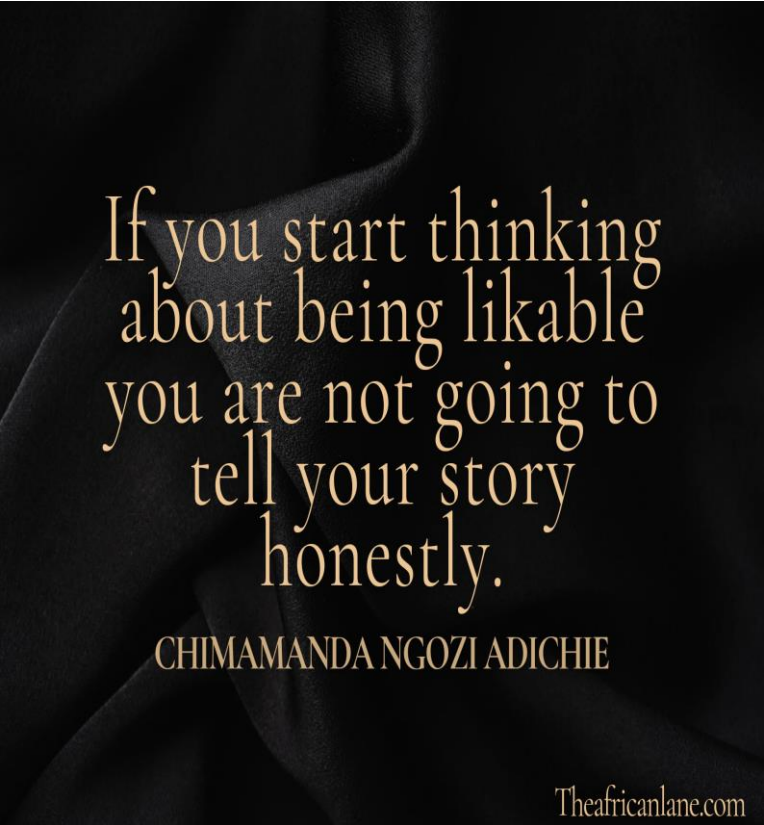
As Zambia stands poised on the cusp of a new era, it is a testament to the resilience of its people and the enduring spirit of democracy. From the ashes of adversity rises the phoenix of renewal, as Zambia charts a course toward a future defined by unity, prosperity, and above all, the will of the people.



**Image: Chilenje House**

Chilenje House 394, located in Chilenje, Lusaka, Zambia a Museum, a house in which Dr Kenneth Kaunda lived from January 1960 to December 1962. He later became the first president of Zambia. From this house, he directed the struggle for Independence of Zambia, which was finally achieved on 24 October 1964. Source: Wikipedia

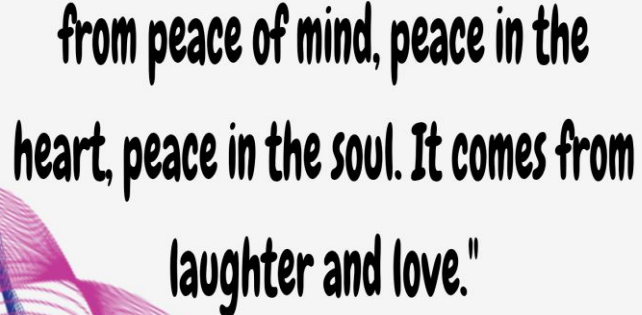




If you start thinking  
about being likable  
you are not going to  
tell your story  
honestly.

CHIMAMANDA NGOZI ADICHIE

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**"Health does not always come from  
medicine. Most of the time, it comes  
from peace of mind, peace in the  
heart, peace in the soul. It comes from  
laughter and love."**

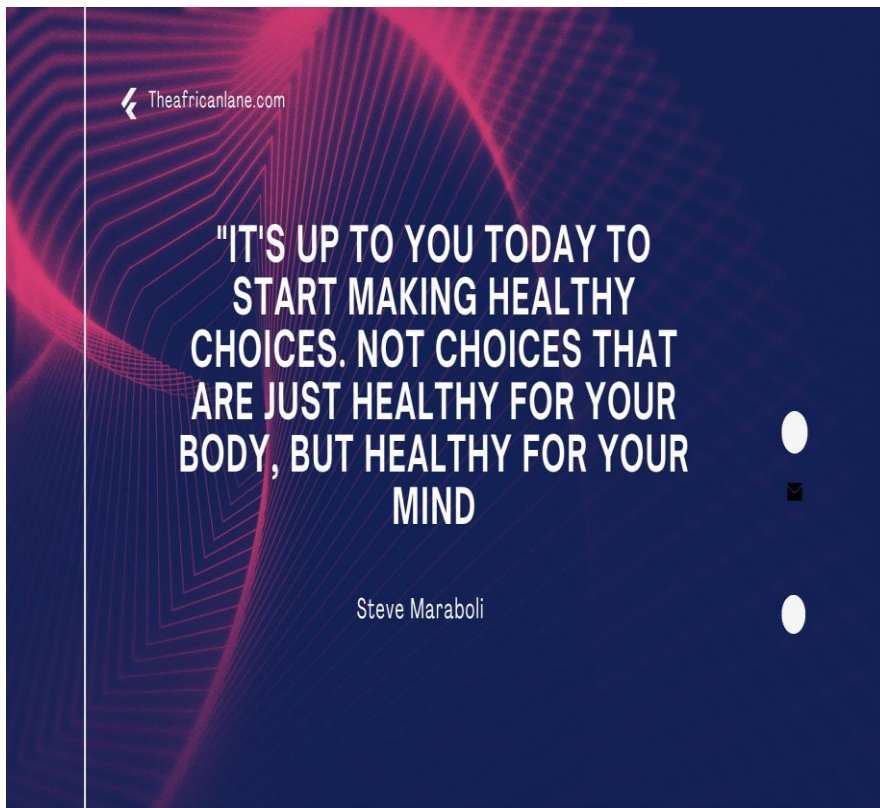
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# MENTAL HEALTH AWARENESS AND SUPPORT INITIATIVES

According to the World Health Organization (WHO), more than 264 million people of all ages around the world have some sort of depression. While this number represents the global population, the contributing factors surrounding depression strike a similar chord, from anxiety to drug and alcohol use disorders, to biological issues

such as bipolar affective disorder.

Regardless of where it originates, depression can lead to devastating consequences. The WHO reports depression can lead to suicide, something that costs close to 800,000 lives per year. This statistic alone underscores the importance of mental health awareness. Despite this, conditions such as



depression and other mental health issues have had stigmas attached to them. Often, seeking help is seen as a sign of weakness or something that evokes shame. Have these stigmas changed in recent times? Mental health stigmas can often come from either a place of fear or a lack of understanding. Unfortunately, this combination can foster a negative view of individuals who are dealing with mental health issues.

**BE NOT AFRAID OF  
LIFE. BELIEVE THAT  
LIFE IS WORTH  
LIVING, AND YOUR  
BELIEF WILL HELP  
CREATE THE FACT.”–**

**WILLIAM JAMES**

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systemic stigma involving private treatment opportunities for mental illnesses via actions like lowering funding for mental illness research.

While public and institutional stigmas are generated from outside sources, self-stigma comes from within. Those with self-stigma may feel they are victims of discrimination, and they may subsequently act like victims and encourage others to

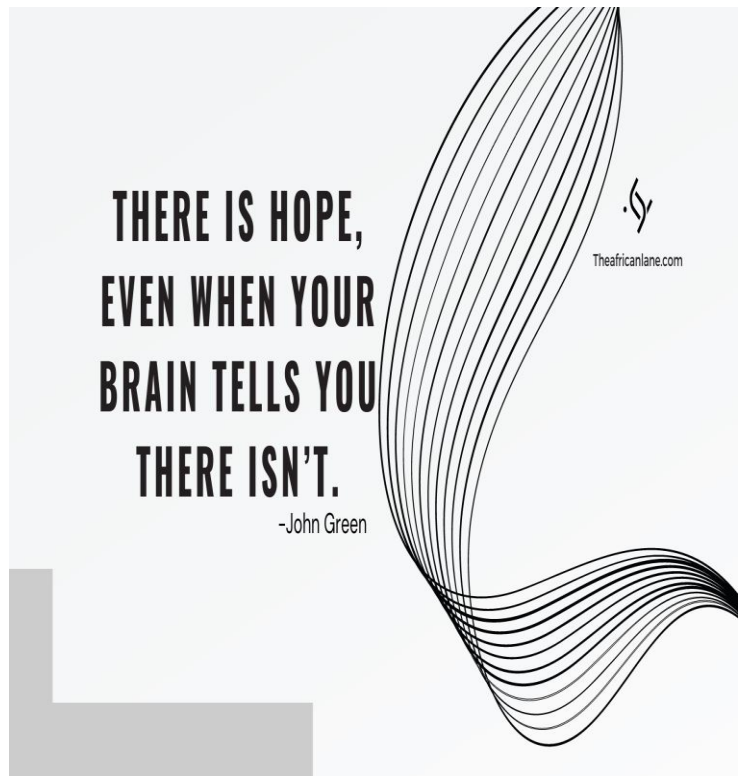
treat them differently. Qualified counselors may be able to help people with mental disorders cope with the stigmas that exist, including self-stigma.

The concept of mental health stigma is more nuanced than one catch-all attitude. The first type, public stigma, refers to the negative reaction of people around one who suffers from this. The second type, self-stigma, involves the negative attitudes that people with mental illness have regarding their illness. The third type is institutional stigma. This is a and government agencies limiting

**THERE IS HOPE,  
EVEN WHEN YOUR  
BRAIN TELLS YOU  
THERE ISN'T.**

-John Green

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**"You can't write a script in your mind and then force yourself to follow it. You have to let yourself be."**

**Chimamanda Ngozi Adichie**

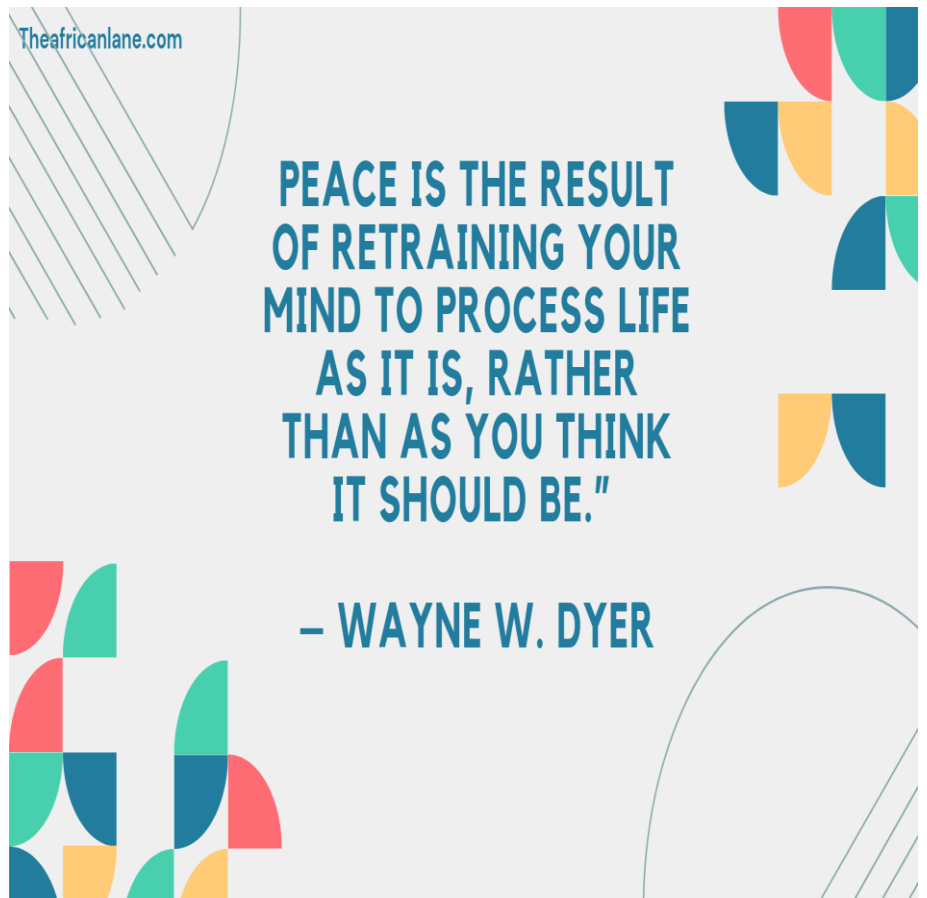
## Why Is Mental Health Awareness Important?

An increasing awareness of mental health helps society work toward eliminating its stigmas, but it does much more. For instance, developing a greater understanding of mental illness can allow people to recognize those in their lives who may be dealing with anxiety, depression, or other conditions that affect their mental well-being. This could even include a self-realization of their mental health conditions.

Mental health is more than simply a topic for persons who suffer from mental illnesses. It influences our social, emotional, physical, and cognitive health. Unfortunately, many people do not obtain the necessary care due to the stigma connected with mental health.

Some people are unaware that treatment is available. When these people suffer quietly, they feel lonely and unlike their usual selves; we miss out on their brilliance.

We never know how well our actions affect others, but if increasing awareness will save a life, it is well worth the effort. Mental health





It's okay  
Not to be  
*Okay*  
Sometimes

education is essential for advancing mental health treatment and behavioural health. It is a critical and essential dialogue for shifting to a more proactive mental health strategy. We currently only replenish our tanks when they reach “empty.” Increasing our awareness allows us to notice the signs and symptoms of “odd” feelings, just as we do with physical disease before they become critical.

### **Here are reasons why mental health awareness is important:**

#### 1. Helps You Understand Your Mental Health Symptoms

Especially with mental health conditions, which are difficult to pinpoint, a diagnosis can be incredibly validating. It can make people experiencing mental illness feel less alone and can make finding therapy and healthy coping mechanisms simpler. Spreading mental health awareness allows people to openly discuss their symptoms and fully understand what they are feeling and why. For example, you may believe that your mental health deteriorates as a result of working from home or using alcohol as a coping mechanism.

Mental illness isn't widely talked about in many communities due to the lasting stigma that surrounds it.

This stigma predominately comes from a lack of information, something that mental health awareness courses are helping to change.



*You deserve to take  
up space in the  
world- excelling*

Chimamanda Ngozi Adichie

As more and more people choose to educate themselves with these opportunities and raise awareness around mental health, we will hopefully see a change in the way it is talked about in the community.

### **3. Better Mental Health Knowledge**

Caregivers, employers, parents, family members, and loved ones must grasp the influence of mental health on daily life. While mental health issues might make daily life more challenging, they do not have to prohibit you from living a happy and engaged life. When the people in your life understand and value mental health care, it becomes simpler to take the necessary steps to care for yourself and flourish.

### **4. Promotes Mental Well-being**

Many of us have fallen into the trap of viewing mental health as synonymous with mental illness. It is possible to have a mental health disorder while also being mentally healthy, and the absence of a mental illness does not guarantee mental well-being. Adding mental fitness, a proactive approach to emotional health, well-being, and cognitive agility to our knowledge of mental health concerns and well-being. It enables us to live our lives with greater purpose, clarity, and enthusiasm. Reducing the stigma associated with mental health is a vital first step toward embracing mental well-being.

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Sometimes the people around  
you won't understand your  
journey. They don't need to; it's  
not for them.

- Joubert Botha



## **What Is Mental Well-being?**

Mental well-being doesn't have one set meaning. We might use it to talk about how we feel, how well we're coping with daily life, or what feels possible at the moment. Good mental well-being doesn't mean that you're always happy or that you're unaffected by your experiences. And having good well-being doesn't always mean that you don't have a mental health problem. You may live with a mental health problem but have good well-being right now, or you might not have a mental health problem, but be struggling with your well-being at the moment.

*Poor mental well-being can make it more difficult to cope with daily life.*

**BE POSITIVE TO YOURSELF AND BE AFFIRMATIVE.**

**TRY TO RELAX AND REDUCE STRESS.**

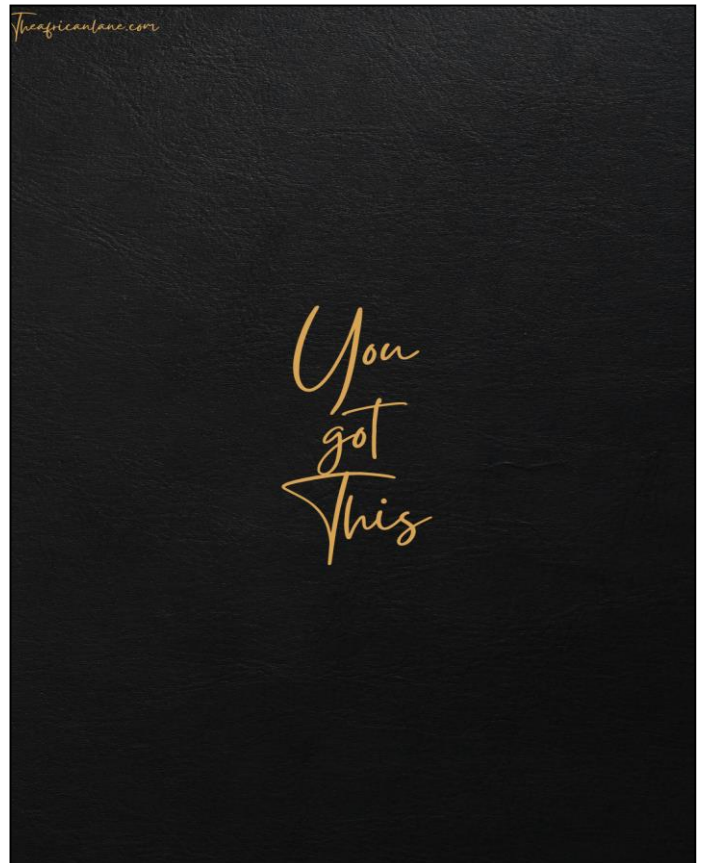
**TAKE A BREAK IF YOU NEED TO.**

**DO SOMETHING YOU ENJOY.**

**TRY TO MANAGE STRESS.**

**FOCUS ON THE PRESENT.**

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# SPECIAL INTERVIEWS

## Can you tell us about yourself and your course and its significance?

My name is Oura Caroline. I am 24 years old and a student in the Department of English at Félix Houphouët-Boigny's University in Côte d'Ivoire.

There are several issues in my field of study, not least the fact that we are a French-speaking country where English is taught.

## Can you tell us how it is to survive as a youth in Ivory Coast?

Surviving as a young person in Côte d'Ivoire is not always as easy as in other African countries. But as far as I'm concerned, I try to do as much as I can with training, voluntary work, and, above all, information.

## What advice do you have for every youth in Ivory Coast?

For each young person, I can say that you don't have to wait for the state to find a job or funding. You need to get informed and, above all, do voluntary work to learn the skills you don't learn at school.





**Image: Zaouli Dancers in Ivory Coast (Côte d'Ivoire).**

Zaouli is traditional of the Guro village of the central Ivory Coast, the dance is believed to increase the productivity of the village that it is performed in and is seen as a tool of unity for the Guro community, and by extension the whole country.

Source: *Wikipedia*

## Can you tell us what you love most about your country?

I love my country's food, its good atmosphere, the fair play shown by Ivorians, the hospitality, and the fact that we're proud of our country.

And above all, we're African champions.

## Can you tell us about some of your country's popular foods?

Actually, there are several I can mention but here are a few;

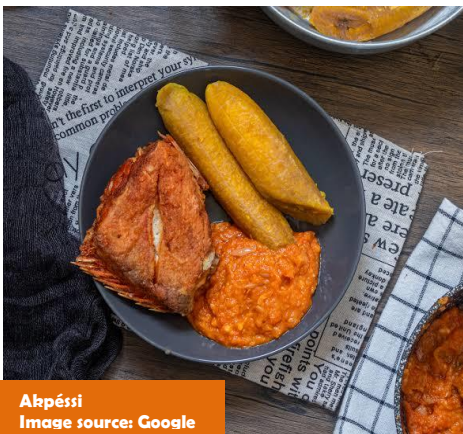
- + **Garba** (cassava couscous with fish fried)
- + **Foutou sauce graine** (pound banana with a great soupe)
- + **Akpéssi** (banana or yam or potato stew)
- + **Alloco** (very mature banana fried).



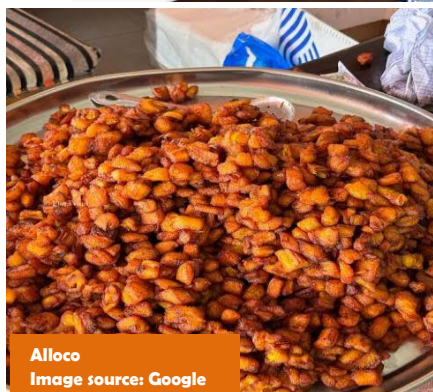
Garba(Attieke)  
Image source: Google



Foutou sauce graine  
Image source: Google



Akpéssi  
Image source: Google



Alloco  
Image source: Google



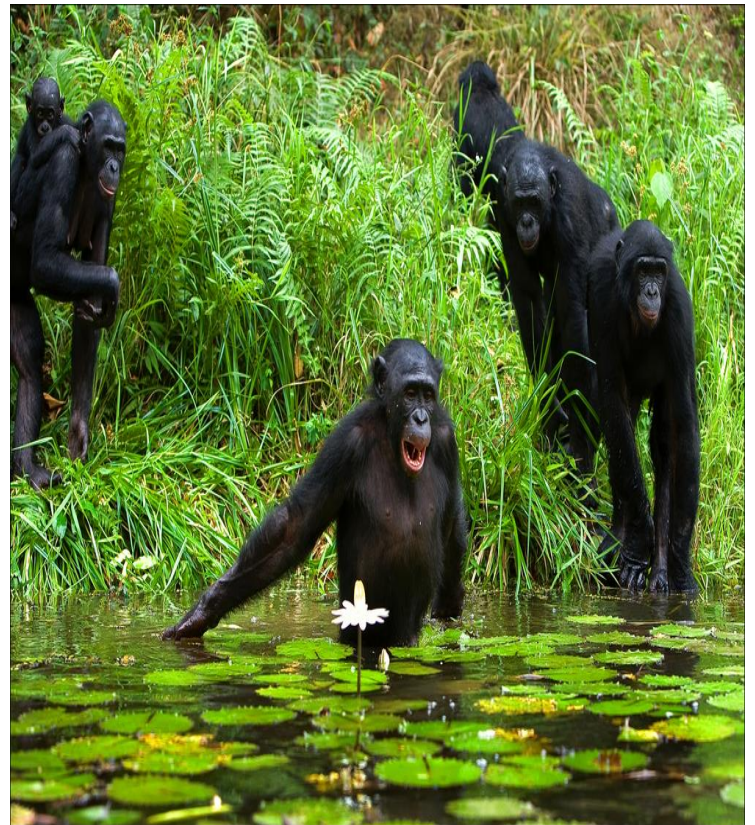
**Basilica of Our Lady of Peace Yamoussoukro Ivory Coast**  
The basilica is the largest Church in the world  
Source: Getty image



**Abidjan Plateau by Night**  
Image source: Google



**Le musee' des civilizations de Côte d'Ivoire**



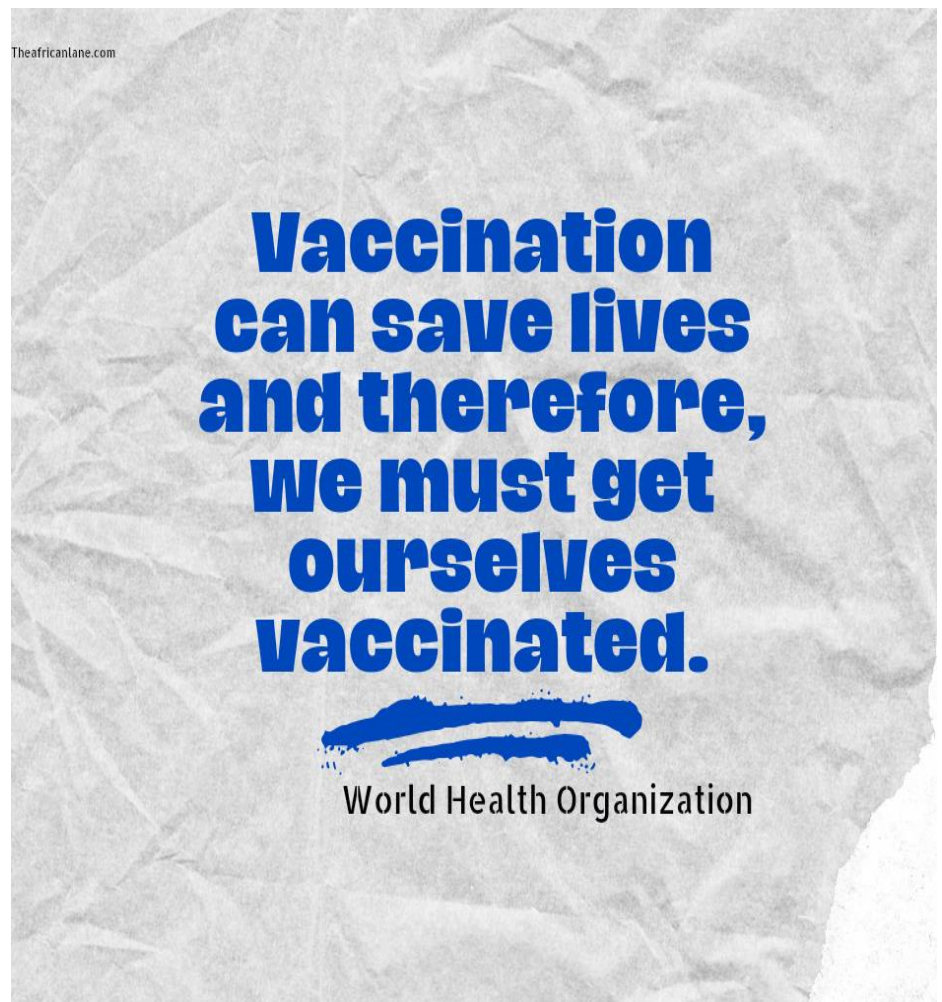
**Tai national park Ivory Coast.**  
Tai national park Ivory Coasts the largest and best persevered remnant of the 'upper guinea' rainforest of West Africa

# HEALTH CHALLENGES AND VACCINATION CAMPAIGN IN AFRICA

Reports show that 58.03 million people who died globally in 2005, 10.9 million (18.8%) were from the WHO African Region. The majority of deaths (64%) that occurred in the Region resulted from HIV/AIDS (19%), lower respiratory infections (10%), malaria (8%), diarrhoea diseases (7%), cerebrovascular disease (4%), ischemic heart disease (3%), tuberculosis (3%), measles (3%), low birth weight (2%), birth asphyxia and birth trauma (2%) and maternal conditions (2%).

Africa, as a region, faces several challenges as regards health care, some of them include;

- Weak leadership, inadequate legislation, limited community participation, and resource inefficiency.



- Extreme shortages of health workers, compromising effective public health interventions.
- Corruption in medical products and technologies, unreliable supply systems, and irrational use.
- Lack of ICT and mass internet connectivity limits national health management information systems' capacity.
- There is also the poor allocation of funds to the healthcare sector, inadequate policies, and inefficient use of resources.
- Inadequate organisation and management of health services.

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**Vaccines are one of our most important tools for preventing outbreaks and keeping the world safe. While most children today are being vaccinated, far too many are left behind. Unacceptably, it's often those who are most at risk—the poorest, the most marginalized, those touched by conflict or forced from their homes who are persistently missed.**

Dr Tedros Adhanom Ghebreyesus, Director-General World Health Organization

## **Vaccination**

### **Campaigns in Africa**

Getting vaccinated is an easy, secure, and reliable method of guarding against infectious diseases before you get them. It boosts your immune system and builds resistance to particular illnesses by utilising your body's inherent defences. Numerous illnesses, such as cholera, COVID-19,



diphtheria, Ebola virus disease, hepatitis B, measles, meningitis, yellow fever, and cervical cancer, are prevented by vaccination. Every year, in conjunction with World Immunisation Week (WIW) and the other WHO regions, African Vaccination Week is observed during the final week of April. It is carried out by nations under the direction and coordination of the WHO Regional Office for Africa. The AVW seeks to improve vaccination systems throughout the African Region by raising awareness of the significance of every person's (particularly every child and woman) need and right to be protected from vaccine-preventable diseases.

## **Debunking Myths about Vaccines**

- **Vaccines are not safe:** Vaccines are very safe, despite implications to the contrary in many anti-vaccine publications. Most vaccine-adverse events, such as a sore arm or mild fever, are minor and temporary. These can often be controlled by taking paracetamol after vaccination.
- **Vaccines cause diseases:** First, no vaccine is 100% effective. To make vaccines safer than the disease, the bacteria or virus is killed or weakened (attenuated). For reasons related to the individual, not all vaccinated persons develop immunity. Most routine childhood vaccines are effective for 85% to 95% of

recipients. Second, in most high-income countries, the people who have been vaccinated vastly outnumber those who have not.

## **Vaccination Campaigns in Africa**

1. Campaign for malaria vaccination in Africa; The World Health

Organization (WHO) and partners rolled out the first routine malaria vaccination campaign in Africa. The campaign to get children vaccinated began in Cameroon at the end of January 2024, with plans to expand access to 9 additional African countries later in 2024. More than 90% of malaria cases and deaths are in Africa, with children accounting for

the majority of deaths.

2. Campaign for COVID-19 Vaccine in Congo: The Ministry of Health of the Democratic Republic of Congo (DRC), the

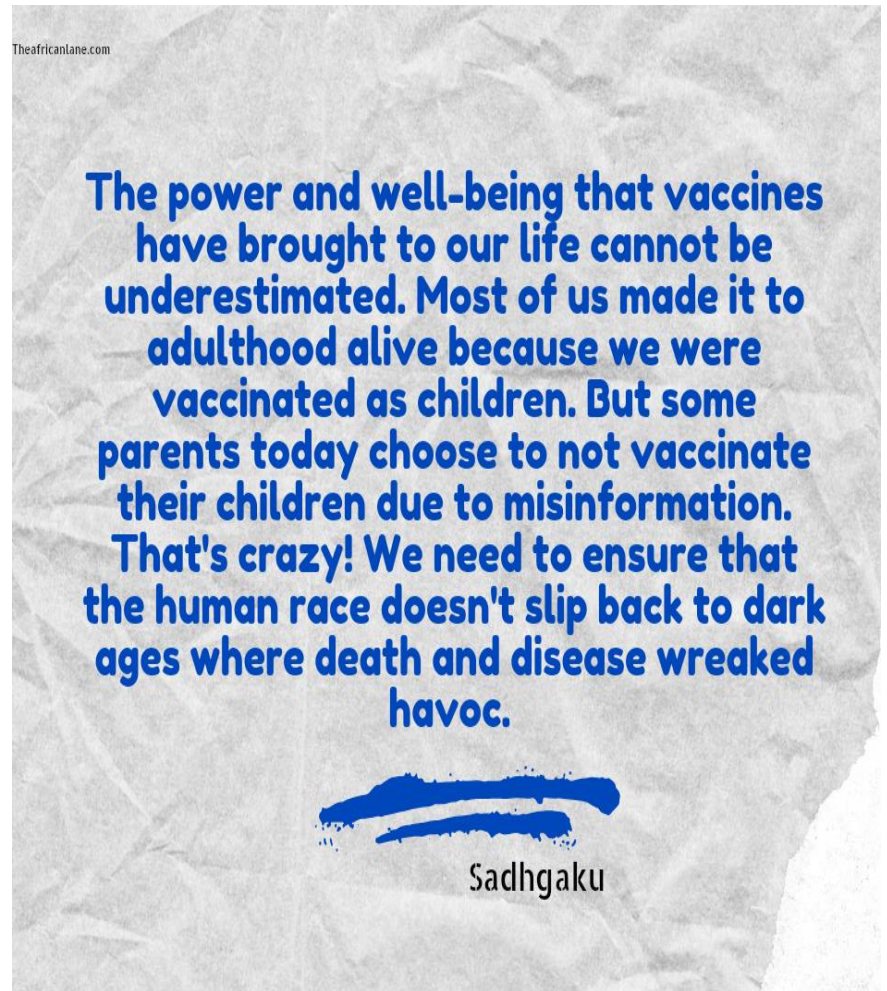
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**A VACCINE IS A GOOD WAY TO  
KEEP YOURSELF PROTECTED FROM  
VARIOUS DISEASES THAT CAN  
HAMPER OUR HEALTH**

World Health Organization

Expanded Programme on Immunization (EPI), with the support of Africa Centres for Disease Control and Prevention (Africa CDC) and implementing partners, conducted a two-week Rapid Results Initiative (RRI) COVID-19 mass vaccination campaign in April 2023. The campaign's primary objective was to accelerate the COVID-19

vaccination efforts and improve the low vaccination rates in DRC. A total of 304,801 individuals were successfully vaccinated during this initiative. Many campaigns promoting COVID-19 vaccination are spread around the continent,



3. Cervical cancer vaccination in Nigeria; cervical cancer is the third most common cancer and the second most frequent cause of cancer deaths among women aged between 15 and 44 years Nigeria introduced the human papillomavirus (HPV) vaccine into

its routine immunization system in October 2023, aiming to reach 7.7 million girls – the largest number in a single round of HPV vaccination in the African region – in a vaccination drive against the virus that causes nearly all cases of cervical cancer.

4. Polio Vaccination drive: This campaign was initiated to ensure vaccination of 21 million children under the age of 5. It started in May 2023, the exercise was set to begin in Cameroon, Chad, and Niger before being extended to the Central African Republic.
5. Vaccination against measles outbreak in South Africa: In a concerted effort to combat the outbreak of measles and bolster the ongoing measles elimination phase, the National Department of Health in South Africa, in collaboration with the World Health Organization (WHO) South Africa and other partners, concluded a measles vaccination campaign. The campaign, which ran from February 6th to April 30th, targeted children between the ages of 6 months to 15 years, aiming to achieve a coverage of at least 95%.

***– Manuella Oribim Dagogo-George,  
Pharmacist with a keen interest in antimicrobial resistance  
and public health as it pertains to the prevention  
and control of disease***



**Title:** A bright future

**Medium:** Fabric on canvas (zero pigment)

**Size:** 36 x 30 inches

**Year:** 2024

**Message:** Focus on the bright side of life and expect positive results. Your future is bright. Look beyond the present circumstances, Imagine a brighter future."

**Artist:** Agwunwa Theophilus

**IG.** @agwunwatheophilus

**Facebook:** Agwunwa Theophilus

# SOCIAL MEDIA TRENDS AND DIGITAL ACTIVISM



As of 2024, Africans are no longer using phones as a piece of luxury or for the sole aim of just making calls. This is due to several notable trends that are shaping the landscape of social media.

Without much ado, let's dive into these trends:

## 1. **AI Integration:**

Social media platforms are using AI to enhance user experience and streamline operations. This can be seen in the use of AI for content creation, ad targeting, and personalized user interactions. Platforms

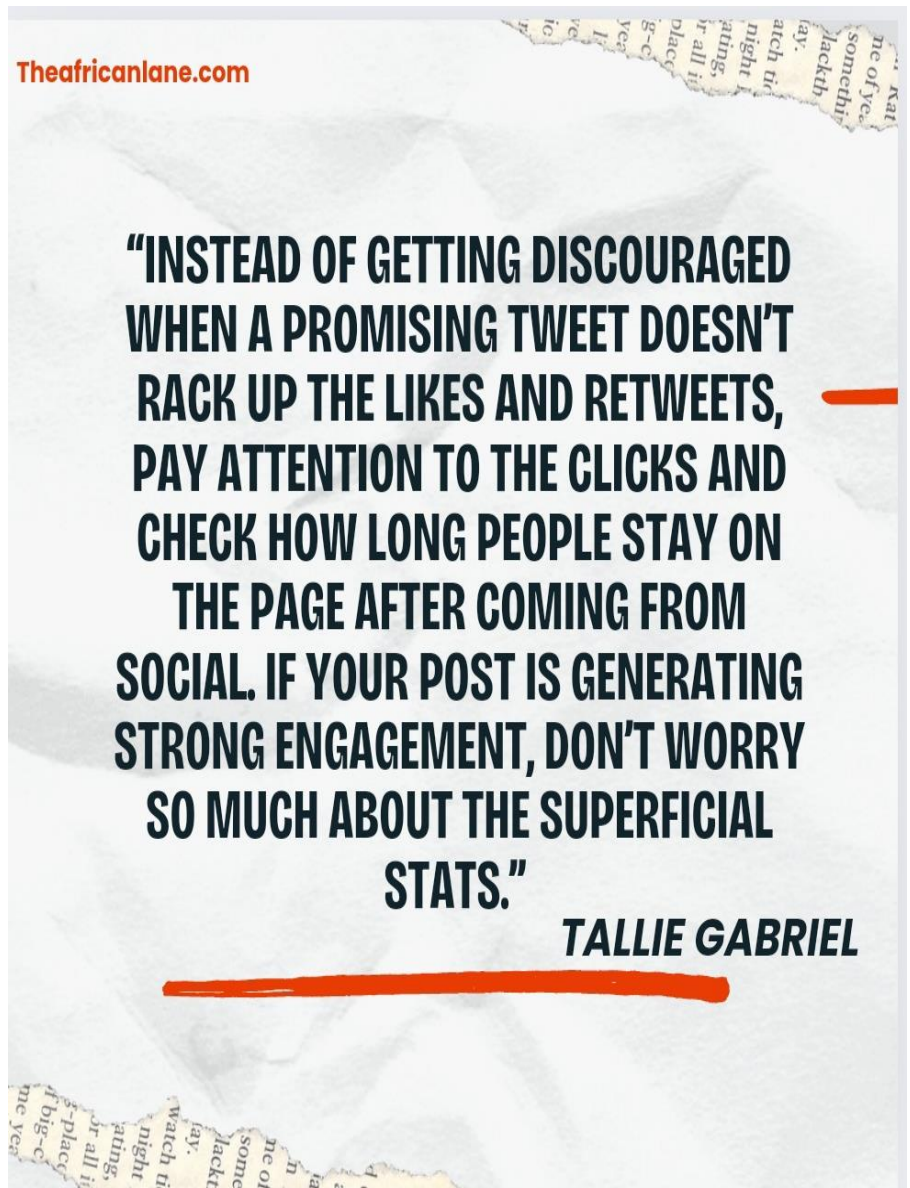
like Meta, for instance, have introduced generative AI tools that help marketers create ad content more efficiently.

**2. Influencer Marketing:** The role of influencers continues to grow, with businesses significantly increasing their spending on influencer marketing (and I don't see this ending soon). This trend is particularly strong on platforms like Instagram and TikTok, where influencers

(those with 10,000 to 99,999 followers who offer higher engagement and authenticity) have become key players in brand promotion. This approach is more cost-effective compared to traditional celebrity endorsements and resonates better with audiences seeking genuine interactions

**3. Social Commerce:** Shopping directly through social media platforms is becoming more prevalent. Features like TikTok Shops and Instagram's shopping tools allow users to purchase products without leaving the app, making the shopping experience more seamless and integrated.

**4. Private Communities:** There is a shift towards more private, community-focused interactions on social media. Platforms are seeing increased use of private groups and chat functionalities, which provide users with spaces to connect over shared interests while offering brands and organizations new avenues for engagement.



**5. Social Media as Customer Service:** Businesses are using social media for customer support. This trend is driven by consumers' preference for quick and direct communication with brands, which social media platforms facilitate effectively. Even banks are adopting this.

**6. SEO on Social Media:** With younger generations using platforms like TikTok as search engines, optimizing content for search within social media is becoming crucial. This trend emphasizes the importance of keywords and relevant content over traditional hashtags.

## **DIGITAL ACTIVISM**

Digital activism continues to evolve with these social media trends. The integration of AI can help automate and amplify activist messages, while the rise of private communities offers a space for more strategic and focused organizing. Additionally, using influencers can help spread awareness and mobilize followers for various causes.

By staying attuned to these trends, activists and brands alike can effectively engage with their audiences and drive meaningful change in the digital space. It is important to note that digital activism doesn't have to be negative but can help to drive social change in Africa.

One major characteristic of digital activism is online campaigns. These include social media hashtags, viral videos, and coordinated posts to spread a message widely and quickly. Examples include movements like #MeToo and #BlackLivesMatter, which have utilized social media to



highlight issues of sexual harassment and racial injustice, respectively.

The benefits of digital activism include accessibility without geographical or physical barriers, speed and wider reach, and cost-effectiveness. However, the challenges of digital activism include digital divide, misinformation, and censorship.

In summary, social media trends illustrate the evolving nature of social media, highlighting the increasing role of technology and the importance of personal connections. Leveraging these, digital activism mobilizes, educates, and engages people on various causes, offering both opportunities and challenges in the pursuit of social change. For businesses and marketers, staying ahead of these trends can offer significant advantages in engaging with audiences and driving brand success.

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**“SOCIAL MEDIA IS NOT JUST AN  
ACTIVITY; IT IS AN INVESTMENT OF  
VALUABLE TIME AND RESOURCES.  
SURROUND YOURSELF WITH PEOPLE  
WHO DO NOT JUST SUPPORT YOU AND  
STAY WITH YOU BUT INFORM YOUR  
THINKING ABOUT WAYS TO WOW YOUR  
ONLINE PRESENCE.”**

SEAN GARDNE

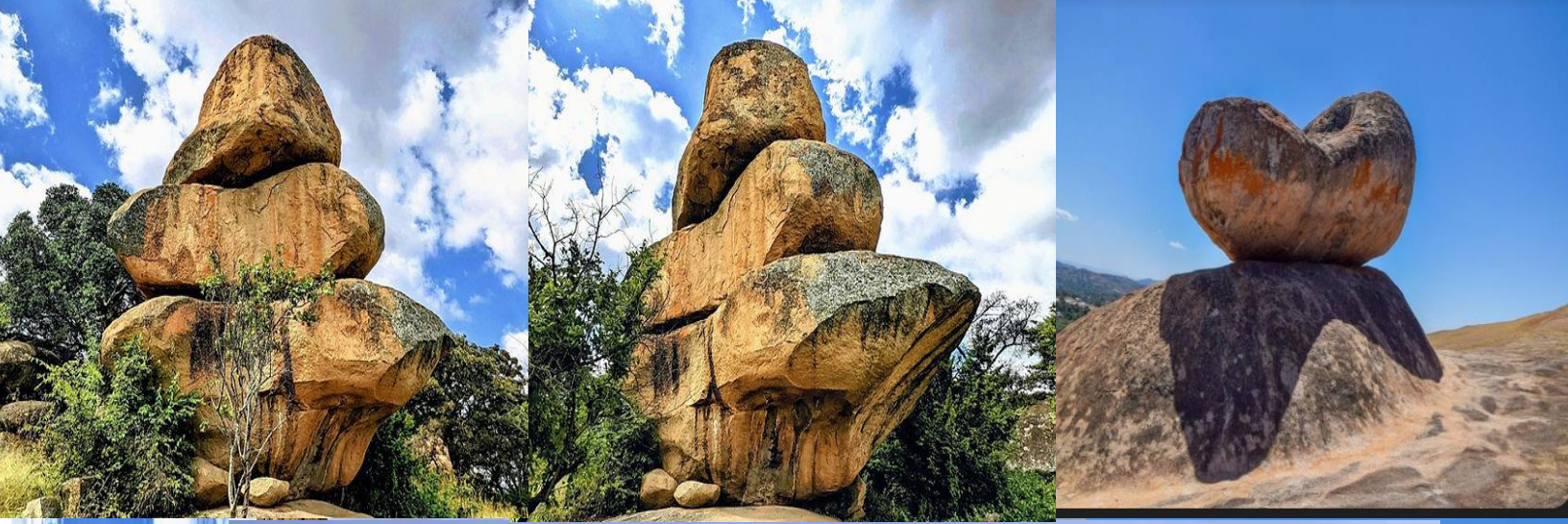
*— Precious Lola*



# DID YOU KNOW?

Africa is the largest rough diamond producing region, accounting for 51% of output by weight, and 66% by value





Balancing Rocks are geomorphological features of igneous rocks found in many parts of Zimbabwe, and are particularly noteworthy in Matopos National Park, and near the township of Epworth, to the southeast of Harare.

The Domboremari, also known as the Money Rock,[1] is a formation of three boulders that form part of the Chiremba Balancing Rocks on the northwestern outskirts this particular rock formation is notable because it appears in all Zimbabwean banknotes issued since 1981, and is also the prominent feature of the logo of the Reserve Bank of Zimbabwe

Source : Wikipedia

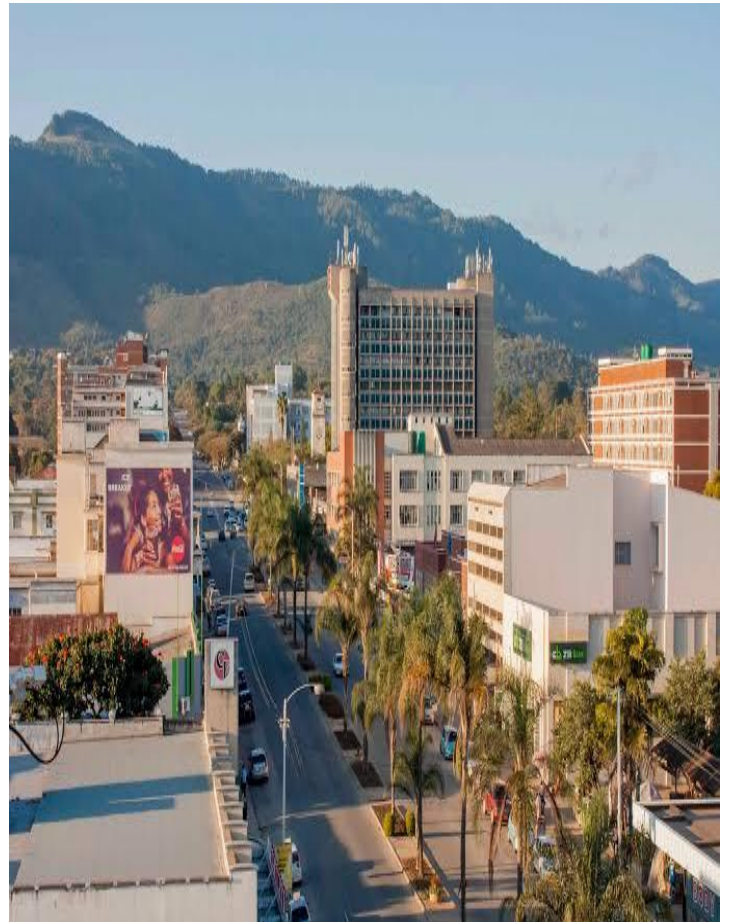
# SPECIAL INTERVIEWS

## Can you tell us what you love most about your country?

Zimbabwe, my beloved homeland! What I love most about my country is its resilient spirit, its vibrant culture, and its breathtaking natural beauty. Nestled in the heart of Southern Africa, Zimbabwe is a gem that shines brightly, despite the challenges it has faced.

One of the things that sets Zimbabwe apart is its peace and stability. While we read and hear about wars and conflicts in other parts of the world, Zimbabwe has been a beacon of peace, a refuge for those seeking solace and safety. Our nation has a rich history, and our people have always been known for their warm hospitality and welcoming nature.

However, it's not just our peaceful nature that makes Zimbabwe special - it's also our stunning natural beauty. From the majestic Victoria Falls to the serene Lake Kariba, our country is home to some of the most breathtaking landscapes on the continent. The Eastern Highlands offer a cool and refreshing escape from the hustle and bustle of city life, while the Matopos Hills whisper secrets of our ancestors through their ancient rock formations.



Mutare, a vibrant and bustling city located in eastern Zimbabwe,

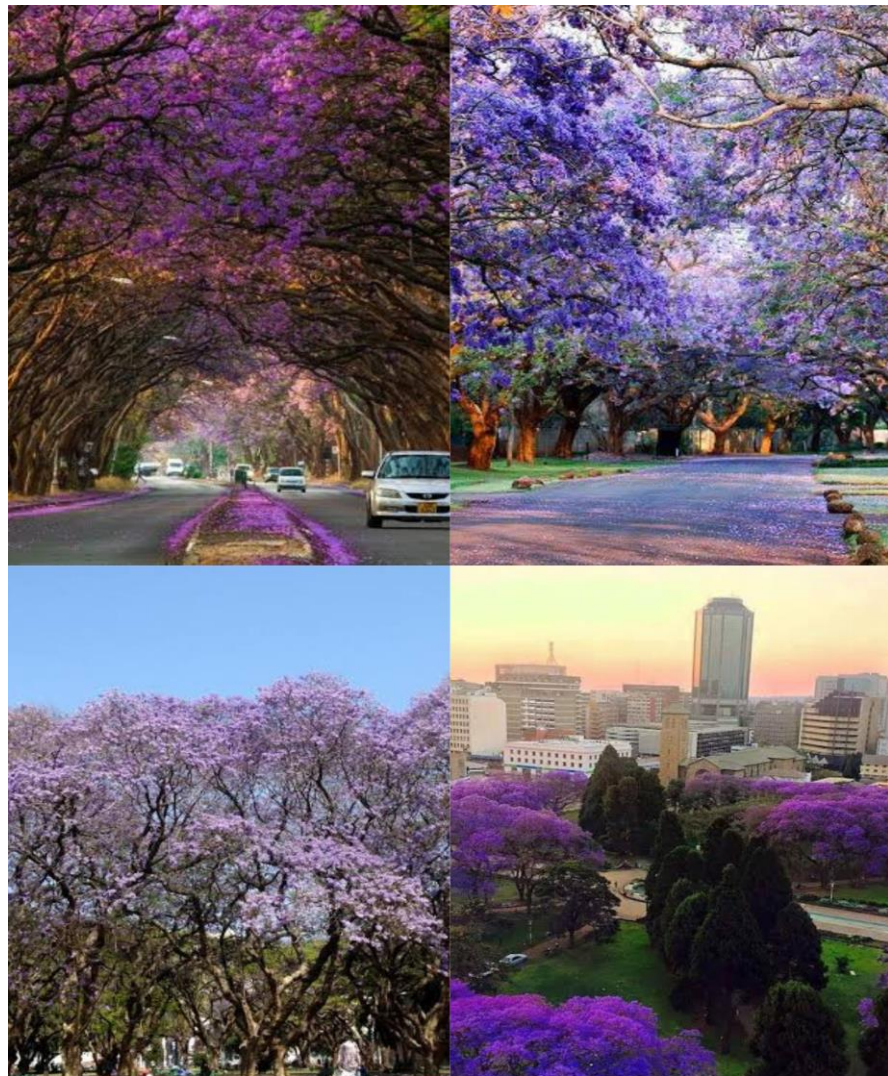
And then, of course, there's our language diversity! Zimbabwe is home to over 16 languages, each one a unique thread in the rich tapestry of our culture. From Shona to Ndebele, to the various regional dialects, our languages are a testament to our country's rich heritage and its people's ability to thrive in diversity.

But perhaps what I love most about Zimbabwe is the spirit of ubuntu

- the oneness and interconnectedness that defines our people. We Zimbabweans are a nation of storytellers, and our stories are woven together by the thread of community and compassion. We believe that a person is a person through other people, and that's what makes our culture so unique and beautiful.

In Zimbabwe, we don't just live alongside each other - we live together, as one. And that's what makes our country so special, so full of life and laughter and love. So, come and experience it for yourself - come and see why

Zimbabwe is the jewel of Africa, and why it will always be my home, my heart, and my everything.



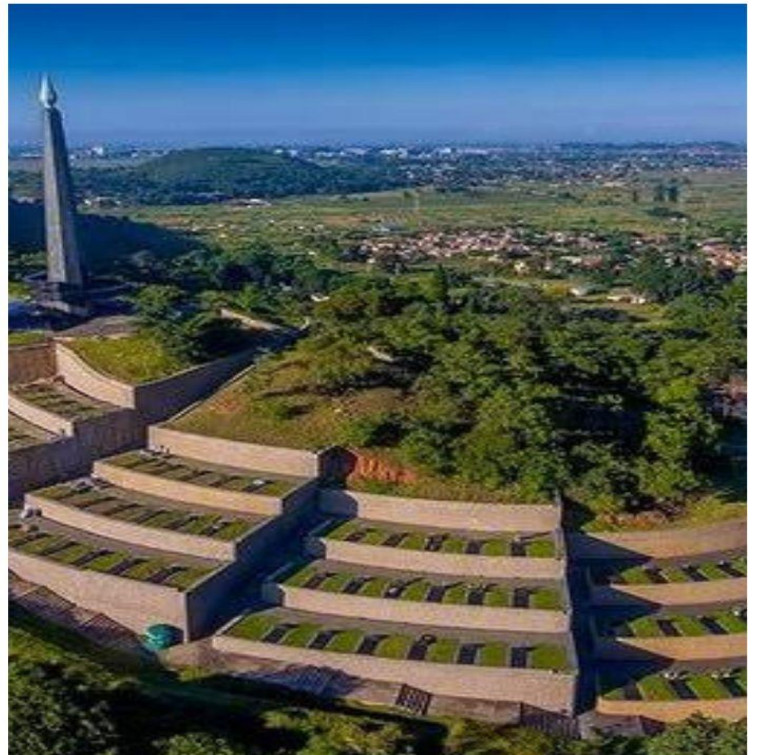
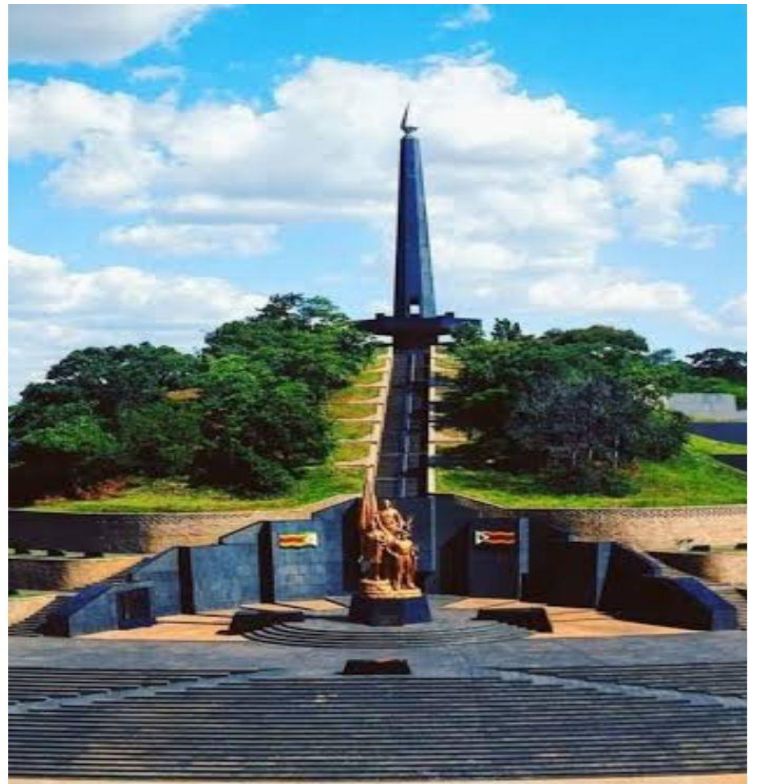
**Jacaranda Tree in Harare Zimbabwe**

## **What advice do you have for every youth in Zimbabwe and Africa?**

As a young African, I would advise my fellow youth in Zimbabwe and Africa to embrace their unique identity, culture, and heritage. Don't try to conform to societal expectations or compare yourself to others; instead, focus on developing your passions, skills, and talents. Be resilient and determined in the face of challenges, and don't be afraid to take calculated risks and learn from failures. Prioritize education, personal growth, and self-improvement, but also remember to enjoy the journey and have fun. Cultivate a sense of community and belonging by building meaningful relationships with family, friends, and mentors. Embrace your role as a change-maker and contributor to the continent's growth and development. Leverage technology, innovation, and creativity to solve real-world problems and create opportunities for yourself and others. Stay informed, engage in constructive dialogue, and exercise your civic duties to shape the future of your countries and the continent. Remember, your voice matters, your actions count, and your generation has the potential to transform Africa's narrative and write a new chapter in its history. So, go ahead, dream big, work hard, and rise to the challenge of building a brighter future for yourself and Africa!

## **What is it like in Zimbabwe?**

Zimbabwe, a country in southern Africa, presents a complex and multifaceted situation across various aspects of its society. Despite its rich natural resources, diverse culture, and friendly people, the



**The National Heroes Acre, our revered shrine, is the pride of the people of Zimbabwe. It is a symbol of bravery and selflessness for those whose remains are laid to rest there. Towering majestically is the Tomb of the Unknown Soldier, which symbolizes the final resting place for tens and thousands of Zimbabweans who sacrificed their lives for the sake of our freedom and independence, but whose remains are scattered in valleys, disused mines, caves, unknown graves and mass graves spread across the nation and in neighboring states. Zimbabwe's war of liberation was the epic of the revolutionary spirit that characterize modern Zimbabweans. We are fighters, hence our own liberators- in every sphere, political, economic and social.**

country faces significant challenges in its economic, political, and environmental spheres.

The economy of Zimbabwe has been struggling for decades, with high inflation rates, currently over 500%, and unemployment rates exceeding 80%. The country faces currency fluctuations and cash shortages, which have severely impacted the lives of ordinary citizens. Despite being endowed with vast natural resources, including gold, diamonds, and platinum, Zimbabwe has failed to benefit from these resources due to mismanagement and corruption.

Socially, Zimbabwe is a country with a diverse culture, boasting 16 official languages. The people are friendly and welcoming, with strong family and community bonds. Traditional music, dance, and art are vibrant, and the country has a rich cultural heritage. However, poverty, hunger, and lack of access to basic services such as healthcare and education are significant challenges facing the population.

Politically, Zimbabwe has a history of instability and authoritarian rule. The current government faces criticism for human rights abuse and suppression of dissent. Opposition parties face significant challenges in operating freely, and international relations are strained due to political tensions. The country has a history of controversial elections, and political violence has been a recurring feature of its political landscape.

Environmentally, Zimbabwe is a country with natural beauty, boasting Victoria Falls, the Zambezi River, and Hwange National Park. Wildlife conservation efforts are notable, but the country faces significant environmental challenges, including deforestation, land degradation, and poaching. Climate change has also impacted



agriculture and water resources, exacerbating the country's economic and social challenges.

In addition to these challenges, Zimbabwe's infrastructure development is needed, particularly in roads, energy, and water supply. The education and healthcare systems face funding and resource challenges, and corruption is a pervasive issue affecting all aspects of society.

Despite these challenges, Zimbabweans have shown remarkable resilience and adaptability in the face of adversity. The country has a rich history, culture, and natural resources, and with good governance, economic management, and environmental stewardship, it has the potential to become a prosperous and vibrant nation.

After all, has been said and done, here's some heartfelt advice for the youth in Zimbabwe:

- I. Embrace your resilience and resourcefulness, which have been honed by the challenges you face. Develop a growth mindset, and be open to learning and skills development. Prioritize your education, and seek out opportunities for personal growth.
- II. Build a strong support network of family, friends, and mentors. Stay informed about current events, but don't let the challenges define your future. Focus on the positive aspects of your culture and heritage.
- III. Develop entrepreneurial skills, and explore innovative solutions to tackle the challenges you face. Learn to adapt, be flexible, and pivot when necessary.
- IV. Take care of your physical and mental health. Find healthy coping mechanisms, and prioritize self-care.



### Wild Is Life & ZEN

We are a genuine wildlife and landscape conservation operation. We rescue, rehabilitate and rewild orphaned and injured elephants and other animals in Zimbabwe

Source: [wildislife.org](http://wildislife.org)

- V. Hold onto hope, and don't give up on your dreams. You are the future of Zimbabwe, and your generation has the potential to transform the country's narrative.
- VI. Remember, survival is not just about getting by; it's about thriving, growing, and making a positive impact in your community.
- VII. Keep shining, and never lose sight of your potential!

## **What is it like surviving as a Youth in Zimbabwe?**

Survival for the Youth in Zimbabwe: A Daunting Task I would say. The country, plagued by economic, political, and social challenges, presents a formidable environment for its youth to survive. The odds are stacked against them, and their future seems bleak.

### **I. Economic Challenges**

Unemployment, poverty, and inflation have become the norm in Zimbabwe. The economy has failed to provide opportunities for the youth, leaving them without jobs, income, or a sense of purpose. The few available jobs are often menial and low-paying, making it difficult for young people to support themselves, let alone their families.

### **II. Political Instability**

Political tensions and violence have become a regular feature in Zimbabwe. The youth are caught in the middle, facing repression, arrest, and even violence for expressing their opinions or participating in protests. This has led to a culture of fear, silencing their voices and stifling their potential.

### III. Social Challenges

Societal expectations and cultural norms often limit the youth's potential. Traditional gender roles and stereotypes restrict their choices, and early marriage, pregnancy, and parenthood are common. Access to education and healthcare is limited, further hindering their development.



Conclusively, I would say survival for the youth in Zimbabwe is a daunting task. They face overwhelming economic, political, and social challenges that threaten their future. However, despite these obstacles, as youths we remain resilient, resourceful, and determined. With support, opportunities, and a conducive environment, we can thrive and become the change-makers Zimbabwe needs. It is our collective responsibility to ensure the survival and success of all the youths.

# **THE MIND FACTOR IN ACHIEVING SUCCESS**

Everyone aspires to succeed in all their endeavors.

Fortunately, the magazine's articles have outlined the steps we need to take to succeed in our businesses, academics, occupations, and other pursuits. However, it is important to know that to achieve success in life, you first need to have a right mindset because making a move begins in the mind.

Your mind is a battlefield; everything you do, do not, and cannot do in life begins in your mind. Proverbs 4:23, says to guide your mind (heart) with all diligence because out of it flows the issues of life.

When you change your mind, everything on the outside is affected. Your life changes when you allow negative concepts or your environment shape how you think, behave, or when you allow specific scenarios or ideology to occupy your mind.

As humans, it is inevitable to experience and encounter difficulties in life. Oftentimes, we suffer a great deal in our career, academics, marriage, and other areas of our lives and we become desperate, confused, despair, and lonely, we feel like losers, that nothing good ever happens to us and our life never goes as plan. Never let that feeling and thought stay in your head, because the longer it stays the more

damage it does to you, and your life will automatically start going towards that direction. So, you have to be mindful what you let into your head, what you think and how long you spend on certain issues, especially if it is negative because it will shape your life. You must continue to move, adapt, and live. Get to know yourself, look for a mechanism that can help you get the bad and negative

stuff out. Is it by re-stragetizing, resting, crying when you feel stuck or discouraged, or by encouraging yourself, taking a nap, or consulting a friend or someone who knows better? Just look for something that works for you that won't be of any harm to you. Keep an open mind, be optimistic. Find out what it takes to succeed. Chances are you will if you don't allow your mind to be defeated.

Nelson Mandela said: "I am fundamentally an optimist. Part of being optimistic is keeping one's head pointed toward the sun and one's feet moving forward. There were many dark moments when my faith in humanity was sorely tested, but I

**You have to be cautious about what you let into your head, how you think, what you think, and how long you spend on a certain issue, because it ultimately shapes your life.**

would not give myself up to despair. That way lies defeat and death.”

According to Tony Elumelu, “impossibility only happens in the brain; never believe anything is impossible.”

You run the risk of failing in many ways when you let negative things affect your mind. Though many other unfavorable aspects of life, such as lack of finances, unhealthy rivalries and comparisons, and many other things, may weigh you down but you have to continuously

guard your heart above all else, you have to learn to shake off the shame, hunger, pain, anger, and lack life throws at you and make a move, and take little bold steps while at it.

Also, be very cautious of what and who you listen to especially people who don't know any better about what you are doing, , your plans, your

passion, or how you want to build your life. A single word

***Today is the beginning  
of the Rest of your Life!  
You are the Pilot of  
your life! Lock in your  
destination; take off to  
it, from where you are!  
– Vimal Shah***

can just tear you down and discourage you. So you have to be very careful who you let into your head.

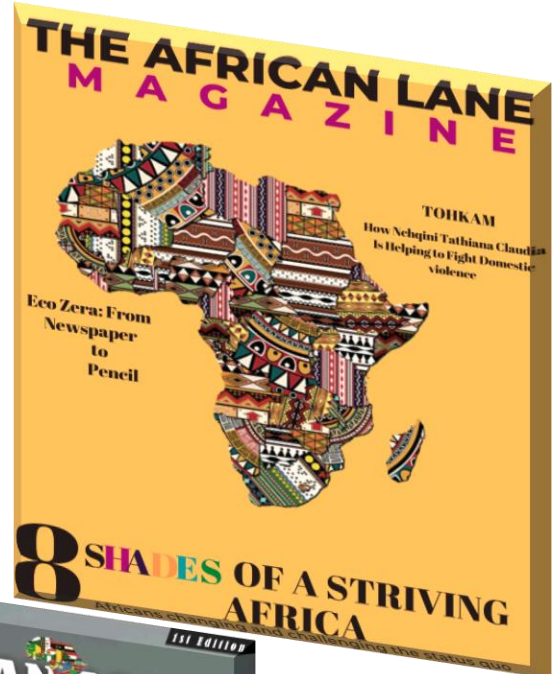
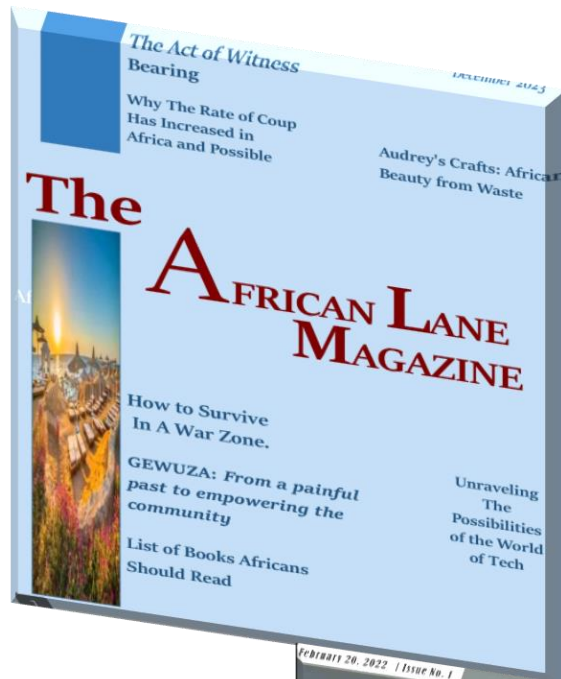
Above all, who are your friends? What kind of people do you surround yourself with? Who are the people in your inner circle? Who do you give access to your life? Who do you take advice from? An old proverb states that you will be the seventh if you are surrounded by six wealthy, impoverished, stupid, or wise people. You are influenced by the actions, words, and ideologies of the people you spend a lot of time with, so choose your friends carefully. Nelson Mandela advises that we should have friends who have independent minds because they tend to make you see problems from all angles.”.

***Don't forget to guard your mind!***

***Shake off the dirty life throws at you and make your little bold steps, one step at a time.***

***And whenever you fall you got to get up because nobody is coming to get you***





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*Thank*

*You*

*For taking this journey with us*

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