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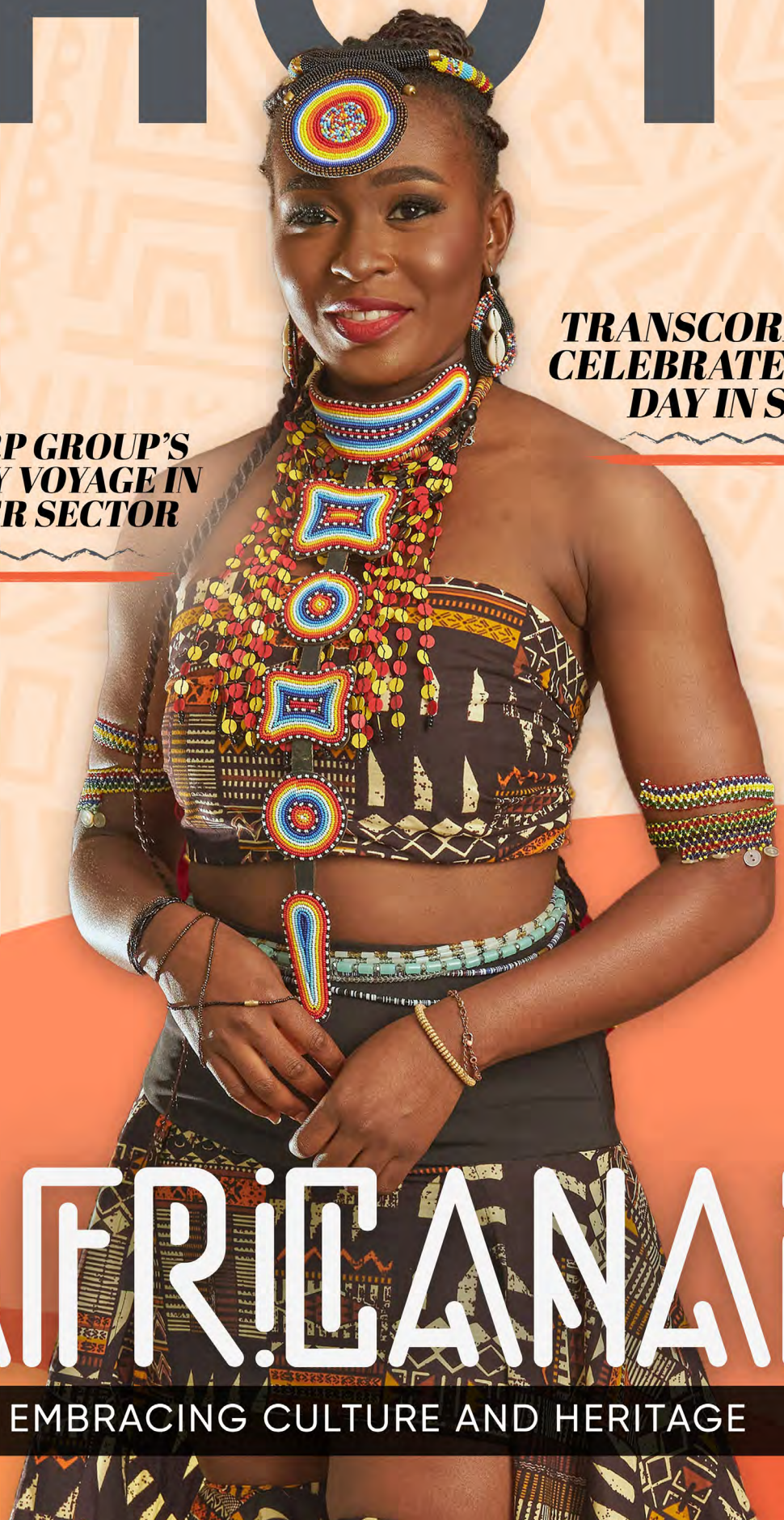
7TH EDITION

DIGITAL COVER

HOT

TRANSCORP GROUP CELEBRATES AFRICA DAY IN STYLE

TRANSCORP GROUP'S EXEMPLARY VOYAGE IN THE POWER SECTOR



AFRICANAH

EMBRACING CULTURE AND HERITAGE

EDITOR'S NOTE



HOT Magazine is back! I am thrilled to present to you the latest edition of Hot Mag. This edition is an ode to our diverse African heritage, where we delve into nostalgic stories that paint a vivid picture of what it was like growing up African.

Brace yourselves for an awe-inspiring journey that celebrates everything African, from our rich traditions to our extraordinary cultural diversity. Within these pages, you will find a collection of captivating tales, bursting with colour, life, and the heartbeat of our shared experiences.

From enchanting folklores passed down through generations to the lively rhythms of African music that make our souls dance, Africanah invites you to immerse yourself in the essence of our collective history.

Our dedicated creative team and contributors have poured their hearts into crafting this edition, striving to capture the essence of Africa in every word, image, and layout.

Thank you, dear readers, for your unwavering support and enthusiasm.

Sincerely,

Deshola Shittu
Editor-in-Chief



Editor & Content Director
Nneka Onita



Art & Cre8tive Director
Damilola Alade

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De-Risking Your Personal Finance in Austerity



Douglas Ngharamike
Transafam Power Limited

The times we live in now demand that you become financially wise. It requires the application of knowledge and skills gained from understanding finance and accounting principles in the business world and how money is being used effectively. It has become very important more than ever, that financial intelligence, extra effort, and skills be acquired to enable one to successfully manage his or her personal finance. Personal finance is the term that covers planning and managing personal financial activities such as revenue generation, expenditures, budgeting, savings, investments, and other financial-related actions. It is one's ability to make very smart financial decisions and properly plan your financial dealings. Organisations both profit-making and non-profit-making pay attention to their financial statements to enable them to determine whether their operations over a period are successful. To understand and appreciate your net worth, you must pay attention to your personal financial statement which shows your assets and liabilities.

Events of the past few years globally, including covid-19 pandemic, created myriads of economic difficulties with phenomenal dimensions, resulting in numerous hiring freezes and layoffs and many other recorded disruptions. Recent government economic policies in Nigeria have continued to mount unimaginable pressures on businesses and personal finance. The future ahead of us does not present itself as one that can tolerate recklessness in how we spend. It is a future that demands that you take care of the "kobo", and the "naira" would take care of itself. Extreme times require extreme measures to guarantee survival and avert financial stress. Financial stress can be caused by several factors ranging from debt, unexpected expenses, or compulsion to make purchases we cannot afford. It is not in doubt that many would be experiencing financial stress in the days and months ahead but without the right coping strategies and support, it can be impossible to get through it. It is however possible to feel in control of your personal finances if you are already suffering financial stress or about sliding into it.

There are ways you can adopt to ensure control, discipline, and more income.

1. Budget for everything and anything.

When you take care of the "kobo", the "naira" would take care of itself. This suggests that every kobo counts and must be seen as such. The best and easiest way to keep your finances on track is to make a detailed, realistic budget that you can discipline yourself to stick to. Although this may appear evident, for many people, the experience of financial stress creates a vicious cycle. Many would want to avoid thinking about money because it is a stressful subject that gets them into more debt and then cause more stress.

The most fundamental thing to keep in mind while creating an effective budget is not to set unrealistic goals about how much you are going to save and how much extra income you will earn. Rather you must use your budget to correctly track and define how your finances should work. This is a period you must be authentic to yourself, in knowing how much money you truly have, spend, and can save. This guarantees your successful journey toward survival.

Having a mental picture of what you earn and how you would spend your money is not enough, but rather you start by putting things down. You must put your spreadsheet to work. Painstakingly write out your monthly expenses in as much detail as possible i.e., loan repayments and interests, groceries and other necessities, gas, fuelling costs, internet subscription, phone, insurance, savings, ecclesiastical commitments, social works support, and other obligations. Then assign the amount to spend on each of the items you have listed above. You must ascertain that you are not spending more than you are bringing in. You must be ready to adjust your spending. Remember, the game here is "Survival".

2. Prepare yourself for the unexpected by setting up an emergency fund.

Life is often confronted with emergencies. When these emergency situations are not well handled, they tend to increase financial stress. Another effective way to reduce financial stress is to start building an emergency to cover unexpected expenses. Setting up an emergency fund is critical regardless of how much one earns. Building up a huge fund would appear unrealistic especially where you are not earning big enough money, but you can consistently put aside a small amount of money monthly that can form a useful nest egg over time. The game here is "Consistency". Set a good realistic target for yourself and plan to increase your savings into the emergency fund as your income increases. Financial advisers often suggest that you should strive to maintain at least six months of living expenses in your fund. You can do more.

Emergency funds you have built over time can, and likely will, alleviate your stress in several ways. Most importantly, it will provide you with the psychological security you need to face stressful situations. Should any eventuality occur that demands unexpected spending, you will have the money to meet them. This prevents you from getting into more debt and financial pressure.

3. Be authentic to yourself and get real.

The reality is that cost pressure is not lowering any time soon. The spiral effect of the recent economic policies will invariably affect every facet of your personal finance. Many would be in deep financial trouble with pressure to pay existing debt and some others are faced with fears of how to meet certain recurring obligations. The fears are real. The fears may make the bad-debt situation even worse. Undoubtedly, you may be spending more than you are earning or facing additional stresses, like supporting family members or other people in your life. The fear in many people has continued to increase as they look at the worst possible scenario with no inkling of how to surmount them. You are not alone I must tell you. Both individuals and businesses are facing varying degrees of bad situations. Behind the smiles on people's faces are pressures in different dimensions. The first thing you need to do is to lose your fear, brace up and stay positive. The good news is that it is much easier to earn extra income today than it was in the past, largely due to the increase in extra income opportunities.

That said, in the short to medium term, your spending is going to be easier to change than your income.

Reducing costs means doing some obvious things:

- *Avoid making compulsive purchases.*
- *Avoid those expensive nights out with friends.*
- *Resist all attempts to get you to incur expenses not planned for.*
- *Avoid spending to impress. But it also includes making some less obvious choices.*
- *You must downsize – evaluate your huge overhead, a big house you service, lots of cars, and lots of expensive toys. These give you real fun but are at the same time costly. Pay attention to money spent in acquiring it, maintaining it, insuring it, and moving it. But, if you are sure this is not eating deep into your income, "you can keep the fun". You must consider other major monthly expenses and look for affordable options that can help you downsize your huge overhead. Negotiate for a reduction in loan payments and interest rates to reduce your monthly payments.*

Many times, you borrow money you know you cannot pay back just to finance a pressured lifestyle. It is time to check your financial temperature, get rid of the fear, and get help.

4. You can get help – Ask for it.

A lot of people are concerned and troubled by the guilt and embarrassment financial stress causes them. In our today's society and social media fantasies in which many people live pretentious life, it can be difficult to admit that you are not extremely rich, let alone that you are struggling to balance your personal finances. The spurious life we choose to live in other to earn acceptance and commendation from real and imaginary admirers may no longer be supported by the turn of events. Many times, you borrow money you know you cannot pay back just to finance a pressured lifestyle. It is time to check your financial temperature, get rid of the fear, and get help.

Overcoming this fear is essential to getting out of debt and relieving your stress. There are plenty of services out there that can help you take back control - from financial planning and credit counselling services to debt management advisors. So, think about getting a counsellor (leveraging other people's power). This provides you with opportunities to access vital information and expertise to help you reach not only your debt-reduction goals but also your wealth goals. This is also a good strategy for reducing the stress that results from too much bad debt. You get help to create a solid plan for your personal finance and obtain help to implement it.

5. Live by the economic principles of wealth creation.

More important than ever, the times call for desperate measures and steps to ensure that money at any given opportunity creates more money. Would the pressure dip? It is still time that would tell. However, the uncertainty of the times does not guarantee survival if what you earn gets all consumed or slips through your fingers in your quest to service your lifestyle and to project unreal social status just to maintain relevance in the public eye. In other words, "Don't eat with your ten fingers". With the frenzy of social media mounting up, you may not get out of the trap soon. Yes, celebrities make a lot of money, but being in the public eye and getting recognized all the time has its drawbacks. We have seen notable celebrities go bankrupt shortly after they exit the scene, and you begin to wonder what could have happened. When you ask the question, what went wrong and probe further, you will find out they never lived by the economic principles of wealth creation even with the mammoth "wealth" they appeared to have amassed over time. The point is of course that the victims of money mismanagement are not just celebrities, but there are highly successful corporate executives who fell off the cliff and got eclipsed in the same way. The mind trap that many easily fall into is believing that a high salary will eventually lead to accumulated wealth. Rationally, it possibly will not be. We all want a high salary, no doubt, but building wealth requires being intentional about managing your expenses and investing your money. This brings me to the known and agelong principles of wealth creation which are pivotal to survival. They include:

• The Principle of Multiplication: You must know how to multiply money through savings and investments. It is not only the rich who should cultivate the habit of making investments. Money earned has the potential to multiply. The money you set aside for investment becomes tangible capital that can be doubled. You must carefully and consciously build capital. In addition to building capital, you must learn the craft of managing capital. Avoid actions and habits that can destroy capital. You do not invest for the fun of it, but you must be guarded to ensure you invest only in things you understand. You can seek professional advice as well make diligent research for appropriate investment vehicles to consider. Guide against making losses. Losses erode capital. Warren Buffet once told the managers of his capital two rules they must live by. Rule 1 – Do not destroy capital. Rule 2 – Refer to rule 1. Your investment decision must be failproof.

• The Principle of Value: Money gravitates towards value. The quality of your earnings is a function of the value you bring to the table or the value you create. This applies to both individuals and businesses. Value commands the direction of the flow of money. This is a basic economic principle. Your value is a measure of your skills, gifts, or abilities which can be acquired through formal or informal education, vocational training, and research or may be inherent. Value refers to your capacity to deliver exceptional results, create innovative alternatives, and stay competitive. You must seek to increase your value consistently. This demands that you train and retrain yourself. It is not enough to desire promotion and pay raise but also to ensure you are creating commensurate value or more. Wealth honours value.

• The Principle of Productivity: The fundamental truth is that the corporate world does not forgive. Once your productivity begins to decline and performance starts to plunge, it is only natural for a corporation to consider alternatives to arrest the dip in performance. The principle of productivity involves refining your value in such a way as to ensure that you deliver great performance consistently. Delivering an optimal level of productivity consistently demands a certain level of creativity, innovation, competence, and excellence on your part. Go for these and stay productive.

• The Principle of Networking: In life, there are certain enablers that make achievements possible. When you have the right people, certain successes come almost effortlessly. Connecting with the right people and enablers is very essential and determines to a large extent how you navigate the unchartered waters. Networking though desirable and has proven to be a great enabler requires that you possess the requisite skills, right attitude, and qualities. Your network, they say, determines your net worth. You need social capital to create wealth.

6. Measure Progress and Keep on Keeping On.

You know it is a journey and you need not be discouraged. Do not be hard on yourself. It is fun tracking the progress you have made from time to time. Take your eyes back to the budget and evaluate the adjustments you have made and how they have paid off. Push to get better at managing your expenses. Push to earn more income and pay down your debts. Have more positive relationship with money and your financial stress will decrease. Keep on keeping on and you will succeed at it.

Owambe Wahala: Why Do Nigerian Parties Have So Much Drama?



Anuoluwapo Agboke
Transcorp Hotels Plc

As you read this, I need you to understand that it is impossible to do justice to the concept of 'Owambe' with mere words.

"Owambe is a word that originated from the Yoruba people in the 1960s. A hilarious story has it that a typical Yoruba woman used to accessorise with Ilẹkẹ (waist beads) for a party. During the event, Yoruba men usually look out for women wearing Ilẹkẹ to dance with them. Once a man feels a woman's Ilẹkẹ around her waist, he would look in the direction of his fellow men, and they would ask in unison, "Ṣowanbẹ?" meaning, "Is it there?"- (Nonyelum Ossai, writer at Skabash)

Decades have rolled by, and we have redefined the concept of Owambe, whilst maintaining its main purpose - to enjoy life. It is a day when the bright and colourful people of South-Western Nigeria, step out in their full regalias of rich culture, to celebrate life. Often thrown for milestone celebrations, including funerals of the old and grey, Owambe, is the day you come out with your swag visible in your gele, and the wings of your agbada, to show your enemies that you have arrived.

A key part of the Owambe culture is aso-ebi, which means 'uniform' in English. It is a means of identification and a symbol of status. Those who purchase aso-ebi identify as belonging to a particular guest list or clique at the party. With your aso-ebi, the host and bouncers know that you were invited and of your financial support through the purchase of the uniform. Truth be told whether or not you wear aso-ebi determines if you get a souvenir and the kind of souvenir you receive.

Gone are the days when aso-ebi was simply worn as the traditional iro, buba, ikpele, and gele or agbada and fila, aso-ebi has become a full-blown fashion show and red carpet event with various media pages built to showcase the glitz, glam, and style of attendees. But before we digress, Owambe is dedicated to sweet celebrations with food scattered at every length and breadth of the hall to drinks flowing like the river Thames.

Unspoken but noticed is how Owambe parties are also opportunities to face off with your village people and frenemies within your social circle. Who's wearing the best outfit, the most expensive gold jeweller, designer shoes and purses, who's spraying the most money, whose children are yet to marry, whose daughter married a billionaire, and whose son is wedding a mogul? These are the major questions that ravage rumour mongers at these pirates with the hottest topic being divorce, financial downfall, and infidelity. What's a party without whispers?

As you enter this vibrant and scintillating world of Owambe, prepare to greet like your life depends on it as you make your way to your seat. Ensure you greet Daddy Ikoyi, Mummy VGC, Big Mummy London, Uncle Texas, and his wife, Aunty Anambra. Please note, where you're seated matters. You want to be at the centre of the ball, close to the live band but far enough to not be drowned by their loud sounds. You also want a good view of the dance floor and to be placed around important guests who will be served everything. There is a very important guest who has a way of stationing one or two ushers at their table, who will cater to their every need. They enjoy these parties the most. Your table will be adorned with assorted meals, including the must-haves, Amala and Ewedu with Gbegiri, Efo Riro, peppered snails, small chops, Chinese rice, Jollof Rice, Cole Slaw and perfectly fried meat that your knife cannot cut through. Owambe parties and blunt knives are a match made in heaven. These days, the 1% have started serving prawns and pasta, all well and good. Champaign, Hennesy, Brandy, Small, and Big Stout, you name it. You will drink to the fullest.

After all, is bombastically side-eyed and done, the best part about Owambe is when the dance floor fully opens, that is when all friends, families, and foes step out to spray their hard currencies, foreign and local to either celebrate the host or oppress others. What does it matter, it is to the host's benefit. The magnitude of the party can easily be determined by the cost of asoebi, the size of the hall, location, attendees, and guest performances. If you



King Sunny Ade or Wasiu Ayinde happen to be performing, please ensure you have your CV on your phone because best believe it is great grounds for networking, as a baby boy or baby girl, be it for jobs, spouses, or sponsorship, all is allowed.

Owambe started out with Yorubas proudly blocking the street with their canopies from Iyaniwura Ventures, white chairs and tables, and soft drinks, today, it is masterfully produced by the best event planners, vendors, videographers, and photographers in the country, home and abroad. All you need to do is look your best, wear your shades, and dance, dance, dance to the glory of your creator and the shame of your naysayers.

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Growing Up in An African Household in The 70s, 80s, and 90s



Bolade Ajileye
Transafam Power Limited

Growing up in an African home in this era was a one-of-a-kind experience, especially for those of us who grew up in Nigeria. It was a time when we had to make do with what we had, but we still had a lot of fun. Let's take a trip down memory lane and see how things were different in each decade.

1970s:

In Nigeria, the 1970s were a time of rebuilding after the Biafran War. Growing up in an African home during this decade meant that you had to be content with hand-me-downs and homemade toys. Children would play with discarded car tires, climb trees, and have races with their friends. Television was a luxury, and kids would gather around the one television set in the neighbourhood to watch the news, soap operas, and cartoons.

1980s:

The 1980s were a period of economic growth and development in Nigeria. Children growing up in an African home during this decade meant that they had access to more modern amenities, such as video games, cassette tapes, and colour television. They listened to popular Nigerian musicians like Fela Kuti, Sunny Ade, and Onyeka Onwenu and danced to their tunes. They also played games like Ludo, Snakes and Ladder, and Monopoly, which were imported from the West.

1990s:

Although the 1990s were a time of political upheaval and economic instability in Nigeria, it also birthed timeless fashion. Growing up in an African home during this decade meant that we had to deal with power outages, fuel shortages, and an uncertain future.

However, we still managed to have fun. We would play outdoor games like ten-ten, suwe, and barefoot football with stone goalposts. We enjoyed shows like My Sweet 16 on MTV, listen to hip-hop and R&B music from the US and UK, and watch homegrown TV shows like Super Story, Papa Ajasco, Tales by Moonlight, and foreign shows like Family Matters, Full House, and Fresh Prince of Bel-Air. We would also play video games like Sega Genesis, Super Nintendo, and PlayStation, which were all the rage at the time. Clearly, the 90s were some of the best times.



Growing up in an African home in the 70s, 80s, and 90s, especially in Nigeria, was a unique experience. Despite the challenges, we managed to have a lot of fun and create lasting memories. From playing with homemade toys and climbing trees to dancing to popular Nigerian music and playing video games, we learned to appreciate the simple things in life and to make the most of what we had.

Growing up in an African home in the 70s, 80s, and 90s, especially in Nigeria, was a unique experience. Despite the challenges, we managed to have a lot of fun and create lasting memories.



Transcorp Group's Exemplary Voyage in the Power Sector

TranscorpPower | TransafamPower





In a momentous achievement that epitomizes Transcorp Group's unwavering commitment to the Nigerian power sector, Transcorp Power Limited, a subsidiary of Transnational Corporation Plc (Transcorp), was honoured with a post-privatization discharge certificate by the Federal Government of Nigeria. This commendation stands as a testament to Transcorp Power's pioneering role as the foremost privatized power generation company to reach this significant milestone since the advent of the power sector privatization in 2013.

By setting ambitious targets and surpassing them consistently, Transcorp Power has emerged as an industry leader, making remarkable contributions to Nigeria's energy landscape, and fostering robust economic development. Alongside this momentous feat, the recent commissioning of Transafam Power Limited's 240 MW Afam Three Fast Power plant unequivocally demonstrates Transcorp Group's resolute dedication to delivering reliable and sustainable power solutions for Nigeria.

Privatisation and the Resounding Success of Transcorp Power:

The privatisation of the Nigerian power sector has played an instrumental role in revolutionising the country's energy landscape and propelling its economic growth. The Federal Government's visionary privatisation program has sought to augment operational efficiency, attract private sector investments, and foster job creation. Transcorp Power's acquisition of the post-privatisation discharge certificate serves as an irrefutable validation of the company's unwavering adherence to the stipulated privatisation conditions and its exceptional performance in fulfilling the post-privatisation requirements.

Under the stewardship of our esteemed Group Chairman, Mr. Tony O. Elumelu, CFR, President, Dr. Owen Omogiafo OON, and MD/CEO of Transcorp Power Mr. Christopher Ezeafulukwe, Transcorp Power has consistently surpassed expectations and set unprecedented benchmarks in the power sector. The company's resounding success lies in its remarkable attainment of a minimum available capacity of 670MW, exceeding the Bureau of Public Enterprises' five-year target. This awe-inspiring growth has been made possible through astute strategic investments and the unwavering dedication of Transcorp Power's entire team.

Moreover, Transcorp Power has passionately demonstrated its commitment to the Nigerian economy by spearheading a robust indigenous agenda. All of the company's power plants are managed and operated exclusively by Nigerians, thereby creating substantial employment opportunities and significantly contributing to the reduction of unemployment rates across the nation. Transcorp Power's emphasis on safety has also borne remarkable fruit, evident in its impeccable track record of zero incidents since its inception in 2013.

Transafam Power's Commissioning and Transcorp's Noble Purpose:

In addition to the resplendent achievements of Transcorp Power, the recent commissioning of Transafam Power's Afam Three Fast Power plant by the Federal Government further underscores Transcorp's unswerving dedication to revolutionising Nigeria's power sector. The commissioning ceremony, graced by the presence of the former Vice President of the Federal Republic of Nigeria, Prof. Yemi Osinbajo, was a resounding tribute to Transcorp's aspirations for the sector.

Transcorp Group has substantially bolstered its cumulative generating capacity, an extraordinary milestone that will tremendously enhance the availability of electricity for millions of Nigerians.

We wholeheartedly acknowledge that power serves as the catalyst for driving economic prosperity and fostering job creation, and it is steadfastly determined to ensure that every Nigerian can access the innumerable benefits of reliable electricity.

The successful privatisation of the Nigerian power sector has paved the way for transformative accomplishments by our subsidiary companies such; Transcorp Power and Transafam Power.

The momentous discharge and commissioning ceremonies further fortify our Group's position as a key industry player in Nigeria's power sector as we continue our purpose of "Improving Lives and Transforming Africa," we are poised to play an instrumental role in Nigeria's resolute journey towards achieving energy sufficiency, fostering remarkable economic growth, and promoting the holistic well-being of our people.

Transcorp Power



Powering Up Your Life.

At Transcorp Power, we are dedicated to empowering your life by providing innovative power generation solutions that prioritize efficiency and environmental sustainability. We believe that power is essential to any real transformation, and we strive to deliver reliable and sustainable energy to light up your homes, schools, hospitals, factories, and more; we power up your life.

African Folklore You've Definitely Heard About



Damilola Alade
Transcorp Plc

Growing up, I sought comfort in the spine-chilling tales that penetrated the walls of my secondary school boarding house. My twisted pleasure consisted of African horror folklores, and among them, I had two favourites: the eerie legend of the Nigerian Bushbaby and the mysterious Madam Koi Koi.

The Bush Baby

In the heart of the Nigerian wilderness, a tale of terror and tragedy unfolded—the legend of the Nigerian Bushbaby. Long ago, a mother gave birth to a hideous monster hated by everyone who saw it. Consumed by revulsion, she ventured into the scary woods, placing the cursed child on a worn mat with a flickering lantern. Her venomous words cursed the baby, declaring it a harbinger of misfortune.

The forsaken baby's haunting cries pierced the night, its tear-filled gaze fixed upon its heartless mother. Days turned to nights as the wailing persisted, seeping into the fabric of the forsaken mat. The spirit of the abandoned child clung to the ethereal realm, forever yearning for its lost mother.

Whispers spread through the village of a grotesque creature with blazing eyes and elongated breasts, a reminder of the forsaken baby's eternal search. The mournful cries unsettled even the bravest, a chilling symphony of anguish that echoed through the night.

Yet, another sinister aspect emerged—the mat itself. Legends spoke of its otherworldly power, promising unimaginable wealth to those who dared possess it. But the carpet demanded a daunting trial—seven nights of enduring the relentless cries. Only the strongest-willed could withstand the torment, while those who faltered faced a grisly fate, claimed by the baby's wrath, their souls vanishing into the darkness.

The legend of the Nigerian Bushbaby wove its tale of horror and tragedy, striking fear into the hearts of those who dared approach. The forsaken baby's cries, the elusive creature's eternal search, and the coveted mat holding wealth and terror were chilling reminders that human cruelty and abandonment could birth the most harrowing nightmares.

Madam Koi Koi

In the depths of the Nigerian countryside, a chilling tale circulated through the village. The story sent shivers down their spines and made their hearts race with fear. The name that echoed in hushed whispers was Madam Koi Koi, a woman of dark powers and malevolent intentions.

Those who had encountered her spoke of the terror that accompanied her presence. They described her footsteps as bone-chillingly loud, reverberating through the night with an unnerving heaviness. The sound of those footsteps became an omen, a warning that Madam Koi Koi was near and that nothing, but darkness and despair would follow.

The story of Madam Koi Koi's malevolence spread through the boarding schools, whispered among frightened students. The tale twisted and turned with each retelling, growing more sinister and terrifying. Whispers of her cursed laughter, her soulless eyes, and the unfortunate souls who vanished after encountering her filled the hallways and crept into every corner of- boarding houses. The fear became palpable, a suffocating presence that gripped the hearts of those who dared to listen.

As the night deepened, the mere mention of Madam Koi Koi cast a shadow over the boarding houses. Sleep became elusive, replaced by restless nights filled with nightmares of her haunting footsteps approaching. The story became a part of their shared horror, a collective experience that united people. And in the darkest corners of their imaginations, they wondered if the legend of Madam Koi Koi was more than just a tale and if she lurked among them, waiting to claim unsuspecting souls in the dead of night.

As we end these haunting tales, I invite you to reflect on the strange and fascinating world we have explored together. Bushbaby and Madam Koi Koi have left a lasting mark on our imagination, reminding us that within the realms of fear and humour lies a realm of captivating stories.

The legend of the Nigerian Bushbaby wove its tale of horror and tragedy, striking fear into the hearts of those who dared approach. The forsaken baby's cries, the elusive creature's eternal search, and the coveted mat holding wealth and terror were chilling reminders that human cruelty and abandonment could birth the most harrowing nightmares.

A Culinary Journey Across Nigeria



Precious Agu
Transcorp Power Limited

Whether you prefer the satisfaction of pounding yam or the smoothness of Amala, paired with the delectable Gbegiri soup, these dishes showcase the incredible diversity and flavors of Nigerian cuisine.

Hold on to your taste buds, dear HOT! I am about to embark on a flavour-filled foodventure through the irresistible world of Nigerian cuisine. Get ready to dive into the saucy secrets of Jollof rice, sizzle with excitement over the grilled perfection of Suya, and the belly-filling delight of Amala and Gbegiri. It's time to loosen up those belts and let your taste buds do the happy dance!

Jollof Rice: The Boss of Nigerian Flavors

Picture this: a pot of steaming, tomatoey goodness with fluffy rice, dancing with spices and love. That's Jollof rice! It's the superstar dish that sparks friendly rivalries and epic debates at parties. Unravel the mysteries of Jollof rice, from its origins to the creative variations found across Nigeria. Prepare to have your taste buds hijacked by this flavor sensation!

Suya: Grilled Goodness on a Stick

When it comes to grilled perfection, Nigeria's got the secret sauce – literally! Suya is the King of the streets! Imagine tender, marinated meat skewered to perfection, slathered with a fiery peanut coating. It's like a flavor explosion in your mouth! Join the sizzling journey of Suya, from its humble beginnings as a local snack to becoming a national obsession.

Amala, Smooth and Savory Goodness:

Step aside, regular flour! Amala is here to steal the show with its unique twist on swallow. Made from yam flour or a blend of yam and cassava flour, Amala offers a velvety-smooth texture that perfectly complements rich Nigerian soups. Learn about the traditional preparation methods, the cultural significance of Amala, and the joy of indulging in its deliciousness.

Gbegiri, the Queen of Bean Soups:

If there's one soup that deserves a standing ovation, it's Gbegiri. This rich, yellow bean soup is a superstar in Nigerian cuisine. Made from blended brown beans, onions, and spices, Gbegiri is known for its creamy consistency and incredible flavor. Explore the secrets of making the perfect Gbegiri, its traditional accompaniments, and the way it brings a smile to every soup lover's face.

Congratulations, my fellow foodies! You've embarked on a delectable journey through the world of Nigerian cuisine, exploring the velvety goodness of Amala, and the hearty richness of Gbegiri soup. Whether you prefer the satisfaction of pounding yam or the smoothness of Amala, paired with the delectable Gbegiri soup, these dishes showcase the incredible diversity and flavors of Nigerian cuisine. So, grab your fork, wash your hands and dive in, and let the flavors transport you to the heart of Nigeria's culinary heritage.



How to Communicate Your Company's Strategy Effectively



Nneka Onita
Transcorp Plc

Always remember that it is not enough to have a killer brand strategy, communicating your company's strategy effectively is also vital for success.

In today's fast-paced business environment, having a well-defined strategy is crucial for any company's success. However, formulating a strategy alone is not enough. It must be effectively communicated throughout the organization to align everyone toward the same goals. It is integral that you communicate your company's strategy in a way that resonates with your employees, stakeholders, and customers.

The first thing to do is, to begin with a compelling vision. A powerful strategy starts with a compelling vision that outlines the company's long-term goals and aspirations. This vision should inspire and motivate your employees, as well as capture the attention of your stakeholders and customers. Think about how Transcorp's vision of improving lives and transforming Africa has galvanized both employees and external stakeholders, making them feel part of a greater purpose. Ensure your vision is clear, concise, and memorable, so it can easily be shared and understood by all.

Strategy communication should avoid jargon and complex terminology. Instead, aim to simplify and clarify your message. Consider how Apple's strategy revolves around creating user-friendly products that "just work." They communicate their strategy effectively by focusing on simplicity and usability, which resonates with customers worldwide. Keep your strategy concise, using straightforward language and relatable examples that everyone can grasp easily.

Furthermore, humans are wired to respond to stories. To make your company's strategy more engaging, incorporate storytelling techniques. Share real-life examples and narratives that illustrate how the strategy has driven success or solved challenges. These stories create an emotional connection and help employees understand how they contribute to the bigger picture.

It is important to remember that effective strategy communication is not a one-way street. Encourage an open dialogue within your organization, allowing employees at all levels to provide feedback, ask questions, and share their thoughts. This fosters a sense of ownership and empowers employees to contribute to the strategy's success. Companies that are transparent with their communication channels, enable employees to share ideas and concerns freely. Embrace various communication tools, such as town hall meetings and surveys, to facilitate ongoing conversations.

To ensure your strategy resonates across the organization, cascade it throughout all levels, departments, and teams. Provide clear and consistent messages that highlight each unit's role in achieving the overall strategy. This helps employees understand how their day-to-day tasks contribute to the bigger picture. Consider workshops, training sessions, and regular updates to reinforce the strategy and align everyone's efforts.

Finally, visual aids can significantly enhance strategy communication. Use infographics, diagrams, and charts to illustrate key concepts and relationships within your strategy. Visualizing complex ideas can make them more accessible and memorable. For example, Amazon uses its "flywheel" diagram to demonstrate how different elements of its strategy, such as customer obsession and fast delivery, work together to drive growth. Invest in visually appealing materials, both online and offline, that effectively convey your strategy's key messages.

In summary, always remember that it is not enough to have a killer brand strategy, communicating your company's strategy effectively is also vital for success. Effective strategy communication inspires and engages, making everyone feel like an integral part of the journey toward achieving your company's goals.

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10 Hilarious Misconceptions About Africa Debunked



Precious Eli
Transcorp Hotels Calabar

Africa's misconceptions can perpetuate myths and undermine the true beauty and complexity of the African continent and its people.

Africa, a diverse and vibrant continent, is often shrouded in misconceptions and stereotypes. These misconceptions can perpetuate myths and undermine the true beauty and complexity of the African continent and its people. In this article, I will debunk ten hilarious misconceptions about Africa, shedding light on the realities and dispelling the misconceptions that have persisted for far too long.

Africa is a country.

Reality: Africa is a vast continent consisting of 54 diverse and unique countries, each with its own culture, language, and traditions. From the bustling streets of Lagos in Nigeria to the magnificent pyramids of Egypt, Africa offers a rich tapestry of nations and civilizations.

Africa is a land of endless savannahs and wild animals.

Reality: While Africa is famous for its breathtaking wildlife, including the majestic lions, elephants, and giraffes, it is also home to bustling cities, modern infrastructure, and diverse landscapes. From the stunning beaches of Cape Town to the lush rainforests of the Congo Basin, Africa showcases a range of natural wonders.

African people live in primitive huts.

Reality: Africa has a mix of traditional and modern housing, just like any other continent. While some rural communities may still live in traditional dwellings, many Africans live in modern houses, apartments, and urban areas with access to amenities, technology, and infrastructure.

Africa lacks technological advancements.

Reality: Africa has seen remarkable technological advancements in recent years. From mobile payment systems that revolutionise banking to innovative solutions for renewable energy, Africans are embracing technology and driving innovation across various industries.

All Africans are poor and in need of aid.

Reality: While poverty exists in certain regions of Africa, it is essential to recognise that the continent is not homogeneous in terms of wealth or development. Africa is home to a growing middle class and a thriving business sector, contributing to economic growth and progress.

African cuisine is limited to exotic meats and insects.

Reality: African cuisine is incredibly diverse and varies from region to region. While dishes like South African braai or Nigerian jollof rice are popular, African cuisine encompasses a wide array of flavors, spices, and ingredients. From injera in Ethiopia to couscous in Morocco, the culinary traditions of Africa are rich and diverse.

African languages are primitive or limited.

Reality: Africa is linguistically diverse, with over 2,000 languages spoken across the continent. These languages are rich in history, culture, and expression. African countries often have multiple official languages and vibrant linguistic landscapes, reflecting the diversity and complexity of the African people.

Africa is constantly plagued by wars and conflicts.

Reality: While Africa has faced its share of conflicts, it is essential to avoid painting the entire continent with a broad brush. Africa is a vast region with countries experiencing peace, stability, and economic growth. It is important to recognize the positive strides being made in promoting peace and resolving conflicts.

African fashion is limited to tribal attire.

Reality: African fashion is renowned for its vibrant colors, patterns, and craftsmanship. African designers are making waves globally, blending traditional aesthetics with contemporary styles. From the intricate kente cloth of Ghana to the bold prints of East Africa, African fashion is a testament to creativity and cultural expression.

Africa lacks education and intellectual achievements.

Reality: Africa has a rich history of intellectual achievements and a growing education sector. Many African countries have made significant progress in improving access to education, and African scholars, scientists, and artists have contributed immensely.

Exploring The Diverse Beliefs and Customs of Africa



Obianuju Onyekedi
Transcorp Plc

Africa is known for its vast cultural diversity and well-ingrained customs. Various beliefs and customs have been shaped by centuries of cultural evolution and interwoven mythology within its distinct communities. These traditions, which range from scarification ceremonies to unique customs, offer a glimpse into the complex nature of African culture.

Here are a few practices and their meanings:

1. Scarification (Origin: Various African countries): Scarification, the deliberate act of creating patterns or designs on the skin through controlled scarring, holds significant cultural and spiritual meaning in several African communities. It is believed that scarification enhances beauty, marks important life transitions, symbolizes social status, or serves as a form of tribal identification. This practice can be found in countries such as Nigeria, Sudan, and Ethiopia, where specific patterns hold particular significance within their respective communities.

2. Pouring Ogogoro (also known as spirit) in One's Eye (Origin: Nigeria): Among some Nigerian tribes, a unique and extreme ritual involving pouring Ogogoro, a locally brewed alcoholic beverage, into one's eye is believed to enhance a child's sharpness. This practice is associated with the belief that it improves a child's intellect and mental acuity, setting them on a path to success. However, it is important to note that this practice is not widely accepted or practiced throughout the country.

3. Putting Your Hand Over Your Head (Origin: Zimbabwe): In Zimbabwe, it is customary to place one's hand over their head when seeking forgiveness or showing deep respect to elders. This gesture signifies a humble acknowledgment of wrongdoing or a demonstration of profound reverence. It reflects the cultural value of respecting authority and promoting harmony within the community.

4. Pouring Palmwine on the Floor for the gods (Origin: Ghana): In Ghanaian traditional beliefs, pouring Palmwine, a fermented beverage derived from palm trees, on the ground before drinking it is a symbolic act of honoring the gods. It is believed that this offering ensures the gods' satisfaction before indulging in the drink. This practice is deeply rooted in ancestral worship and reflects the spiritual connection between humans and divine entities.

5. Itchy Feet as a Sign of Good Fortune (Origin: Various African countries): Across many African cultures, if one's feet itch, it is often interpreted as a harbinger of good things to come, including financial prosperity. This belief stems from the idea that unexpected blessings or opportunities are on the horizon. While the specific interpretations may vary across regions, the common thread is the anticipation of positive outcomes.

6. Collision of Two Rivers Reflecting Colliding Deities (Origin: Nigeria): In Nigeria, where rivers hold sacred significance, the collision of two rivers is believed to represent a clash between deities associated with those bodies of water. This event is seen as a potent manifestation of divine power and is often accompanied by elaborate rituals and ceremonies to appease the conflicting forces. It serves as a reminder of the spiritual realm's influence on the physical world.

7. Hitting Foot on a Stone as a Bad Omen (Origin: Various African countries): In many African societies, accidentally hitting one's foot on a stone is considered an ill omen. This belief arises from the notion that stumbling upon an obstacle is a sign of impending difficulties or challenges. The interpretation varies, but it generally serves as a cautionary message to be more vigilant and cautious in one's endeavors.

8. The Symbolism of Extra Fingers on a Child (Origin: Various African countries): The presence of an extra finger on a child holds diverse meanings across different parts of Africa. In some regions, it is associated with good luck and royalty, indicating the child's auspicious future. This belief suggests that the additional digit represents a special blessing bestowed upon the child, symbolizing their unique destiny and potential for greatness. Overall, the presence of an extra finger on a child in various African cultures is imbued with deep spiritual and cultural significance, representing good fortune, royalty, ancestral connections, and the continuation of family legacy through reincarnation. These interpretations reflect the interconnectedness between the physical, spiritual, and ancestral realms within African belief systems.

9. Taboo of Giving with the Left Hand (Origin: Various African countries): Across many African cultures, it is considered disrespectful to give something, especially to an elder, using the left hand. This belief stems from the cultural significance attributed to the right hand, which is viewed as the hand of honor, cleanliness, and positive energy. Giving with the left hand is often perceived as unclean and disrespectful, as it goes against established norms and values. By adhering to this custom, individuals show respect for their elders and reinforce the importance of proper etiquette.

10. Nocturnal Crowing of Chickens (Origin: Various African countries): In numerous African societies, there exists a belief that chickens should not crow at night; otherwise, they will meet an untimely demise. This notion is rooted in the understanding that chickens are diurnal creatures, with crowing being a characteristic behavior associated with daylight hours. When chickens crow at night, it is believed to disturb the natural order and disrupt the balance of the spiritual realm. Consequently, it is believed that these chickens will be met with ill fortune or even death.

11. Ghosts at Market Junctions (Origin: Various African countries): In certain African traditions, it is believed that bending down or kneeling at the junction of a marketplace can allow one to perceive the presence of ghosts. This belief is connected to the idea that marketplaces are often regarded as liminal spaces, where the realms of the living and the spirit world intersect. By bending down at these junctions, individuals open themselves up to heightened spiritual sensitivity, potentially allowing them to glimpse into the ethereal realm. This belief serves as a reminder of the pervasive spiritual dimensions that coexist with everyday life.

The diverse beliefs and practices found within African cultures offer a glimpse into the profound spiritual and cultural heritage of the continent. By understanding and appreciating these unique traditions, we gain insight into the intricacies of the African cultural identity and its enduring significance in the modern world.

The diverse beliefs and practices found within African cultures offer a glimpse into the profound spiritual and cultural heritage of the continent.

Workplace Ethics and Conduct: Fostering a Culture of Integrity



Ijeoma Ukwuoma
Transcorp Plc

Workplace ethics and conduct play a crucial role in maintaining a healthy and productive work environment. These principles serve as a guiding framework for employees and organisations, shaping their behaviour and decision-making processes. Fostering a culture of integrity is essential for sustainable economic growth and social development. Here I explore the significance of workplace ethics and conduct in the Nigerian context and provide insights into fostering a culture of integrity.

Ethics and conduct are essential aspects of any organisation, as they define the values, principles, and standards that guide the behaviour and decisions of its members. A culture of integrity is one that promotes honesty, fairness, respect, and accountability in all aspects of work. Such a culture can enhance the reputation, performance, and sustainability of an organisation, as well as foster trust and loyalty among its stakeholders.

Here are key reasons why workplace ethics and conduct matter to us at Transcorp:

1. Building Trust and Reputation: Imagine working for a company known for its ethical practices. A company that values honesty, integrity, and accountability. Such an organisation builds trust not only among its employees but also with clients, partners, and stakeholders. In Nigeria, where trust is crucial for business relationships, organisations that prioritize ethics establish a solid reputation, attracting top talent and building long-lasting partnerships.

2. Enhancing Employee Engagement and Productivity: Creating a work environment rooted in ethics and integrity has a significant impact on employee engagement and productivity. When employees feel valued, respected, and treated fairly, they become more motivated and dedicated to their work. In Nigeria, a culture of integrity fosters trust and fairness, leading to higher job satisfaction, increased productivity, and ultimately, organizational success.

3. Legal and Regulatory Compliance: Upholding ethical standards ensures compliance with Nigerian labour laws, regulations, and codes of conduct. Organisations that prioritize ethics are better equipped to navigate legal complexities, avoiding penalties and reputational damage. By adhering to ethical guidelines, companies in Nigeria demonstrate their commitment to legal compliance, which enhances their credibility and reinforces their standing within the business landscape.

4. Contributing to Social Development: Beyond organisational success, ethical conduct has a broader impact on society. Nigerian organisations that embrace responsible business practices, engage in community development initiatives, and promote environmental sustainability contribute to the overall social development of the country. By integrating ethics into their operations, organisations can be agents of positive change, fostering sustainable growth and making a meaningful difference in the communities they serve.

The role of Human Resources (HR) in fostering a culture of integrity within the Nigerian workforce is crucial in the following ways.

- **Developing Ethical Policies and Guidelines:** As HR professionals, we have the responsibility to formulate and communicate comprehensive ethical policies and guidelines that align with the organization's values. These policies should address various areas, such as conflicts of interest, harassment, diversity and inclusion, data privacy, and anti-corruption measures. By setting clear expectations, we provide a framework for ethical behaviour and ensure consistency across the organization.
- **Recruitment and Onboarding:** During the recruitment process, HR plays a crucial role in assessing candidates' ethical values and cultural fit within the organization. By selecting individuals who align with the organization's ethics, we lay the foundation for a culture of integrity. Additionally, during the onboarding process, we can emphasize the importance of workplace ethics, provide training, and familiarize new employees with the organization's ethical standards.
- **Training and Awareness Programs:** HR should organize regular training sessions and awareness programs to educate employees about workplace ethics and conduct. These programs enable employees to develop a deeper understanding of ethical decision-making, conflict resolution, maintaining confidentiality, and the consequences of unethical behaviour. By fostering awareness, we empower employees to make ethical choices and contribute to a positive work environment.
- **Establishing Whistleblower Mechanisms:** Creating safe and confidential channels for employees to report unethical behaviour or misconduct is crucial. HR should implement whistleblower protection policies, ensuring that employees feel secure when raising concerns. By encouraging open communication and addressing reported incidents promptly, we demonstrate our commitment to a culture of accountability and foster trust within the organization.

Workplace ethics and conduct form the bedrock of a thriving and successful Nigerian workforce. By emphasising the importance of ethics in our organisations, we can build trust, enhance employee engagement, ensure legal compliance, and contribute to the broader social development of our country.

As such HR professionals have a crucial role to play in fostering a culture of integrity. Through the development of ethical policies and guidelines, careful recruitment and onboarding processes, comprehensive training and awareness programs, and the establishment of whistleblower mechanisms, we can shape the ethical landscape of our organisations.

However, we must also acknowledge the challenges that may arise. Cultural differences, fear of retaliation, and monitoring and enforcement difficulties can pose obstacles to the establishment of a robust ethical culture. Nonetheless, by recognising these challenges and implementing strategies to overcome them, we can build a solid foundation of workplace ethics and conduct.

Let us commit ourselves to prioritize workplace ethics and conduct in Transcorp, leading by example and inspiring our colleagues to foster an environment where honesty, fairness, respect, and professionalism are cherished and practiced.

Ethics and conduct are essential aspects of any organisation, as they define the values, principles, and standards that guide the behaviour and decisions of its members.

TransafamPower



Illuminating the Essence of your Life

Power is the lifeline of every economy and at Transafam Power we are devoted to delivering cutting-edge power generation solutions that prioritize efficiency and environmental sustainability, to transform the lives of millions of Nigerians. We illuminate the very essence of your life bringing warmth and hope into every corner of your world.

8 Interesting Facts About Pre-Colonial Africa



Chichi Abama
Transcorp Hotels Plc

AFRICA, OUR AFRICA!

There are lots of misconceptions about Africans particularly those that existed in pre-colonial times. Some people say we jumped aimlessly from tree to tree in the bush, whilst others say that we were nobodies before the arrival of the Europeans on African soil. Therefore, this article has been designed to inform us about some of our great achievements, positive attitudes towards life, and our fascinating knowledge of nature and the supernatural.

1. Ancient Egyptians: Ancient Egyptians referred to their land as "Kemet" or "Ta-Meri," meaning "black land" or "land of the Egyptians." Ancient Egyptians are so prominent in global history due to their mind-blowing contributions to civilisation across spheres such as Mathematics, Astronomy, Architecture, Spirituality, etc, of which some are still uncomprehending by modern humans. Also, ancient Egyptians were not mostly Arabs as depicted in popular culture – but ad skin tones varying from very dark, reddish-brown to yellow.

2. African Writing Systems:

• Egyptian Hieroglyphs: Developed around 3200 BCE in ancient Egypt, hieroglyphs were a complex system of pictorial symbols used for religious, administrative, and monumental purposes.

• Meroitic Script: Used in the Kingdom of Kush (modern-day Sudan) from the 2nd century BCE to the 4th century CE, the Meroitic script was a combination of alphabetic and logographic elements. Its exact decipherment is still ongoing.

• Ge'ez Script: Originating from ancient Ethiopia, the Ge'ez script is one of the oldest writing systems in Africa. It has been used for various Ethiopian languages and liturgical purposes, particularly in the Ethiopian Orthodox Tewahedo Church.

• Tifinagh Script: Primarily associated with the Amazigh (Berber) people, the Tifinagh script is an ancient writing system used across North Africa. It has experienced a revival in recent years and is now an official script for Berber languages in countries like Morocco and Algeria.

• Nsibidi: Nsibidi is an indigenous pictographic script found in southeastern Nigeria and southwestern Cameroon. It was primarily used by secret societies and had various meanings that were often known only to the initiated.

3. Knowledge of astronomy: The Dogon people of Mali possess extensive knowledge of astronomy, particularly regarding the Sirius star system. They have detailed information about the star Sirius B, which is invisible to the naked eye and was discovered by modern science only in the 19th century.

4. Technological Advancements: African societies developed various technological advancements. For instance, the Nok culture in present-day Nigeria produced terracotta sculptures as early as 500 BCE, while the Bantu people pioneered ironworking techniques, which significantly impacted agriculture, trade, and warfare.

5. African Philosophy: Ubuntu: Ubuntu is a concept rooted in African spirituality and ethics that emphasises the interconnectedness and shared humanity of individuals. It promotes values such as compassion, empathy, community, and the idea that "I am because we are." So, when people engage in the denigration of the African people and culture, let's remember that the Ubuntu philosophy was and is still a key concept that shaped and guided Africans.

6. Birth Control: A popular ancient contraceptive involved soaking cotton in a paste of various ingredients: acacia bark, dates, and honey; this mixture was then inserted into the vagina. The theory goes that it would either act as a physical barrier to conception or possibly alter the pH level to make it lethal to sperm.

7. Advanced Civilisations: Africa has a rich history of advanced civilisations that made significant contributions to various fields, including architecture, engineering, arts, governance, and trade. Here are a few examples:

• Ancient Egypt: Ancient Egypt, along the Nile River, is renowned for its advanced civilisation that thrived for thousands of years. The Egyptians built monumental structures like the pyramids and temples, developed hieroglyphic writing, practiced advanced agriculture, had a complex religious and funerary belief system, and made advancements in mathematics and astronomy.

• Axum: The Kingdom of Axum, located in present-day Ethiopia and Eritrea, flourished from around the 1st century CE to the 7th century CE. Axum was a significant trading power, known for its powerful navy, extensive trade networks, impressive obelisks, and its adoption of Christianity in the 4th century CE.

• Great Zimbabwe: Great Zimbabwe was an ancient city located in present-day Zimbabwe. It reached its peak between the 11th and 15th centuries and was a prominent political and trading center. Great Zimbabwe is known for its intricate stone architecture, including massive stone walls and structures.

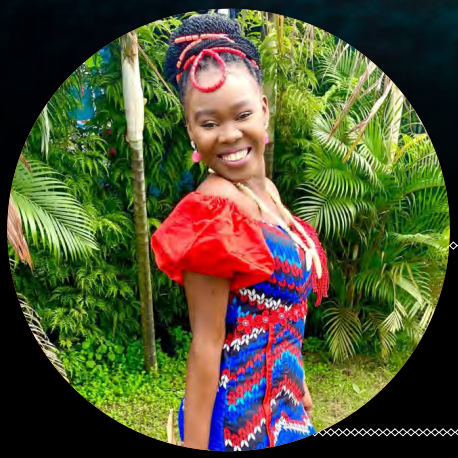
• Mali Empire: The Mali Empire, established in the 13th century, was one of the largest and wealthiest empires in West Africa. It was known for its control over the trans-Saharan trade routes and the wealth of its rulers, particularly Mansa Musa. Timbuktu, a city within the empire, was a center of Islamic learning and trade.

• Songhai Empire: The Songhai Empire succeeded the Mali Empire and reached its height during the 15th and 16th centuries. It was a vast and powerful empire known for its organised administration, military strength, and scholarly achievements. The city of Gao served as its capital.

8. Education: The University Of Al Quaraouiyine located in Fez, Morocco, is the oldest university not just in Africa but the entire world. The university, which was founded by Fatima Al-Fihri as a mosque first, was established in 859 AD before subsequently becoming a place of learning and one of the world's most important Islamic spiritual and education centres. Fatima Al-Fihri used her inheritance to form the university with an associated school, becoming a leading spiritual and educational centre in the Muslim world. It was the world's first centre to award degrees according to different levels of study. Subjects included Islamic studies, mathematics, grammar, and medicine.

This article has been designed to inform us about some of our great achievements, positive attitudes towards life, and our fascinating knowledge of nature and the supernatural.

African Proverbs And Their Meanings



Laura Adje
Transafam Power Limited

Through African proverbs, we discover a profound interconnectedness—a reminder that the human experience transcends borders and cultures.

In the heart of Africa, where the sun's golden embrace bathes the land in warmth and vibrant colors, lies a treasure trove of wisdom passed down through generations: African proverbs. These timeless gems, woven into the fabric of diverse cultures across the continent, transcend borders and languages, offering profound insights into the essence of life itself. With their lyrical cadence and thought-provoking imagery, African proverbs beckon us to embark on a journey of self-discovery, where ancient whispers guide our steps and reveal the profound interconnectedness of all humanity.

"What an old man can see while sitting, a child cannot see even while standing on a tree."

The above proverbial saying is commonly known and used among the Igbo people of Nigeria, and it depicts wisdom and experience associated with the elderly.

A Proverb is "a short sentence" that people often quote, giving advice or telling you about life. The Yoruba of Nigeria defines a proverb more colorfully, calling it "a horse which can carry one swiftly to the discovery of ideas."

In Ghana, elders of society are regarded as authors and custodians of proverbs. Thus, proverbial sayings are often preceded by the phrase, "Our elders say . . ." And in a situation where a speaker is talking to a much older audience, it is polite to precede the use of a proverb with the expression, "It is you elders who say . . ." Out of respect, a younger speaker does not want to be seen as teaching his elders the words of wisdom embodied in the proverb.

In Africa as a whole, proverbs are regarded as a very important aspect of communication and most parents and older folks commonly use them to describe or express ideas. Some of these African proverbs come from specific African tribes, ethnic groups, or African countries.

Let us delve into some of Africa's most used proverbs.

An apple does not fall far from the tree.

This proverb clearly describes the hereditary nature between a child and its parents, which means that a child usually has a similar character or quality as his or her parents.

It takes a whole village to raise a child.

Raising a child in Africa has been understood to be the responsibility of everyone in society and not just the child's parents.

All fingers are not equal.

Everyone is different and so are their gifts and talents and so goes the proverb.

Those whose palm kernels were cracked for them by a benevolent spirit should not forget to be humble.

The popular Nigerian Novelist Chinua Achebe in one of his most widely read African literature wrote the proverb above which means that a man who has found success and overcome obstacles with the help of divine intervention should display humility.

During my research, I got interested in the proverbs of the Akan people of Africa. Akan is a language spoken by the Akan ethnic group in Ghana. It is also spoken by the central and eastern parts of Ivory Coast and Togo in West Africa. The Akan proverbs are said to be very important as they form the basis for communication and dissemination of wisdom, knowledge, and moral values. A host of proverbial sayings testify to the keen observations that Akan ancestors made of people and animals.

No one shows God to a child.

God's existence is all too obvious even to a child. This proverb is often used in reference to something a child will automatically learn with little instruction.

A chick that stands by its mother gets the thigh of the grasshopper.

This means that if a person isolates himself, he is easily forgotten when it comes to sharing good things.

These ancient expressions, with their power to captivate hearts and stir souls, remind us of the enduring legacy left by those who came before us. Through African proverbs, we discover a profound interconnectedness—a reminder that the human experience transcends borders and cultures. They serve as bridges that span time, carrying echoes of generations past and offering guidance to those who seek it in the present.

From Jollof Wars to Braai Battles: The Culinary Delights of Africa



Anthony Otu-James
Transcorp Hotels Calabar

African food offers a fascinating variety of tastes, spices, and culinary methods from North to South, East to West.

Africa is recognized for its diverse cultures and rich culinary traditions. African food offers a fascinating variety of tastes, spices, and culinary methods from North to South, East to West. Let's take a culinary journey through Africa, learning about iconic meals, regional delicacies, and the cultural significance of food in many African countries.

West Africa

The Jollof Wars and Beyond: No conversation about African cuisine is complete without mentioning the infamous Jollof rice. This beloved dish, consisting of rice cooked in a flavorful tomato-based sauce, is a source of pride and contention across West Africa. Countries like Nigeria, Ghana, and Senegal each claim to have the best version, leading to lighthearted debates known as the "Jollof Wars." Beyond Jollof rice, West Africa offers a plethora of mouthwatering dishes like Nigerian suya (spiced grilled meat), Ghanaian banku (fermented cornmeal), and Senegalese thiéboudienne (fish and rice stew).

East Africa

Spices and Swahili Influences: In eastern Africa, spices play a central role in the cuisine, adding depth and complexity to the dishes. Countries like Ethiopia, known for its aromatic berbere spice blend, offer culinary delights such as injera (spongy sourdough flatbread) and doro wat (spicy chicken stew). Coastal regions, influenced by Swahili culture, showcase dishes like Tanzanian pilau (spiced rice), Ugandan matoke (plantain stew), and Kenyan nyama choma (grilled meat).

North Africa

A Fusion of Cultures and Flavors: North African cuisine is a fusion of indigenous Berber traditions, Arab influences, and Mediterranean flavors. Moroccan cuisine, with its tagines (slow-cooked stews) and couscous dishes, is renowned worldwide. Algerian cuisine offers delectable dishes like couscous merguez (spicy sausage), while Tunisian cuisine tempts with brik (stuffed pastry) and shakshuka (eggs poached in a tomato-based sauce). The aromatic spices, like cumin, coriander, and cinnamon, infuse the dishes with warmth and character.

Southern Africa

Braais and Biltong: In Southern Africa, the culinary landscape is shaped by the braai (barbecue) culture and the love for meat. South Africa takes the lead with its diverse range of grilled meats, including boerewors (sausages), sosaties (kebabs), and succulent steaks. Accompaniments like pap (maize porridge) and chakalaka (spicy vegetable relish) complete the braai experience. Another popular delicacy in the region is biltong, a cured and dried meat snack that South Africans and Zimbabweans especially relish.

Central Africa

Staple Foods and Hearty Stews: Central African cuisine revolves around hearty stews, root vegetables, and staple foods like cassava, plantains, and yams. Dishes like Congolese fufu (pounded cassava) and saka saka (cassava leaves stew) showcase the region's culinary heritage. In countries like Cameroon and Gabon, dishes such as ndolé (bitterleaf stew) and poulet DG (chicken in a flavorful sauce) are celebrated for their robust flavors and unique ingredients.

Clearly, Africa's culinary delights are as diverse and captivating as the continent itself.





Africa's Rising Stars: Unveiling the Powerhouse Unicorns



Obianuju Onyekedi
Transcorp Plc

Referred to as “unicorns” due to their valuations of $1 billion or more, these African companies have defied expectations and become symbols of innovation, resilience, and economic growth.

Africa’s entrepreneurial landscape is experiencing a remarkable transformation, with several groundbreaking startups making their mark on the global stage. Referred to as “unicorns” due to their valuations of $1 billion or more, these African companies have defied expectations and become symbols of innovation, resilience, and economic growth. In this article, we delve into the most up-to-date list of the top five African unicorns, exploring their achievements, impact, and the bright future they represent for the continent.

1. Flutterwave - Revolutionizing Payments:

Headquartered in Nigeria, Flutterwave has emerged as a leading fintech company, facilitating seamless digital payments across Africa and beyond. Its robust payment infrastructure empowers businesses to accept various payment methods and currencies, fostering regional and international commerce. With partnerships with major global companies, Flutterwave has raised significant funding and has rapidly expanded its operations across multiple African countries.

2. Jumia - Africa’s E-Commerce Giant:

Jumia, often nicknamed the “Amazon of Africa,” has revolutionized the continent’s e-commerce landscape. Operating in multiple African countries, Jumia provides a platform for individuals and businesses to buy and sell a wide range of products online. With its logistics network and innovative solutions tailored for African markets, Jumia has gained traction and secured substantial investments, driving digital entrepreneurship and enhancing access to goods and services across the continent.

3. Interswitch - Powering Digital Payments:

Interswitch, based in Nigeria, is a pioneer in digital payments and infrastructure across Africa. With its secure payment solutions and technological innovations, Interswitch has played a vital role in driving financial inclusion and facilitating seamless transactions in a region where cash still dominates. Its diverse product offerings, including card services, mobile payments, and digital banking solutions, have positioned Interswitch as a leading player in Africa’s financial technology sector.

4. Cellulant – Transforming Mobile Banking:

Cellulant, a Kenyan-based fintech company, has transformed mobile banking and digital financial services in Africa. Through its innovative platforms, Cellulant enables individuals and businesses to make payments, access banking services, and engage in digital commerce. By bridging the gap between financial institutions, businesses, and consumers, Cellulant has harnessed the power of mobile technology to drive financial inclusion and empower millions of Africans with convenient and secure digital financial services.

5. Andela - Building Africa’s Tech Talent:

Andela, with operations in Nigeria, Kenya, Egypt, and other African countries, has disrupted the tech industry by identifying and training top-tier software developers across the continent. By partnering with global companies, Andela provides remote, highly skilled African developers who contribute to building innovative solutions and driving digital transformation worldwide. With its unique approach to talent development and its commitment to unlocking Africa’s potential, Andela has attracted significant investment and continues to nurture Africa’s tech ecosystem.

These top five African unicorns, Flutterwave, Jumia, Interswitch, Cellulant, and Andela, embody the spirit of African entrepreneurship and innovation. They have successfully harnessed technology, addressed local challenges, and created solutions that transcend borders, transforming industries and positively impacting economies across the continent. With their remarkable achievements and future growth prospects, these unicorns serve as beacons of hope, inspiring a new generation of African entrepreneurs to dream big, disrupt markets, and shape Africa’s future as a global powerhouse of innovation and opportunity.

HIGHLIGHTS OF THIS QUARTER









17th Transcorp Plc Annual General Meeting





9th Transcorp Hotels Plc Annual General Meeting



Transcorp Hotels receives the 'Outstanding Employer of the Year 2022' Award as an "Employer of labour who is pro workers"



Owen makes Africa.com's 2023 Definitive List of Women CEOs



Chris speaks on the future of a self-sustaining power market on Twitter Spaces



Transcorp Hilton launches world-class wellness center



Vincent speaks on driving sustainable power generation on Twitter Spaces



Owen gets conferred with the National honour of Officer of the Order of the Niger (OON)





Transcorp Power receives post-privatisation discharge certificate.



Transafam Power's 240MW Afam III Fast Power Plant gets commissioned.



Dr. Abdulrazaq gets conferred with the National honour of Officer of the Order of the Niger (OON)

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Transcorp Group celebrates Africa Day



Transafam Power signs 20-year Power Purchase Agreement with the Federal Govern



Transcorp Group and Transcorp Hotels receive the Diversity Equity and Inclusion (DEI) Award







Owen, Dupe and our Chairman plant trees for World Environment Day



Owen speaks at the 2023 UBA Africa Conversations



Transcorp Group's Q1 2023 Post board meeting lunch



Transcorp executives attend the launch of the International Sustainability Standards Board (ISSB)







World leaders attend the Presidential inauguration at Transcorp Hilton Abuja



Transcorp executives attend AEDC strategy session in Abuja

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